

## **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 Directory.
- <u>Objectives</u>: 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)

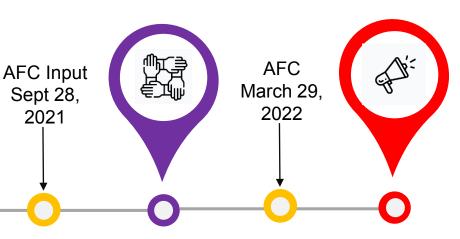


## Project Timeline

#### **Initial Phase**

## AR. **AFC Input** May 25, 2021

#### **Implementation Phase**



#### March 20, 2021

Project submitted through the New Horizons for Seniors Program approved for grant funding

#### April/May 2021

- **Project Charter**
- Project Kick-off Meeting (April 26<sup>th</sup>)
- **Establishment of Core** Team
- Start to develop the Resource Directory framework

#### May - Aug 2021

Develop a work plan for a Video Resource & Directory

2021

- Establish a list of stakeholders to begin consultation sessions
- Work with Communications to develop a video resource & testimonials

#### **Sept - Nov 2021**

Finalize Video Resource & Directory, including web page development

#### **Dec - June 2022**

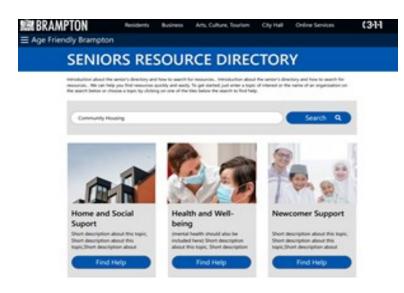
- Completion of Video Resource & Directory (March 25,2022)
- Council update on the project (May/ June 2022)

## Key Elements

- Themed categories with descriptions
- Search bar allowing for specific word searches
- Brampton focused information
- Integration with the Province's 211 directory
- Relevant information from service providers (i.e. contact information, hours of operation, map, accessibility)
- Instructional video of 'how to use' the Resource Directory
- Video Testimonials showcasing a few of Brampton's organizations

### Resource

## **Directory**

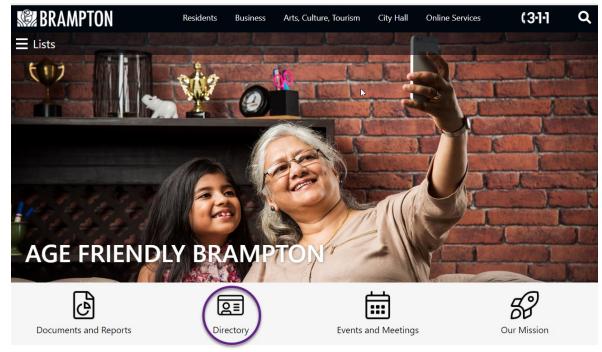




## **Live Demo**

#### age-friendly brampton

v.brampton.ca/EN/Business/planning-development/policies-master-plans/Age-Friendly-Brampton/Pages/Welcome.aspx



The City of Brampton strives to be a vibrant, safe, and attractive City of opportunities where efficient services make it possible for families, individuals, and the business community to grow, prosper and enjoy a high quality of life.

## Resource Directory



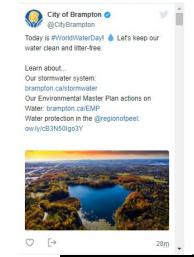
## Community Outreach

- Media release
- Ethnic media
- Social media
- Community Centres/Libraries (digital boards and printed flyers)
- Outreach to community groups such as, CARP, Brampton Seniors Council, etc.

#### **Promotion**







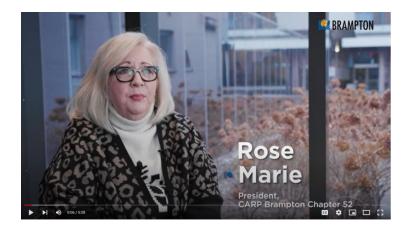












# Video Testimonials Live Demo

### **Questions and Comments**

**Project Lead** 

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Planning, Building & Economic Development

