



Red Lake Age-Friendly Strategic and Action Plan

March 2024

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Red Lake Age-Friendly Strategic and Action Plan

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Project Background

In April 2023, the Municipality was awarded a \$25,000 grant from New Horizons for Seniors to create the Red Lake Age-Friendly Strategic and Action Plan. The purpose of the plan was to:

1. Provide opportunities for older adults to stay active and connected
2. Reduce seniors' social isolation by increasing access to programs and services
3. Increase seniors' access to information and supports for health prevention and promotion

Methodology

The Ontario Age-Friendly Step-by-Step Planning Guide for Municipalities and Community Organizations was used to create the plan.

Step 1: Establish an Age-Friendly Advisory Committee

The Municipality hired a part-time project coordinator, whose primary responsibilities were to organize programs and activities that would keep seniors informed and connected, and to create the Red Lake Age-Friendly Strategic and Action Plan.

On April 18th, 2023, invitations were sent to organizations and individuals to join the Red Lake Age-Friendly Advisory Committee, including:

- service providers who have frequent interactions with seniors
- older adults with strong connections to the community
- key stakeholders and potential partners

Twenty people accepted the invitation. A municipal councillor and the Community Development and Communications Manager to sit on the Committee.

Step 2: Launch of the Age-Friendly Program

The launch for the initiative took place on May 24th at the Heritage Centre. Sixty people were in attendance, including most of the Advisory Committee members, the Mayor, and several nursing home residents. The event included a speech by the Mayor, a complimentary lunch, musical entertainment, and a video presentation of the northern lights, taken by a local photographer.

Step 3: Assess the Needs of the Community

In May and June, the project coordinator interviewed service providers and other advisory committee members to find out what services their agencies currently provide to seniors, and to obtain their suggestions for improving seniors' lives. In addition, seniors were invited to share their views through informal surveys and casual exchanges.

Following were the issues that emerged from the interviews:

- lack of information on many different matters that affect seniors
- not knowing where to access information about programs and services available to them
- lack of transportation for out-of-town medical appointments
- high cost of living
- social isolation & loneliness
- poor knowledge of technology
- fraud (telephone, mail, internet)
- lack of affordable housing for low-income seniors
- lack of private senior residences
- cognitive health issues
- poverty, stemming from several of the above issues

Step 4: Set Goals, Objectives, and Priorities for the Action Plan

Our **objective** was to bring seniors together on a weekly basis, in a comfortable, accessible venue to:

- inform them about the services and programs to which they were eligible
- participate in social, cultural, and recreational activities for older adults
- improve their knowledge of technology
- inform them about volunteering opportunities in the community
- invite them to share ideas for improving seniors' quality of life

Age-Friendly Mondays

To address the priorities identified in the community assessment, in October 2023, the Municipality launched **Age-Friendly Mondays (AFMs)** a free, weekly drop-in program designed to keep seniors informed and connected.

The program ran for 18 weeks, and by March 26, 2024, a total of 170 older adults had participated in it. A core group of about 35 people attended AFMs regularly, no matter the topic of discussion. It was an outing for them, a destination where they could socialize in an informal atmosphere and learn about different things. Some people came by themselves and made new connections, while others came with friends or family. Some came either because the topic to be presented was of particular interest to them; they had been invited by someone; or they were curious to see what it was about.

How it Worked

- Age-Friendly Mondays ran weekly from October 2023 to March 31, 2024
- Every week, the program co-ordinator created an Age-Friendly Calendar and Newsletter, which was printed and distributed to the participants, as well as e-mailed to seniors who subscribed to the distribution list.
- An Age-Friendly Facebook group was created at the beginning of the program
- Posters advertising upcoming topics for Age-Friendly Mondays, as well as other information of interest to seniors were mounted on bulletin boards
- These posts were shared with the community through Revitalize Red Lake, Red Lake Community Bulletin Board, and Red Lake Francophone Association Facebook pages.
- Age-Friendly Mondays were also promoted through the Municipal Newsletter, as well as posters on bulletin boards in grocery stores
- The first two meetings were held at the Adult Learning Centre, but that venue proved to be too small, so the meetings were moved the Heritage Centre
- The Heritage Centre staff set up tables and chairs, prepared coffee, and tea, and cleaned up after the meetings
- The meetings ran from 10:30 AM to 1:00 PM
- All participants completed a communication survey and if they used e-mail, their addresses were added to the Age-Friendly distribution list

- Participants' names and their contact information were recorded at every meeting
- The Municipality purchased sandwiches from Subway (45 half subs) for every meeting. Subway does not provide delivery services, so either a municipal employee or a volunteer picked up the sandwiches and took them to the Heritage Centre
- The Heritage Centre staff served tea and coffee at the start of the meetings. This was paid by the Municipality.
- The topics presented related to the priorities identified in the community assessment or were suggested by seniors
- The program coordinator began each meeting with an update on topics of interest to seniors, such as upcoming local events and guest speakers, etc.
- Technology classes (20 minutes) were taught by an instructor from the Adult Learning Centre
- Following each presentation, a Facebook post was created, featuring photos of the presenters and the audience, the number of people in attendance, and other relevant information. This proved to be a very effective way to promote future events and let people know that the program was working well.
- Attendance ranged from 30 to 80 people, depending on the topics being discussed, weather condition, etc.
- Most noticeable was the high number of widowed seniors who attended the meetings
- The success of the AFM program proved that there is a need to continue providing opportunities for seniors to come together regularly.

Key Findings From the Community Assessment and Age-Friendly Mondays

Technology and Social Isolation

1. The closure of the Red Lake District News, a weekly newspaper that served the community until 2018, has resulted in many seniors being unable to access information on social and recreational events, as well as programs and services to which they are entitled. As a result, they feel disconnected and isolated from their peers.

2. Before the Age-Friendly program was launched, many seniors were unaware of the free resources and programs to which they may be entitled, and therefore did not take advantage of them. Presentations on topics such as Credits and Benefits for Seniors, presented by Canada Revenue Agency, and Wills and Power of Attorney, presented by a local lawyer, were very well attended, and many participants asked for this type of presentation to be repeated in the future.
3. Seniors who live alone, on a low-income, are truly isolated and often suffer from depression and other mental health issues. These people generally do not have the means to pay for electronic devices such as cell phones and computers.
4. About 1/3 of seniors have embraced technology and use it extensively for all aspects of their daily lives.
5. About 1/3 own electronic devices such as cell phones and iPads and use them regularly, but only for basic functions. Most people in this group use e-mail and text messages, but not all of them are on Facebook or other social media platforms. They recognize the need to upgrade their knowledge of technology, but they are not keen on attending scheduled, regular classes.
6. About 1/3 don't use digital technology at all. The main reasons cited for this are:
 - a. they are afraid of losing their privacy and/or being defrauded
 - b. they think they are too old to learn new skills
 - c. they cannot afford to purchase the devices and pay the monthly service fees
7. With funding from New Horizons, the Municipality purchased five iPads for the Age-Friendly program. The devices were made available to those who did not have their own devices during technology lessons at Age-Friendly Mondays. As participation in the Age-Friendly program continued to grow, the technology instructor discovered that participants were all at different learning levels, and this made it nearly impossible to create lesson plans that would meet everyone's needs. As an alternative, she delivered lessons on general topics such as Google Maps, Podcasts, search engines, etc., and this worked very well.
8. We also found out that some participants came to Age-Friendly Mondays because they were interested in the topics of discussion which followed the technology lessons. They also really enjoyed the socialization aspect of the program.

9. In many homes, one of the partners is more knowledgeable than the other, and takes care of all internet-related matters, such as: banking, on-line shopping, communicating with friends and relatives, trip-planning, etc.
10. Some seniors embrace technology but some claim that they don't need to worry about technology, as long as their partner is healthy and capable of handling their affairs. They recognize that they will struggle if their partner dies before them or is incapacitated, but they are prepared to take that risk.

Communicating with Seniors

1. There is no senior centre in Red Lake, so no designated or dedicated physical location where older adults can come together and socialize. People who are financially comfortable, have a strong network of friends and/or family, and regularly participate in various activities, generally do well. However, they can quickly become isolated from their peers when they are faced with life-changing events such as their partner's death, serious health issues (their own or their partner's); good friends or relatives moving away, or financial challenges. These people need to be supported.
2. Seniors crave information, especially if it relates to health and financial issues.
3. The communication plan used to promote Age-Friendly Mondays worked well for people who use e-mail and are on Facebook, but people who don't use social media were difficult to reach. Newsletters, either in print or via e-mail, work best.
4. A multi-level Age-Friendly Communication Plan, one that will reach all older adults, is needed in Red Lake, not only for the Municipality, but for businesses and service providers. Well-informed seniors are healthier, more active and involved, and can live in their own homes longer.
5. Sending Age-Friendly calendars and newsletters to the distribution list via e-mail worked well, but people still prefer getting paper copies to take home. Not everyone has a printer, and e-mails can easily be missed or deleted by mistake.
6. A few seniors came to AFMs after seeing a poster in a grocery store. Bulletin boards tend to be very crowded, so posters can easily be missed, get lost or damaged.
7. Word of mouth seemed to be the most effective way to communicate.
8. Many people came because they were invited by someone else.

Housing

1. Kenora District Services Board (KDSB), owns and manages both the George Aiken Manor and Follensbee Apartments.
2. KDSB owns the old Norseman Inn and they have applied for government funding to convert it into an assisted-living facility. As of February 2024, the status of their application was unknown.
3. The Red Lake Legion Board of Directors owns and manages the Legion Villa. There are 16, one-bedroom units at the residence. Priority is given to veterans, their immediate family members, and Legion members. There is a long waiting list for the units.
4. Most seniors want to stay in their own homes as long as possible, however, this is not always possible, for reasons such as declining health and inability to keep up with house and yard maintenance.
5. Seniors were very interested in finding out about grants to adapt their homes to their changing needs, so they could stay in it longer.
6. There is no privately funded residence for seniors 55+ in Red Lake, and that is something that is badly needed.
7. Many seniors are interested in purchasing or renting a suite in a residence for seniors 55+. Bridge Road Development, a developer based in Manitoba, specializes in building this type of facility in rural communities. They will be coming to Red Lake to do a presentation at Age Friendly Monday on April 15th, to gauge the community's interest in a potential project.

Culture and Recreation

1. There are very few opportunities for seniors to participate in arts and entertainment activities in Red Lake. Some organizations, however, are making significant efforts to present events that older adults can relate to, at a time and place that is convenient to them, and at a price they can afford. These events and activities are generally very well attended and greatly appreciated by older adults.
2. Older adults want to participate in more events that meet their interests.
3. Most older seniors are not comfortable buying tickets to community events on-line. They want paper tickets that they can purchase at local venues. Although it may create more work for them, organizations that hope to attract older adults to their events need to provide that option.

4. Recreational activities, such as bowling, curling, and golf are very popular with older adults.
5. Pickleball, which was organized by a group of senior volunteers in the fall of 2023, is one of the most successful initiatives in 2023/2024. It is held every Thursday morning at the Legion and open to everyone in the community, not only seniors. This program was also promoted through the Age-Friendly program. This activity provides older adults an opportunity to stay active and connected in the community and led to renewed connections and new friendships.
6. Several organizations reported that more seniors had participated in cultural, recreational, and social activities in 2023/2024 than in previous years. They attribute this achievement to the increased exposure these groups received through the Age-Friendly program.
7. In November 2023, participants at Age-Friendly Monday completed a survey indicating their areas of interest for future programming. Following are their top choices:
 - Cooking (e.g. ethnic, group cooking, meal planning, cooking for one or two)
 - Travel (e.g. starting an Age-Friendly Travel Club, travelling on a budget, group travel)
 - Group singing, dancing, and making music
 - Low-impact sports and exercise programs (e.g. yoga, dance, walking)
 - Gardening (e.g. learning from the pros, community gardening)
8. Following are local organizations that either currently offer opportunities for seniors to participate in their activities, or may be interested in creating programming specifically targeted to seniors:
 - Wilderness Entertainment Series
 - Red Lake Regional Heritage Centre
 - Red Lake Indian Friendship Centre
 - The Red Lake Pow Wow Committee
 - Patricia Players Theatre Group
 - Red Lake Francophone Association
 - Red Lake Legion
 - Red Lake Adult Learning Centre
 - Red Lake Recreation Centre
 - Evolution Mine Recreation Centre
 - Red Lake Public Libraries
 - Aurora Borealis Choir
 - Red Lake Curling Club
 - Red Lake Bowling Club
 - Red Lake Cross Country Ski Club
 - Red Lake Golf Club
 - Red Lake Snowmobile Club

Community Transportation

- Addressing the lack of options for transportation to out-of-town medical appointments emerged as one of the top priorities for service providers and seniors
- Affordable and accessible community transport services (including shuttle vans) is not available in Red Lake to take seniors to events, shopping excursions and field trips.
- The Harmony Centre van can only be used to transport their clients
- Community Support Services has a van that is used to transport their clients to medical and dental appointments and pick up their prescriptions but is not available to transport seniors who are not CCS clients
- Local taxis are not equipped to transport people with mobility issues

Although it was well advertised, none of the seniors took advantage of the free transportation service offered to them to attend Age-Friendly Mondays. Seniors who didn't drive came with someone else or didn't attend the events. The AFM budget for transportation was \$2,400, but none of that money was used.

Health Services

- Five members of the Red Lake Family Health Team were guest speakers at Age-Friendly Monday on December 11, 2023, and a total of 80 seniors were in attendance, a record number for AFM meetings.
- The Team explained that, like many rural communities in the country, Red Lake is experiencing an acute doctor shortage. Health services providers are aware that this is causing anxiety for seniors, and they are doing everything they can to address this situation.
- They stressed that recruiting and retaining doctors is very challenging and expensive for the Municipality, as they are competing with other northern communities that are offering better packages for their recruits.
- Following the presentation, the Family Health Team provided a local and out-of-town medical appointment checklist that seniors can use to plan their medical visits. The Project Coordinator sent the documents to the Age-Friendly distribution list and also made paper copies that seniors could take home with them.

Program Sustainability

1. In 2020, about 45% of Age-Friendly Communities programs were funded through multiple sources. The most common sources were Municipal Core Funding, Seniors' Community Grant (provincial) and New Horizons for Seniors Grant (federal).
2. Funding from New Horizons for the Red Lake Age-Friendly program ended on March 31, 2024.
3. The popularity of Age-Friendly Mondays led the Municipality to allocate \$40,000 core funding in its 2024 budget, so the program could continue in future years. This funding will be used to hire a part-time coordinator and organize activities and programs that will keep seniors informed and connected. If approved, the Seniors Community Grant Funding will cover part of these costs, in addition to other activities in which seniors have shown an interest.
4. Weekly Age-Friendly Mondays should continue, but it will be necessary to introduce new activities to maintain its momentum. Some of the suggested activities could take place in venues other than the Heritage Centre but should be on a consistent date. Mondays was a good choice as many seniors were busy with other activities, such as bowling and curling during the rest of the week. These activities will require additional financial and human resources, which can be obtained through special projects grants, in-kind and cash donations from local organizations, seniors' user fees and donations, and various fund-raising activities.

Volunteering

- There is no volunteer program in Red Lake, and it can be challenging for seniors to find out about volunteering opportunities
- Conversely, many Red Lake service providers, especially those working with the elderly, indicated that they need volunteers, but emphasized that it takes a lot of time and resources to recruit, train and retain volunteers
- An age-friendly volunteer program would be a definite asset for the community and should be pursued by the Municipality and the Chukuni Communities Development Corporation.
- The Heritage Centre's Senior Volunteer Program could be used as a model for an Age-Friendly Senior community-wide volunteer program

Strategic and Action Plan

Strategy #1: Promote Benefits of Technology to Seniors

Proposed Actions and Activities:

- Promote the free resources and courses offered on-line and in-person at the Adult Learning Centre
- Support initiatives that will help seniors overcome their fear of technology
- Support the creation of a peer-to-peer program, virtually or in-person
- Develop partnerships with the High School
- Provide seniors with on-going tech training and support
- Continue to research and learn from the experience of other rural communities
- Keep seniors informed of scams and frauds, either through a weekly newsletter, a link to safe websites, etc.

Strategy #2: Strengthen Age-Friendly Communication Plan

Proposed Actions and Activities:

- Use the Public Health Agency of Canada Age-Friendly Communication Plan – Facts, Tips and Ideas – as a guide to plan and implement Red Lake’s Age-Friendly Communication Strategy
- Use as many forms of communication as possible to inform seniors of events and activities that may be of interest to them (e.g. social media, texting, posters, Municipal Newsletter, word of mouth)
- Continue using the Age-Friendly Facebook page and the e-mail distribution list created to advertise Age-Friendly Mondays
- Explore the possibility of recording presentations and making them available to seniors who were not able to attend the sessions, but still want to access the information

- Consider hiring a graphic designer to create posters, newsletters and other media tools tailored specifically to seniors
- Create short, YouTube videos to keep seniors informed seniors of local programs and activities
- Place paper copies of the Age-Friendly Calendar and Newsletter in locations where seniors frequently go to or gather regularly, such as the Clinic, the Pharmacy, the Municipal Office, the Post Office, and restaurants

Strategy #3: Reduce Older Adults' Social Isolation

Proposed Activities For Reducing Social Isolation:

- Organize drop-in events on days and times that do not conflict with other scheduled activities, such as bowling curling, golf and pickleball.
- Advertise activities extensively, using the above communication plan as a guide
- Expand the pickleball program
- Organize free, or low-cost group activities in each community
- Use the 100th anniversary of the Gold Rush in 2025 to engage seniors in researching and documenting local history, as well as their own story
- Leverage opportunities to link AFC programming with younger generations, i.e. Youth Hub, Grand Pals Program
- Make an extra effort to reach those who are isolated, those from diverse cultural backgrounds, and those with accessibility challenges
- Develop partnerships with other organizations and individuals that can contribute to the Age-Friendly program, either through cash, in-kind donations, or volunteer support

Strategy #4: Provide Information On Housing Options

- Continue to advocate for affordable housing in the area
- Keep seniors informed of potential new housing developments
- Encourage seniors to take advantage of government programs that will allow them to age-in-place

Strategy #5 – Ensure Age-Friendly Program Financial and Social Stability

- Re-visit governance structure of the program
- Consider appointing an independent Board of Directors and allocating annual funding for its operation. *The first Board of Directors could be composed of current Advisory Committee members.*
- Create a permanent, part-time program coordinator position (see sample job description in Supporting Documents)
- To minimize costs, host programs and activities in underutilised municipal facilities and other government venues (Heritage Centre, Libraries, Recreation Centre, Adult Learning Centre).
- Restructure Age-Friendly Mondays
 - Hold information meetings with guest speakers every second Monday of the month
 - Organize various activities on other Mondays
 - Partner with other organizations for various activities
- Apply for grants to fund special projects
- Match grant seeking purpose to the funders' goals and objectives.
- Stay up to date on emerging trends and align funding applications with funders' priorities
- Make sure special project goals are SMART: specific, measurable, achievable, relevant, and time-based

Strategy #6 – Stay Connected

- Subscribe to the Ontario Age-Friendly Network newsletters
- Join Northwestern Ontario Age-Friendly Network
- Attend webinars and virtual conferences hosted by the Ontario Age-Friendly Network
- Use the planning guides and toolkits created by the Ontario Age-Friendly Network
- Share success stories and lessons learned with other AFCs via regional networks or the provincial AFC website
- Share the program's progress with local stakeholders and older persons population

Strategy #7 – Establish Age-Friendly Senior Volunteer Program

- Use Heritage Centre's Seniors Volunteer program as a model to develop Age-Friendly volunteer programs

Supporting Documents

Acknowledgements

Thank you to everyone who helped shape this Plan for our community. This document represents the culmination of twelve months of collective effort on behalf of municipal staff, volunteers, seniors, Age-Friendly Advisory committee members and service providers in the Municipality of Red Lake. Thanks to our funders, New Horizons for Seniors, who made this project possible.

Links and Resources

The Government of Ontario funds the [Ontario Age-Friendly Communities Outreach Program \(AFC Outreach Program\)](#) through the Ministry for Seniors and Accessibility. The AFC Outreach Program is managed by the [Centre for Studies in Aging and Health at Providence Care](#) in partnership with Queen's University and the University of Waterloo.

The AFC Outreach program publishes a monthly e-newsletter that features provincial, national, and international age-friendly news, funding opportunities, events, resources, and research. Click [here](#) to subscribe.

The AFC endorses the following websites for seniors who wish to improve their connectivity and continue learning. These websites are safe and provide a wealth of free tech support, as well as courses and webinars on a variety of topics.

Connected Canadians: <https://www.connectedcanadians.ca/>

Cyber-Seniors: <https://cyberseniors.org/>

Dementia Awareness Program: <https://cyberseniors.org/dementia/>

Connecting through Art: <https://www.connectedcanadians.ca/connecting-through-art>

Housing Options for Seniors

Seniors living options - <https://www.ontario.ca/page/seniors-find-place-to-live>

Government Credits and Benefits:

These sites provide the most up-to-date information on government credits and benefits for seniors, as well as information on a variety of topics.

[Outreach materials to print and share - Canada.ca](#)

[Red Lake Scheduled Outreach Site \(servicecanada.gc.ca\)](#)

Local Resources and Links:

There are many groups in the community that provide opportunities for seniors to socialize, stay informed, and participate in various activities. The following organizations have websites and other social media tools to keep people informed.

[Red Lake Adult Learning Centre](#)

[Red Lake Regional Heritage Centre](#)

[Red Lake Francophone Association](#)

[Red Lake Wilderness Entertainment Series](#)

[Municipality of Red Lake](#)

[Evolution Mining Recreation Centre](#)

[Red Lake Indian Friendship Centre](#)



Are you 55 +?

Then drop-in for
Age-Friendly Mondays

from 10:30 a.m. to 1 p.m.

at the Heritage Centre
(scent-free)

Topic on December 11th:
We Are More Than Just Doctors

Guest speaker:

**Georgie Schuurman, Executive Director
Red Lake Family Health Team**

Learn about recent changes at the clinic, prescriptions renewal,
vaccines (Shingles, RSV, etc.), update on programs and services, and more.

Plus

- Technology lesson on navigating the health system
- Socialize with other older adults
- Light lunch and refreshments provided at no cost.

Follow us on Facebook at: **Red Lake Age-Friendly Group**. This project is an initiative of the Municipality of Red Lake, funded by New Horizons for Seniors. **Note:** if you need a ride to the Heritage Centre or have questions about this program, please contact Michèle Alderton, Age-Friendly Program Coordinator, Tel: 807-728-3392 Email: michele.alderton@redlake.ca

Topics Presented at Age-Friendly Mondays

Date	Topics/Guest speakers	# of participants
October 17	Information session about program (held at Adult Learning Centre)	33
October 24	Technology lesson (held at Adult Learning Centre)	32
October 30	Technology lesson and Virtual Health Care podcast	24
November 6	Technology lesson; Marianne Robertson and Mayor Fred Mota	24
November 13	Technology lesson & Fall prevention	26
November 20	Technology lesson & presentation by local grocers	45
November 27	Technology lesson & Wills and Power of Attorney with Trevor Zhukrovsky	53
December 4	Technology lesson & Fraud prevention with Sgt. Chris Amell	74
December 11	Technology lesson & Red Lake Family Health Team	80
December 18	Christmas party: Ted Talk on retirement; White Elephant re-gift exchange, pizza lunch (no technology lesson)	50
January 15	Technology lesson & Scott Grant, Municipal Fire Chief	35
January 22	Cancelled due to flood in Archives Room at the Heritage Centre	0
January 29	Technology lesson & celebrating the 10 th Anniversary of 2 nd Chance Thrift Store	40
February 5	Technology lesson & online banking fraud prevention and security Presenter: Denai Boucher, Senior Financial Advisor, Scotiabank	55
February 12	Service Canada - virtual presentation on credits and benefits for seniors. No Tech lessons.	60
February 19	Winter Carnival weekend – No Age-Friendly Monday	0
February 26	Technology lesson. Alzheimer's Society presentation Presenters: Riley Rieu, Client Services Coordinator & Manveer Kaur, Office and Event Coordinator, Kenora/Rainy River Alzheimer's Society.	30 Low attendance due to bad weather

Date	Topics/Guest speakers	# of participants
March 4	Technology lesson Topic: Setting parental/grand-parental controls on our electronic Devices. Presenter, Josh McDougall, IT Manager, Municipality of Red Lake.	Meeting cancelled due to storm
March 11	March Break – no Age-Friendly Monday	0
March 18	Topic: High School Gardening Project. Presenter: Jocelyn Copeman, Alison Gaona, Darrin Bausch	42
March 25	Guest speaker: Mayor Fred Mota, Town Hall meeting	66
April 8	Topic: Breaking the Cycle of Worry: Understanding Anxiety Disorders in Later Life Presenter: Rebecca Vallee, Geriatric Mental Health Worker	40
April 15	Topic: Private Seniors Residences Presenter: Harry Funk, Bridge Roads Developments	62
April 22	Topic: Earth Day – Video presentation David Attenborough, Planet Earth Series.	33
April 29	Taking Steps Towards a Healthy Mind: Positive Mental Health in Later Life. Presenter: Rebecca Vallee, Geriatric Mental Health Worker	35

Sample Age-Friendly Coordinator Job Description

Background

The Municipality of Red Lake received funding under the New Horizons for Seniors Program to develop an Age-Friendly Strategic and Action Plan with input from our local seniors. This funding allowed the Municipality to facilitate weekly meetings for residents 55+. Each meeting offered a presentation on a topic of interest, social gatherings, information sharing and a light lunch at no cost to the participants. The Age-Friendly Strategic and Action Plan is now complete and the Municipality wishes to implement the objectives within the Plan with a goal of becoming a designated Age-Friendly community.

Opportunity

The successful candidate will be an independent contractor and not the servant, employee or agent of the Municipality.

This contract position is for one year with the option of renewal for a second year. This position offers flexible hours working remotely. Weekly time commitment is estimated as follows:

- Attend Weekly Meetings (4 hours)
- Planning and communicating (6 hours)

The successful candidate will be required to fulfill the following duties:

- Coordinate and attend the weekly Age-Friendly Monday meetings
 - - Book speakers for weekly presentations.
 - Work with community partners in organizing Age-Friendly programming / activities on at least one Monday of the month.
 - Organize meals and refreshments for weekly meetings.
 - Create and distribute weekly Age-Friendly calendar of events, Newsletter and other promotional material, as required.
 - Maintain Age-Friendly email distribution list.
 - Maintain Age-Friendly Facebook page.
 - Maintain attendance statistics for every meeting and collect names and contact information of new participants.
- Implement the goals and objectives within the Age-Friendly Strategic and Action Plan.
- Coordinate monthly Age-Friendly Advisory Committee meetings.
- Maintain a budget.
- Participate in webinars and virtual conferences to obtain ongoing education relevant to Age-Friendly community initiatives.
- Regular communication with Municipal Resource Staff.

Qualifications and Experience

- Strong interpersonal and communication skills.
- Proficiency in software applications such as Microsoft Office, Excel and the use of social media.
- Must be self-motivated, work independently and work well within a team.
- Ability to work collaboratively with diverse groups of people and community agencies.
- Experience in event planning and /or previous coordinator experience would be an asset.

Interested individuals may submit their resume and cover letter, including expected monthly remuneration no later than Tuesday, April 16th, 2024 at 4:30 p.m. to the attention of:

Erika Burfoot, Human Resources Manager

2 Fifth Street, Balmertown, ON

careers@redlake.ca

807-735-2096

Results of Technology Survey

Results of Interest in Digital Technology Classes	
Interested in Digital Technology Classes	18
Not Interested in Digital Technology Classes	56
Somewhat Interested in Digital Technology Classes	13

*87 Seniors Surveyed

Results of Interest in Social Media Classes	
Interested in Social Media Classes	21
Not Interested in Social Media Classes	37
Somewhat Interested in Social Media Classes	29

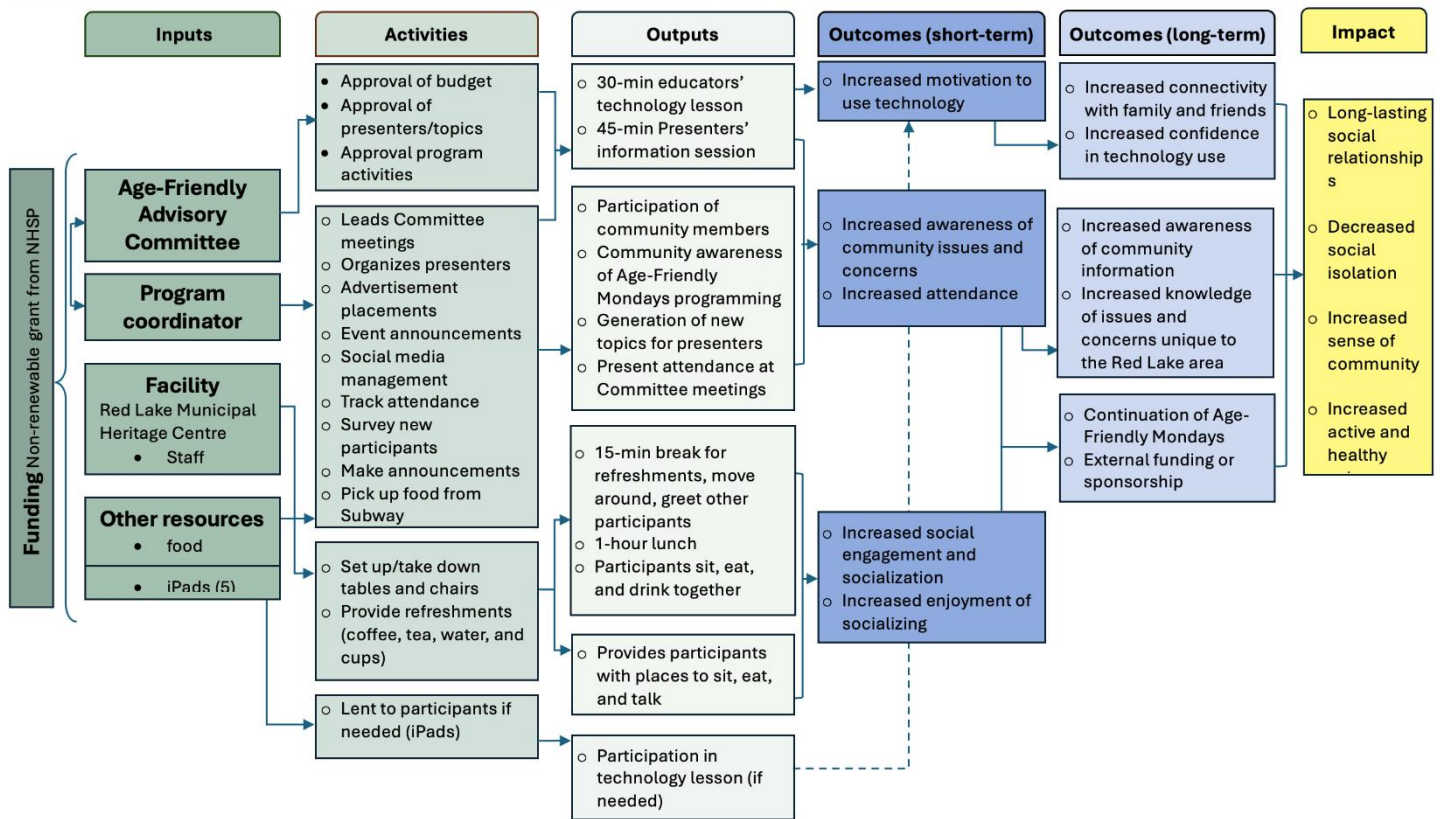
*87 Seniors Surveyed

Number of seniors surveyed: 87

Current Technology Usage	
Facebook Users	74
Not Facebook Users	13
Email Users	79
Not Email Users	8
Text Users	75
Not Text Users	12

*87 Seniors Surveyed

Logic Model - prepared by: M. Shimizu



Context: The Municipality of Red Lake was the applicant of NHSP grant. There is no registration or sign-up. Program is free of charge.
Assumptions: Age-Friendly Mondays will continue until its completion at the end of March, 2024. Most participants are repeat participants, and 55 years of age and above. The program and its services will remain free of charge.

Stake Holder Map - prepared by: M. Shimizu

