



Age-friendly Business Strategy

CKL Council

Prepared by: Age-friendly Business Steering Committee



age
friendly
CITY OF KAWARTHA LAKES

Participation

- **City of Kawartha Lakes** (Barb Condie, Carlie Arbour, Rebecca Mustard and Rod Sutherland)
- **HKPR District Health Unit** (Doreen Boville)
- **Coboconk, Norland and area Chamber of Commerce** (Dinah Wilson)
- **Homestead Oxygen** (Kelly Parker)
- **Lindsay Downtown DBIA** (Melissa McFarland)
- **Lindsay Chamber of Commerce** (Rebecca Riley)
- **Volunteer** (Vivian Martell)
- **Alzheimer Society of PKLNH** (Leslie Parham)

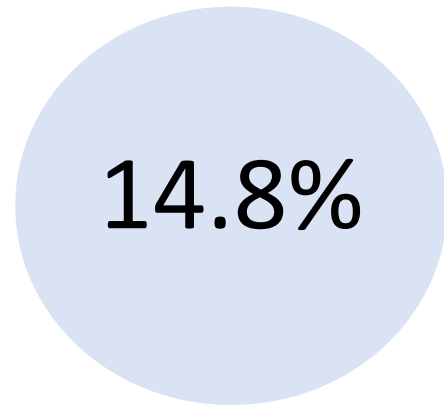
Quick History

- In **2007** the World Health Organization released a document Global Age-friendly Cities: A Guide.
- In **2010** City of Kawartha Lakes joined communities across Ontario and around the world in creating a local Age-friendly community plan.
- In **2015** the Ontario Senior Secretariat released funding to municipalities to develop an Age-friendly business strategy. CKL Economic Development successfully applied for the funding and partnered with the Alzheimer Society of PKLHN to hire a Coordinator.

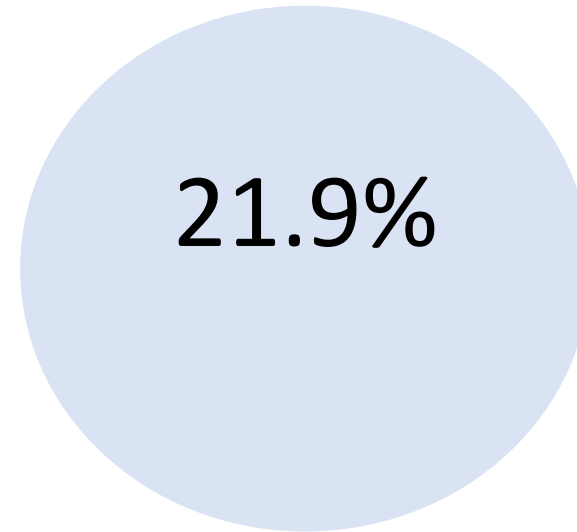


CKL – Aging Population

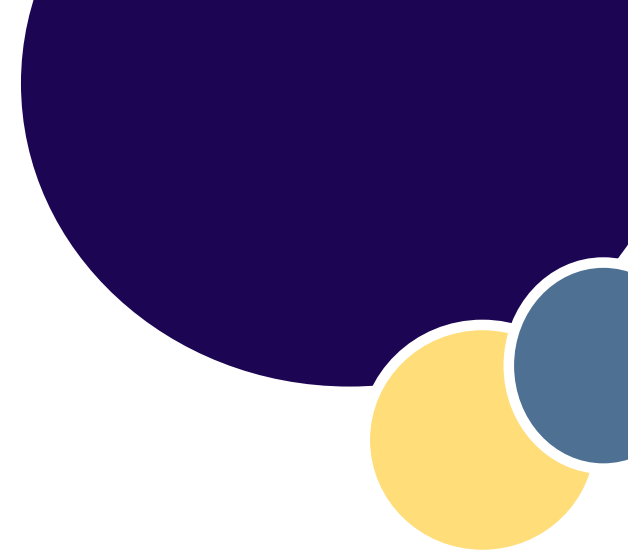
Population over the age of 65:



Canada



CKL

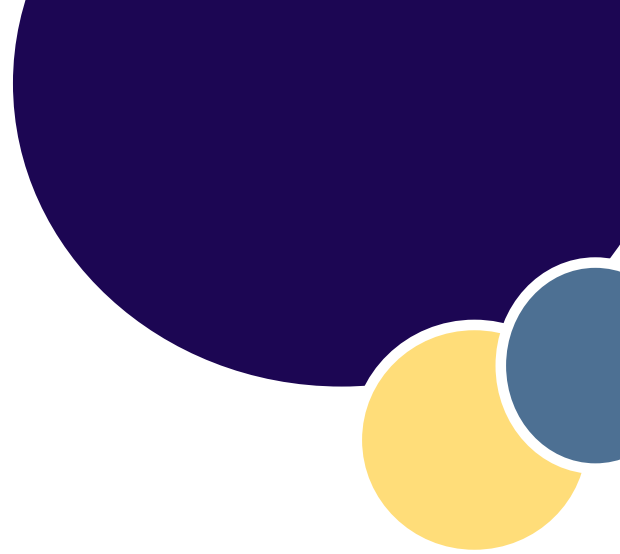


CKL – Strategic Plan

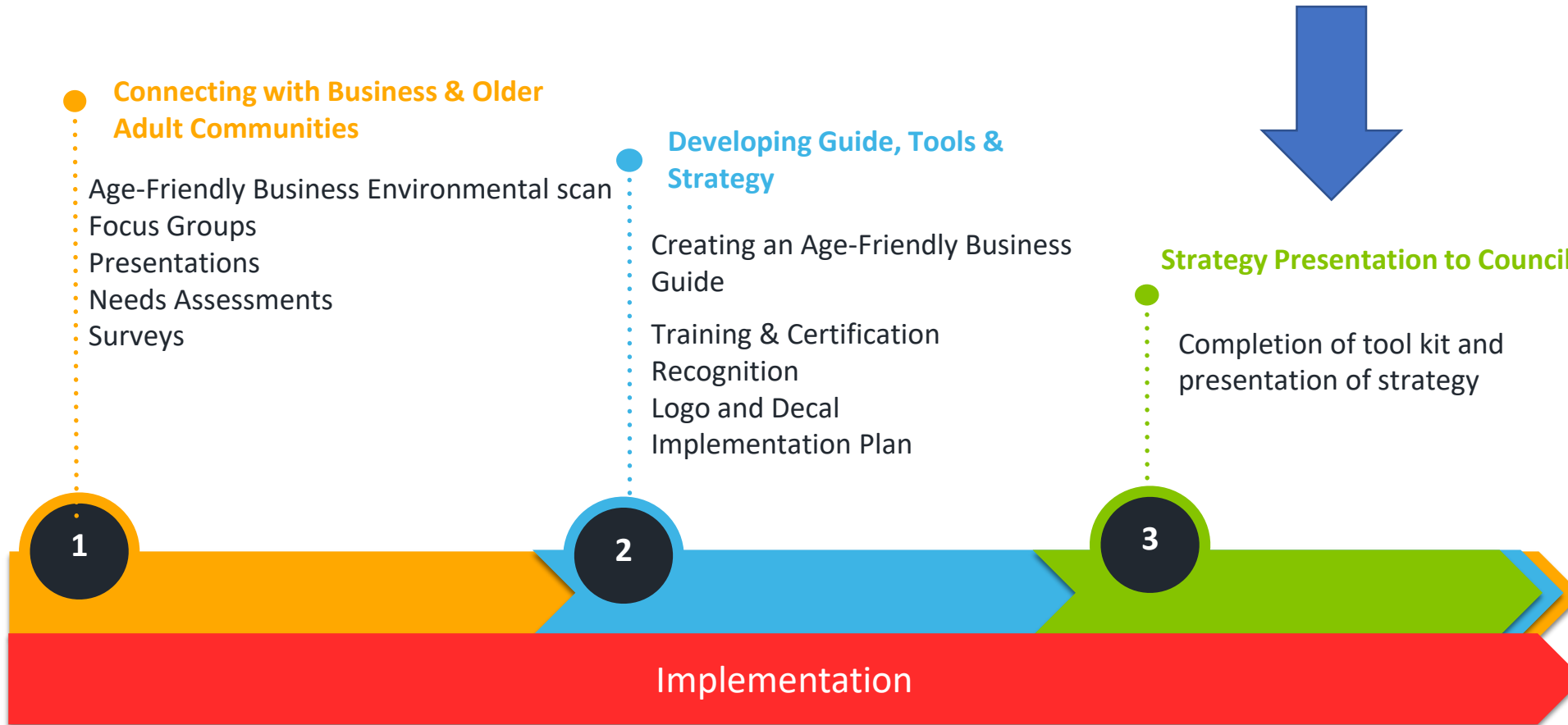
Goal 2 An Exceptional Quality of Life

2.2 Improved Wellness, Well-Being & Community Health

2.2.2 Enhance access to Community & Human/Health services
(Includes items such as **Age Friendly Strategy**, Accessible Recreation, youth access to recreational services, community access to range of health care services etc.)



Age-friendly Strategy Timeline



Community Engagement

- Business Owners
- Older Adults
- Done via:
 - Survey
 - Presentations
 - Focus groups
 - Face to Face interviews
 - Document review (Downtown Revitalization Survey)

“When it comes to accessible modifications for businesses, we must promote buy-in at the municipal level and from individual business owners. As becoming age-friendly is the responsibility of all CKL residents, we must recognize and promote the profitability in accessibility!” – CKL resident

What we heard from Older Adults:

- Very positive about the potential of an age-friendly business program
- General sense of satisfaction with current state

Top 5 things:

1. Seniors discount
2. Places to sit and rest
3. Large print signage
4. A person on the other end of the telephone
5. Washrooms



What we heard from our businesses:

- Recognition that older adults are their customer base
- Interest in increasing this customer demographic
- Willingness to participate
- Would like to be recognized on a website, social media
- Some cautions- busy seasons, already doing well



Good things are already happening in CKL!

A grocery store:

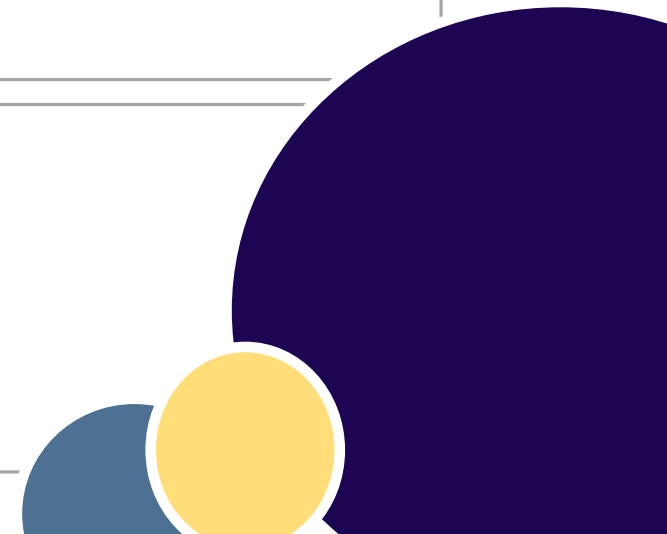
- formed a partnership with a local Community Support Service to provide rides one afternoon per week to this store;
- includes a magnifying glass in each aisle to help customers read signs;
- provides delivery service;

A restaurant:

- serves senior specials with smaller portion sizes;
- provides chairs with arms that are steady and easy to use;
- conducts staff training that addresses appropriate communication skills, such as speaking clearly and at an appropriate speed;
- provides menus and bills with easy-to-read print.

A retail store:

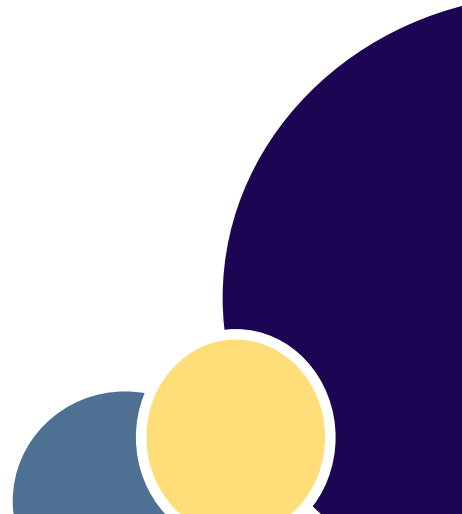
- offers help in carrying packages out to customers' cars;
- has eliminated background music;
- holds a monthly seniors' day;
- provides a chair for customers to sit and rest.



Age-friendly Business Strategy

Objective:

The Age-friendly Business program (AFBP) will provide education, support and recognition to businesses in the City of Kawartha Lakes to help them enhance their business practices to create an atmosphere that enables older adults to access their goods and services.



Age-friendly Business Program Goals



1

Inform and inspire our business community about age-friendly practices and philosophy.



2

Provide support to businesses to institute and promote age-friendly business practices.



3

Recognize and celebrate businesses who successfully demonstrate age-friendly practices.



4

Support the municipality and the age-friendly committee's strategic plans to increase the age-friendliness of City of Kawartha Lakes and achieve the World Health Organization recognition.

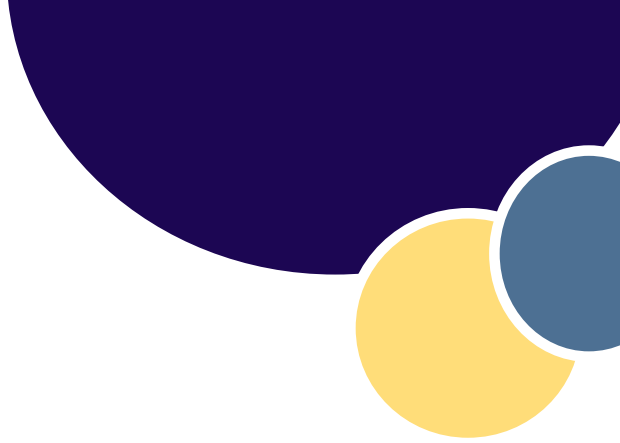
Age-friendly Business Tools

- Guide- will be available in print and in digital formats.
- Checklist- a self audit tool for business owners.
- Training- 3 hour in person workshop.
- Marketing package- provides social media content.
- Webpage- currently maintained by the Municipality.



What's next?

- Coordinator to implement the project.
- Ongoing support with the webpage.
- Partnered with a local non-profit and applied for funding.
- Age-friendly steering committee will continue to look for funding.



Questions?

Thank you

