

**NEW BRUNSWICK
AGE-FRIENDLY COMMUNITY
RECOGNITION PROGRAM**



NEW BRUNSWICK
AGE-FRIENDLY
COMMUNITY

THE *wellness*
MOVEMENT



COMMUNAUTÉ AMIE
DES AÎNÉS DU
NOUVEAU-BRUNSWICK

LE MOUVEMENT DU
mieux-être



HOMEFIRST
D'ABORD **CHEZ SOI**

TABLE OF CONTENTS

Purpose / Criteria	2
The AFC Approach	3
Age-Friendly Recognition Status	4
Maintaining Age-Friendly Recognition Status	5
Age-Friendly Recognition Application Form	6

Purpose:

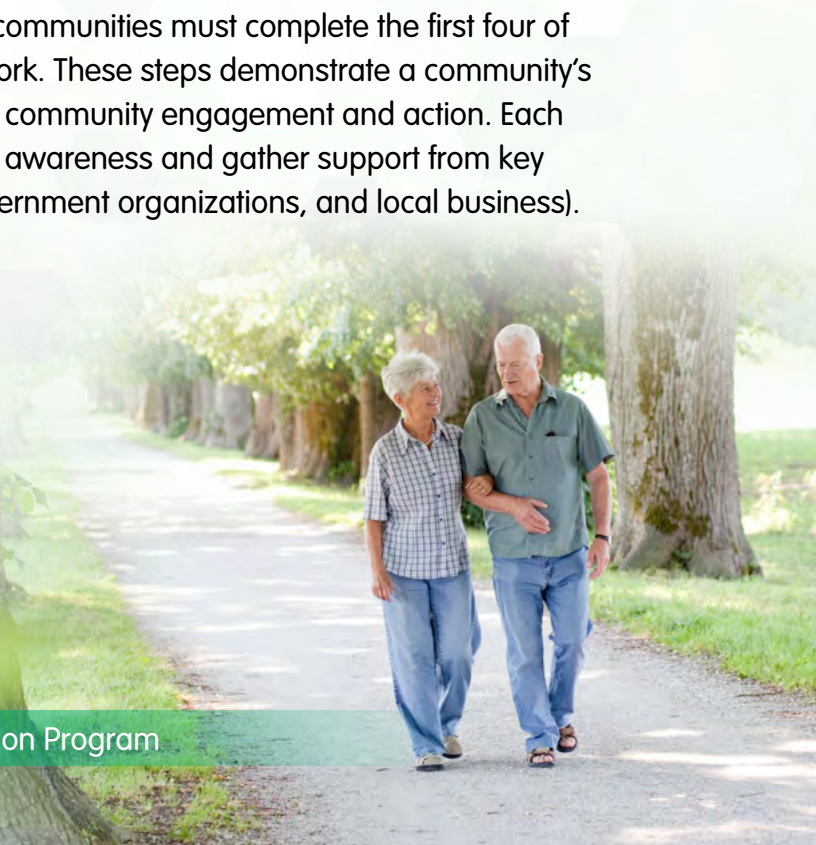
The New Brunswick Age-Friendly Recognition Program recognizes success and encourages communities and municipalities to take sustainable action towards becoming age-friendly. It is intended to promote the importance of age-friendly concepts across the province.

The Age-Friendly Community movement encourages the establishment of policies, services, and structures that promote healthy aging and wellness under the following 8 Areas for Action: *Outdoor Spaces and Buildings; Transportation; Housing; Social Participation; Respect and Social Inclusion; Civic Participation and Employment; Communication and Information; Community Support and Health Services*. These actions enable seniors to live in secure, healthy environments where they can contribute fully in society. By participating in age-friendly initiatives, municipalities and communities can act as a connector between wellness initiatives and the promotion of healthy aging, making them true champions of [*The Wellness Movement*](#).

Criteria:

The [*How to Develop Your Age-Friendly Community*](#) Guide developed by the Association francophone des aînés du Nouveau-Brunswick (AFANB) is a resource to support the Age-Friendly Communities movement. It provides information and practical tools to enable communities to undertake and implement the approach. The guide has been created with New Brunswick's context in mind and respects the broad principles and parameters recommended by the World Health Organization (WHO) and the Public Health Agency of Canada.

To be recognized for their age-friendly efforts, communities must complete the first four of the six basic steps based on the WHO framework. These steps demonstrate a community's commitment to age-friendly principles through community engagement and action. Each step is designed to help communities increase awareness and gather support from key partners (e.g. citizens, local agencies, non-government organizations, and local business).



The AFC Approach

Step 1 - Engagement

The municipality, rural community or local service district (LSD) officially commits to the AFC approach by passing a resolution to actively support, promote and carry out the age-friendly initiative on behalf of their community.

For more information, see Step 1 - Engagement pg. 23
in [How to Develop Your Age-Friendly Community](#)
Appendix B - Sample resolution pg. 37

Step 2 - Establishing a Steering Committee

The next step is to establish an age-friendly steering committee and seek participants within the community, especially among seniors.

For more information, see Step 2A - Establishing a Steering Committee pg. 24
and Step 2B - Securing Support for the AFC Initiatives pg. 25
in [How to Develop Your Age-Friendly Community](#)
Appendix A offers additional information on how to seek out community support.

Step 3 - Conducting an Age-Friendly Assessment

This step will involve the most time and energy. There are 4 elements of an Age-Friendly Assessment as described in the How to Develop Your Age-Friendly Community.

For more information, see Step 3 - Conducting an Age-Friendly Assessment pg. 26
in [How to Develop Your Age-Friendly Community](#)

Note: The [City of Fredericton](#) has developed an excellent Age-Friendly Survey template that has been customized and used by many NB communities. They are happy to share. Reach out to the [Wellness Branch](#) for details.

Step 4 - Developing the Action Plan

The last step is to establish a comprehensive action plan, including measures that respond to the needs identified by seniors in the community during the age-friendly assessment process.

For more information, see Step 4 - Developing the Action Plan pg. 29
in [How to Develop Your Age-Friendly Community](#)
Appendix F - Sample Action Plan pg. 41

Remember your [Regional Wellness Consultant](#) is available to help you throughout the process of becoming an Age-Friendly Community. Whether you need help presenting the AFC approach to Council or community members; identifying potential participants for your committee; accessing funding opportunities; it can be very helpful to seek their input before beginning this process.

Age-Friendly Recognition Status

Recognition status for a community's commitment to become age-friendly will include:

- An Age-Friendly Recognition Award and age-friendly logo (in various formats including an e-logo) for display in the community to help promote the community's success toward becoming age-friendly.
- A one-page action summary highlighting steps and initiatives taken to achieve age-friendly status will be posted on the wellnessnb.ca website to recognize the community's leadership and achievement, and to encourage other communities across the province to learn from their experience.
- National Recognition from the Public Health Agency of Canada and an invitation to join the [WHO Global Network for Age-friendly Cities and Communities](#) which will recognize the community's commitment to engage in the process of becoming an Age-Friendly Community.
- Support from *The Wellness Movement* to celebrate the community's success in achieving age-friendly recognition and promoting healthy, active aging at a community event.

Maintaining Age-Friendly Recognition Status

The journey toward becoming an Age-Friendly Community requires ongoing effort and commitment from the community. To maintain Recognition Status, communities will need to show evidence of continued implementation and monitoring of age-friendly initiatives **every three years** (as per steps 5 and 6 of *How to Develop Your Age-Friendly Community*).

Step 5 - Implementation

This step involves demonstrating that the community continues to work on its age-friendly initiative by monitoring, updating and implementing the age-friendly action plan.

See Step 5 - Implementation in [How to Develop Your Age-Friendly Community](#) for more information on establishing a Follow-Up Committee, implementing actions, etc. See Appendix G for a sample Action Sheet.

Step 6 - Monitoring Progress

Finally, a community must monitor age-friendly progress by measuring and reviewing activities, and reporting publicly on action plan outcomes.

Monitoring progress of your Age-Friendly Action Plan involves two parts :

1. Collecting data
2. Reflective self-assessment

See pg. 33 of [How to Develop Your Age-Friendly Community](#)

Appendix H - Self-Assessment Grids

Appendix I - Group Reflection Exercise

Visit the wellnessnb.ca/age-friendly website for more information and resources on the NB Age-Friendly Initiative. This includes an age-friendly recognition map to facilitate connections between communities working toward becoming age-friendly; stories from other NB age-friendly recognition recipients, and an age-friendly video.

Find the Renewal Application form at www.wellnessnb.ca/afc-renewal

AGE-FRIENDLY RECOGNITION APPLICATION FORM

Applications will be accepted throughout the year. To apply, please submit a completed application from by email to mieux-etre.wellness@gnb.ca.

For further information, please contact the Department of Social Development (Wellness Branch) at (506) 453-4217, or email mieux-etre.wellness@gnb.ca. Please allow 8-10 weeks for processing.

Community Applicant	
Official Community Name <i>(as it should appear on the award) :</i>	Mailing Address:
Contact Person:	Position:
Phone:	Email:

Other Contact (if applicable)	
Mailing Address:	
Contact Person:	Position:
Phone:	Email:

Instructions: Please carefully follow the guidelines below when preparing your application. Supporting documents may be required for each step. These attachments must be named in accordance with the format indicated and saved in PDF format.

Step 1 - Engagement

For Step 1, the applicant must demonstrate the following:

- a. **Resolution:** Attach a copy of the resolution. Label the document using the following structure:
AF Resolution_name of community_date passed.pdf
For example: AF Resolution_Fredericton_April 2012.pdf
- b. **Council Leadership:** Local governments may choose to strengthen the age-friendly commitment through specific goals, objectives or policies in an official community plan or strategic plan. Explain how your council is helping to support the community in becoming age-friendly.

Step 2 - Establishing a Steering Committee

Establish a steering committee to actively engage the community and participation of seniors in the planning process of age-friendly activities. An existing committee with a mandate that aligns with the age-friendly initiative and includes senior representatives within a community can serve this purpose. Please attach the Terms of Reference for your Age-Friendly Steering Committee. Terms of Reference must be labelled using the following structure **TOR_name of community.pdf** (Example: TOR_Fredericton.pdf) and must include the following:

- a. Steering committee name (please specify type: advisory committee, steering committee or other).
- b. List all committee members, including community partners, municipal representatives and public participants.
- c. How is the senior population represented on the committee?

Strategic Relationships

- d. Demonstrate how the development of strategic relationships have helped your committee to build community capacity, recognize diversity and create innovative solutions to achieve a common vision in building an age-friendly community.

Utilizing Resources and Talents

- e. Describe how you have utilized resources and talents (including seniors) in your community to support action and initiate change.

Step 3 - Conducting an Age-Friendly Community Assessment

Demonstrate that you have conducted an Age-Friendly Community Assessment. Please attach a copy of the assessment questions as well as the report of results. Label your Community Assessment using the following structure:

AF Community Assessment _name of community_date created.pdf

Your assessment report must include:

- profile of the citizens in the community
- identification of the community's strengths and assets which includes an inventory of infrastructure, services, programs and activities offered to and by seniors in the community
- description of how citizens of varying ages and abilities (including seniors) were involved and full partners in the assessment process
- description of how the committee engaged with seniors in the community (meetings, surveys, events, comments, etc.)
- copies of survey questions; and/or other relevant documentation showing how seniors were engaged
- identification of issues and opportunities based on the perspectives and priorities of the senior population

Step 4 - Developing the Action Plan

Demonstrate that you have developed an action plan in consultation with seniors. The plan should include goals, objectives, activities, timing, funding and other resources and target measures. (Please see example of Action Plan included in guide [How to Develop Your Age-Friendly Community](#), Appendix F) and attach a copy of your community's action plan.)

Label the Action Plan using the following structure:

AF Action Plan_name of community_date created.pdf

Your Action Plan must include:

- date plan was approved by committee/Council
- overall goals and objectives
- activities both short term and long term
- timeline for implementation
- funding and other resources
- target measures

NOTE: Be sure it is clear, either in the description of your assessment or in the action plan, how the committee has engaged and mobilized partners (including seniors) to draw on their existing strengths and assets to improve capacity, set priorities, make decisions, plan strategies, and implement programs which will lead to sustainable change.

Demonstrate how Indicators are being used to measure the community's progress and evaluate age-friendly initiatives: <http://www.phac-aspc.gc.ca/seniors-aines/indicators-indicateurs-eng.php>.

Explain how the Action Plan will be made available to the public.

One-Page Action Summary

When a community is recognized as Age-Friendly, a one-page action summary highlighting steps and initiatives taken to achieve Age-Friendly status will be posted on the wellnessnb.ca website to recognize the community's leadership and achievement, and to encourage other communities across the province to learn from their experience. Please submit a one-page action summary including the information your community would like to share about your age-friendly journey. Visit the [age-friendly recognition map](#) to see sample action summaries posted for previously recognized communities.

Label your Action Summary using the following structure **AF Action Summary_name of community.pdf**. At a minimum be sure to include:

- the date resolution was passed
- the date your steering committee was formed
- highlights of your assessment process
- highlights of initiatives and actions from your action plan

Checklist - Is your application complete?

Please make sure you have included the following attachments as PDFs or website links:

- Age-friendly council resolution. Link (URL) Attachment
AF Resolution_name of community_date passed.pdf
- Age-friendly committee terms of reference. Link (URL) Attachment
TOR_name of community.pdf
- Age-friendly community assessment. Link (URL) Attachment
AF Community Assessment_name of community_date created.pdf
- Age-friendly action plan. Link (URL) Attachment
AF Action Plan_name of community_date created.pdf
- One-page action summary highlighting community/municipality steps and initiatives taken to achieve age-friendly status. Link (URL) Attachment
AF Action Summary_name of community.pdf

- Additional Comments:

I _____ confirm that the contents of this application are accurate to the best of my knowledge. I understand that upon submission, these documents become public documents accessible under provincial legislation. I permit the Department of Social Development to reference, publish or share any and all parts of this submission document in the promotion of Age-Friendly Communities.

Signature of Mayor or Lead Organization

Date

Signature of Chair of the Advisory Committee

Date

Complete this form by either using an electronic signature or print the form, sign it, and scan it to submit.