

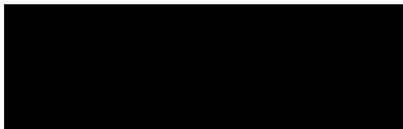
Age-Friendly Directory

“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.

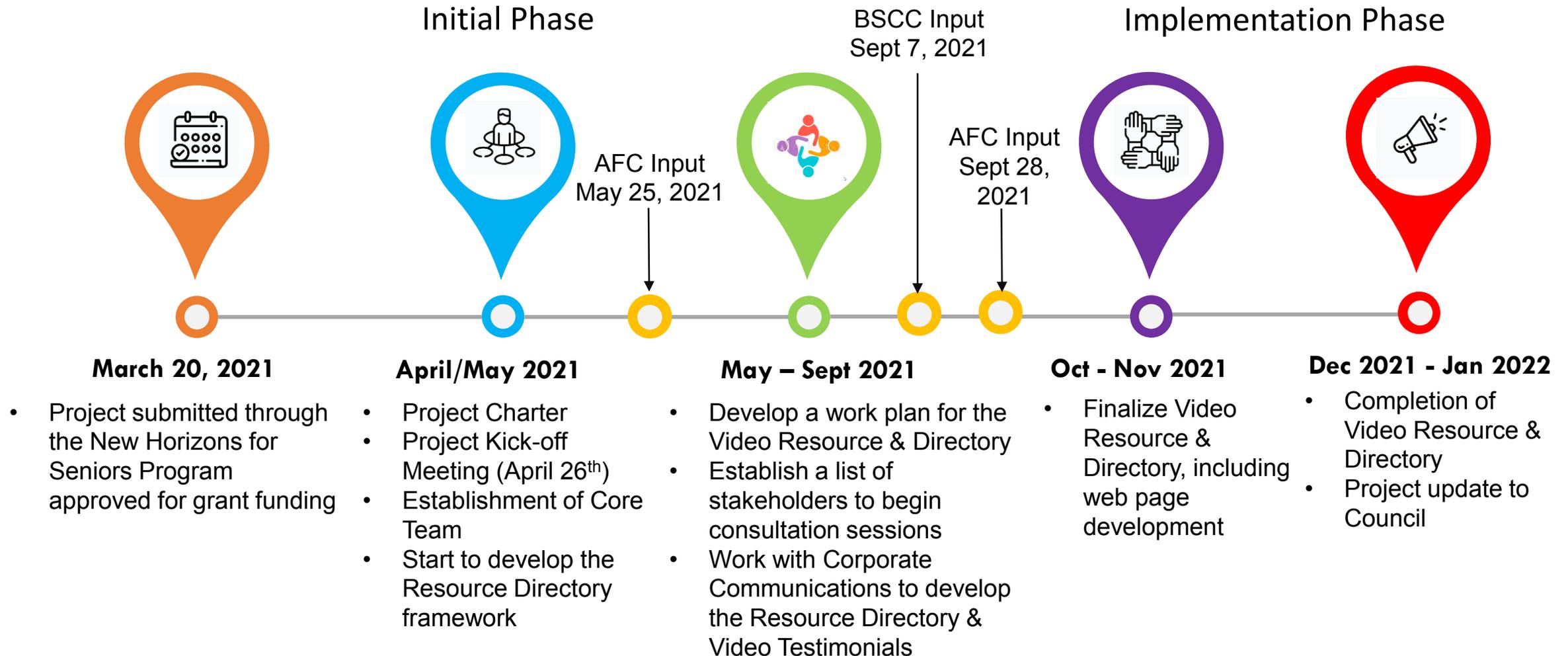


Project Overview

- 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)).

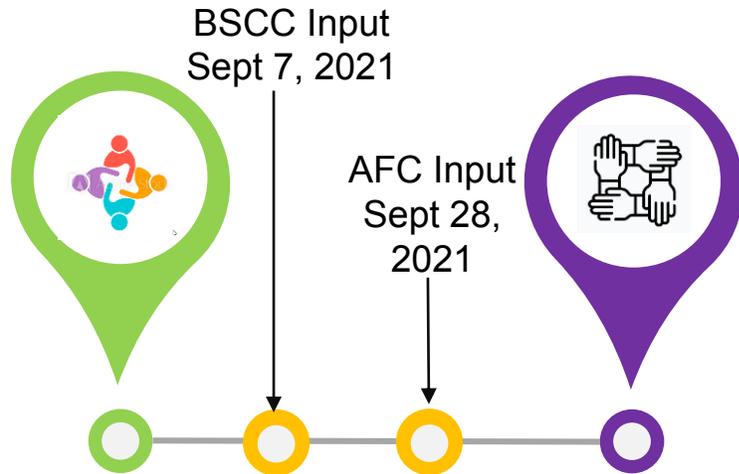


Project Timeline



Project Timeline

Implementation Phase



May – Aug 2021

- Develop a work plan for the Video Resource & Directory
- Establish a list of stakeholders to begin consultation sessions
- Work with Communications to develop the Resource Directory & Video Testimonials

Sept - Nov 2021

- Finalize Video Resource & Directory, including web page development

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

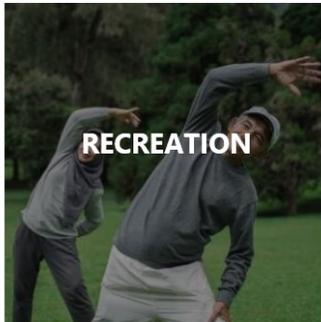
Stakeholder Consultation Highlights

- 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



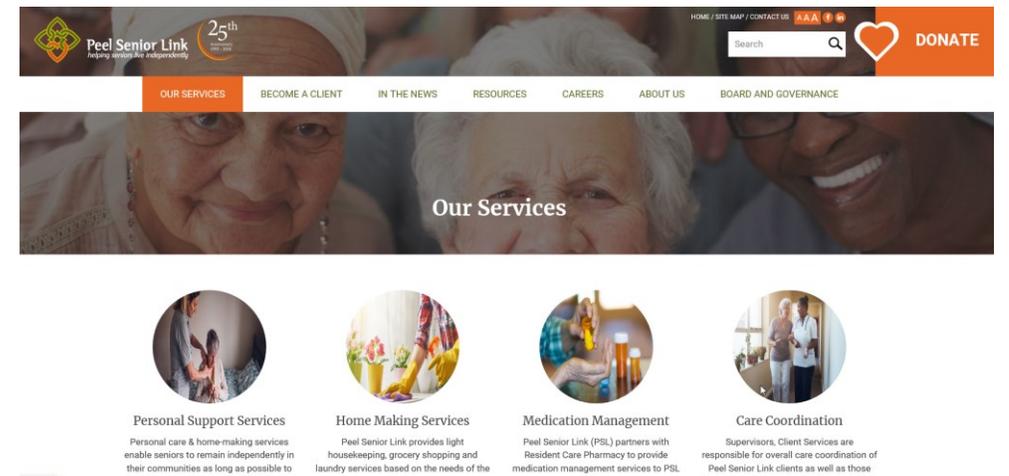
Step 2



- Food and Shelter Services: [Brampton Social Support Task Force](#)
- Grocery and Errand Services: [Brampton Senior Support Task Force](#)
- Food Programs: [Peel Food Map](#)
- Shopping and Grocery Assistance: [Online Shopping/Grocery Delivery Options](#)
- Personal Support Services: [Peel Senior Link](#)
- Essential and Community Care Services: [Home and Community Care Support Services \(Previously LHIN\)](#)
- Essential and Community Care Services: [Regeneration Outreach Drop-In Centre \(Multiple Locations\)](#)



Step 3



Personal care & home-making services enable seniors to remain independently in their communities as long as possible to



Peel Senior Link provides light housekeeping, grocery shopping and laundry services based on the needs of the



Peel Senior Link (PSL) partners with Resident Care Pharmacy to provide medication management services to PSL



Supervisors, Client Services are responsible for overall care coordination of Peel Senior Link clients as well as those

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