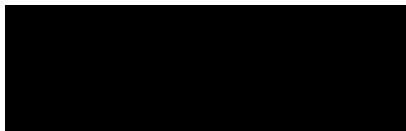


Age-Friendly Directory & Video Testimonials

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

Age-Friendly Brampton Advisory Committee
March 29, 2022



Project Overview

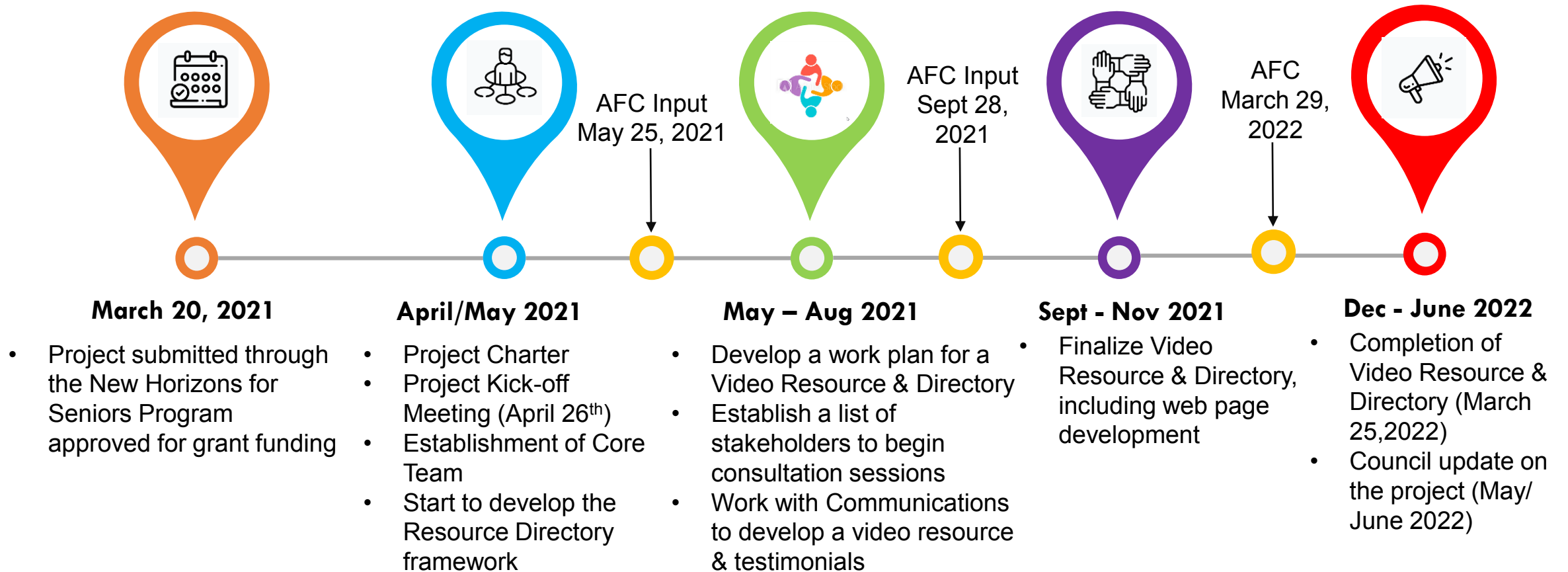
- **Mandate:** To increase access to resources and services for seniors and caregivers through the development of a video tool and a Brampton Age-Friendly Directory.
- **Objectives:** Fostering intergenerational connections; furthering Brampton's Age-Friendly Vision to meet the needs of all ages and 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

Initial Phase

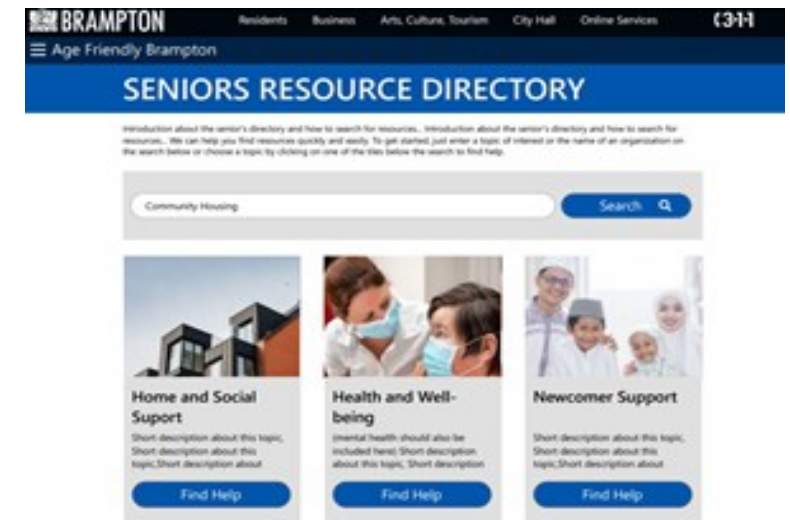
Implementation Phase



Key Elements

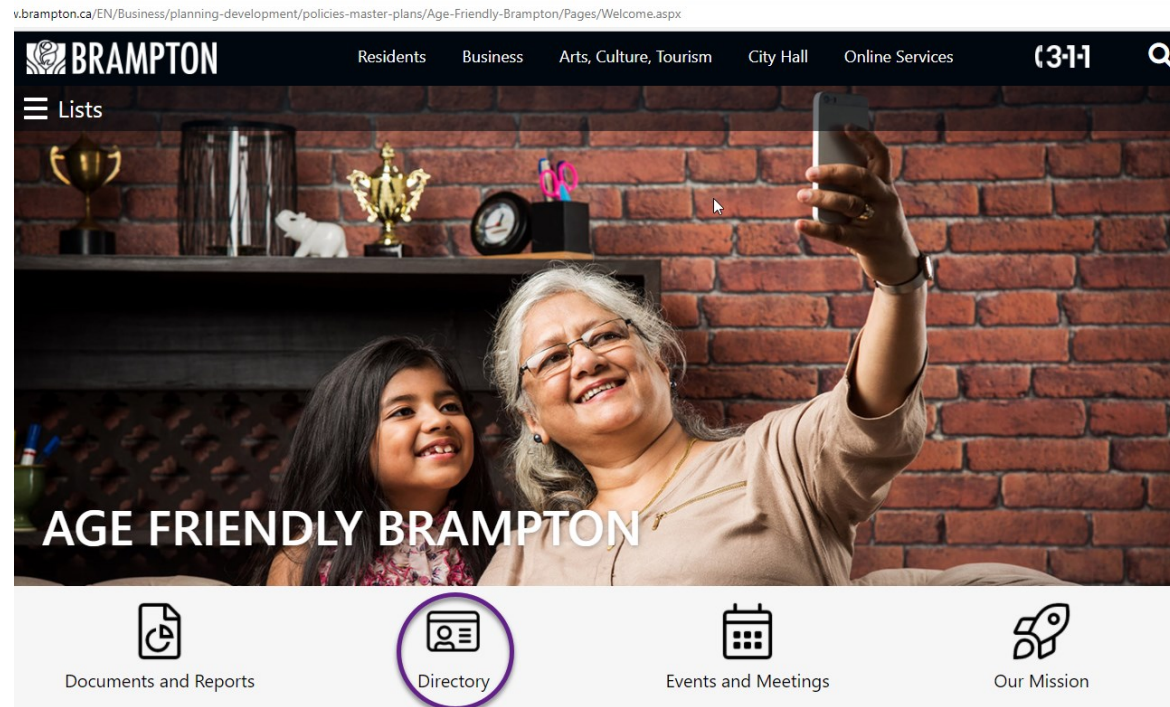
- Themed categories with descriptions
- Search bar allowing for specific word searches
- Brampton focused information
- Integration with the Province's 211 directory
- Relevant information from service providers (i.e. contact information, hours of operation, map, accessibility)
- Instructional video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

Resource Directory



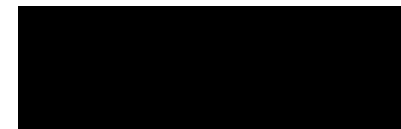
Live Demo

age-friendly brampton



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



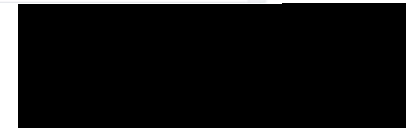
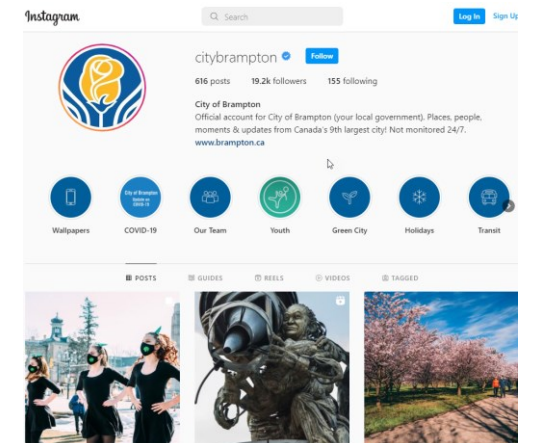
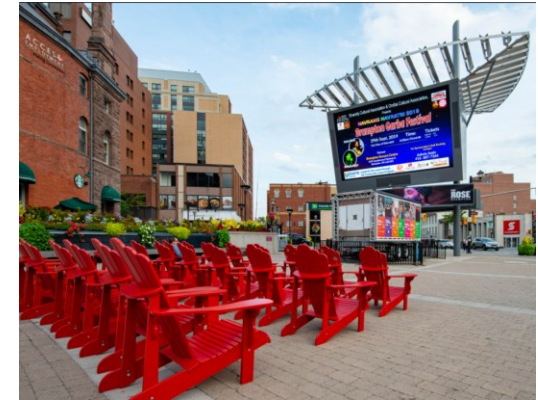
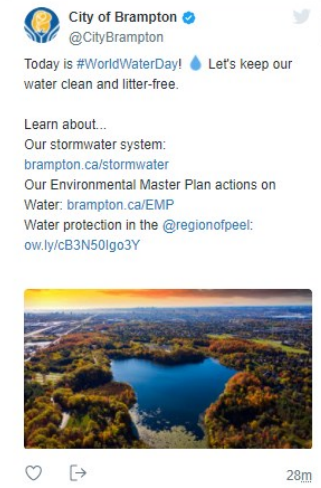
Community Outreach

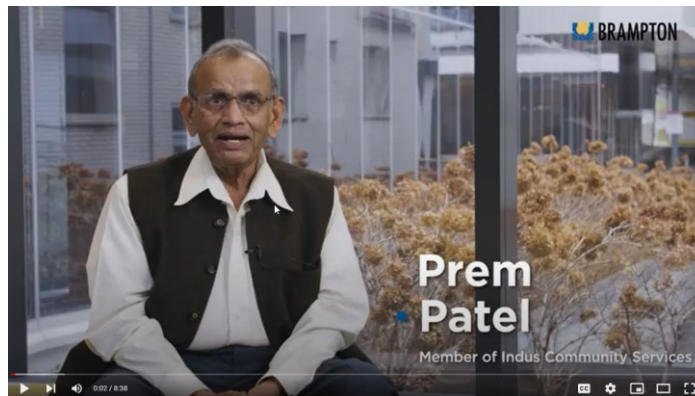
- Media release
- Ethnic media
- Social media
- Community Centres/Libraries (digital boards and printed flyers)
- Outreach to community groups such as, CARP, Brampton Seniors Council, etc.

Promotion

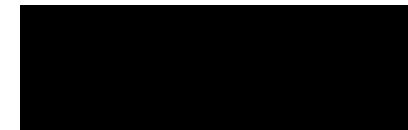


Tweets @CityBrampton





Video Testimonials Live Demo



Questions and Comments

Project Lead

Mirella Palermo, Policy Planner

Planning, Building & Economic Development

*Thank
you*

