

## **MUSKOKA MASTER AGING PLAN**

### **Report from Inaugural Meeting – Working Group 1**

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On July 26, 2016 the members of the Muskoka Master Aging Plan Working Group for Well-Fit Seniors (Working Group 1) met from 1:30 p.m. to 3:30 p.m. at the District offices in Bracebridge. The objective of the meeting was to launch the planning process, conduct a preliminary situation analysis and receive input to the project design.

Activities and deliberations at the facilitated session included the following:

- Participant introductions
- A detailed review of the project work plan with discussion of the role of Working Group members in the various project steps
- A flip chart activity to identify strengths, weaknesses, opportunities and threats pertaining to the system of services and supports for well-fit seniors
- A visioning exercise to describe a preferred future for seniors in Muskoka
- A round table discussion to create a client profile
- A discussion of focus group logistics including potential locations and sponsors
- A review of next steps

This report captures the information generated by session participants. These observations and insights will help shape the design of the upcoming consultation and data gathering initiatives and will provide a backdrop for the Planning Team when it reconvenes in September to develop goals and recommendations specific to well-fit seniors.

Project Consultant:

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Attached: Working Group Members  
Project Work Plan  
SWOT Exercise  
Vision Elements  
Client Profile  
Composite SWOT Analysis – All Teams

August 5, 2016

**MEMBERS OF WORKING GROUP 1**  
**Services for Well Fit Seniors**

<b>Present</b>	Diane Baranik	Simcoe Muskoka District Health Unit
	Marianne Braid	Georgian Bay Chamber of Commerce
	Cathy Duck	Port Carling Library
	Kim Gibbs	The Pines
	Peggy Hawthorne	Seniors Community Advisor
	Hanna Lin	YWCA of Muskoka
	Eric Potts	Literacy Society of South Muskoka Gravenhurst
	Barb Swyers	Georgian Bay Libraries
<b>Regrets</b>		

**CLIENT PROFILE – Well-Fit Seniors**

*Round table discussion*

- Wide age range from 55 to 80+ - typical is late 60's
- More women than men
- Uneven distribution of income with few in the middle income group
- Most living in own homes
- Children live elsewhere
- Closely oriented to their local community
- Some early stage health issues
- Mobile – most drive or have a driver

## MUSKOKA MASTER AGING PLAN Project Schedule

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Shaded items represent points of WG involvement

### Project Launch

1.1	RFP closing date	June 6
1.2	Approval to proceed	June 10
1.3	Start-up teleconference	June 16
1.4*	Steering Committee meeting	June 28
1.5	Finalized work plan	July 4

### Needs Assessment

2.1	Information review (ongoing)	July 8
2.2	Notification of key informants/working groups	July 12
2.3	Provider survey developed/distributed	July 21
2.4*	Inaugural Working Group meetings (n=3)	July 26/27
2.5	Community survey developed/distributed	August 2
2.6	Key informant interviews complete (n=12)	August 8
2.7	Provider survey deadline	August 12
2.8	Seniors focus groups (n=6+)	Aug. 9-24
2.9	Community survey deadline	August 26
2.10	Compilation/summary of findings	August 29
2.11	Steering Committee teleconference	TBD August

### Action Planning

3.1*	Community stakeholder forum	September 8 morning
3.2*	Working Group meetings	September 8 afternoon
3.3	Draft goals and action plans	September 14
3.4	Input received from Working Groups	September 21
3.5	Wrap-up teleconference with Working Groups	late September
3.6	Draft strategy report and implementation plan	October 11
3.7	Steering Committee review/revisions	October 17
3.8*	Wrap-up Steering Committee meeting	TBD October

### Reporting and Sustainability

4.1	Final report	October 28
4.2	On-call support/advice	Six months

\* Consultant(s) on site

Revised July 25, 2016

## **SWOT EXERCISE: Well Fit Seniors**

*Flip chart activity*

### **Strengths**

Retirement community  
Towns offer many activities for seniors  
Existing services  
Social well-being organizations like Probus and CARP  
Libraries  
Many awesome volunteers  
New retirees bringing skills to Muskoka  
Beautiful environment, place to be  
Well-fit have lots of synergy if properly harnessed  
Well-fit seniors looking after each other and those in need in their communities  
Seniors are expressing their needs  
Pioneering character of Muskoka

### **Weaknesses**

Lack of reliable, economical internet access  
Donut demographic – old and young, but no middle age groups  
Limited activities/services in rural areas  
Lack of funding  
Some areas are geographically challenged  
Distances to travel  
Accessibility  
Cost of living  
Rural communities losing younger families  
Communication between communities  
Lack of programs for well-fit seniors to give back  
Apathy of some seniors  
Seasonal employment and low income jobs  
Confusing boundaries – e.g. Muskoka/Parry Sound

### **Opportunities**

Provincial grant focus on seniors, accessibility and volunteering  
Sharing of information and resources  
Shifting demographics – more seniors  
In-flow of retirees with skills knowledge to expand volunteer pool  
On-line learning and sharing  
Collaboration between agencies  
Tapping in to knowledgeable and experienced seniors

*... Cont'd*

## SWOT EXERCISE (Cont'd)

### Threats

Retirement financial status of seniors without pensions/savings  
 Grey tsunami of baby boom generation stressing available services  
 Funding and provincial budget cut-backs  
 Size and diversity of Muskoka  
 Rural vs. town  
 Muskoka's have/have-not profile  
 Lack of specialists locally to provided health care and preventative services  
 "Integrative" institutions (e.g. churches, schools) not as vigorous as in the past  
 Smaller communities losing their "hub" (e.g. churches, schools)  
 Economic problems galore – deficits, income disparity, loss of manufacturing, etc.  
 Closing of local resources

### **VISIONING ACTIVITY – Input from all Three Working Groups**

*Based on a visioning exercise where participants wrote desirable headlines to appear in Muskoka media in July 2020*

### **Expanded and Innovative Services and Supports ...**

Central Dispatch Provides Affordable Public Transportation to all Areas of District  
 Muskoka Now Has Multidisciplinary Seniors Care Centres  
 Muskoka Car Share Programs for Seniors Win Innovation Award  
 Gerontologist Hired for Muskoka Health Network  
 Endless Programs and Activities Available in all Areas of Muskoka  
 24 Hour Respite Support via Phone or In-person for Caregivers  
 Seniors Enjoy New Recreation Centre that Meets Physical and Social Needs  
 Full Service Communities for Seniors  
 Affordable Senior Citizen Housing Being Built Throughout Muskoka  
 Local Transit Expands to Outlying Areas  
 Funding Provided to Seniors for Assistive Devices and Home Modifications  
 Muskoka an Accessible Community for Seniors  
 New Supportive Living Centres with On-site Supports Open for Seniors  
 Gardens for Seniors Promoting Healthy Choices  
 Day Away Program Expands to Provide More Supports for Caregivers  
 Improved Health Networks in all Communities  
 Age-Friendly Community Subdivision Planned  
 Geared to Income Housing Opens Next to Health Hub  
 More Specialized Geriatric Doctors Come to Muskoka  
 Muskoka Paramedics Provide in-home Wellness Checks and Flu Shots  
 Redesigned LTC Home Offers Small Group Living Pods for Home-Like Environment  
 Dental Care Covered for Seniors with OHIP  
 Door-to-door Transportation for Those 65+ ... Cont'd

### **High Degree of Community Engagement ...**

Muskoka Seniors are Leaders in Community Engagement  
Seniors Groups Thrive in Muskoka  
Open House Celebrates Success between Co-op Students and Retirement Home  
Youth Volunteer Matched with Seniors to Provide ADL Assistance  
Seniors Activities and Programs Explode Across Muskoka  
Muskoka Seniors Volunteers at All-time High  
Seniors Participating in Exercise Programs Increases by 25%  
Seniors Help Out at Local Daycare  
Intergenerational Activities Now Common in Muskoka School System  
Muskoka Motivates Seniors to Live and Play in our Communities  
School Volunteers Consist Mainly of Seniors  
Teens Reading to Muskoka Seniors  
Nursery School and Retirement Home Share Accommodation  
Seniors Talk About Safety with Local Firefighters  
Seniors Club House Expands to Offer Intergenerational Programs  
Muskoka Paramedics Working with Seniors Organizations

### **High Profile Destination of Choice ...**

The Heart of Muskoka – Our Seniors  
Muskoka is “Golden” for Your Retirement  
Muskoka the Retirement Destination for Seniors  
Muskoka is the #1 Senior-Friendly Place to Live  
Muskoka Seniors Have 5-Day National Healthier Environment Symposium  
Muskoka Wins Three Golds at Seniors Games  
Muskoka Seniors are Activity Activists  
Muskoka a Welcoming Community for Seniors  
Muskoka Seniors Show Canadians How to Age Gracefully  
Muskoka is the Place to Retire due to Abundance of Seniors Services

### **Successful Outcomes**

Muskoka Seniors Healthiest in Ontario  
Senior Women in Muskoka No Longer Living in Poverty  
Muskoka Seniors Communicating  
Muskoka Seniors are Technology Savvy  
Seniors Poverty in Muskoka Reaches 0%  
Muskoka Seniors Now Living Longer and Healthier Lives  
Muskoka Senior Graduates with Masters Degree at 92  
Older Adults in Muskoka Have Highest Happiness and Quality of Life in Province  
Type II Diabetes among Seniors Decreasing Due to Exercise Programs  
Muskoka Seniors Rank #1 on Life Satisfaction Survey  
Aging at Home in Muskoka a Success  
Seniors Thrive in Muskoka Environment

### SWOT ANALYSIS - All Three Working Groups

	<b>Well/Fit Seniors</b>	<b>Requiring Some Assistance</b>	<b>Requiring 24 Hour Assistance</b>
<b>Strengths</b>	Existing programs and services Activities for seniors Seniors groups and organizations Libraries Volunteers Retirement community	Some specialty transit Group gatherings CCAC supports and services Other programs – MOW, SMART, Alzheimer’s, seating clinics, support groups, mobile banking, etc.	Majority re: demographics Increasing lifespan Existing services and facilities
<b>Weaknesses</b>	Activities/services in rural areas Internet access Geography and distances Cost of living Inter-community communication “Donut” demographic – old and young, no middle group	Funding and resource shortfalls Wait lists Affordable housing Physical accessibility Distances to services Awareness of existing programs Weather and geography challenges	Wait lists for home care and LTC Lack of staff and resources Poverty Cognition issues Lack of family support Knowledge of services Cost of services
<b>Opportunities</b>	Growing seniors population Provincial grants Resource coordination/sharing Inter-agency collaboration Utilizing seniors knowledge base	Intergenerational programs New businesses to address needs Innovative housing Increased service navigation Improved equipment and technology	Health system transformation Health hubs Community paramedics Service coordination Community outreach
<b>Threats</b>	Retirement financial status Stress on available services Funding cut-backs Rural vs. town differences Income disparities Fewer church/school hubs Economic issues Loss of local resources	Increasing needs Diminishing resources Emergency response times Aging homes and equipment Isolated living Falls and injuries Limited incomes with rising costs	Funding Safety and security issues Isolation Services leaving the area Addiction and mental health issues Poverty and homelessness