

New Brunswick Age Friendly Communities



What is an Age Friendly Community?

- An age-friendly community is designed to promote health, well-being and quality of life for older adults which contributes to the overall well-being of the entire community.
- One of its key components is the fact that the citizens help to identify what is needed in their communities and then provided the opportunity to create change.
- Age friendly communities work from the ground up in an upstream manner. Its more preventative in the long-term but also works to provide a better community for today.



Started by the World Health Organization and in collaboration with the Public Health Agency of Canada, age friendly communities were established in 2006.

The **Public Health Agency of Canada** has a **webpage** dedicated to informing Canadians on the necessity and the logistics of Age Friendly Communities.

Link: [Age-Friendly Communities - Canada.ca](https://www.canada.ca/en/public-health/services/age-friendly-communities.html)

W.H.O. Link: [Age-friendly Environments \(who.int\)](https://www.who.int/initiatives/age-friendly-environments)



Public Health
Agency of Canada

Agence de la santé
publique du Canada



**World Health
Organization**

With the global, national and provincial aging population, all provinces in Canada are now working towards becoming Age Friendly.

New Brunswick established their Age Friendly Community Recognition Program in 2012.

You can locate their detailed AFC Guide at the following link.

[Age-Friendly Communities - Are Empowering Seniors to Thrive \(gnb.ca\)](http://gnb.ca)





8 Domains of Age-Friendly Communities

THE EIGHT DOMAINS

1. Outdoor spaces & buildings
2. Transportation
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information
8. Community support & health services

The World Health Organization (WHO), the Public Health Agency of Canada (PHAC) and the Province of New Brunswick endorse these **eight domains** as those that are to be addressed when moving towards becoming an age friendly community.

Breaking it down

Physical Environment

1. Outdoor Spaces and Public Buildings
2. Housing
3. Transportation

Social Environment

4. Social Participation
5. Respect and Social Inclusion
6. Civic Participation and Employment

Personal Well-Being

7. Communication and Information
8. Community Support and Health Services



Brief descriptions of the 8 Domains

Civic Participation and Employment (e.g.,) Older adults should have opportunities to use their skills, knowledge, and time to contribute to society. There should be volunteerism, and employment opportunities, encouraging civic participation.

Transportation (e.g.,) It is accessible, safe, and affordable for all. There are available options so citizens who can not drive themselves can take part in social, cultural, volunteer, and recreational activities as well as carry-out daily tasks such as shopping, going to appointments and work.

Community Support and Health Services (e.g.,) A wide range of accessible and affordable health services. Recognizing that access to quality health care is critical to ensure that older adults remain healthy and independent.

Respect and Social Inclusion (e.g.,) Respect and appreciation, social and economic inclusion for older adults. Older adults should be respected for their great deal of knowledge and experience as they are the backbone of our society. They are shown appreciation for their contributions in the community. They should feel included in social, political, and economic decisions and have intergenerational opportunities.

Social Participation (e.g.,) The age friendly approach makes it possible to support activities that bring people of all ages together and promotes the establishment of intergenerational opportunities to prevent social isolation. The opportunity to participate in family, community, cultural, economic, and political life making it possible to maintain ties, give meaning to life and promote feelings of belonging.

Outdoor Spaces and Buildings (e.g.,) They are well lit, accessible to all, a safe and secure environment, pavements and walkways are well maintained and accessible for everyone, safe pedestrian crossings, adequate rest areas and public washrooms.

Communication and Information (e.g.,) It's appropriate and age-friendly in distribution of information. The ability to stay connected with events, news, available services, and activities with timely, accessible, and practical information.

Housing (e.g.,) It is affordable, accessible, well-designed, safe, and a wide range of housing options with good connectivity to social services and the community.

**Here are the steps to be recognized as an Age Friendly Community
with reference to who completes each task**

- **Step 1:** Government passes a resolution - **Mayor and Council**
- **Step 2:** Establish an AFC Advisory Committee - **Citizens and a member of Council**
- **Step 3:** Conduct an age friendly community assessment – **AFC Advisory Committee**
- **Step 4:** Develop an action plan – **AFC Advisory Committee & they present it to council for approval**
- **Step 5:** Submit application to Seniors@gnb.ca to become recognized as an Age Friendly Community – **AFC Advisory Committee**

The ongoing journey

- The **Advisory Committee** will at the end of 3 years reassess and create a new action plan for the next 3 years. Submit it to council for approval. Apply to the GNB to maintain their recognition status.
- Continued community engagement with all citizens and relevant stakeholders with an emphasis on older adults.
- Share your success stories of completed actions so citizens know their being heard.



Key roles

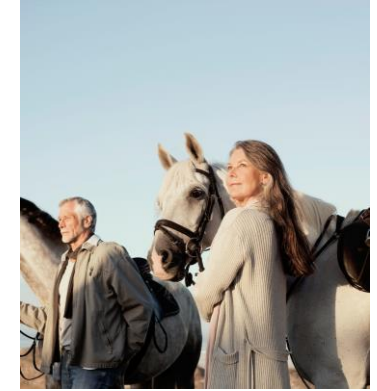
- Your Age Friendly Community Advisory Committee will work to create partnerships and collaborate fresh, creative thinking to discover solutions.
- They will advocate for your community and its citizens.
- Mayor & Council will embrace the age friendly model.





- NB Age Friendly Communities are working to combat ageism, create intergenerational and employment opportunities for older adults. They are also working to prevent social isolation and to improve accessibility for everyone.

NB Age Friendly Communities are helping citizens to live their best life!



Promoting and supporting Healthy Lifestyles and preventative care.

In an age friendly community, the policies, services and structures related to the physical and social environment are designed to help older adults "age actively." In other words, the community is set up to help the older population live safely, enjoy good health and stay involved.



NB Age Friendly Communities work with stakeholders and partners to create programs and community development.



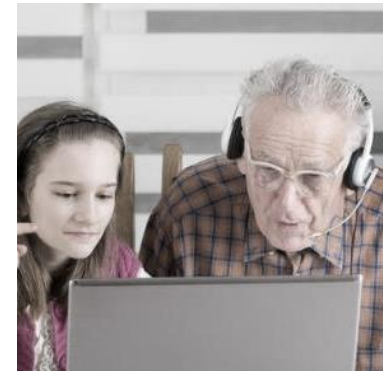
Community Garden - A healthy food source, social participation, and employment opportunities

Sample Partnerships:

- Local library and schools
- Developers
- Land Donors
- Business Community
- Ability NB
- Men's Sheds
- 211 NB
- Nursing Homes Without Walls



Designing safe, affordable, accessible housing



Intergenerational Programs



Other benefits to consider

Moral

Enhances moral competency and fulfills societal obligations.


Economic

Demonstrates to investors and other stakeholders that you are forward thinking and proactive.

It renders communities more attractive to potential new residents and helps to retain residents currently living there.

Financial Support

Community will be well positioned to obtain grants and funding from governmental and private sector organizations.



Let's look to the future....

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- Have you thought about how you are going to age within your community?
 - What could the next chapter of your life look like?
 - How about your family members and friends?



Summary

- This is one of the most effective approaches to address issues related to the aging demographic trend.
- Age friendly communities help build communities that are more inclusive for everyone.
- This program is structured to work from the ground up. It creates public awareness, citizen ownership, community engagement and execution. It will create a more cohesive community.

It provides citizens with an opportunity to create change in their community.

- The citizens feel connected when they are informed and are involved in the process.
- It creates sustainable change for all generations.



THANK YOU



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Supporting communities to become Age Friendly – a place for all people to live and thrive.