

THE NEW BRUNSWICK
AGE FRIENDLY COMMUNITY
RECOGNITION PROGRAM

NEW BRUNSWICK
AGE FRIENDLY
COMMUNITY



COMMUNAUTÉ AMIE
DES AÎNÉS DU
NOUVEAU-BRUNSWICK



TABLE OF CONTENTS

The New Brunswick Age Friendly Community Recognition Program 1

Purpose of the Guide 2

Steps for the Age Friendly Community Recognition 2

 Step 1 – Pass a Municipal Resolution 2

 Step 2 – Establish an Advisory Committee..... 2

 Step 3 – Complete a Community Need’s Assessment 3

 Step 4 – Develop an Action Plan 4

Applying to be Recognized as Age Friendly 4

Recognition Awards 6

Continuing the Age Friendly Community Journey Beyond Recognition 6

 Step 5 – Implementation of the Action Plan..... 6

 Step 6 – Monitoring Progress 6

Maintaining Age Friendly Community Status..... 7

Resources and Support..... 8

Appendix 1 - Description of the Domains 9



THE NEW BRUNSWICK AGE FRIENDLY COMMUNITY RECOGNITION PROGRAM

The New Brunswick Age Friendly Community Recognition Program celebrates communities that are taking sustainable actions towards becoming age friendly. Communities are encouraged to actively engage their citizens in figuring out what initiatives could be implemented under the eight domains of an age friendly community.

The age friendly community movement is happening around the globe. The World Health Organization (WHO) and the Public Health Agency of Canada (PHAC) endorse the following eight domains as those that should be addressed when moving towards being an age friendly community:

1. Outdoor spaces and buildings
2. Transportation
3. Housing
4. Social Participation
5. Respect and Social Inclusion
6. Civic Participation and Employment
7. Communication and Information
8. Community Support and Health Services

[More information on these domains](#) can be found on the PHAC or in Appendix 1 of this Guide.

By setting up policies, services, and structures that support healthy aging and wellbeing, communities can enable people to live in secure, healthy environments as they age.

Becoming an age friendly community is a process where the changes within a community can be done over a short to long term time span depending on the needs of the community, and available resources.



PURPOSE OF THIS GUIDE

This guide outlines the steps that must be completed to apply to be recognized as an age friendly community under the New Brunswick Provincial Age Friendly Community Recognition Program.

These steps show a community's commitment to age friendly principles through community engagement and action. Communities should seek support from key partners such as the citizens, local service groups, non-profit organizations, and local business in throughout the journey to becoming age friendly.

STEPS FOR AGE FRIENDLY COMMUNITY RECOGNITION

STEP 1 - Pass a Municipal Resolution

The Mayor and Council must commit to the Age Friendly Community (AFC) approach by passing a resolution to actively support, promote and carry-out the age friendly initiative on behalf of their community.

There are various formats for this, but it must clearly show that the community understands what an age friendly community is and what is required to be recognized as such. The resolution must be signed and dated.

STEP 2 - Establish an Age Friendly Community Advisory Committee

The next step is to establish an age friendly advisory committee and develop a term of reference for the committee. It is important that the committee be made up of a diverse group of volunteers from within the community. You should seek participants that represent a broad cross section of the community. This should include seniors, other community members, representatives of various community organizations, seniors' groups, local businesses, and other potential partners.

In addition, it is important to include either a municipal councilor or a staff member assigned responsibility to lead the age friendly community initiative. In some instances, communities have included both. This will allow for a direct link to the municipal council for approval of the steps being undertaken in the process as well as the action plan.

In the terms of reference, be sure to include the affiliation of each member. That is, seniors, representative of a specific non-profit community organization, etc.

Be sure that the advisory committee selects a chair to lead the meetings and that they make regular presentations at municipal meetings to ensure the elected officials are aware of the steps being taken and the outcomes along the journey.



STEP 3 - Complete a Community Needs Assessment

This step will require input be gathered from citizens of the community to figure out the needs within the eight domains for an age friendly community. There are different ways to gather this information and could include surveys, focus groups or other sessions.

While this can seem daunting, not to worry, there are those from communities that have already been recognized as age friendly in New Brunswick that have undertaken the community assessment and would be happy to help. As well, there are often community resources that may be willing to help.

The importance of looking at the needs of the citizens, particularly the seniors, is to figure out what they think is needed in the community to feel safe and secure. They will let you know how they feel about opportunities to be socially and physically active and to be able to remain in their home, or at least in their community, as they age.

The community assessment should include a detailed inventory of both infrastructure and social supports. The assessment will help identify what services currently exist in the community to support seniors. Comparing what exists and what citizens say is needed for them to remain in their community as they age will determine the gaps in programs and services. This will allow the community to consider how to fill the gaps to be able to be an age friendly community and address the needs of their aging citizens. Leveraging what currently exists in the community, to support seniors, will be helpful when developing the action plan.

The community assessment should say who was engaged and how they were engaged; meetings, focus group, on-line surveys, printed survey, community event, etc.). Also, include the dates for the engagement activities.



STEP 4 - Develop an Action Plan

The next step that is necessary to be able to be recognized as an age friendly community in New Brunswick is to develop an action plan. The plan must consider initiatives under the eight domains and must respond to the needs identified by seniors from the age friendly community needs assessment.

The action plan should cover a 3-year timeframe and include the following information:

1. The age friendly **domain** being addressed
2. The **action** to be completed (should be specific and be action oriented. Generally, an action statement starts with a verb. Example, "Increase the number of benches along the walking trail.")
3. Who will be responsible to **lead** the implementation of the action (the community should leverage partners in the implementation of some of the actions)
4. What **resources** may be needed (human, technical, partners, financial)
5. When each action will be implemented (**timeline**)

The action plan must be endorsed by the Mayor and Council.

It is important that the action plan be available to the public. You should include the plan on the community's website. You may also want to update the plan regularly so you can be transparent about what is being done.

APPLYING TO BE RECOGNIZED AS AN AGE FRIENDLY COMMUNITY

Once the above four steps are complete, a community may apply to be recognized by the Department of Social Development as being age friendly.

These documents that must be included as part of the application include:

1. A **municipal resolution** that supports the commitment to become an age friendly community
2. A **Terms of Reference** for the established **advisory committee**
3. The **results** of the **community need's assessment**
4. A 3-year **action plan**

In addition to the documents listed above, the following should also be included as part of the application.

5. A **one-page summary** of the steps and initiatives undertaken by the community in working towards becoming age-friendly

At a minimum the one-page summary should include the following information:

- the date resolution was passed by council
- the date the advisory committee was formed
- highlights of how the needs assessment was done
- highlights of actions in the action plan

The [Age Friendly Community Recognition application form](#) can be found on the Department of Social Development's website.

Applications are accepted throughout the year. Please submit a completed application form by email to seniors@qnb.ca

An **Application Assessment Team** will review the application and if it meets the requirements for recognition as an age friendly community, the Minister of the Department of Social Development will be advised and the community will be notified of the decision.

The process can take between eight and ten weeks to complete.

When the community has been notified that it will be recognized as an age friendly community, a member of the Department's Communication Branch will contact the community representative to arrange for the presentation of the recognition awards that are listed below.

[Communities Recognized as Age friendly](#) will have the one-page summary placed on the map showing age friendly communities in New Brunswick. This will acknowledge the community's leadership and achievement and encourage other communities across the province to learn from the experience of others. By clicking on a badge next to a community name, the one-page summary should appear.



RECOGNITION AWARDS

Recognition for a community's commitment to become age friendly will include:

- An Age Friendly Community Recognition **Plaque**
- An Age Friendly Community Recognition **Pull-Up Banner**
- A spot on the New Brunswick Age Friendly Community **map**

Further, the community can receive national recognition from the Public Health Agency of Canada and an invitation to join the World Health Organization (WHO) Global Network for Age friendly Cities and Communities. This can be coordinated by the Department of Social Development.

CONTINUING THE AGE FRIENDLY COMMUNITY JOURNEY BEYOND RECOGNITION

Being recognized as an age friendly community is not a one-time event. It requires ongoing effort and commitment. It is important to follow through on the implementation of the actions in the plan and monitor the progress being made. It may also require checking in with your citizens periodically to make sure you are on track and meeting the needs of the seniors in the community.

Therefore, steps 5 and 6 must also be completed as part of the age friendly community recognition journey:

STEP 5 - Implementation of the Action Plan

It is important to follow through on the implementation of the approved action plan. Those responsible for implementing the various action items will have been identified in the action plan and will vary depending on the action to be implemented. This is where it is important to have the support of community partners to share in the responsibility for making the community age friendly. Commitment and collaboration between partners / stakeholders in the community is essential for successful implementation of the actions in the plan.

STEP 6 - Monitoring progress

It is important to take a critical look at how each action is unfolding. You will want to ensure that it is being implemented as planned and that it is having positive impact for the citizens. Regular monitoring will allow you to make a shift in how things are being carried-out so you can correct along the way to have the best outcomes possible, for your citizens.

While there are benefits to the community, being age friendly should really benefit the citizens. It is important to make sure that the citizens have an opportunity to voice their opinion as to the positive outcomes they experience living in an age friendly community. This could be done through a survey, focus group, or interviews with community members,



MAINTAINING THE AGE FRIENDLY COMMUNITY STATUS

As said earlier in this guide, the journey toward becoming an Age Friendly Community requires ongoing effort and commitment from the community.

To maintain the Age Friendly Community Recognition Status, communities will need to show evidence of continued effort. **Therefore, every three years the community must submit an application** to the Department of Social Development to demonstrate the continued commitment to being age friendly.

Here is what you will need to include in your application to maintain your age friendly community status:

1. Terms of Reference for the Age Friendly Advisory Committee
2. Evidence that the Age Friendly Advisory Committee met a minimum of four times annually to monitor the implementation of the current Age Friendly Community Action Plan
3. Evidence of continued community engagement with seniors and other relevant stakeholders
4. A status report showing progress of the current Age Friendly Community Action Plan
5. Updated Age Friendly Community Action Plan for the next 3 years
6. A report showing that the citizens have benefitted from living in an age friendly community stating the outcomes that have been achieved

The [Status Maintenance application form](#) can be found on the Department of Social Development website.

RESOURCES AND SUPPORT

[More information and resources](#) are available on the Department of Social Development website.

The [age friendly community map](#) shows which communities in New Brunswick have been recognized to-date as being age friendly and those that have started the journey. This should help connections between communities working toward becoming age friendly and those that have been recognized already as being age friendly.

For further information, contact the Department of Social Development at seniors@gnb.ca or call (506) 457-6811.

To receive direct support and guidance, communities can contact the respective agency working in collaboration with the Department to promote the age friendly movement within the province:

Age Friendly Active Communities NB Inc. (AFACNB)
afacnb.brenda@gmail.com

Association francophone des aînés du Nouveau-Brunswick (AFANB)
bruno.poirier@gmail.com



Appendix 1

Description of each of the eight domains.

1. **Outdoor spaces and buildings** - Built environments play an important role in the health, participation, security, and safety of seniors. Outdoor spaces as well as adapted and accessible public buildings support social participation, enabling seniors to conduct their daily activities and contribute to the community. Examples of this include green and maintained spaces, rest areas, safe public spaces, and pedestrian-friendly streets and walkways are all essential in order for residents to enjoy their living environment. Natural spaces and places should maximize opportunities for healthy, active living and connections to nature, e.g., parks, trails, waterways, and community gardens. Improving access to businesses and public buildings allows seniors to enhance their independence, fosters social interaction and enables them to address their individual daily needs.
2. **Transportation** - Access to affordable transportation is a major issue for seniors. Seniors, including those with mobility issues and disabilities, must be able to get around in their living environment in an appropriate and safe manner. An age friendly community can find ways to improve public mobility so seniors can take part in social, cultural, volunteer, and recreational activities as well as carry-out daily tasks such as shopping, going to appointments and work.
3. **Housing** - Seniors must have a place where they feel at home and safe. The availability, choice and cost of housing is important; communities should offer a range of independent and assisted housing options. The AFC approach makes it possible to promote projects that improve seniors' housing and home life.
4. **Social Participation** - Participation in social life is a basic need for people, particularly seniors. Participating in family, community, cultural, economic, and political life makes it possible to maintain ties, give meaning to life and promote feelings of belonging. Participation in social and recreational life provides the chance to interact with others and establish ties with the community. For seniors, engaging in social and recreational life begins with well-publicized, accessible, and affordable social activities. The AFC approach makes it possible to support activities that bring people of all ages together and promote the establishment of intergenerational meeting places or opportunities to prevent social isolation.
5. **Respect and social inclusion** - Seniors have a great deal of knowledge and experience and are the backbone of our society. They deserve respect and need to feel included in their community as they age. Intergenerational relations serve to strengthen people's feeling of belonging. Ageism leads to exclusion and discrimination based on a person's age. The AFC approach makes it possible to fight ageism by making the public aware of support for seniors in the community.

6. **Civic participation and employment** - Seniors must have opportunities to use their skills, knowledge, and time to contribute to society, whether it is through volunteering, civic participation, employment, or any other form of engagement. Through volunteering, people give of themselves (time, services, etc.) to contribute to family and community life. Recognizing the particular skills of working seniors is essential in order for them to feel included in society. The AFC approach makes it possible to educate people concerning the contribution of seniors and to help achieve mentorship initiatives between the generations.
7. **Communication and information** - The public, including seniors, need to have information on what is available to them in their community. It is important that the information is easy to understand, that it is written in plain and clear language, is up-to-date and is accessible. Remember, not all seniors have computer skills and therefore on-line information should not be the only method of informing the seniors about programs and services in the community.
8. **Community support and Health Services** - While most seniors live independently and have expressed a desire to stay at home for as long as possible to age-in-place, it is important that community support and services are available if and when they may need it. Community organizations can offer supports for seniors, such as home support services, foot care, transportation. The AFC approach makes it possible to work in collaboration with local partners to offer these types of services. When seniors can access the service they need in-home or in their community it can avoid or delay them having to be hospitalized or move to a long term care facility. Access to quality health care is critical to ensure that seniors remain healthy and independent. Identifying the health needs of the seniors in the community and providing input to those in the health sector on how these services could be improved, is an important aspect of an age friendly community.

