

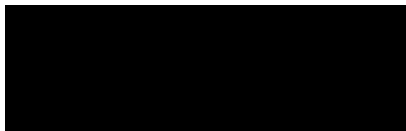
Age-Friendly Directory

“Staying Connected: Video Resource & Directory for Seniors and Caregivers”

AFC Update

Tuesday, September 28, 2021

Please note: photo(s) were taken prior to onset of COVID-19 and introduction of physical distancing and mandatory face covering regulations.

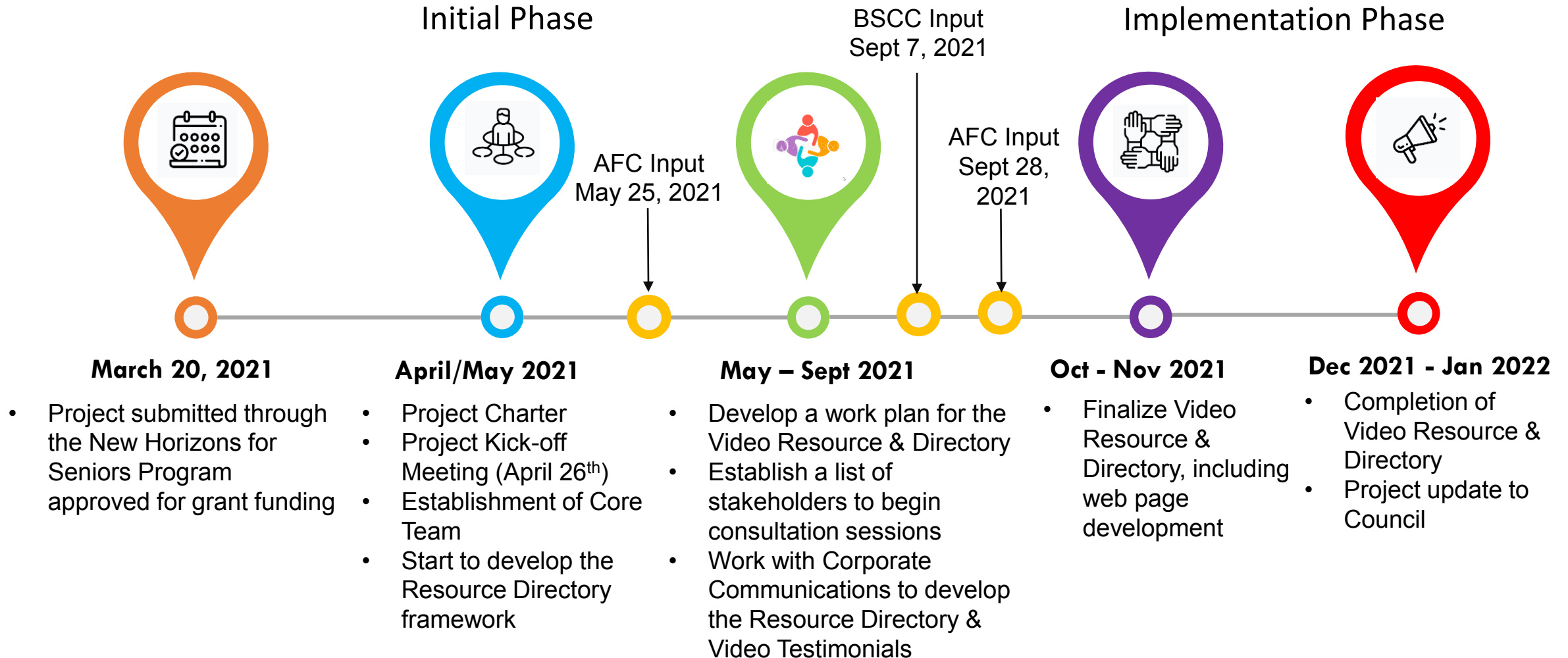


Project Overview

- Mandate: To increase access to resources and services for seniors and caregivers through the development of a video tool and a Brampton Age-Friendly Resource Directory.
- Objectives: Fostering intergenerational connections; furthering Brampton's Age-Friendly Vision to meet the needs of all ages and abilities; and, leveraging expertise and wisdom of older adults in Brampton.
- The video resource and directory supports the following age-friendly focus areas as identified by the World Health Organization and Brampton's Age-Friendly Strategy and Action Plan:
 - ✓ #4 Social Participation; #5 Respect and Social Isolation; #7 Communication and Information; #8 Community Support and Health Services.
- Grant funding approved in March 2021: \$20,575 (\$850 Professional fees; \$19,725 Project Costs (WebEx, Video Production, Translation, Tech support, promotion, ads).

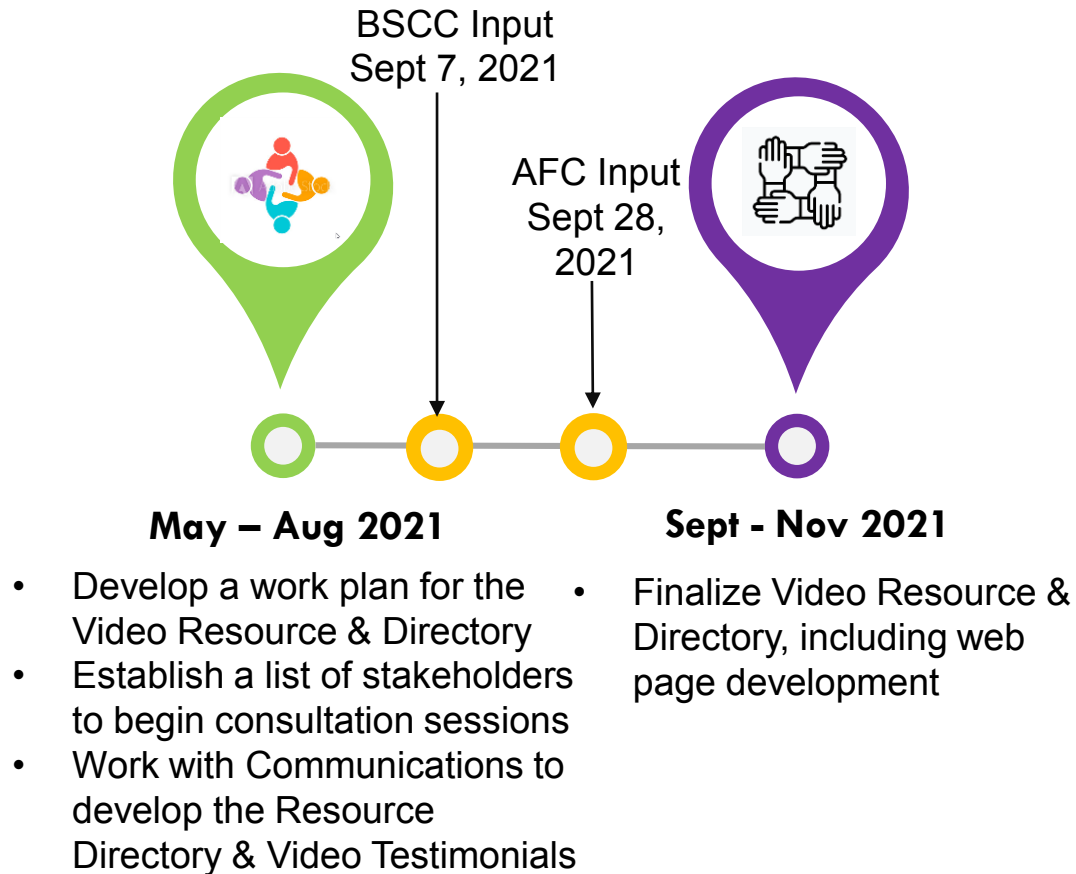


Project Timeline



Project Timeline

Implementation Phase



Work Underway

- AF Resource Directory (Content & Webpage Format)
- Establishment of a volunteer group from the Age-Friendly Committee (two meetings held June 30th/Aug 4th, 2021)
- Stakeholder consultations (Two sessions held Sept 8th/10th) – follow-up sessions being held

Upcoming Work

- Completion of the AF Resource Directory – September/early October 2021
- Working on the videos (Scripting, Testimonials, Finding Volunteers)
- Completion of videos – late October/November 2021
- Project Update to the Federal Government – Q4 2021

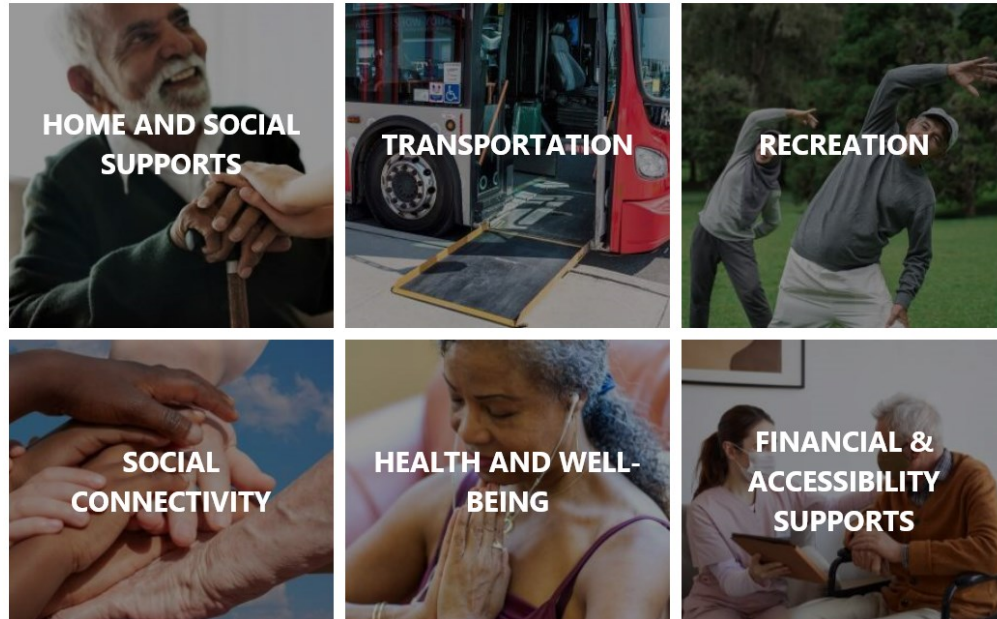
Stakeholder Consultation Highlights

- Expanding the Resource Directory to include other organizations (i.e. Elder Abuse Support, incorporating additional services from PCHS, providing additional information on frauds and scams)
- Collaborating with 211 to share databases
- Connecting with the Brampton Library & Animal Services
- Outreach should be in print (i.e. flyer available at key locations – Peel Housing buildings, Knightsbridge, medical centers, pharmacies)
- Training Sessions offered at key locations
- Resource directory available in print

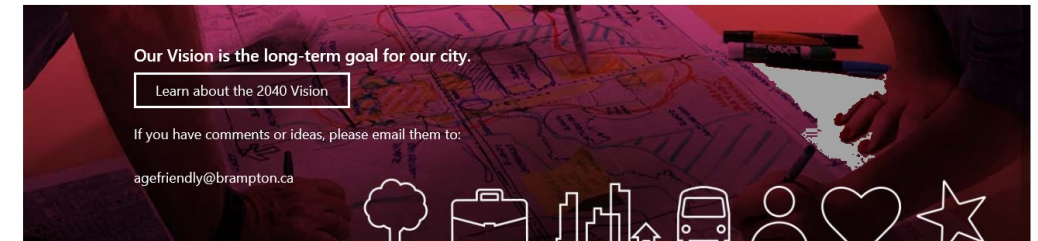
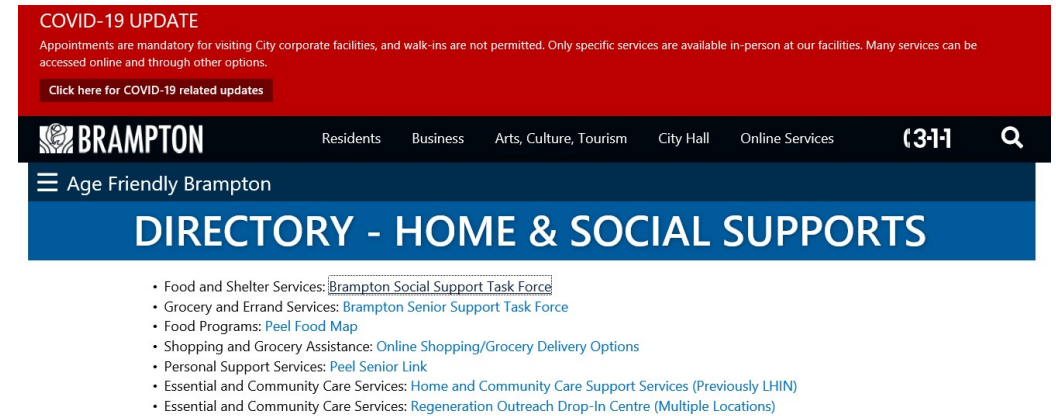


Resource Directory Format

Step 1



Step 2



Step 3



Recap

September/October 2021

- Completion of stakeholder engagement sessions & follow-up
- Completion of resource directory and updated online format
- Selection of ambassadors for video series

October/November 2021

- Filming, editing, and completion of video series

December 2021 (onward)

- Outreach for Video Resource & Directory



Questions and Comments

Project Leads

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Planning, Building & Economic Development

thank you