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.



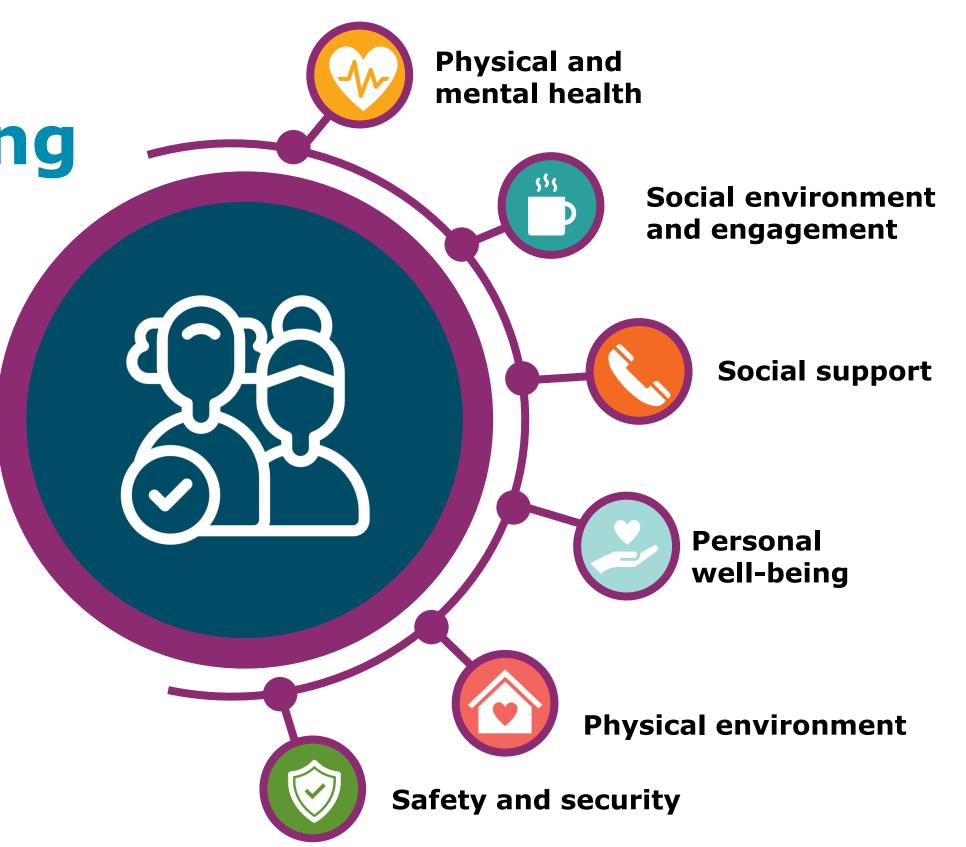
Engagement priorities

- 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

CURRENT PHASE

Phase 3

September to November

 Findings and recommendations to community and Council



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



Take the older adults survey today!

Help shape the future of healthy aging in 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

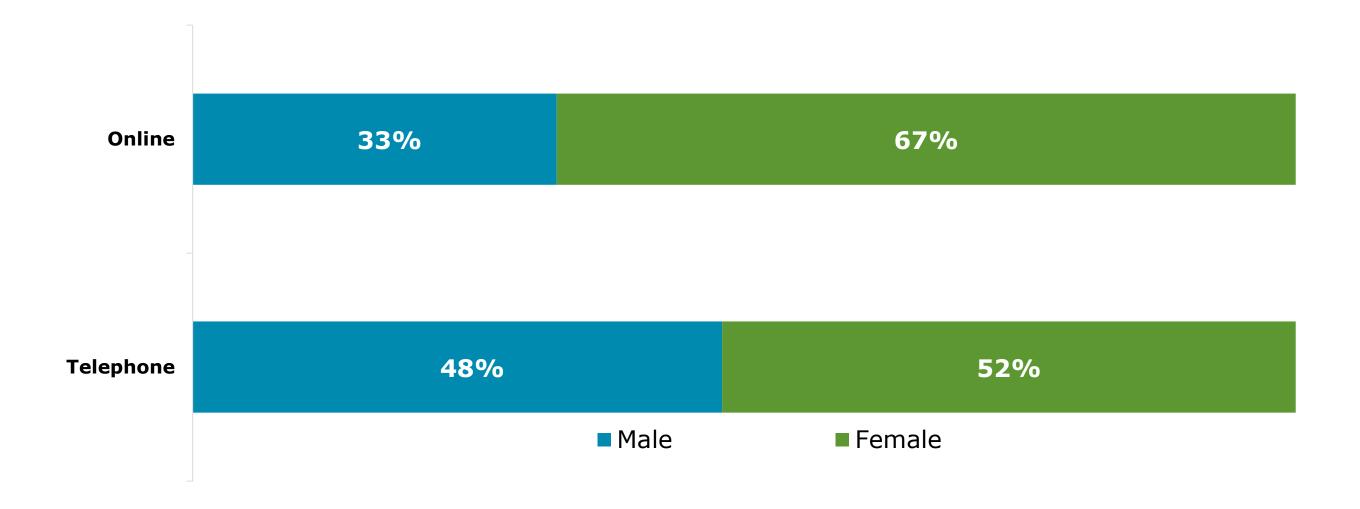
- N=400 (target 400)
- Statistically valid
- Representative
- Random sampling

Online

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

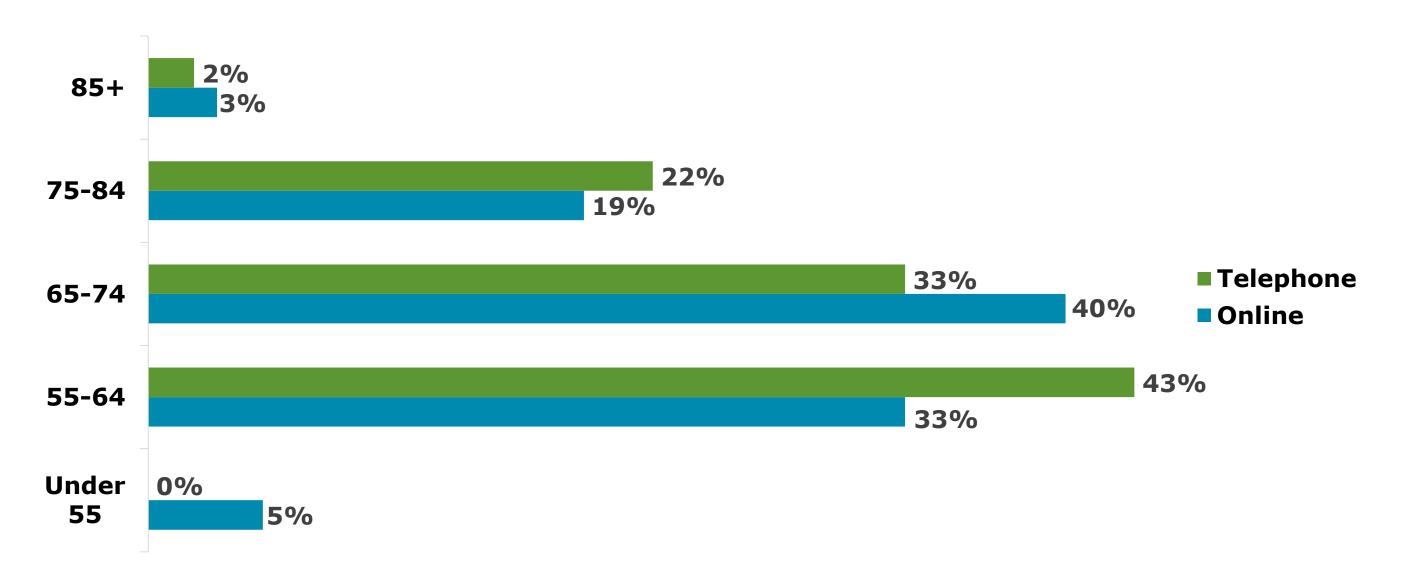


Respondent profile - gender



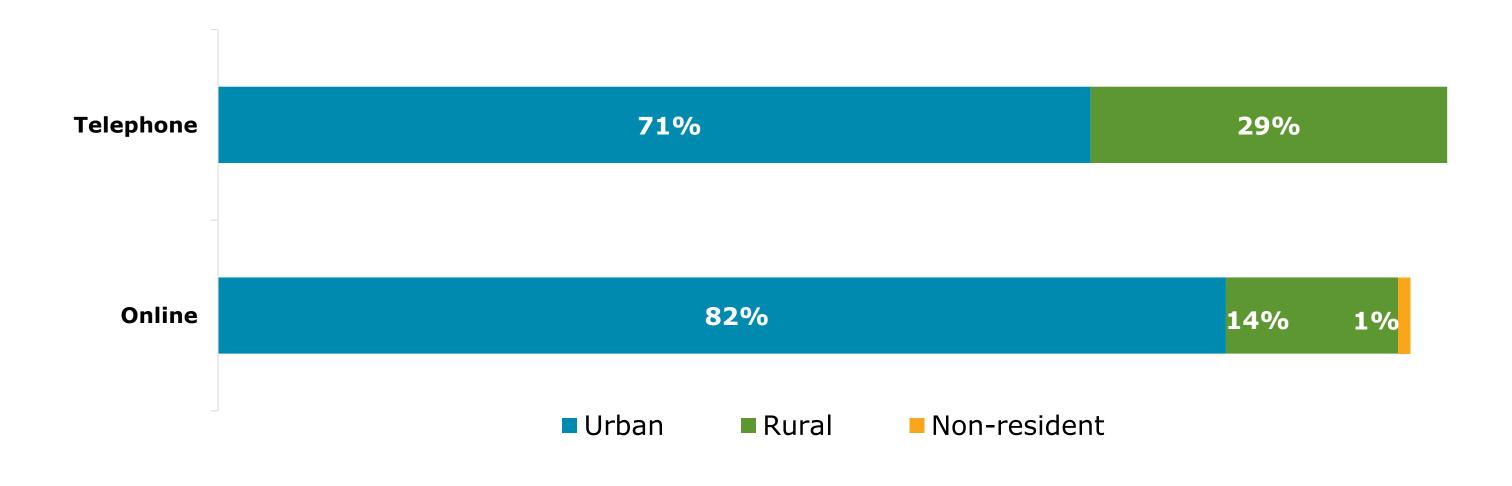


Respondent profile - age



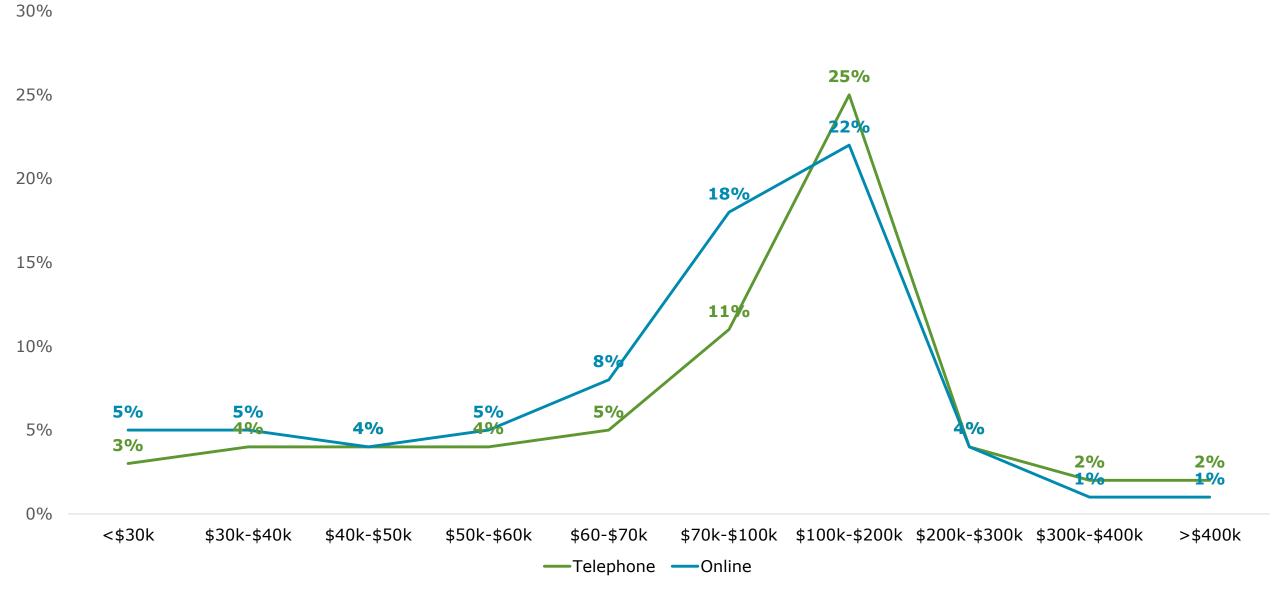


Respondent profile - location



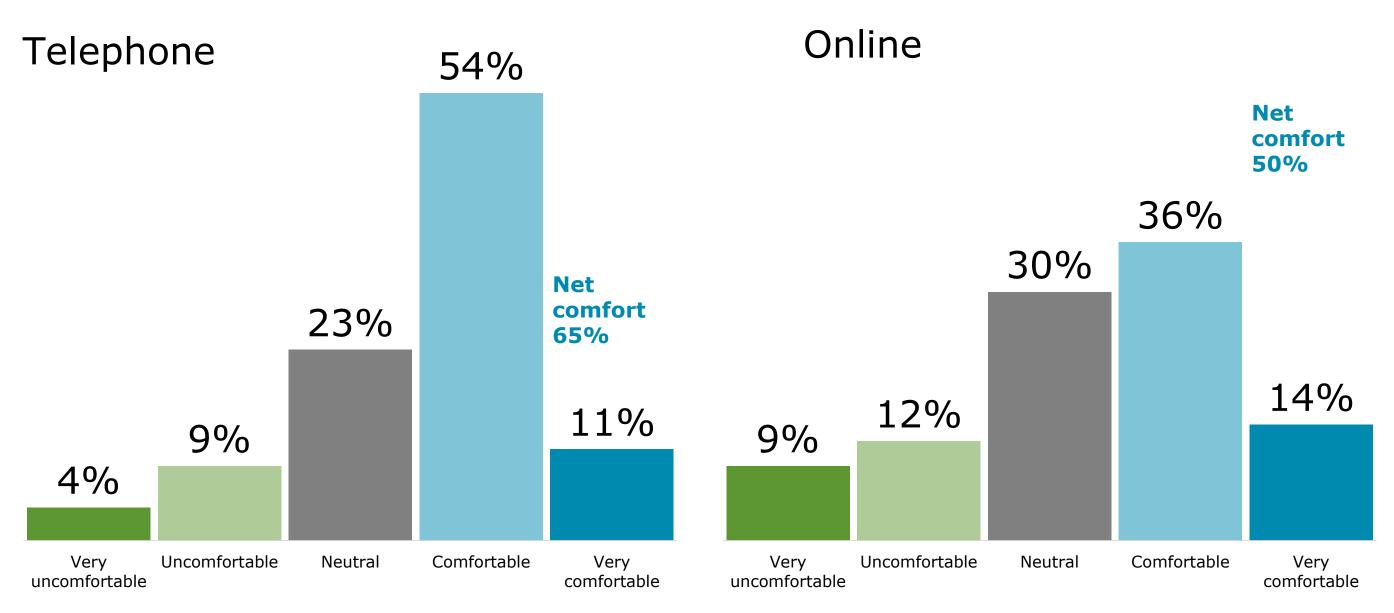


Respondent profile - income





Comfort with vision statement





Top needs - online

Physical Needs

Access to healthcare (73%)

Senior-friendly recreation centres (57%)

Outdoor spaces, parks, trails (55%)

Social Needs

Spending time with friends and family (79%)

Opportunities to meet new people (52%)

Opportunities to learn about personal interests (49%)

Personal Wellbeing and Mental Health

Information so I know what supports and services are available (79%)

Friends, family or neighbours to talk to (79%)

Knowing things I can do to help me when I am feeling sad, anxious, worried or upset (44%)

Physical Environment

Having a home that is affordable (74%)

Having a home that is accessible, there are no barriers or obstacles in and around the home (45%)

Accessible and easy to use transportation options (45%)

Social Support

Having information on options for housing when I am ready to transition to my next home (58%)

Someone to help me find and access available community supports and services (58%)

Someone to help me understand what is available through government programs (55%)

Safety/Security

To feel safe when I am out in my community (79%)

Having a home that feels safe (74%)

Knowing how to protect myself against fraud and scams
(42%)



Top needs - telephone

Access to healthcare (43%) Senior-friendly recreation centres (40%) Outdoor spaces, parks, trails (28%)

Social Needs Spending time with friends and family (35%)Opportunities to meet new people (33%)Meeting and gathering places (27%)

Personal Wellbeing and Mental Health Friends, family or neighbours to talk to (21%)Access to medical care and support* (19%)Counselling/support groups (18%)

Accessible and easy to use transportation options (35%) Someone to help around the house (19%) Having a home that is affordable (13%)

Social Support Someone to help me find and access available community supports and services (25%)Dealing with affordability challenges * (22%)Access to medical care and support* (22%)

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To feel safe when I am out in my community (62%)

Having a home that feels safe (13%)

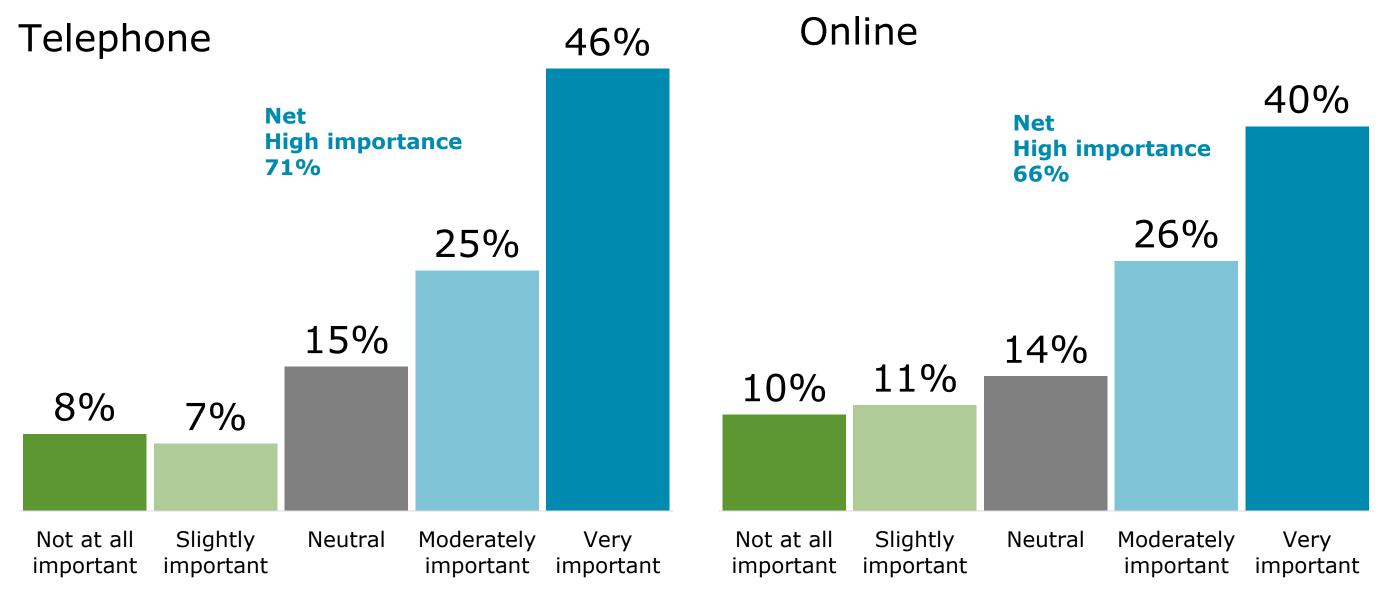
To know where to go for help when I feel unsafe
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(7%)

*other write-in option

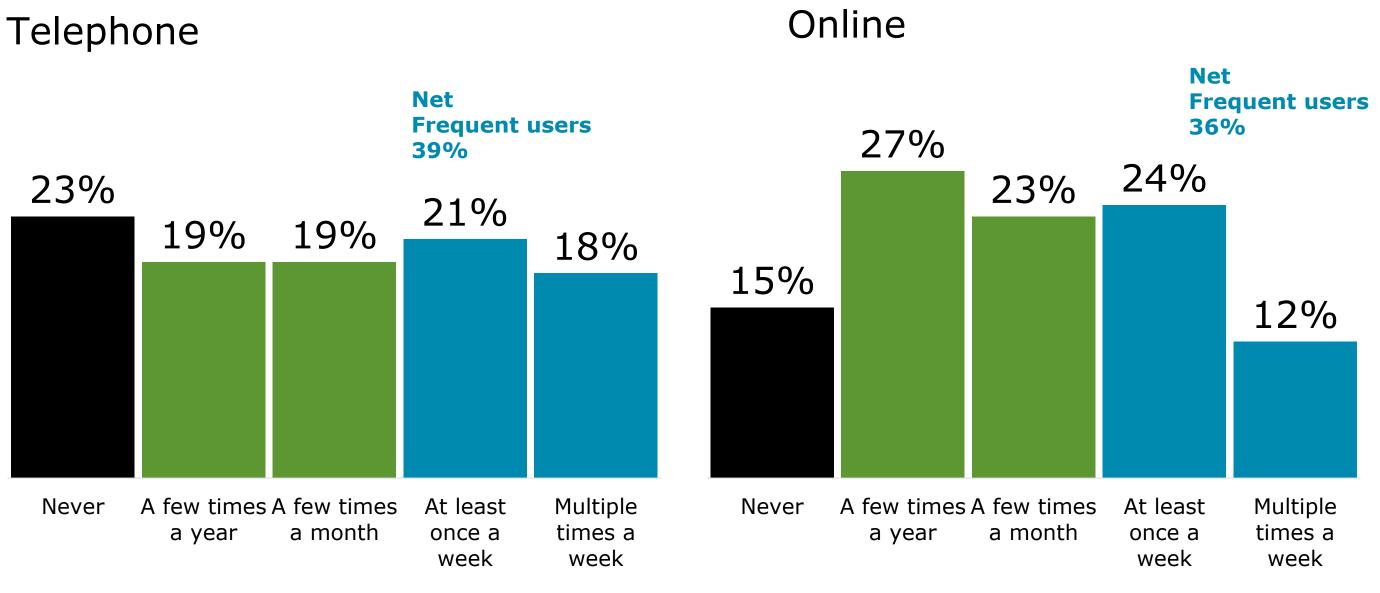


Importance of centre





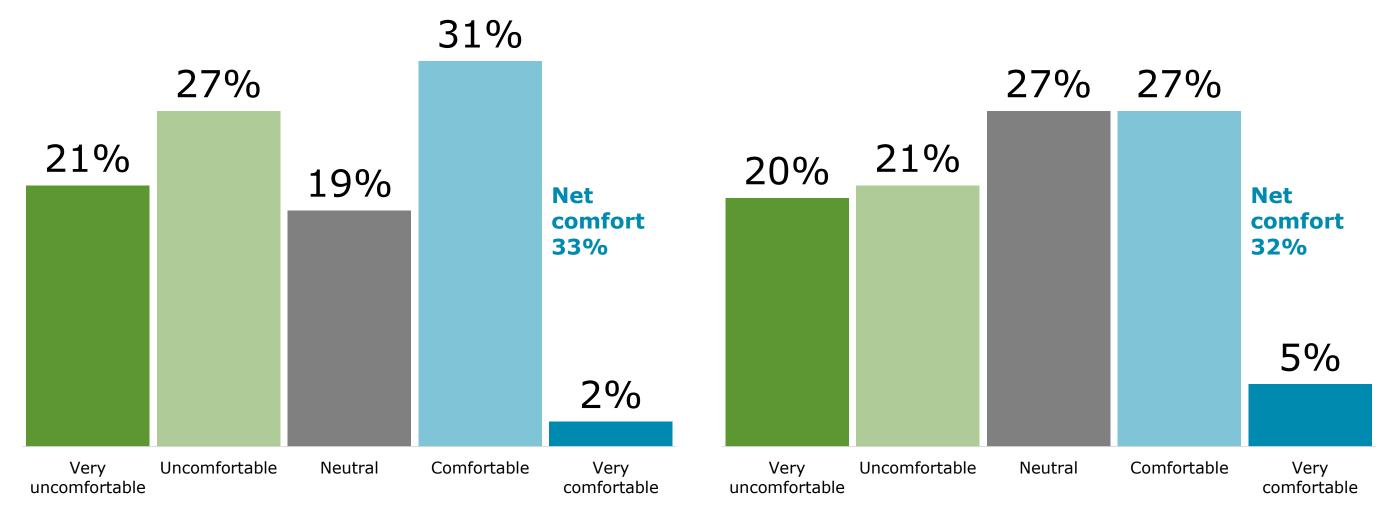
Usage of centre





Respondent comfort with tax increase for centre

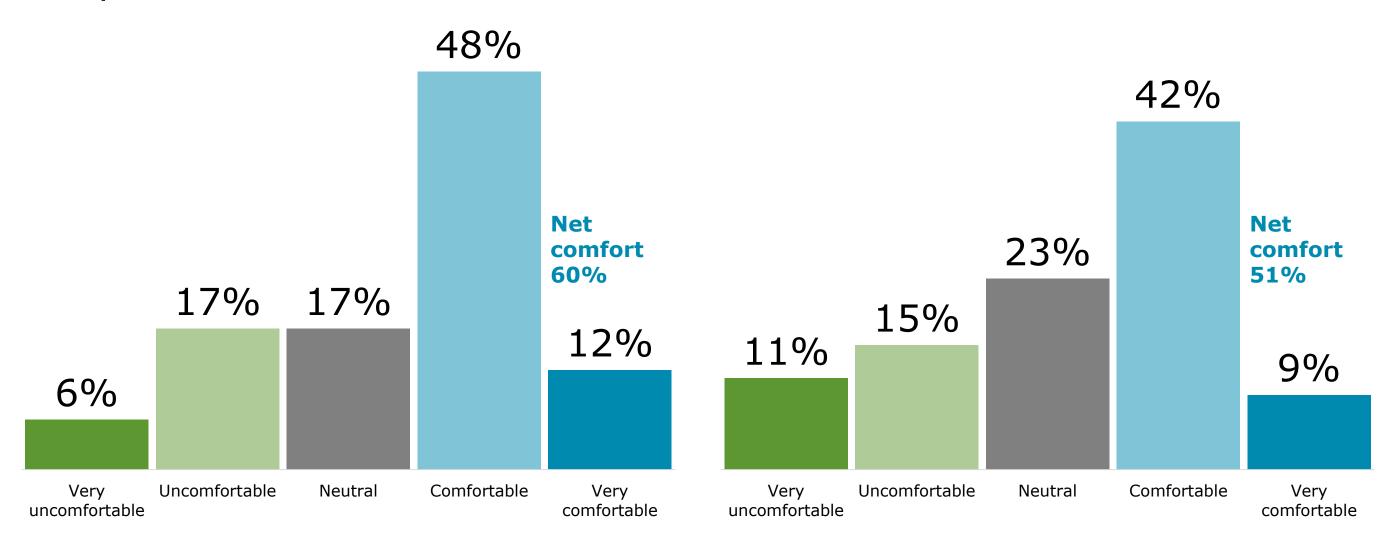
Telephone Online





Respondent comfort with user pay for centre

Telephone Online





Priority needs

Telephone

Non-medical supports in my home 21% Building a new seniors hub 17% 17% **Affordable services Expanded transit services/mobility bus** 17% services **Expanding space and services in existing** 13% seniors centres in the County Additional programs and services for 9% older adults None of the above 6%

0%

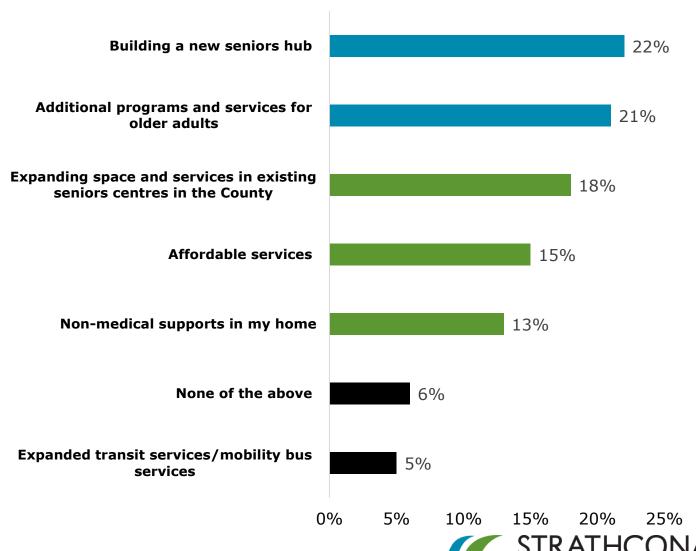
5%

10%

15%

20%

Online



25%

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

