



County of Simcoe
Clerk's Department
1110 Highway 26,
Midhurst, Ontario L9X 1N6

Main Line (705) 726-9300
Toll Free (866) 893-9300
Fax (705) 725-1285
simcoe.ca



February 15, 2018

City Clerk
City of Kawartha Lakes
26 Francis Street
Lindsay, ON K9V 5R8

RECEIVED

FEB 16 2018

OFFICE OF THE CITY CLERK
KAWARTHA LAKES

Attention: City Clerk,

Subject: Age Friendly Initiative Project Update – Positive Aging Strategy

At its meeting of November 28, 2017, Simcoe County Council approved the following recommendation:

“That Item CCW 17-351, dated November 28, 2017 regarding an Age-Friendly Initiative Project Update – Positive Aging Strategy, be received; and

That the County of Simcoe’s Senior’s Strategy entitled “Positive Aging Strategy: Older Adults Strengthening our Communities” substantively in the form attached to the subject item, be endorsed.”

It is requested that this matter be presented to your Council for information.

Thank you for your attention to this matter.

Regards,

John Daly
County Clerk

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County of Simcoe
Office of the Warden
1110 Highway 26,
Midhurst, Ontario L9X 1N6

Main Line (705) 726-9300
Toll Free (866) 893-9300
Fax (705) 725-1285
simcoe.ca

We are pleased to present our Positive Aging Strategy to support regional and municipal governments and businesses in building and strengthening age-friendly communities.

The Age-Friendly Community Initiative is being led by the World Health Organization and endorsed through available funding by the Government of Ontario. Our journey started in 2015 when we embarked on a significant public engagement process. Our efforts generated 3,048 completed Age-Friendly surveys, 12 informant interviews with community leaders, 16 focus groups across our municipalities and 8 public information sessions. This feedback was analyzed by experts in this field and developed into an Age-Friendly Needs Assessment document and ultimately this regional Positive Aging Strategy.

Simcoe County is one of the best places to live in Ontario for residents of all ages. Trends show the percentage of our residents aged 55 and over could jump from 31 per cent today to 41 per cent by 2041. We recognize the importance of this shift in demographics and we have worked with our partners to identify priorities and strategies to ensure that all our residents feel included, respected and have the services and supports to continue living a high quality of life in our region. We are proud of the work and collaborative approach that led to the development of our regional strategy and pleased to present this detailed planning framework and list of recommendations to support our regional and municipal governments and businesses in building and strengthening age-friendly communities here in Simcoe County.

We thank the Ontario Ministry of Seniors Affairs for providing funding support, our Age-Friendly Steering Committee, our municipal partners and our residents for contributing to this vision.

Sincerely,

Gerry Marshall
Warden, County of Simcoe