

2024 Older adults engagement update

Priorities Committee meeting
July 9, 2024

Strathcona County Council motion

December 5, 2023

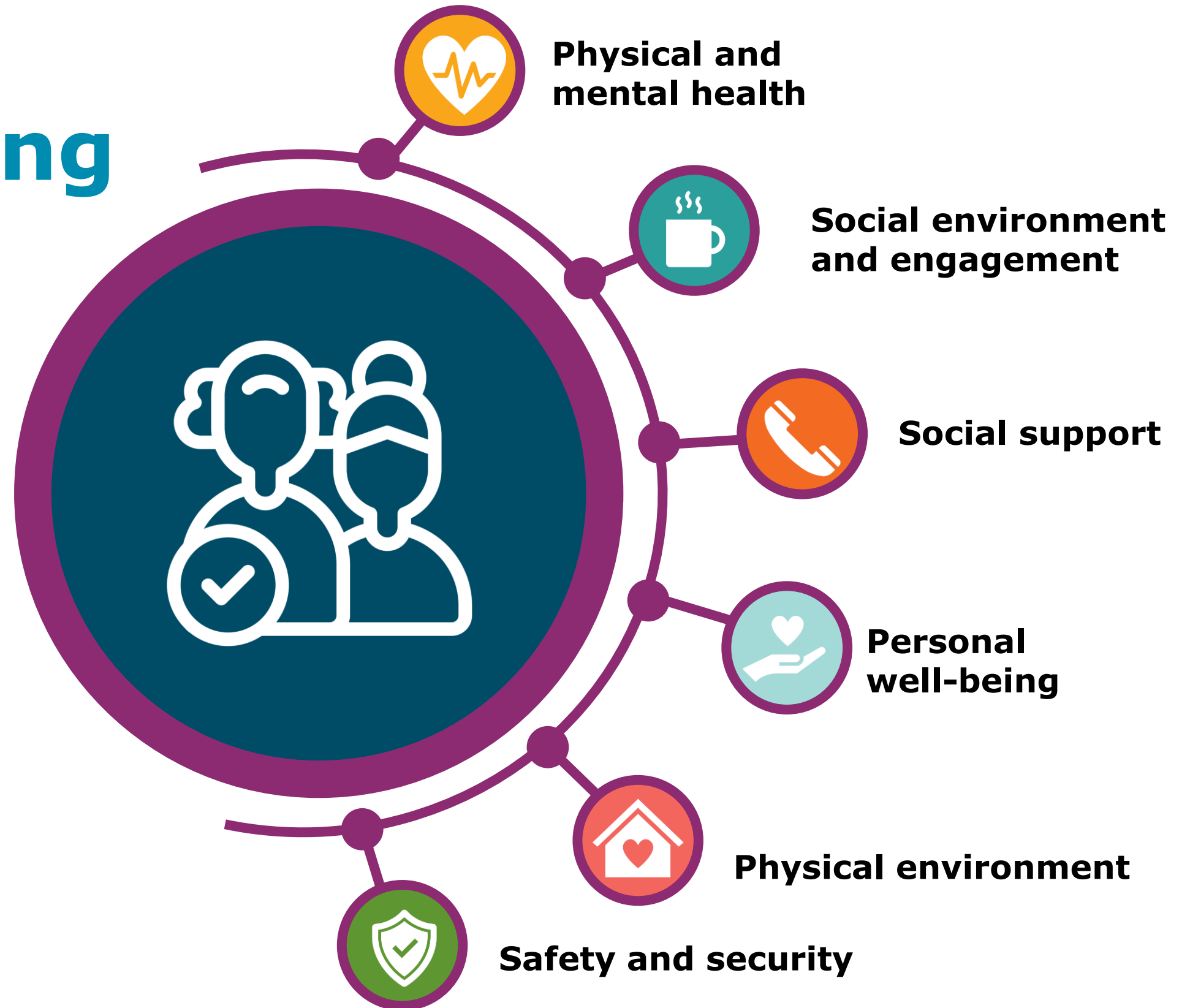
THAT Administration prepare a report for Council's consideration by the end of March 2024 with a strategy to engage a representative sample of all seniors with respect to the range of programs and services they require in Strathcona County, including a Seniors Hub in Sherwood Park.

Engagement priorities

- Representative sampling across all older adults in Strathcona County
- Qualitative and quantitative data on:
 - A vision for Strathcona County's 55 + population
 - Priority needs across different cohorts of the diverse 55+ population
 - Existing service responses from the seniors-serving sector, inclusive of provincial and federal mandates
 - How the needs and service preferences relate to a possible seniors' centre in Sherwood Park in the context of services already in place
- Understanding and affirmation of a vision for older adults in Strathcona County

Healthy Aging Framework

Outlines six determinants of healthy aging that support the ability to remain safe, healthy and well while aging



Older adults engagement

Phase 1

March to May

- Vision and needs exploration with older adults



Phase 2

June to August

- Focused community conversations on diverse needs



Phase 3

September to November

- Findings and recommendations to community and Council

CURRENT PHASE

Draft vision

In March, seniors-serving organizations and groups, members of the Seniors Advisory Committee, and leaders from Strathcona County's 55+ community came together to develop a draft vision for older adults in the County.

In Strathcona County, older adults feel empowered, safe, connected, supported and inspired. Their views are valued, their voices heard and their diverse needs are met.

Older adults survey

- Capture feedback on the needs and priorities of older adults in Strathcona County
- Open from April 10 – May 10, 2024
- Survey distribution was supported through multiple methods:
 - Telephone surveys
 - Promotion of online survey
 - In-person survey distribution

Communications approach

- Communications leveraged an array of tactics and connections to widely and effectively promote the survey and project to our community, including:
 - Collaboration with community organizations to amplify messaging and promote the survey
 - Print materials
 - Posters in County facilities, buses and community spaces
 - Postcards, utility bill stuffer, Sherwood Park News ads and columns
 - Roadside and lawn signs in high-traffic areas frequented by target audiences
 - Strathcona County and County Voice websites
 - Digital signs in County facilities and Sherwood Park Mall
 - eNewsletters - County Voice, County Living, Council
 - Social media posts and targeted social media ads
 - Media releases

County Voice Your County. Your Voice.

Take the older adults survey today!

Help shape the future of healthy aging in Strathcona County.

Survey is open from **April 10 - May 10, 2024**

strathcona.ca/HealthyAging
Questions? engagement@strathcona.ca | 780-464-8252

STRATHCONA COUNTY

Community outreach approach

- Community outreach priorities included connecting with:
 - Seniors' centres and clubs, community halls, agricultural societies, seniors' residences, seniors-serving organizations, advisory committees, recreation organizations, service clubs, rural and urban businesses and more
- Public-facing County departments supported survey distribution
- Outreach team attended events in the community and visited targeted locations to promote the survey
 - Trade Fair, Volunteer Fair, Mayor's State of the County and community events

Survey response

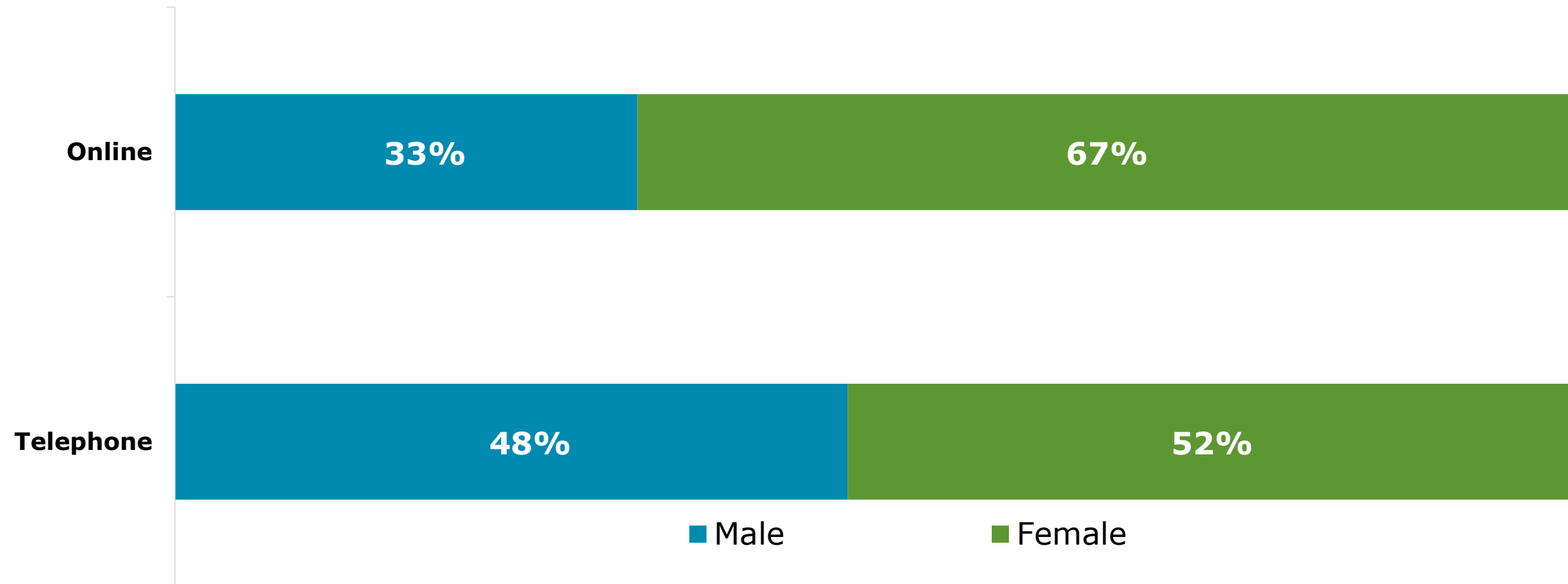
Telephone Sample

- N=400 (target 400)
- Statistically valid
- Representative
- Random sampling

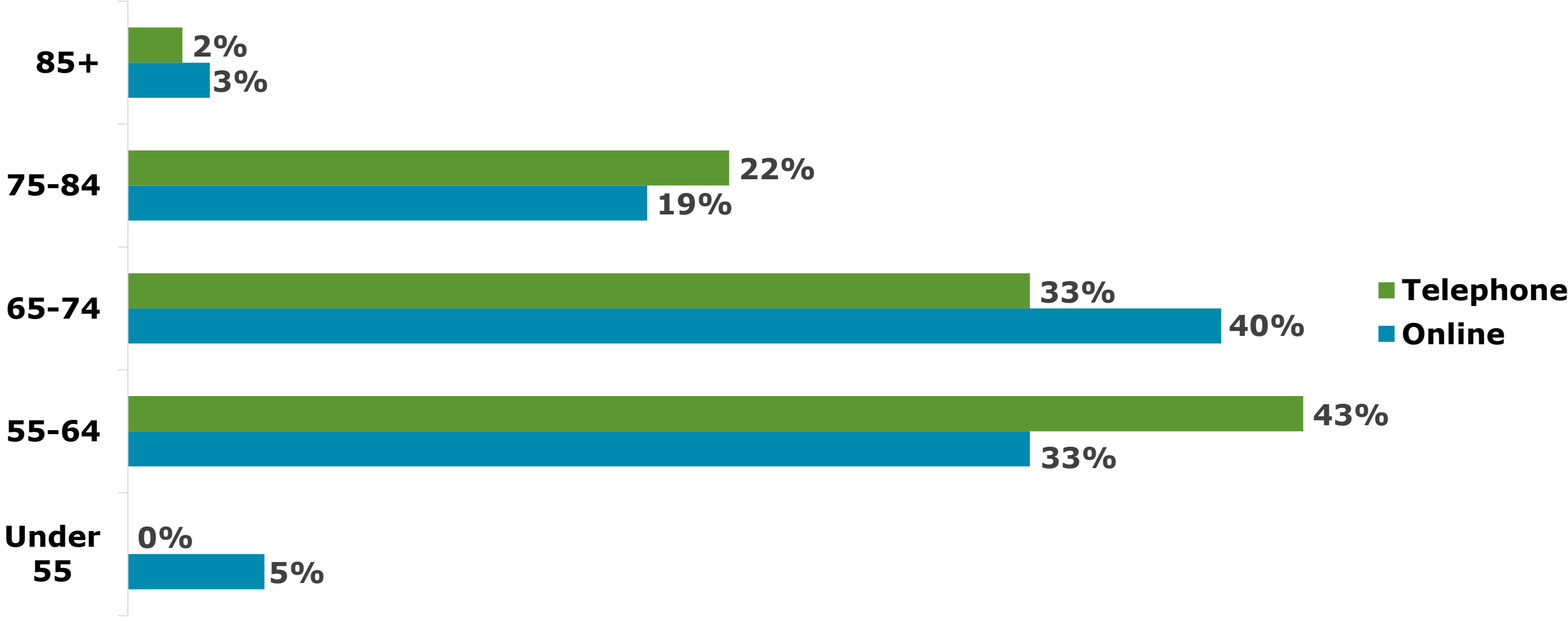
Online

- N=2,441 (target 800)
- Outreach and communication recruitment
- Self-selected

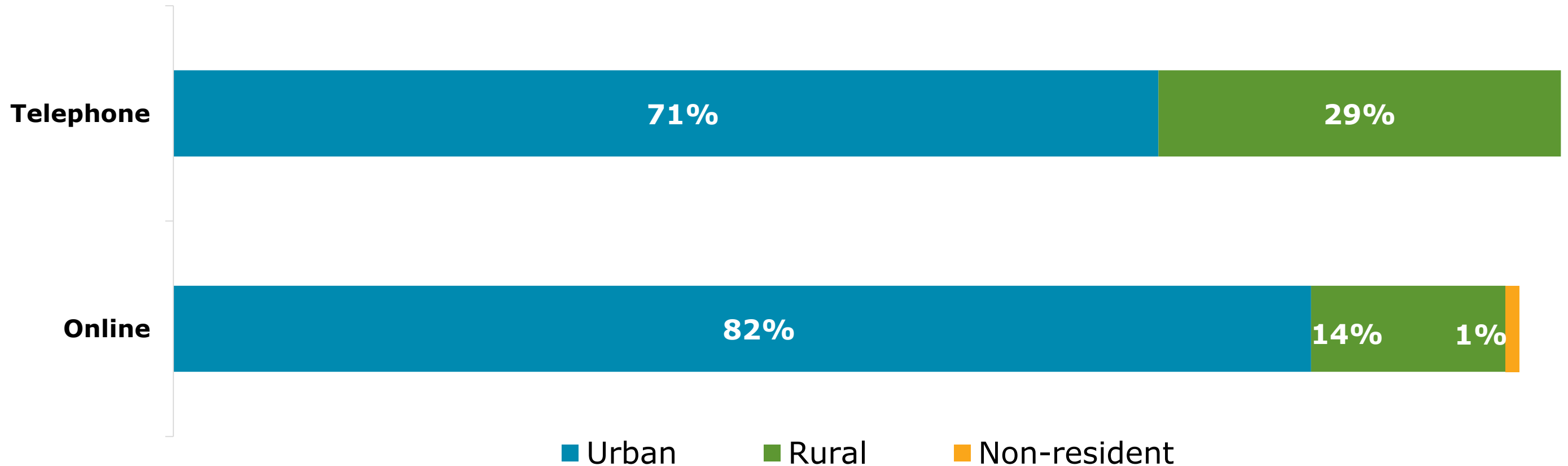
Respondent profile - gender



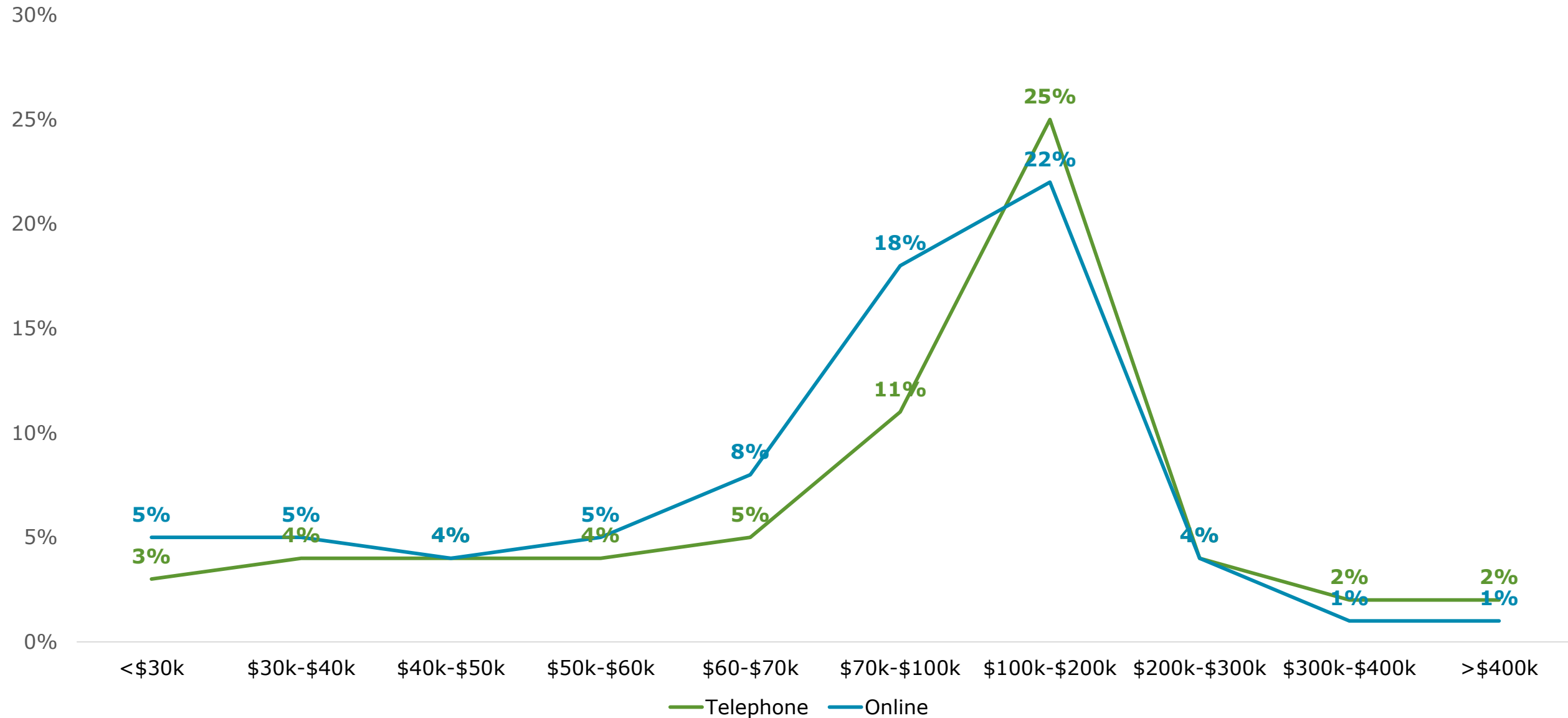
Respondent profile - age



Respondent profile - location



Respondent profile - income



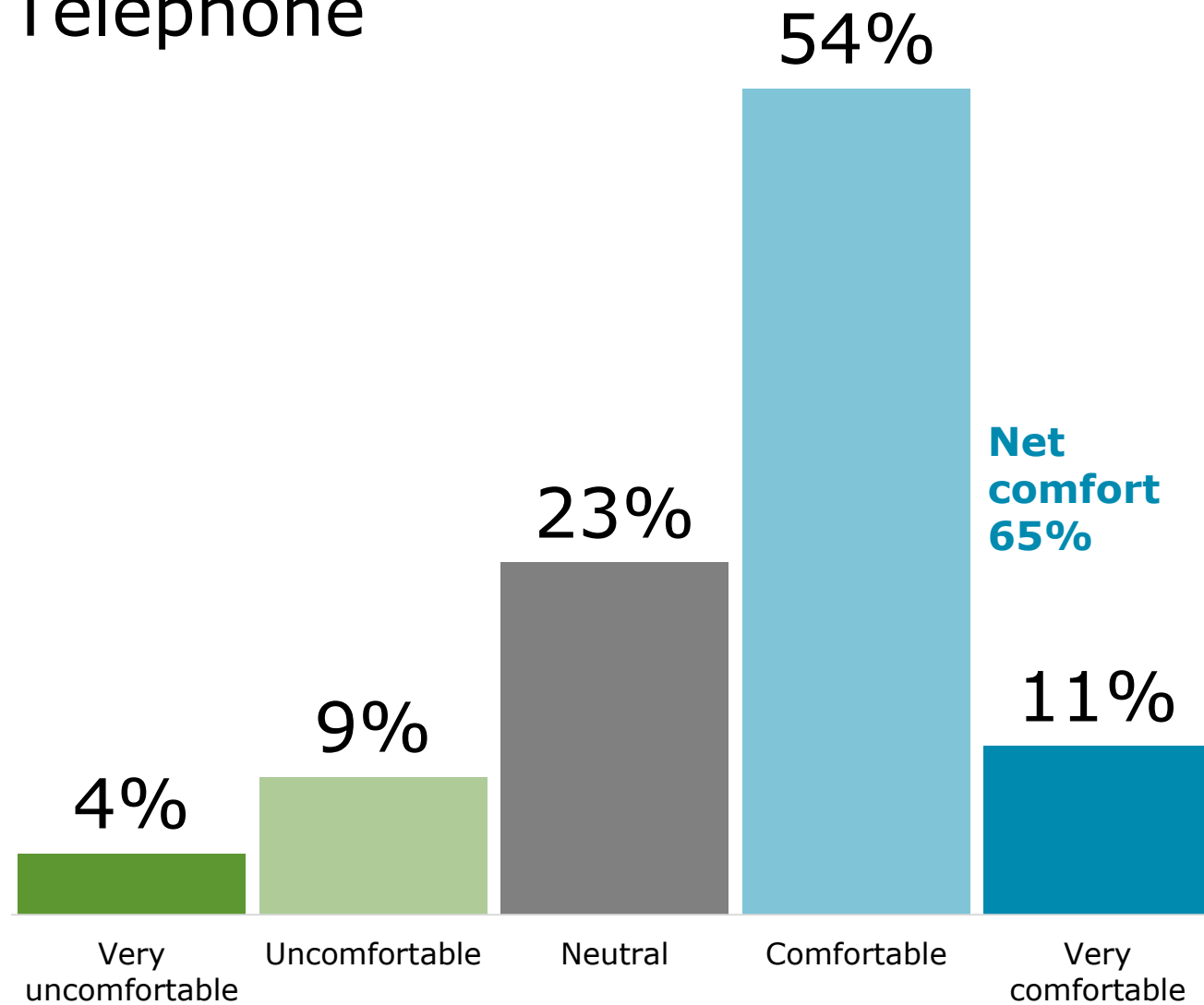
Household income has typically high numbers of prefer not to answer responses:

Telephone 38%

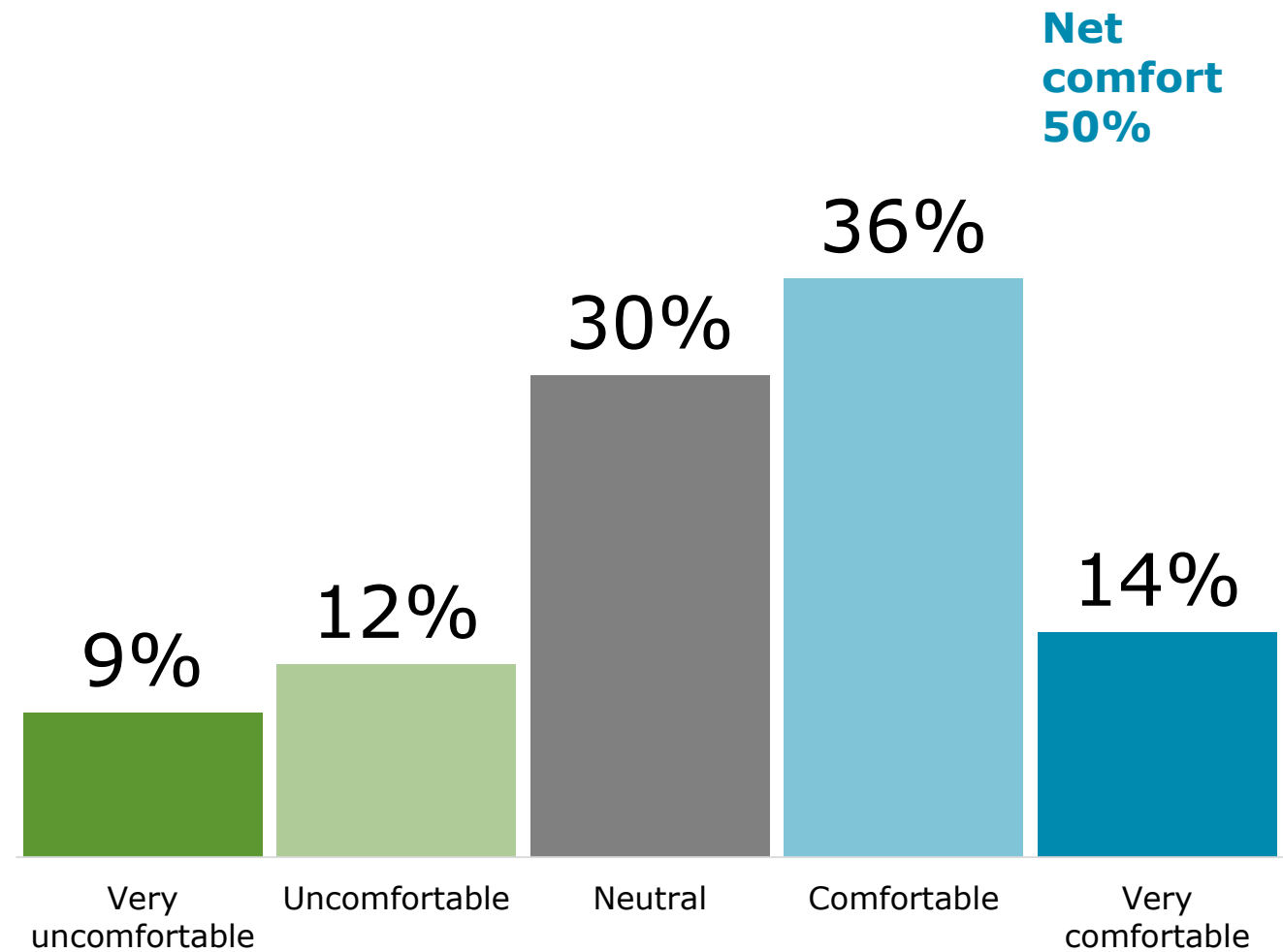
Online 27%

Comfort with vision statement

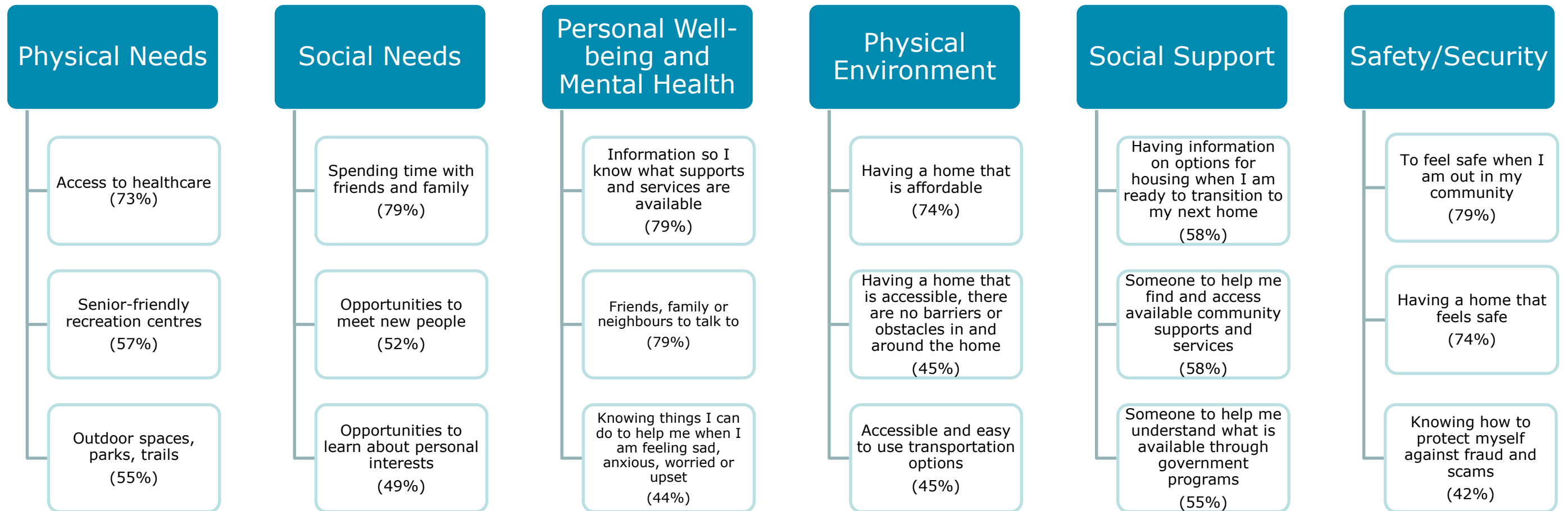
Telephone



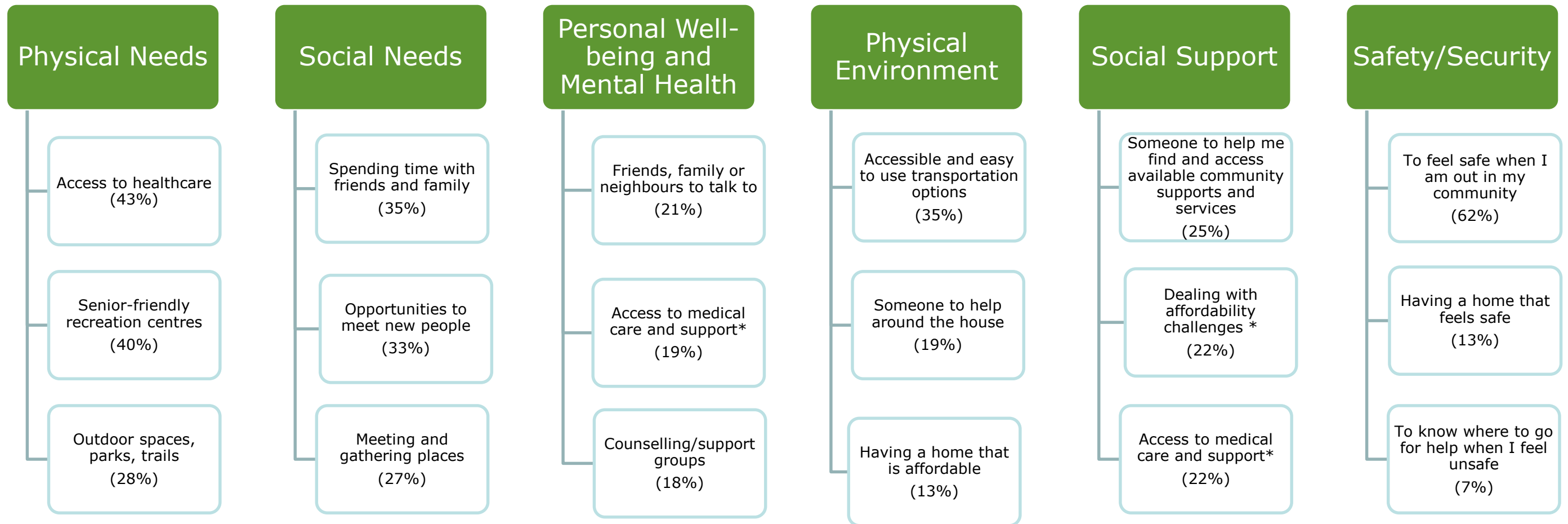
Online



Top needs - online



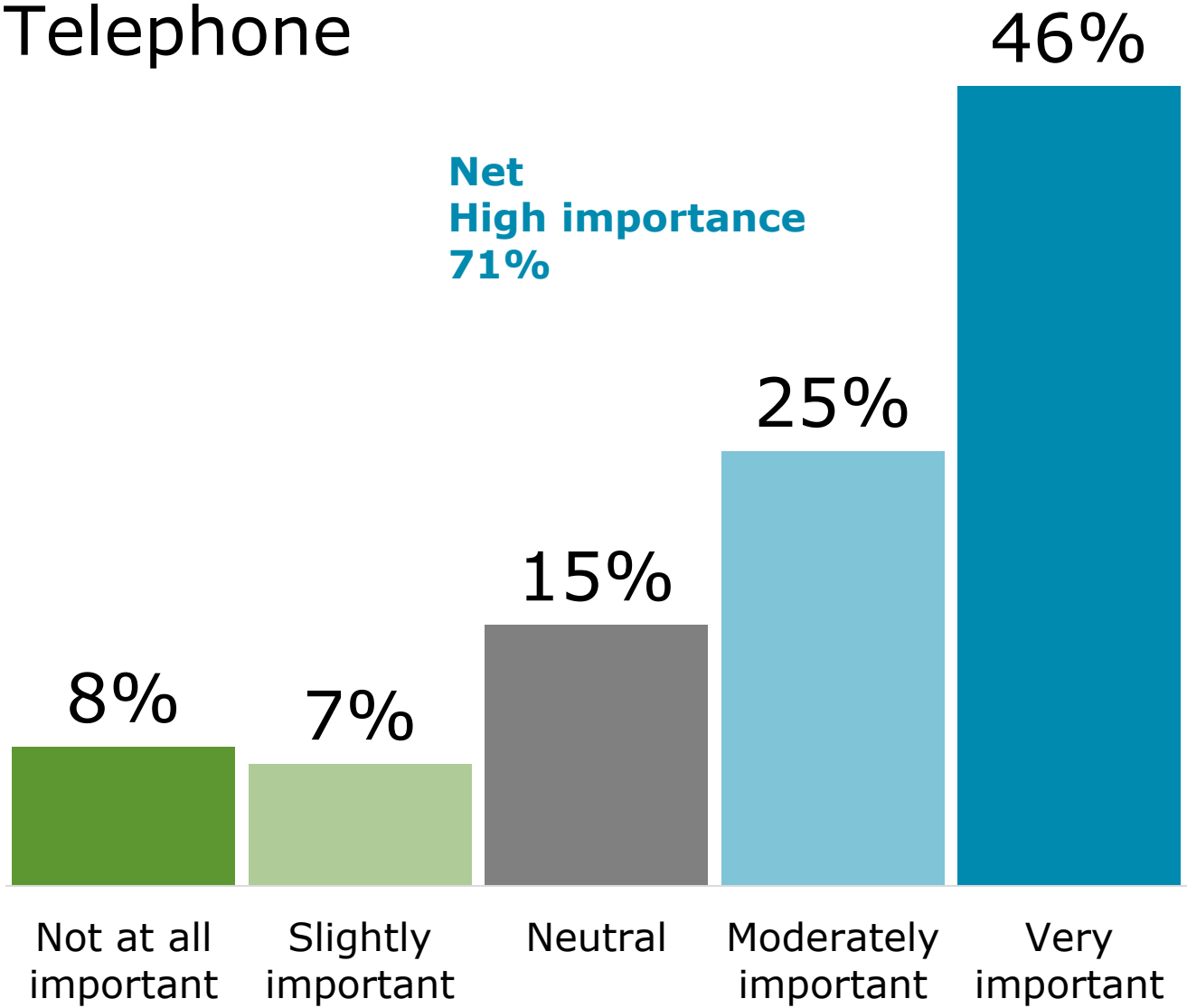
Top needs - telephone



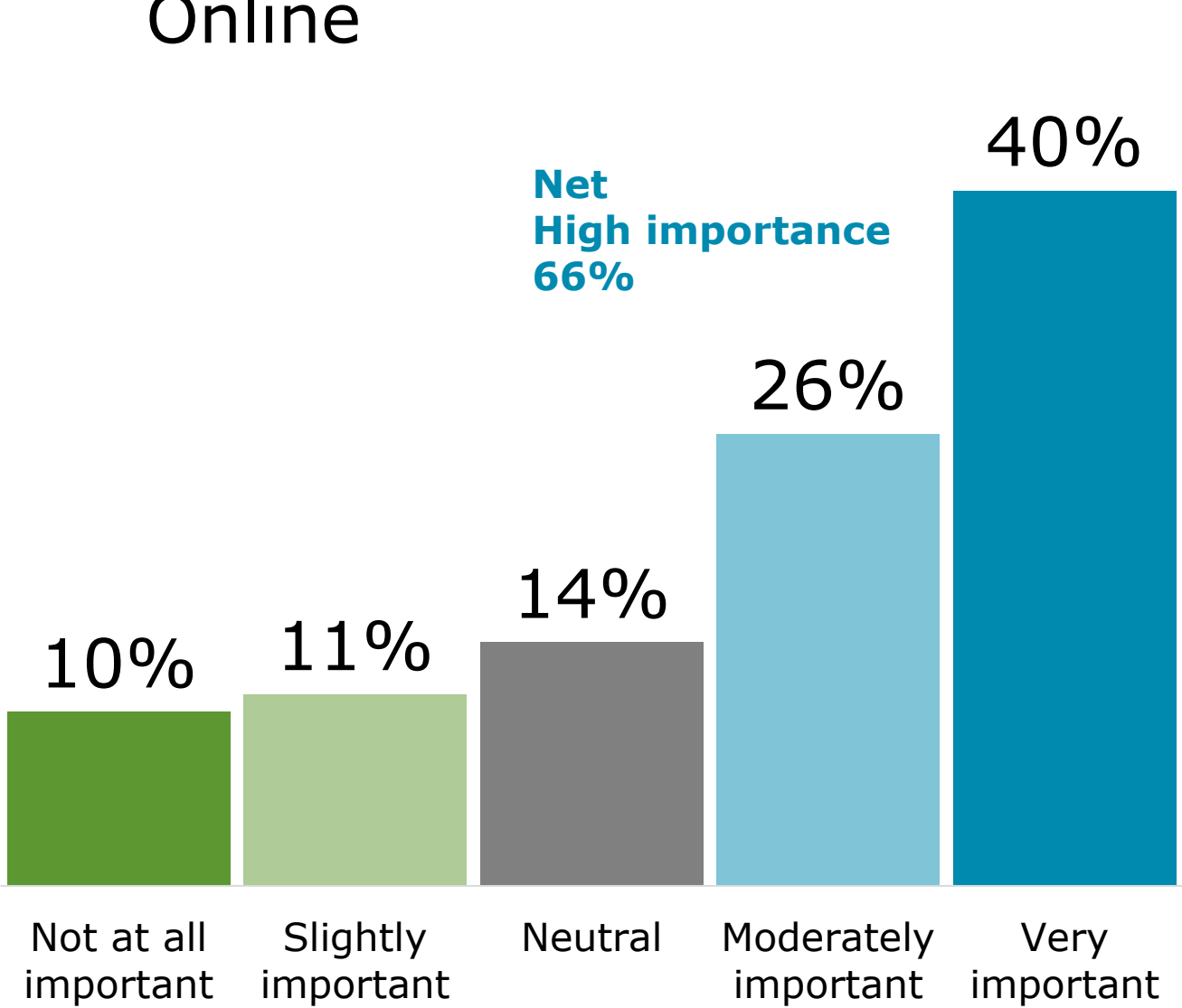
*other write-in option

Importance of centre

Telephone

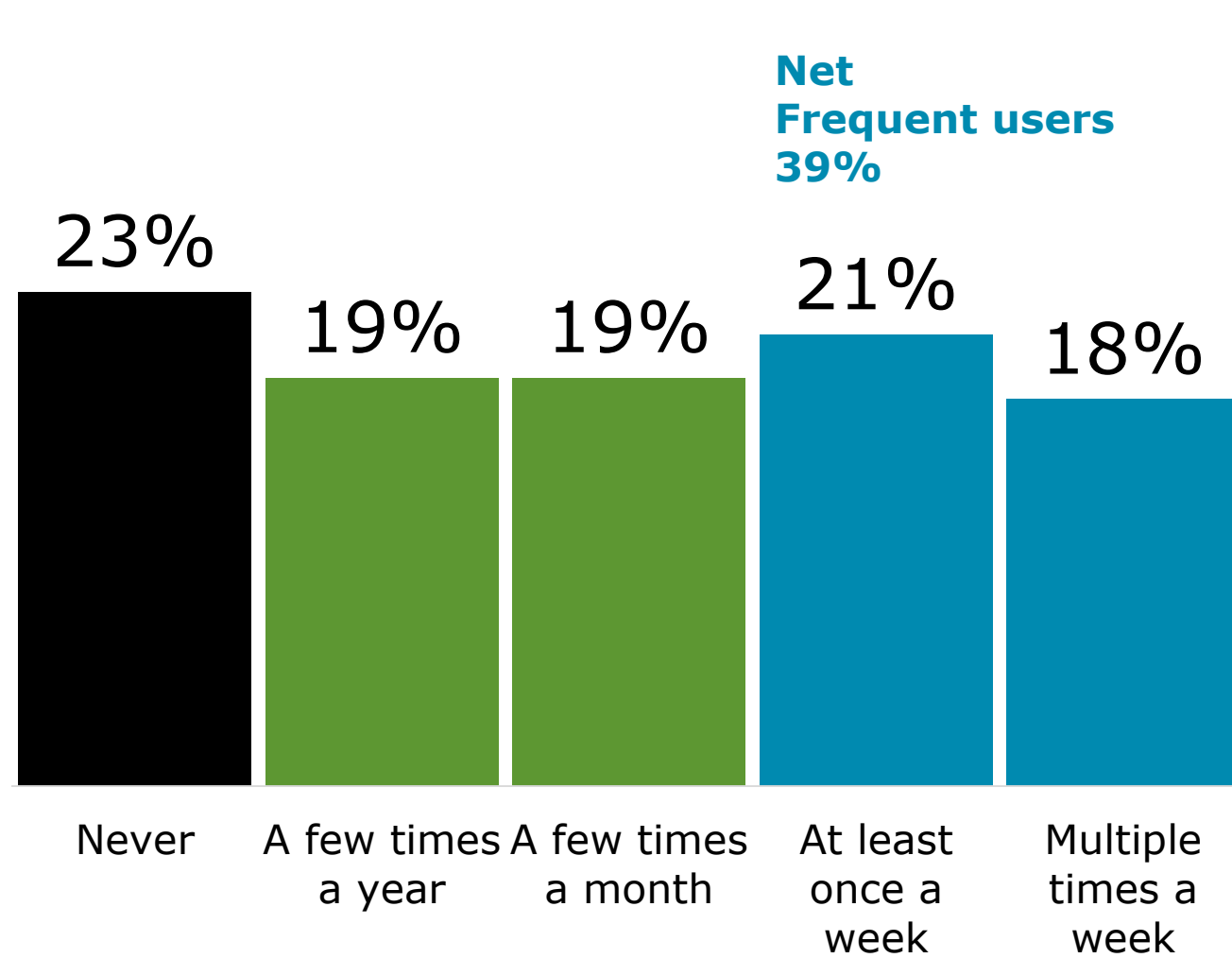


Online

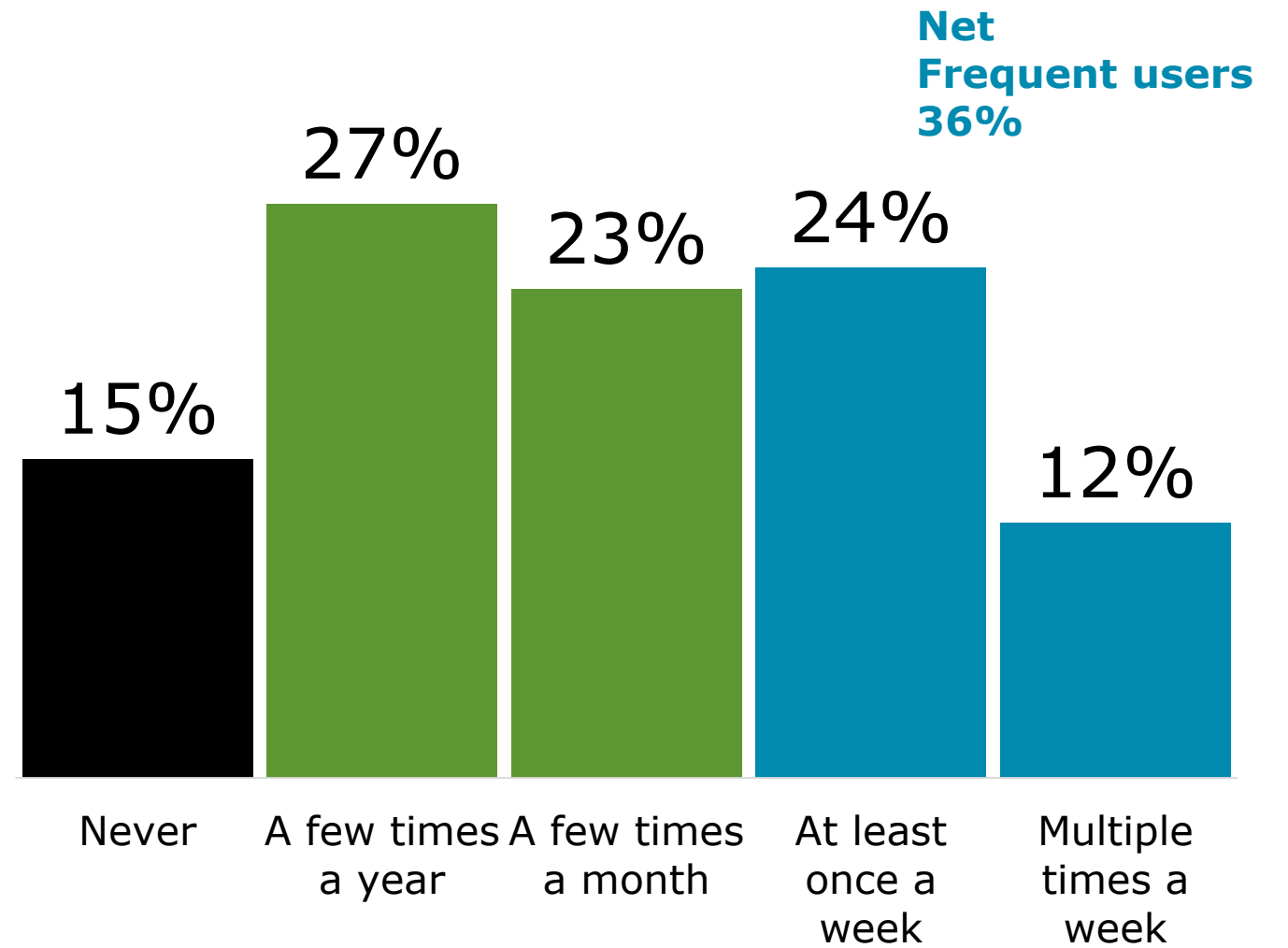


Usage of centre

Telephone



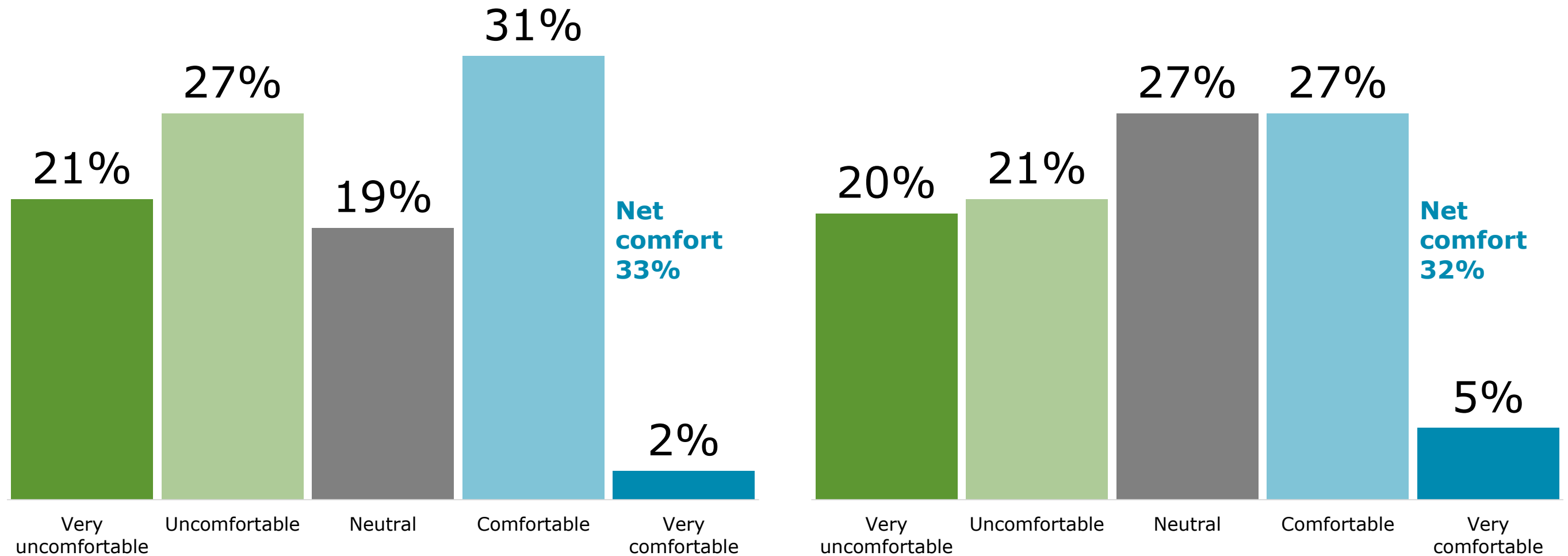
Online



Respondent comfort with tax increase for centre

Telephone

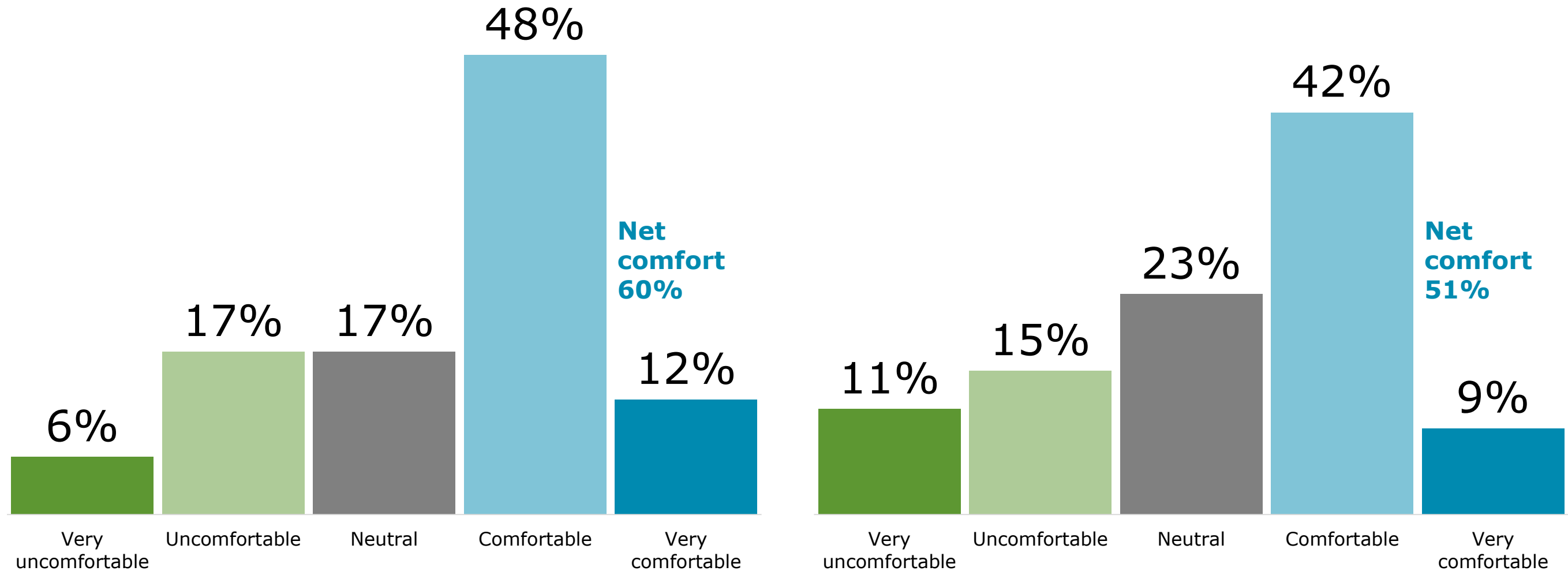
Online



Respondent comfort with user pay for centre

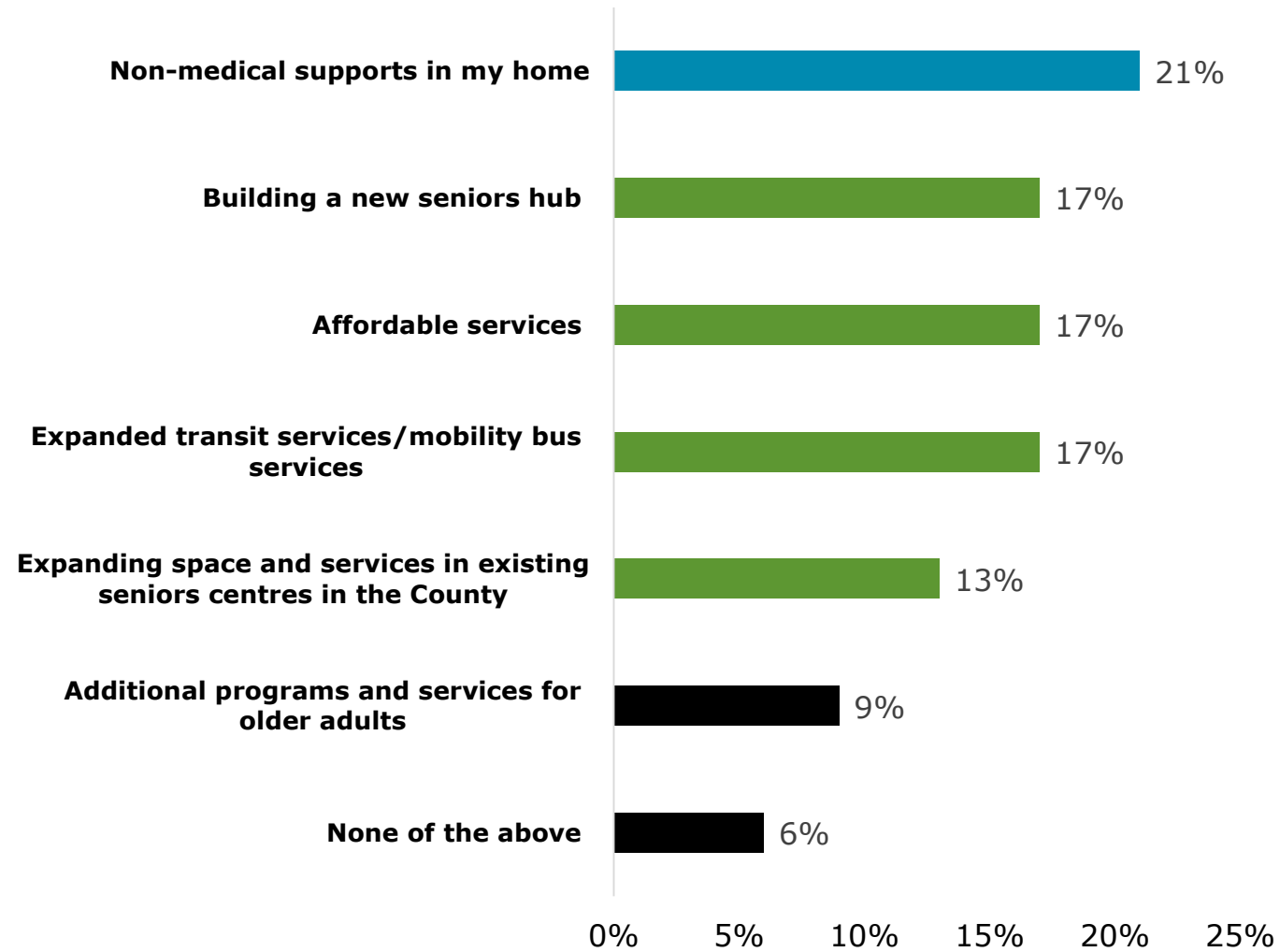
Telephone

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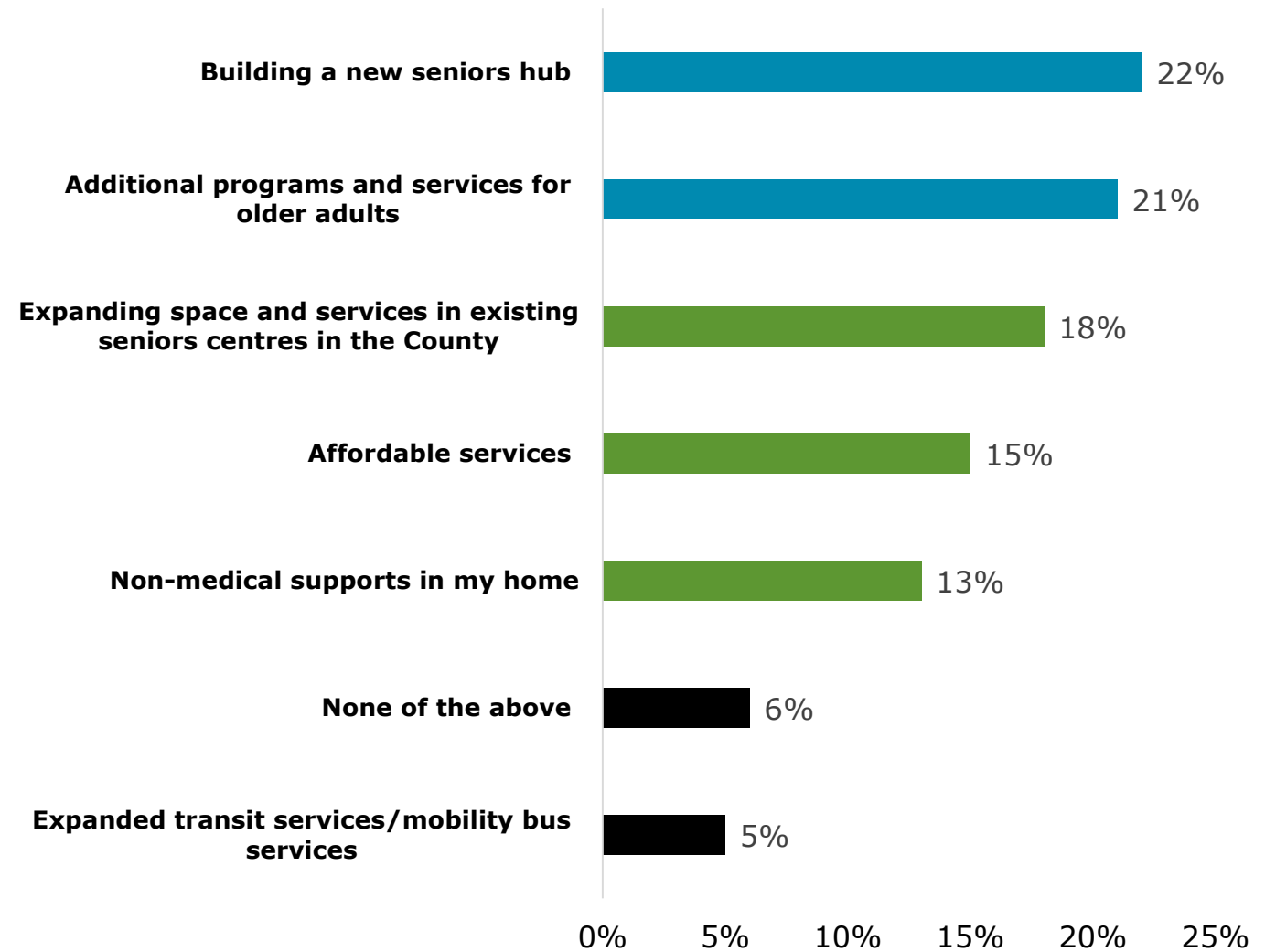


Priority needs

Telephone



Online



Engagement next steps

Phase 2 - June to September

- Focused conversations

Phase 3 - September to November

- Community interactive event
- Summary report and recommendations to Council

Seniors' centre Council motion

THAT the addition of design and planning for a potential Seniors' Center to the approved 2024-2026 capital plan be included in the 2025 budget process for Council's consideration.

Recommendation for next steps

Three options exist for the development of a seniors' centre.

1. Expand a current facility
2. Lease space and include facility development in the lease costs
3. Build a new facility

These options will be brought back to Council for discussion.

Thank you!

Strathcona.ca/healthyaging