



**Developing and Implementing a  
Master Aging Plan to  
Create an Age-Friendly Community:  
Brantford and Brant County's Experience**

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# Outline

- Description of a Master Aging Plan (MAP)
- Overview of the development MAP and Implementation Plan
- Creation of the Grand River Council on Aging
- Implementing recommendations of the MAP
- Challenges and lessons learned
- Determining Effectiveness
- Future Directions
- Questions/Discussion

# Description of a Master Aging Plan

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- A “roadmap” or strategic plan to create an Age-Friendly Community

# Description of a Master Aging Plan

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- Focuses on all aspects of life including transportation, housing, recreation, and other community services
- Development involves the whole community—  
“by the community, for the community”
- Does not replace long-range planning for individual agencies/organizations

# History of Master Aging Plan

## 2007

- Community forums to determine support to develop a Master Aging Plan

## 2008

- Established a 13-member Steering Committee and hired a consultant
- Solicited stakeholder input
  - Seniors and families
  - 3 Planning Committees of providers (well/fit, need some assistance, need 24-hour assistance)
  - Community leaders
- Prepared MAP

# History of Master Aging Plan

## 2009

- Developed Implementation Plan

## 2010

- Incorporate into a stand-alone, non profit organization—Grand River Council on Aging
- 12-member Board of Directors (6 seniors and 6 representatives from organizations who serve seniors)

Vision: To engage the communities of Brantford and Brant County to meet the needs of our aging population through education, awareness, and creating linkages

Mission: To promote the voice of seniors

# Grand River Council on Aging

## Strategies to accomplish mission:

- Promote collaboration among agencies  
e.g., Transportation forums, collaboration for senior housing
- Encourage alignment of agency strategic plans with Master Aging Plan  
e.g., City of Brantford, Community Care Access Centre, Brant Community Healthcare System
- Inform the public, local government, and business about the accomplishments of seniors and needed services  
e.g., National Seniors Day Celebration, volunteers for focus group participation

# Barriers/Challenges

- No established infrastructure to develop Master Aging Plan and oversee implementation of recommendations
- Project overseen by dedicated volunteers but funding needed to implement the stakeholder consultation process
- Difficult to engage certain segments of the senior population in the planning process (e.g., urban Aboriginal seniors, rural seniors)



# Tips/Lessons Learned

- Extensive community involvement essential
- Future cohorts of seniors will have different needs and expectations compared to current seniors
- Planning should be based on functional abilities rather than chronological age
- Strategic planning for seniors will probably be more effective if it is carried out by an independent organization

# Determining Effectiveness

- Documentation of community changes that address the highest priority recommendations in the 2009 MAP Implementation Plan

# Future Directions

- Implement an ongoing process for gathering information from seniors about issues and concerns that will be used to update the Strategic Plan for an Age-Friendly Community
- Execute a Sustainability Plan to support the Grand River Council on Aging infrastructure
- Continue strategies to implement recommendations of the current MAP

# Contact Information

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Website:

[www.grcoa.ca](http://www.grcoa.ca)

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# Questions/ Discussion

