

## Leading Relations Through Seniors



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People. Place. Potential.

## Welcome and Introduction

- Non-government, non-profit organization.
- Build links between communities and decision makers.
- Holistic healthy communities.



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## Overview

- Defining senior engagement.
- Engagement process and tools.
- Obstacles and openings.
- Practical projects and programs.



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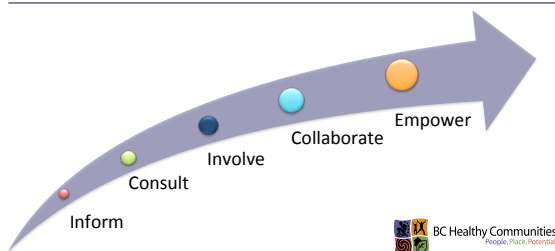
## Seniors Statistics

- Seniors accounted for 15% of the population in 2011.
- 7 of the 10 municipalities with the highest proportion of seniors were in British Columbia.
- Number of seniors will double by 2036.



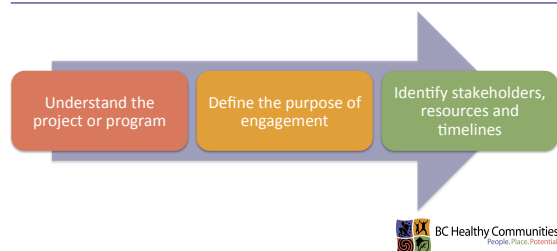
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## What does engagement mean?



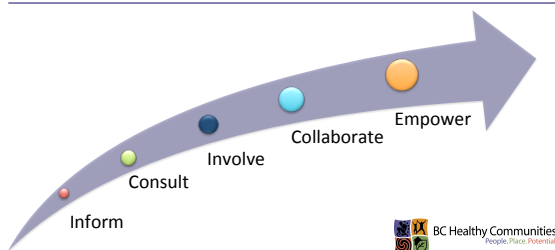
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## Making the Engagement Decision



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## Engagement Methods



## Engagement Tools

- Inform – open house, poster, webpage, bulletin boards.
- Consult – world cafes, surveys, focus groups, open space.
- Involve – visioning, working groups, community experts.
- Collaborate – policy round tables, planning 4 real.
- Empower – joint ventures, seniors helping seniors.



## Obstacles to Engagement



## Planning Accessible Engagement

- Ask the audience what works for them.
- Plain language and key messages.
- Location of events.
- Timing of events.
- Facilitation.
- Learn for successes and mistakes.



## Age Friendly Communities

- Age healthily.
- Live safely.
- Stay involved.
- Respects, protects and includes.



## Age Friendly Communities

- Grant funding.
- Seniors BC.
- World Health Organization.
- June 1<sup>st</sup> Intergenerational Day.



## Trust Me

- Intergenerational – foster understanding.
- Decrease fear and suspicion.
- Empowered – community garden.



## Making Your Work Senior Friendly



## Closing the Loop

- Thank participants.
- Let people know what happened.
- Evaluate.



## Thank you!

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