

# From Local Initiatives to Regional Political Structure: New Challenges in Developing Age-Friendly Communities

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# Presentation Outline

1. Quebec's AFC initiatives
2. Quebec's policy on ageing
3. Quebec's administrative divisions
4. "Neighbours' together": a micro-local initiative
5. Challenges
6. Solutions

# Quebec's AFC Initiatives

## 1. WHO Initiatives 2007



### 2006

- Vancouver Protocol

### 2006-2007

- 33 cities around the world, including Sherbrooke, Quebec

### 2007

- AFC Guide and Checklist

## 2. Quebec's AFC Initiatives 2008-2013



### The Quebec Model

- Based on an active ageing framework (social participation, security, health)
- Tied to municipal administration
- Grounded on a community-building approach
- Supported by a steering committee with some appointed members (including a city councillor)

## 3. Quebec's AFM Initiatives 2009-...



### 2009-2017

New Governmental Programme  
More than 700 municipalities

Knowledge transfer:

- Guide / Training and coaching
- Website / Conferences
- Assisting the 10 cities with over 100 000 inhabitants
- Support from the Seniors' Secretariat in the elaboration of the Quebec's policy

# Distribution of the AFCs in Canada



*Phac (Canada)*

# Quebec's Policy on Ageing

- *Aging and Living Together. At Home, in One's Community, in Quebec.* (Launched in may 2012).
- Committee of 17 ministries: **Health and Social Services, Municipal Affairs, Transportation, Employment** and **Seniors' Secretariat**
- **Aim:** coordinate government measures focusing on social and community dimensions



(MFA, 2012)

# The Three Directions

## Three directions

*Aging and living together* means :

### 1- **Participating** in one's community

- Recognise and support **seniors' involvement** in their community
- Support the participation of **experienced workers** in the workplace
- Promote the understanding, use and contribution of **information and communications technologies**

# The Three Directions

## 2- Leading a **healthy life** in one's community

- Promote the health of seniors, **prevent them from losing autonomy** and improve their quality of life
- Increase service supply and access and **improve stakeholders' collaboration** so as to better support seniors and their loved ones at home and in the community
- Adapt practices, services and intervention strategies **to the needs of seniors**

# The Three Directions

## 3 – Creating healthy, safe and welcoming **environments**

- Counter **elder abuse**
- Assist **vulnerable** seniors to facilitate their access to services
- Help and support **caregivers**
- Support **communities** in adapting to an ageing population
- Develop adaptable, barrier-free, affordable and safe **housing** for current and future elderly populations
- Ensure **mobility** for seniors



# The Two Pillars

## ■ Intersectoral participation

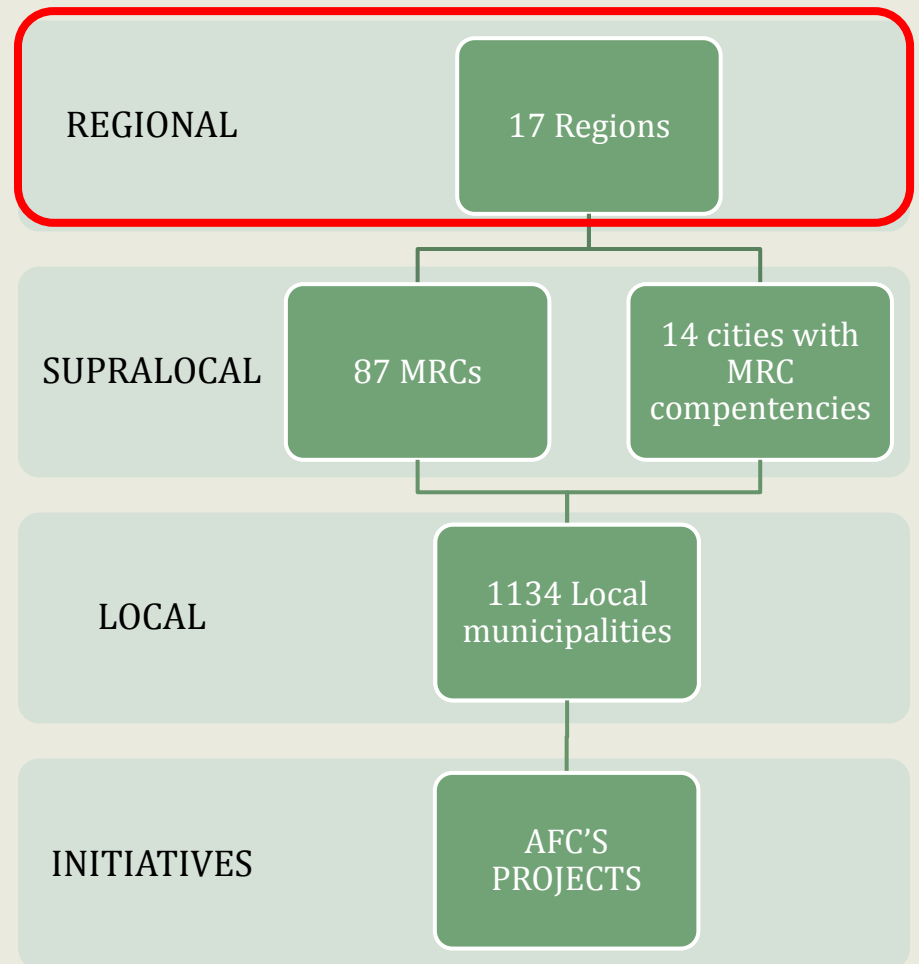
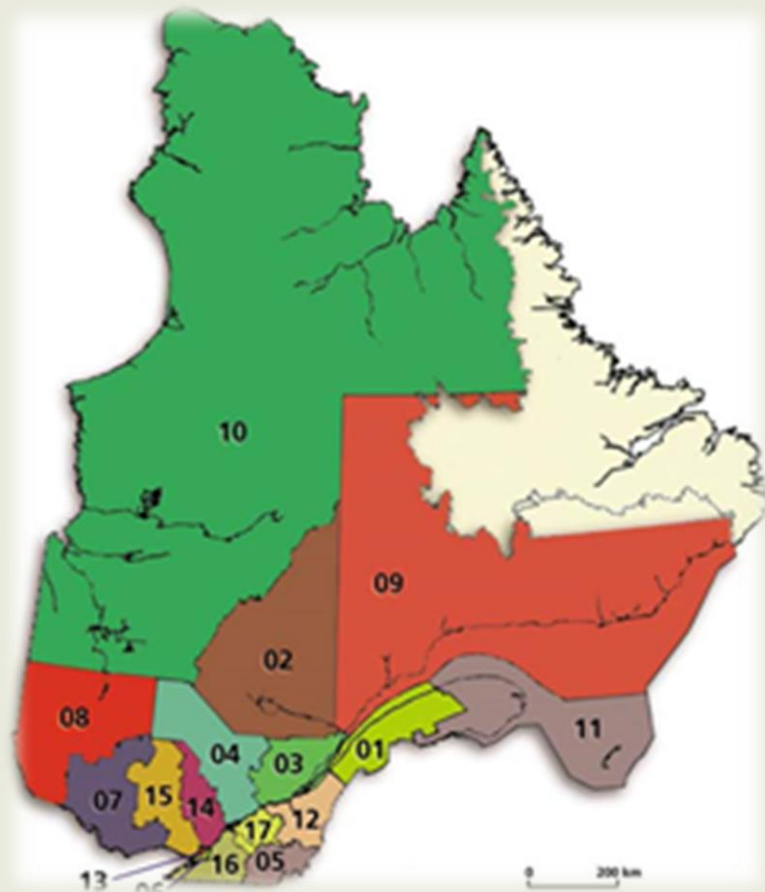
«Steps should be taken to better coordinate and strengthen actions, [...] to create synergy and thus ensure that the efforts already made will guarantee their sustainability.» (MFA, 2012)

## ■ Community development

«Support will be provided to initiatives designed by and for local actors so that communities can take actions suited to their demographic situation.» (MFA, 2012)

# QUEBEC'S ADMINISTRATIVE DIVISIONS

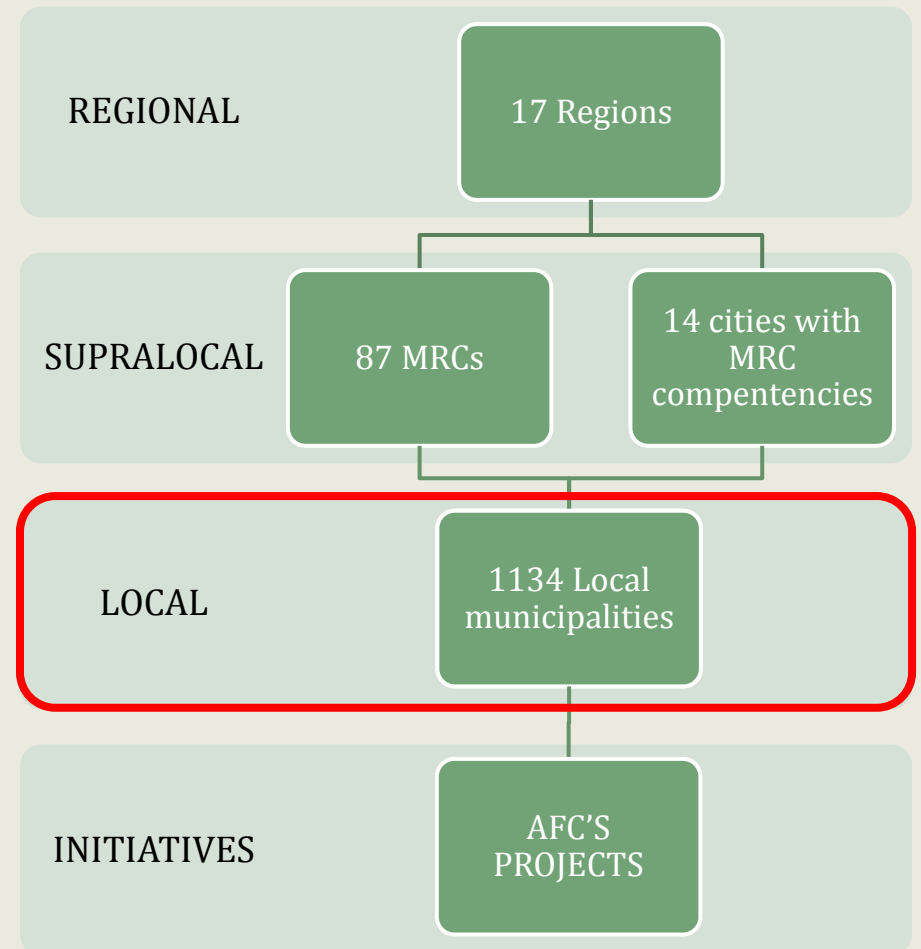
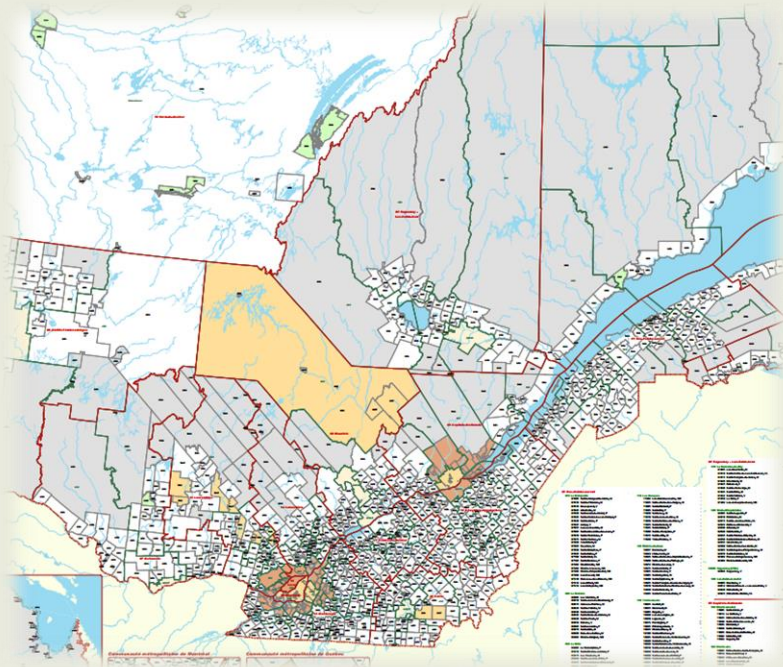
# Quebec's Administrative Divisions



(MAMROT, 2013)



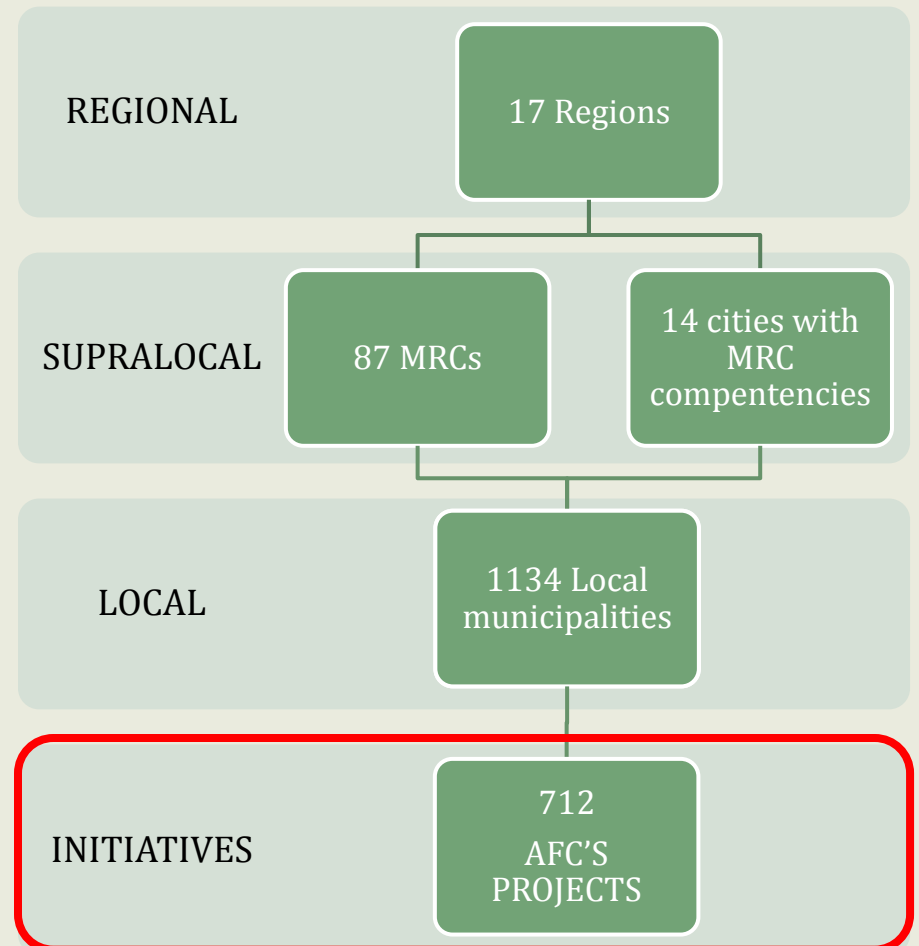
# Quebec's Administrative Divisions



(MAMROT, 2013)

# Quebec's Administrative Divisions

700 municipalities



(MAMROT, 2013)

## "NEIGHBOURS' TOGETHER": A MICRO-LOCAL INITIATIVE

A pilot project launched in Quebec by the Quebec Network  
of Healthy Towns and Villages

# The "Neighbours' Together" Initiative

- Based on the success of the "**Neighbours' Day**" initiative

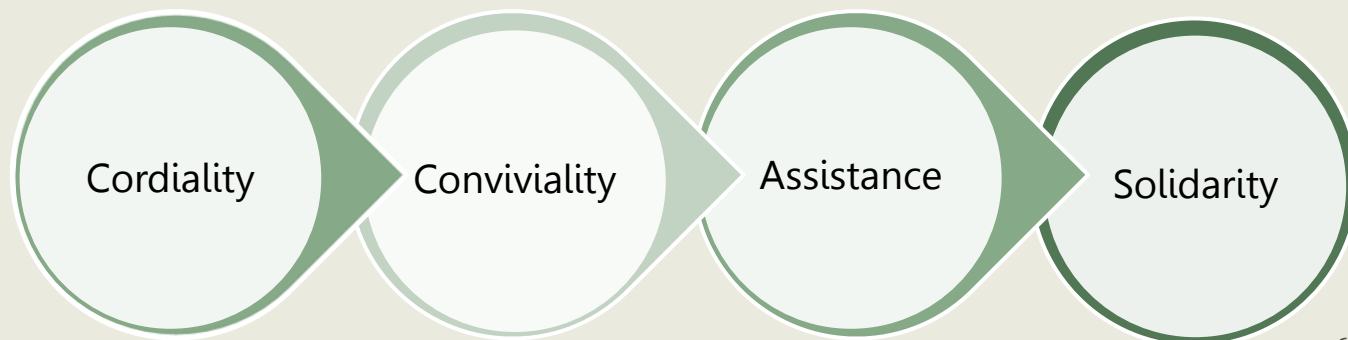
**Objective** : Gather neighbours around a festive event to create social links and develop **solidarity**. (RQVVS, 2014)

- Organised and hosted **once a year** by the residents.
  - Celebrated each year in more than 40 countries around the world.
- 
- **The heatwave of 2003** → Can we extend the benefits of the Neighbours' Day all year round?



# The "Neighbours' Together" initiative

- Launched in Quebec in 2012 by the Quebec Network of Healthy Towns and Villages.
- **Objective:** Create inclusive and supportive environments by encouraging **spontaneous** and **free** gestures.
- Promote **good neighbourliness**.



(RQVVS, 2011)

# The "Neighbours' Together" initiative

- Being a good "neighbour" can take multiple forms depending of the interests and capacities of each person.

**Good neighbourliness** can be expressed by:

- Watering plants and picking up mail while a neighbour is on holiday.
- Bring groceries to an older neighbour.
- Hosting an event in the neighbourhood.
- Babysitting neighbour's children at their return from school.
- Carpooling, etc.

# The "Neighbours' Together" initiative

- In **adequacy with Quebec's policy on ageing**, *Neighbours' Together* promotes:
  - Social participation of elders.
  - Creation of social links and inclusive neighbourhoods.
  - Empowerment and community development.

This local initiative is tailored to the needs of elders and the needs of their community.

CHALLENGES

# What barriers are local initiatives facing?

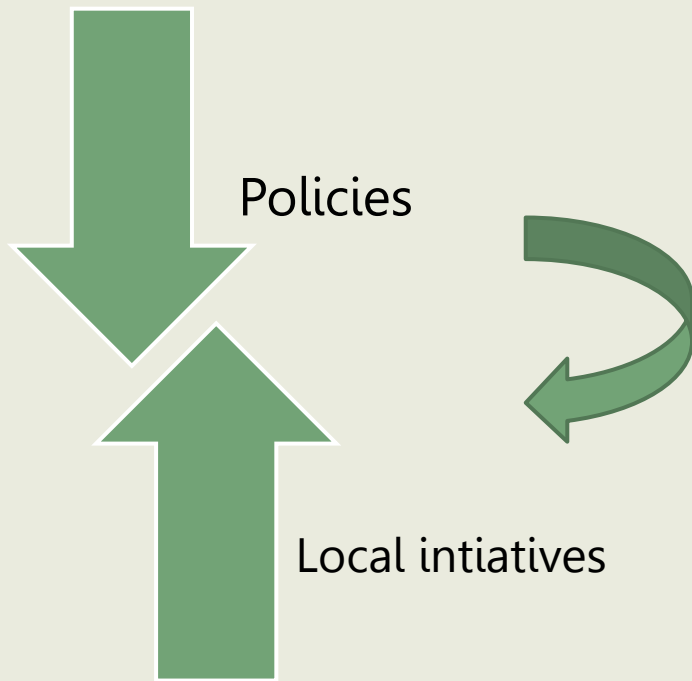
- Does the project respond to a need recognised by the community (citizen and public decision-makers)?
- Are financial and human resources sufficient to reach the project's objectives?
- Who will lead the project? Will there be a leader for this project?
- Is **Quebec's policy on ageing** flexible enough to help implement local initiatives?

# What barriers are local initiatives facing?

- Tools of Quebec's policy on ageing that can be helpful to local initiatives:
  - Funding available to conduct an AFC planning process in municipalities
  - Funding available to conduct an AFC planning process in regional county municipalities (MRC)
  - Regionalisation of funds to support the achievement of local and regional projects that improve the quality of life of seniors

SOLUTIONS

# Solutions



**Flexible management philosophy at higher levels to allow the emergence of local initiatives and their implementation**

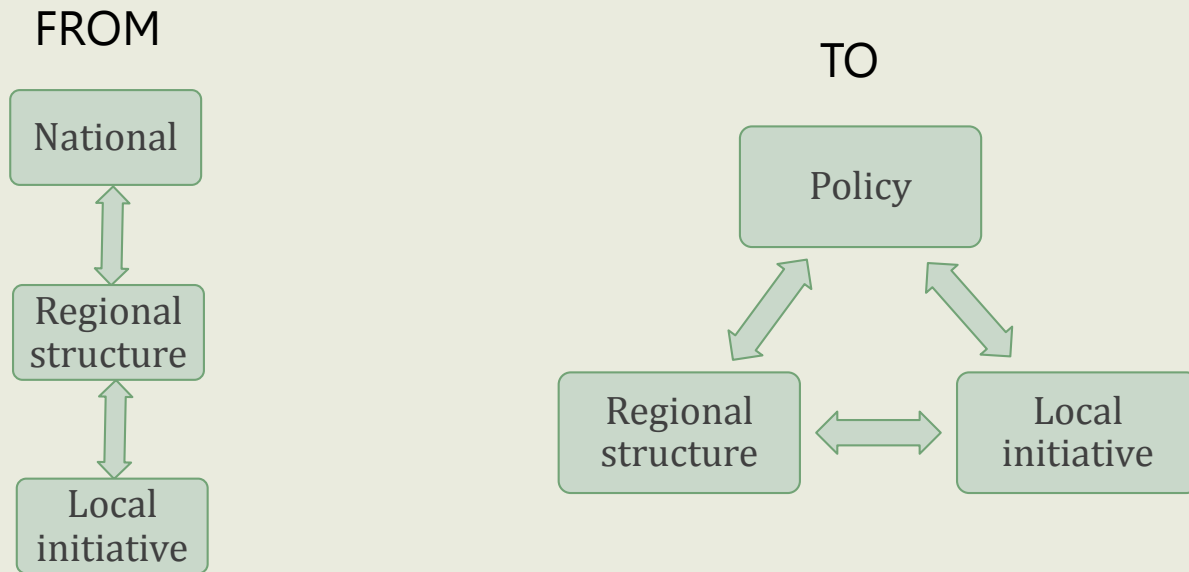
## **Three examples:**

1. The AFM's planning process
2. Regionalisation of funds
3. PIQM



# Solutions

**Bring local and regional structures closer to public decision-makers**



# Solutions

## Implement Community of Practice to facilitate communication between different levels and different stakeholders

### Community of Practice

A group of people who shares an area of expertise or a professional practice. They get together to discuss and learn from each other, in person or virtually.



# Conclusion

## From a control checklist to a dialogue:

- **Manage programmes with flexibility**
- **Bring local and regional structures closer**
- **Improve communication**

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