



# Age-Friendly Municipality (MADA)

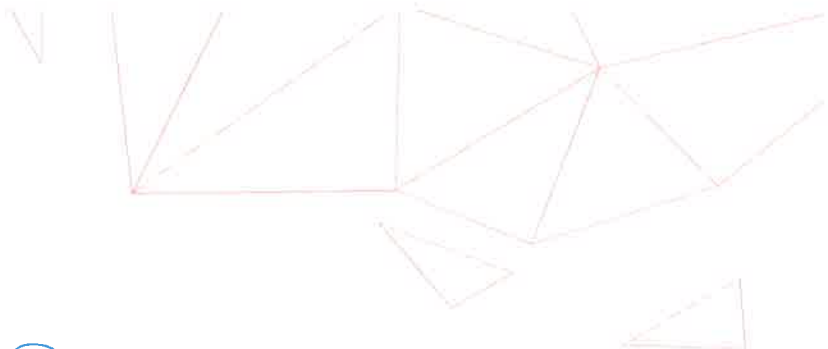
**MUNICIPALITY OF  
PORT-DANIEL-GASCONS**

## Policy and action plan

**2021-2023**



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I am very proud to introduce our new Age-Friendly Municipality (MADA) policy and action plan for 2021-2023.

I offer my heartfelt thanks and appreciation to all the volunteer members of the Steering Committee who worked tirelessly to map the needs of our senior citizens and how we will address these needs in the coming years. I am convinced that our action plan has been carefully thought out to enhance the quality of life of local seniors. The adoption of this policy and action plan shows that our senior citizens are one of our top priorities.

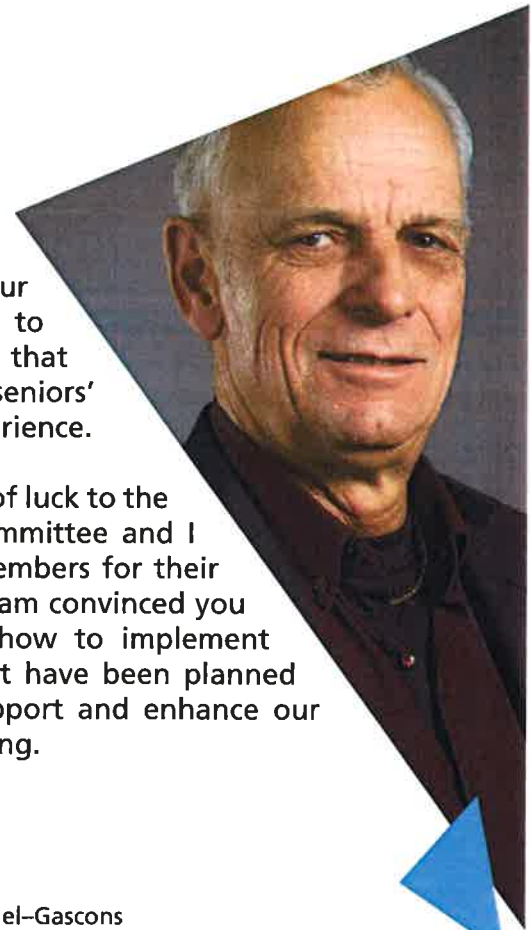
To me, the values and principles described in our MADA policy reflect a kind of respect towards elders that should guide all our actions; the attention with which we will implement these values and principles from now on

will illustrate our determination to offer services that truly meet our seniors' needs and experience.

I wish the best of luck to the Monitoring Committee and I thank all its members for their commitment. I am convinced you will all know how to implement the actions that have been planned in order to support and enhance our seniors' wellbeing.

**Henri Grenier**

Mayor of Port-Daniel-Gascons



Our seniors, the builders of our community, our history...

These people have mapped out a route, they shared their values and knowledge with us, and they still have a lot to bring to the table.

As elected officials in charge of senior issues, we are proud to present to you the new MADA policy for our municipality.

This policy is about respect, a sense of community, equality, fairness and accessibility.

Our MADA approach means to encourage people being active while growing old in our community; it also paved the way for a new action plan which will help local political leaders in their decision-making process, to make sure that senior members of our community can keep experiencing a fulfilling life and enjoy a better living environment.

**Marie-Ève Allain,**

Municipal Councillor, District no. 5  
Elected representatives in charge of MADA

**Sylvie Blais,**

Municipal Councillor, District no. 6  
Elected representatives in charge of MADA





Dear members of the community,

As the administrator in charge of Recreation, Culture and Tourism for the Municipality of Port-Daniel-Gascons, it is with great pleasure that I took part in the updating process of our MADA policy and action plan, in partnership with the Steering Committee.

It is now time for us to present the end product of our endeavour! You spoke, and we listened. Every single objective in this policy stems from your suggestions and comments. A lot of you were willing to guide us in the elaboration of the objectives and actions that are needed to make Port-Daniel-Gascons an

accessible, welcoming and satisfactory life environment, where young and old people alike can enjoy life and feel good about themselves!

This policy would not have been possible without your involvement, but the road does not stop here: it is now up to you to turn these objectives into reality, to adopt and support them, and to take part in the realization of our community's collective aspirations.

**Éric Huard**

Head of Recreation, Tourism and Culture

## Acknowledgements

Even though the last few months have been unprecedented, the Steering Committee managed to work successfully on our municipality's MADA policy thanks to the incredible and collaborative work of the following groups and people:

- Senior citizens who took part in the consultation process;
- Local community workers who generously took the time to help us enhance our understanding of the current context;
- Staff, members of the municipal team and elected officials;
- Staff from MRC Rocher-Percé, particularly for the following elements:

- Coordination of the MADA concerted approach;
- Consultation data entry and processing;
- Reviewing, formatting and printing of documents.

We would like to thank the following partners as well:







- Ministère de la Santé et des Services sociaux for their financial contribution and Secrétariat aux aînés for their technical support;
- Espace-Muni for their very helpful advice, especially our guide, Sophie Bourdages;
- The Committee for Anglophone Social Action (CASA) for its financial contribution towards translating this document.



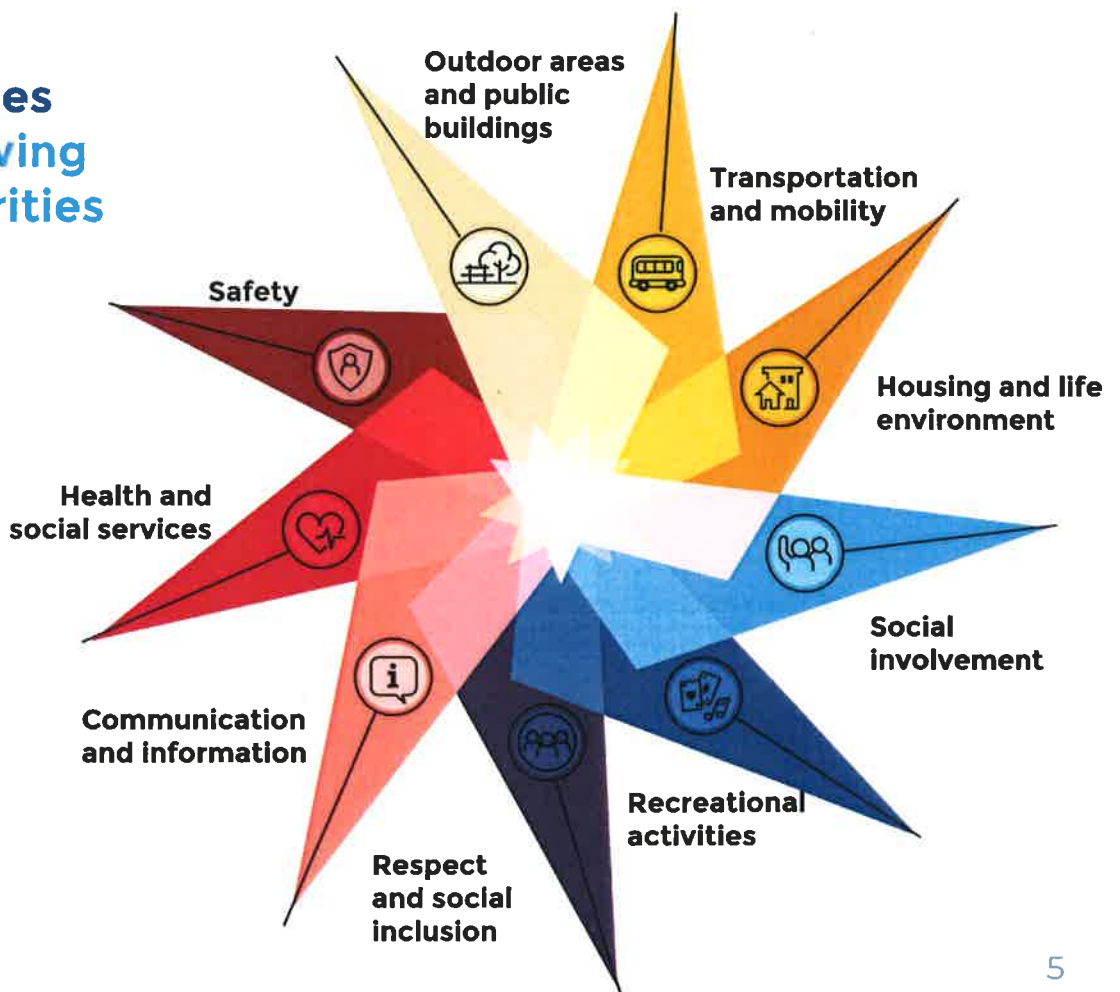
# Context

In 2020, the Municipality of Port-Daniel–Gascons (PDG) initiated its second MADA concerted approach, which meant to create a policy and update the MADA action plan for the years 2021 to 2023. By doing so, the Municipality was taking part in the ongoing collective process in the MRC of Rocher-Percé.

As a reminder, the MADA initiative aims to:

-  Acknowledge the specific needs of local seniors;
-  Strengthen intergenerational solidarity;
-  Foster the adoption of concrete actions by and for senior citizens;
-  Promote healthy living habits in the context of active ageing;
-  Foster the active participation of senior citizens in local community life;
-  Fight against abuse, prejudices, ageism and hurtful stereotypes.

## The MADA initiative relies on the following nine (9) priorities for action





# MADA's Steering Committee

The Municipality of Port-Daniel–Gascons' 2020 MADA initiative was led by a Steering Committee composed of the following individuals:



**Marie-Ève Allain**  
Municipal Councillor,  
in charge of MADA  
and Family policies



**Madeleine Huard**  
Vice-president,  
L'étoile de la mer  
de Gascons Old Age  
Club



**Sylvie Blais**  
Municipal Councillor,  
in charge of MADA  
and Family policies



**Gilles Langlois**  
President,  
Port-Daniel  
50 year-old Club



**Éric Huard**  
Head of Recreation,  
Culture and Tourism



**Louise Langlois**  
President, Gascons  
Cercle des fermières



**Marlyne Cyr**  
Managing Director



**Nicole Lantin**  
Member, L'étoile de  
la mer de Gascons  
Club



**Yolande  
Chouinard**  
President,  
Habitations Port-  
Daniel–Gascons  
Committee



**Margaret Mauger**  
Secretary, Three Star  
Old Age Club



**Murielle Cyr**  
Representative,  
Fabrique de Port-  
Daniel Council



**Pascale Gagnon**  
MADA Project  
Manager, MRC  
du Rocher-Percé

## The mandate of the Steering Committee was:

- To map out the basis of the new MADA policy;
- To work collaboratively on a portrait and diagnostic of the local environment and seniors;
- To take part in the planning and implementation of the MADA consultation process;
- To reflect on the progress achieved through the 2013-2015 MADA action plan;
- To update the MADA action plan for the 2021-2023 period;
- To identify the necessary steps for the implementation and follow-up of the MADA action plan.

## Monitoring Committee

Once the MADA policy and action plan were adopted, the Steering Committee was replaced by the Monitoring Committee. The mandate of this committee is to make sure the action plan is implemented, regularly evaluated, adjusted and updated if necessary, and that municipal council, community groups and senior citizens are advised of the action plan's outcomes and resulting data.

# Bases of the MADA Policy

## According to the Municipality of Port-Daniel-Gascons, a senior citizen is:

- A person with life experience, who has acquired skills and knowledge that are very precious to their community;
- A person whose life conditions, needs, interests and aspirations are diversified and evolving with time. Some people may be quite autonomous, financially stable and surrounded by family and relatives, while others may be less healthy, impoverished, isolated and vulnerable;

- Someone who is still active in the community they helped build, or to which they contributed through their work, family and general commitment;
- Someone whose participation to community life and society are essential and who must be respected and valued.

For our present approach, we chose to focus on the **55 and older age group** as the priority clientele of the MADA action plan and policies.

## The values underlying Port-Daniel-Gascons' MADA policy:



Respect



Community spirit



Fairness

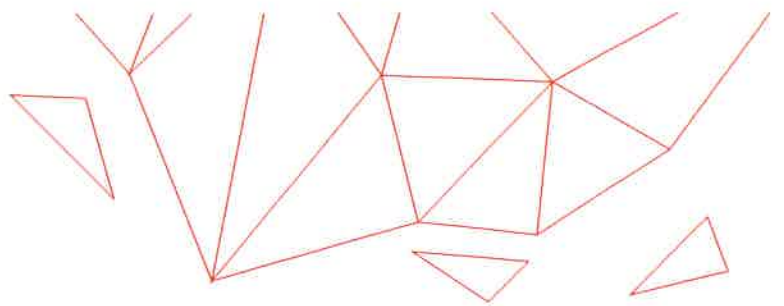


Accessibility

*Ask seniors what they want in terms of services, entertainment, etc.*

- Proposition from a senior citizen  
Municipality of Port-Daniel-Gascons





# Guidelines for the MADA policy:

Supporting active ageing can be done through:

## Participation

To develop a collaborative and consultative approach with elders, to help them get involved in all (economic, social, cultural, etc.) aspects of their community and feel like they are valuable contributors to local life;

## Health

To answer the particular needs that come with age, by developing quality, adapted and accessible health and social services to help people live longer and better lives and to help decrease and delay loss of autonomy;

## Safety

To create an environment that is supportive of elders, particularly with the objective to prevent abuse, better support family caregivers, make services more accessible and help members of the community feel safer.

To which the following aspects must be added:

• **Mutual adaptation:** to better know each other and bring different generations and groups (Francophone, Anglophone) closer together to share values, knowledge, interests and projects, to better work and live together in our communities;

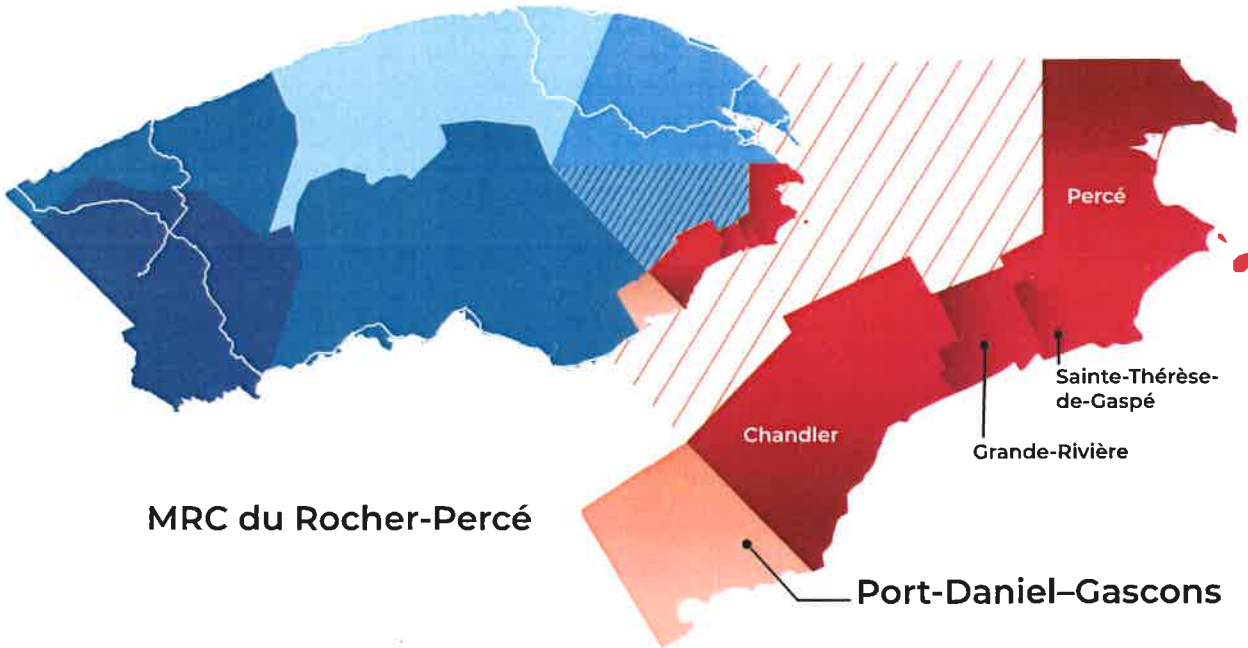
• **Communication :** to better share information more often between elders, the municipality and other groups within the community, either through formal or informal means, in order to make sure seniors have access to clear and relevant information, and that they can share their concerns.

*We would like to have a place to live that makes us happy, where we are safe and where we are involved.*

- Proposition from a senior citizen  
Municipality of Port-Daniel-Gascons



# Municipality of Port-Daniel–Gascons



Port-Daniel–Gascons is located on the south-east shores of the Gaspé Peninsula. It is one of the five (5) municipalities of the MRC of Rocher-Percé. Its western border is the Municipality of Shigawake (MRC of Bonaventure) while its eastern limit is the City of Chandler (MRC of Rocher-Percé).

The Municipality of Port-Daniel was founded in 1990 through the merger of the old towns of Port-Daniel-Est and Port-Daniel-Ouest. The towns of Port-Daniel and l'Anse-aux-Gascons, which are 9km apart, were then merged in 2001 to create Port-Daniel–Gascons, spanning a total territory of 335 square kilometers.

English is the first language of 11% of the town's population.

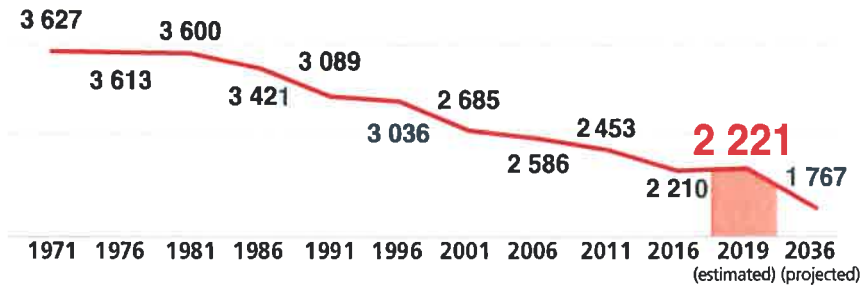
Port-Daniel–Gascons' economy is based on the fishing, tourism and mining. The establishment of the cement factory within the municipality limits has brought new development opportunities in terms of job creation, either directly or through the development of related services and companies.

*Some sort of transportation which would be available if nobody can drive them.*

- Proposition from a senior citizen  
Municipality of Port-Daniel–Gascons

# Local population

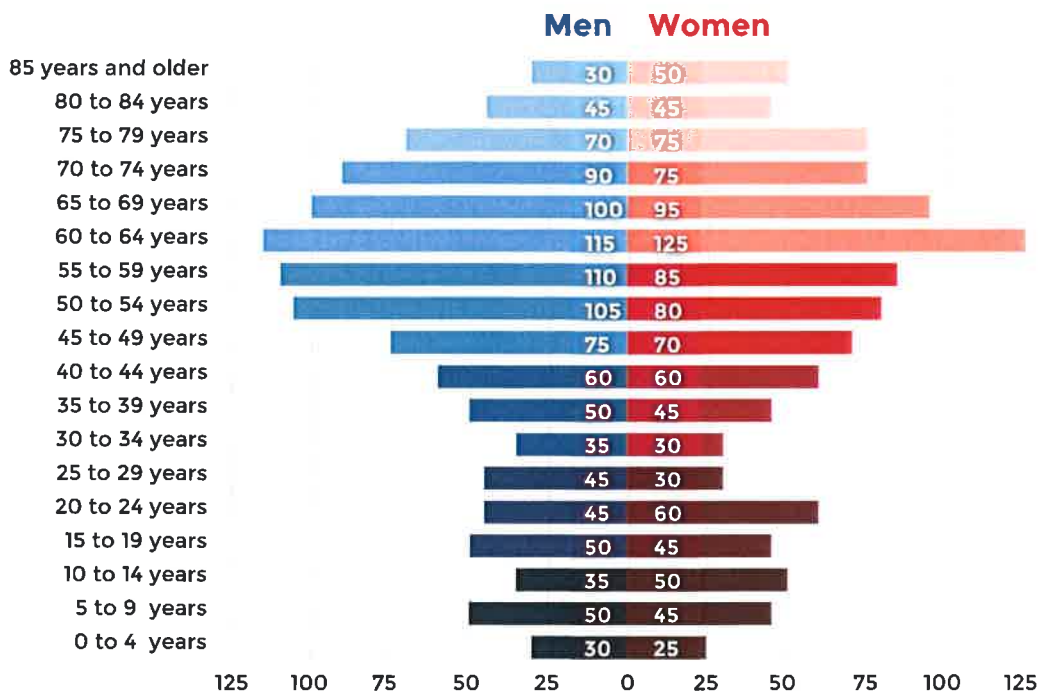
## Municipality of Port-Daniel-Gascons - Evolution of the population



Statistics Canada  
 Institut de la statistique du Québec

According to Institut de la statistique du Québec (ISQ), the total population of Port-Daniel-Gascons was around **2 221 inhabitants** in 2019. In other words, there is a slight progression compared to 2016 (2 210) but it is still less than what was recorded in 2006 (2 586).

## The age pyramid for Municipality of Port-Daniel-Gascons in 2016



Statistics Canada

**Estimated population in 2019**

**2 221**  
people

**Median Age**

**54,7** years  
in 2016

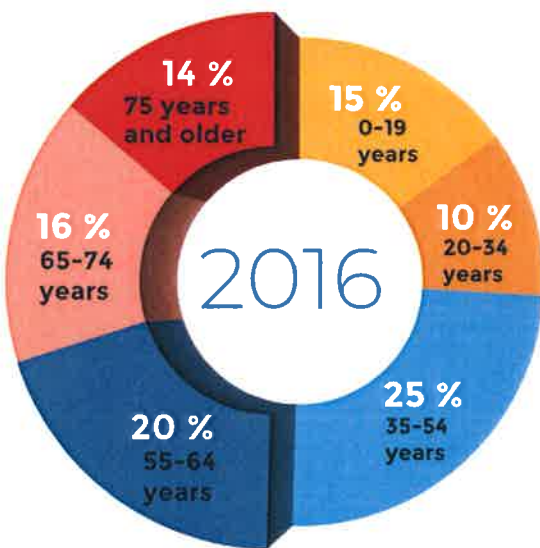
MRC: 53,9 years  
Québec: 42,5 years

**Senior citizens of 55 years and older**

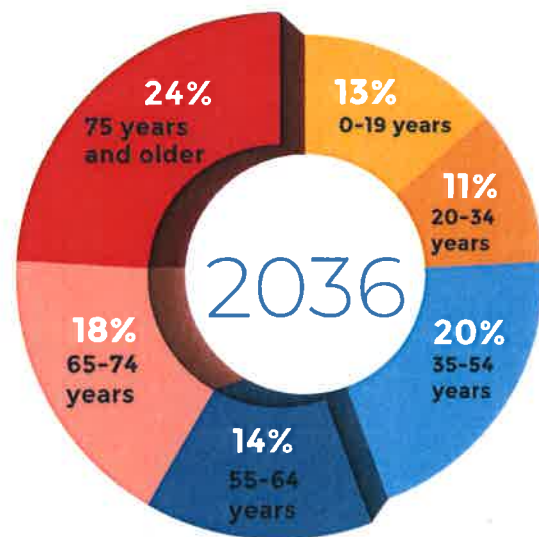
**50%** in 2016  
**56%** projected in 2036

Median age: the age that divides a population into two numerically equally sized groups; half the people are younger than this age and half are older. It must be differentiated from the average age of a population.

**Distribution of the population by age group**



Statistics Canada



Institut de la statistique du Québec

In 2016, **50 %** of town residents were at least 55 years old, and median age was **54,7 years old**, which is around one year more than the MRC's (53,9) and some twelve years more than the province's (42,5).

According to ISQ predictions, the number of people living in Port-Daniel–Gascons will continue to drop, decreasing another 21% before 2036. It is estimated 1 767 (generally ageing) people will then live in the area, with **56 %** of them 55 and older, and 24% 75 and older.

# Situation of local seniors



## Income (after tax)

Median annual income  
15 and older  
Port-Daniel-Gascons **22 189 \$**

Median annual income  
65 and older  
Port-Daniel-Gascons **18 542 \$**

Median annual income  
65 and older  
Québec **23 576 \$**

Statistics Canada

## Education



Highest degree (2016)	Population 65 and older PDG	Population 15 and older PDG	Population 15 and older Québec
No degree	56 %	39 %	20 %
High school graduate	19 %	22 %	21,5 %
Post-secondary degree	7 %	11 %	18 %
University degree Bachelor and more	2 %	3 %	20,5 %

Statistics Canada

## Housing



**61%**  
live in couples

**27%**  
live alone

**7%**  
live with at least  
one relative  
(intergenerational)

**6%**  
live with at least  
one non-relative  
(cohabitation)

**77%**  
are owner

**23%**  
are tenant

Statistics Canada

## Other types of housing

There are also **other types of housing** for autonomous seniors or seniors with decreasing independence in the area:

**11** units  
in OMH

**8** units in a  
registered private  
residence

A construction project for **24 other senior units** is currently underway

Depending on their needs and degree of autonomy, seniors looking for a place to stay can reach out to the three intermediate resources and the two CHSLD located in Chandler, as well as similar resources that are available in the MRC Bonaventure.

In terms of **home support services**, local seniors can count on the following organisations:

- **Saint-Siméon/Port-Daniel's Centre d'action bénévole (CAB)** and **Gascons-Percé's Centre d'action bénévole (CAB)** deliver meals (fresh and frozen), and have community workers available; they can accompany people to medical appointments or when visiting or calling relatives, they offer support and relief for family caregivers, they help people get informed, send personalized and/or automated calls (PAIR Program), etc.;
- The **Association des aînés de la MRC Rocher-Percé** for light or heavy maintenance work, for personal assistance services, help cooking meals at home, help for groceries, respite services and elder sitting, etc.
- The **Committee for Anglophone Social Action (CASA)** for information and support services for family caregivers, friendly visits, a Seniors Wellness Centre, reference material, etc.

# Transportation



In Port-Daniel–Gascons, **private vehicles** are the means of transportation most used by seniors .

Other means of transportation are available, such as:



Régie intermunicipale de transport de la Gaspésie—Îles-de-la-Madeleine (RÉGÎM) **bus services**, which are available twice a day during the week; an electric car-sharing and carpool service will soon be available as well;



**Volunteer accompaniment services** for groceries and medical appointments;



**Mobility Disadvantaged Transport** by Transport adapté et collectif des Anses;



**Private taxi services** in Chandler;



**Active transportation** (hiking and biking): least used mode of transportation in the MRC, mostly due to the area's particular geographical setting;

Interregional transportation:



Orléans Express **interregional bus services** come twice a day (once in each direction, either East or West) but their sustainability is regularly questioned;



Transportation by **plane**, with airports in Bonaventure, Grande-Rivière and Gaspé for commercial, private and medical flights.

## Health and Social services



Besides benefitting from a Chandler CLSC point of service in Gascons, local seniors also have access to other services in the MRC, particularly in Chandler (which is about 31km away):

- Chandler's Hospital;
- Service externe de gériatrie ambulatoire (SEGA);
- Chandler's CLSC.

Other services are also available in Paspébiac (38 km away).

Other private services are also available, with private clinics, osteopathic and psychiatric services.

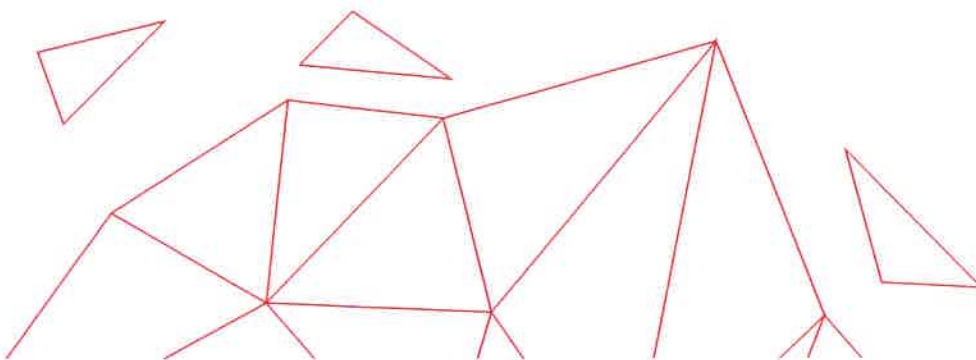
Moreover, some organisations in the MRC and in the region also offer information and support to seniors, particularly to:

- Family caregivers;
- Disabled people;
- Vulnerable women;
- People who suffer from physical and mental ailments;
- People who need legal assistance, etc.

**The complete list of these organisations and related services is available on Port-Daniel-Gascons MADA's page.**

*Having more local services : home doctor, nurse, dentist, pharmacy with longer opening hours, help with light and heavier home maintenance, delivery, etc.*

- Proposition from a senior citizen  
Municipality of Port-Daniel-Gascons



# Community organisations, recreational activities and community services



## Local associations

Three local associations are specifically dedicated to senior citizens in Port-Daniel–Gascons:

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Chandler's Hospital

---

Service externe de gériatrie ambulatoire (SEGA)

---

Chandler's CLSC

---

## Other organisations

Other organisations also have a majority of senior members while not being solely dedicated to seniors:

---

Gascons Cercle des Fermières

---

Optimist Club

---

Chevaliers de Colomb

---

The Catholic parishes of Sainte-Germaine in Gascons and Notre-Dame-du-Mont-Carmel in Port-Daniel

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The Anglican parishes of St Philip's in Gascons and St James in Port-Daniel

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*I would like to be able to admire the sea and our mountains while sitting in a welcoming and safe place.*

- Proposition from a senior citizen  
Municipality of Port-Daniel–Gascons





## Recreational activities

Seniors can also enjoy the following recreational activities:

Craftmanship	Snowmobile
Indoor badminton	Museums
Outdoor swimming (sea and rivers)	Free skating
Card games	Paddle board
Singing / Choir	ATV
Hunting and fishing	Snowshoeing
Hiking clubs	Hiking
Physical conditioning	Cross-country skiing
Community kitchens	Tennis
Social dance	Biking
Brain gymnastics	ViActive
Hockey	Indoor volleyball
Games (horseshoes, lawn bowls, etc.)	Beach volleyball
Kayak	Yoga
Meditation	

*Seniors should be informed of all the things that happen to them.*

- Proposition from a senior citizen  
Municipality of Port-Daniel-Gascons



## Recreational infrastructures

A number of diversified recreational infrastructures are also available:

Outdoor agora

Library

Permanent exhibition hall on the history of Port-Daniel–Gascons

Four community halls

One Cercle des Fermières' space

One multifunctional center with spaces dedicated to seniors associations

One community kitchen

One arena equipped with an indoor skating rink

One training center (community gym)

Three school gymnasiums

Four rest stops

Four wharves with fishing harbours

One provincial wildlife reserve

Three municipal parks

Three school's parks

One area for outdoor games

One outdoor center with snowshoe and cross-country ski trails

Four non-supervised beaches

One area for beach volleyball

One outdoor multisport area with tennis and soccer courts

One indoor multisport area (under completion)

Other infrastructures in Chandler can be added to this list, particularly the town's indoor swimming pool.

## Local services

The following local services are available in Port-Daniel–Gascons:

Two post offices

Three diners

One flower shop and garden center

Two SAQ stores

Two corner stores

Three grocery stores

One thrift shop

Two garages with auto mechanic services

One bank with automatic teller

One pharmacy

Two gas stops

One hardware store

Hair and beauty salons

# MADA consultations

The MADA initiative relies in great part on a series of consultations for local senior citizens and organisations servicing elder citizens.

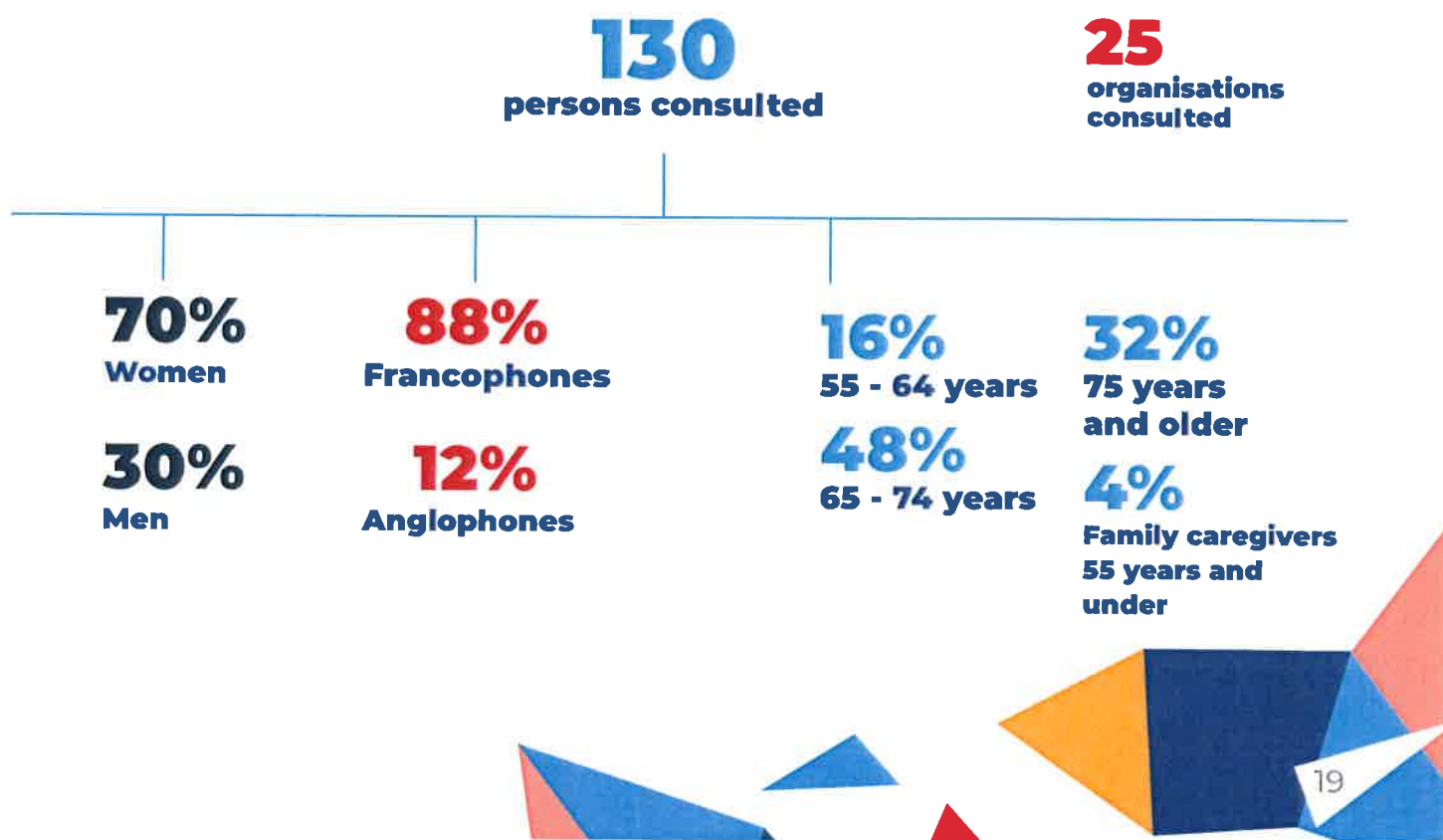
For the current process in Port-Daniel–Gascons, two rounds of consultation were organized in June and December 2020. The consultation methods were adapted to match the realities of the COVID-19 pandemic.

A first round of consultation was done during the months of June and July, with a written questionnaire sent to people 55 and older as well as family caregivers. In November, a second survey was put online, on the Internet and social networks, to try and reach out to the same groups of people.

We also consulted with some community workers who are part of local organisations working in the municipality and across the MRC to better understand all the issues related to the nine MADA guidelines.

These rounds of consultation have helped us better grasp the needs and priorities of seniors living in Port-Daniel–Gascons; they also helped us take heed of the strengths and weaknesses of current senior services, and to better update the MADA action plan for the years 2021-2023.

## MADA consultations highlights for Port-Daniel–Gascons





# MADA 2021-2023 action plan

The following is a summarised version of the 2021-2023 MADA Action Plan in Port-Daniel–Gascons; it relies on key findings and issues stemming from the MADA consultation process as well as on local and regional statistics.



## Outdoor areas and public buildings

Public buildings and outdoor spaces in Port-Daniel–Gascons were positively evaluated by senior respondents who participated in the MADA consultation process, although some of them found certain buildings may need to be upgraded or renovated to match current standards.

The municipality initiated construction and upgrading works for some of its sport and park infrastructures, to which equipment adapted to seniors' needs will be added. Once the developments are complete, these locations will have to be publicized to local seniors to make sure they take advantage of the new infrastructures' potential.

The geographic set-up of the municipality makes walking or biking along the main roads uneasy, so it will be necessary to create walking and biking trails that are safe and accessible to seniors.

### Goal

### Actions

To better upgrade outdoor locations and public buildings to make them better adapted to seniors' needs.

Conducting a survey of outdoor locations and public buildings in order to identify needs and priorities, and carrying out upgrading and maintenance work to make these places more accessible to seniors.

To increase senior usage of outdoor and indoor public locations.

Finalizing steps 2 and 3 of the Port-Daniel intergenerational park project, with equipment adapted to seniors' needs.

Preparing premises for Cercle des Fermières and Étoile de mer Club inside the local multifunctional center.

Completing the new arena in Gascons.

Going forward with the development of a walking trail along road 132 and other secondary roads, with benches and flower pots in each sector.

Setting-up the new walking trail Le jardin des générations at the outdoor recreation center La Souche, to match seniors' needs in terms of accessibility, comfort and socializing potential.

Adding awareness signage to limit driving speed on secondary roads.

Upgrading street lighting on secondary roads by installing new LED lamps.

Assisting local associations and community organisations in their upgrading projects for buildings and equipment used by seniors.



## Housing and life environment

The vast majority of local people 65 and older still live at home (generally in single-family houses) and most of them envision doing so for as long as possible. As a consequence, services and accommodations aiming at keeping people home are among the top priorities of local seniors. Considering average earnings for this group are generally low, the aforementioned services must be available at favourable rates.

Moreover, only 5% of respondents found local options for affordable and accessible units were good enough when planning to move into another type of home. Only a small minority mentioned having access to information regarding available units and related financial support programs. A building project for new senior units is underway and will be able to answer some of the most pressing housing needs in the municipality.

Port-Daniel–Gascons also benefits from local basic services which are appreciated by senior residents, but some buildings and outdoor infrastructures will need to be upgraded to be made accessible to people with limited mobility.

### Goal

### Actions

To make sure local seniors have access to quality, adapted and affordable housing.

Completing construction work for the 24 new autonomous senior units in Port-Daniel.

Updating the municipality's evaluation of affordable and adapted housing units for seniors to better plan future housing development projects.

Adapting the local urban plan to make it easier to build new intergenerational homes: zoning regulations, use of vacant lots, etc.

Setting-up tax incentives to promote the development of intergenerational homes.

To improve senior access to home support services.

Making presentations along with the MRC to improve access to home support services to help seniors maintain their independence.

To improve senior access to local services

Asking local businesses and services to adapt their outdoor and indoor locations to better accommodate seniors' needs in exchange for an *Age-Friendly* certification.



## Transportation and mobility

Access to local transportation is a major factor for maintaining seniors' autonomy and social involvement in Port-Daniel–Gascons, considering the geographic set-up of the municipality does not allow for easy hiking or biking along the main roads.

Local seniors almost all benefit from a personal mode of transportation and most wish to keep using it as long as possible. However, road conditions are sometimes poor if not dangerous depending on the time of the year, specific sectors, and on people's functional abilities which tend to decrease with age.

Respondents have shown great interest in having access to other modes of transportation. There are great expectations regarding the adaptation of REGIM services, particularly in terms of timetable and routes, where stops are located along the routes, and the addition of bus shelters. Adapted transportation with volunteer accompaniment services could be better promoted and used more often.

### Goal

### Actions

**To upgrade public and adapted transport provision for local seniors.**

Assigning the MRC to ask REGIM to adapt its services in ways that better answer the needs of senior citizens.

Making presentations (either directly or along with the MRC) to *Transports adapté et collectif des Anses* to diversify their services and make them more accessible.

**To support the safety and abilities of senior citizens when driving their own vehicle.**

Setting up safe driving workshops for people 65 and older.

**To encourage active transportation (walking and biking) among seniors.**

Adding speed limits and safe distances signage to better protect pedestrians and cyclists on primary and secondary roads.



## Social involvement

Port-Daniel–Gascons is a town with plenty of social, cultural and sport events and activities; at least seven important events are organized each year. Many committees are supported by seniors, but volunteers are less numerous than before and some organisations may have difficulties recruiting new members in the near future.

Only a third of local senior respondents think local opportunities for volunteering are interesting.

Moreover, more than three quarters of respondents ignored they could get support as volunteers. Local efforts should be dedicated to promote volunteering opportunities, to offer services to volunteers, and to attract new members to revitalize local organisations.

### Goal

### Actions

**To increase the retention rates of seniors already involved in volunteering.**

Setting up support initiatives to help senior volunteers stay involved.

**To encourage seniors who are less or not involved to take part in volunteering activities.**

Organising personalized recruiting activities.

Promoting volunteering opportunities with local organisations.

**To review current practices rewarding senior volunteer work and involvement.**

Documenting good practices, consulting seniors and organising involvement-recognition activities.

**To promote civic involvement among local seniors.**

Setting-up awareness campaigns regarding local town policies.

Keeping broadcasting town council meetings on the internet.

**To develop a culture of mentorship among local seniors.**

Developing mentorship programs in many different (professional, recreational, sports, cultural, school, etc.) environments.

*Seniors must be taken seriously.*

- Proposition from a senior citizen  
Municipality of Port-Daniel–Gascons



## Recreational activities

Local seniors can take part in activities organized by three associations that are specifically dedicated to this age group (two for French-speaking seniors and one for English-speaking seniors). Other organisations also have a lot of senior members. Public sport installations could be used a little more by this clientele; the current development and upgrade projects for the municipal infrastructures should be able to renew the general interest of local seniors regarding these installations.

Interests related to recreational activities tend to be differentiated between genders among elders: women tend to be generally more interested in arts, culture, educational and leisure activities while men tend to prefer sport and outdoor activities. However, men and women express a common interest in social activities. Participation in recreational activities decreases with age so we must find solutions to better answer the needs of such a diversified clientele.

### Goal

### Actions

**To encourage seniors to use outdoor locations more often for sport and recreational activities.**

Keeping the Hiking Club activities and adding more diversified trails.

Encouraging people to do more physical activity with the support of the MRC.

**To increase the amount of recreational (physical, cultural, educational and social) activities among seniors.**

Organizing sport events at Le Phare school's gymnasium.

Helping make access to the local gym easier with free trials and affordable prices.

Reserving time slots for seniors at the ice skating rink.

Encouraging seniors to go to the library more.

**To improve the offer of quality and diversified recreational activities for seniors.**

Keep supporting the creation of recreational activities that are already enjoyed by seniors.

Supporting the development of new recreational activities that were requested by seniors during the MADA consultation process.

**To encourage seniors to use sport and cultural facilities located outside of the town's area.**

Refunding the price difference for resident/non-resident customers when residents use sport and cultural facilities outside Port-Daniel-Gascons if they are not available within the town's limits.

Setting up golfing groups to go play in Chandler.

Setting up a bowling league to go play in Chandler.

Promoting the URLS Recreational Accompaniment Card for people with reduced mobility.





## Respect and social inclusion

Ninety-six percent (96%) of respondents in Port-Daniel–Gascons stated that they are treated with respect, politeness and benevolence by municipal staff, local organisations and local companies. More than three quarters of respondents also felt their needs are taken into account when events and activities are organized. However, only less than 20% of these respondents stated that they participated in intergenerational activities, even though some among them wish to participate in activities not specifically dedicated to seniors.

According to DSP statistics, 62% of local people 65 and older declared being satisfied with their social life. In the wider region, 78% of people the same age declared feeling a strong sense of belonging to their community.

Still, some work needs to be done to counter the social isolation and financial insecurity experienced by some local seniors. Indeed, up to 36% of respondents declared experiencing loneliness and isolation, and half of respondents stated they could not participate in at least one activity due to financial stress.

### Goal

### Actions

**To create consultation processes for seniors regarding different aspects of local and community life.**

Setting up at least one consultation meeting with seniors per year.

**To encourage seniors' involvement in activities organised by the municipality and community organisations.**

Creating a special intergenerational committee.

Initiating an intergenerational activity program with *Maison des jeunes* in Gascons.

**To take part in actions aiming at fighting against the isolation of most vulnerable seniors.**

Collaborating with CASA to the Contact-Impact project to reach out to most vulnerable seniors.

Collaborating to the Table de concertation des partenaires' welfare project which aims at fighting against seniors' abuse in the MRC.

Collaborating to the projects initiated by the MRC's RDS upcoming Table Aînés which aim at fighting against seniors' social isolation.



## Information and communication

Information and communications are among the top concerns of senior respondents in Port-Daniel–Gascons. Channels used for communication have been as much discussed as the type of information being shared. Municipal information is well perceived, whereas information related to public and community services, and local events and activities seem to be less accessible to seniors.

The majority of respondents wish to be informed through traditional means of communication such as the radio, television, posters, mail and phone. Internet and social network usage is progressing among seniors; however, considering age, education and income levels are key factors in the process of entering the digital age among people 65 and older (CEFRIO), more needs to be done to help local seniors make this transition successfully.

Reaching out to local unilingual Anglophone seniors is another pressing issue to be addressed in Port-Daniel–Gascons.

### Goal

### Actions

**To increase the dissemination of relevant information to local seniors, particularly information related to the nine MADA areas of intervention.**

Using a range of both traditional and digital means of communication.

Translating and promoting MADA documentation and information relevant to local English-speaking seniors.

Promoting and sharing reference materials regarding services aimed at seniors to people who might need them.

**To encourage seniors to transition to the digital age to gain easier access to information that is relevant and useful to them.**

Better promoting the *Memento* automated message system to seniors.

**To promote outdoor recreational spaces to local seniors.**

Creating information tools regarding outdoor recreational spaces with information relevant to seniors (distances, services, etc.).

**To foster personal contact between municipal staff members and local seniors.**

Updating the contact list of all local seniors.

Handing out basic information packages (with references that may be useful to seniors) to municipal staff working directly with members of the community.

Providing training on senior-adapted customer service techniques to municipal staff.



## Health and social services

Three quarters of survey respondents who were at least 55 and living in Port-Daniel–Gascons mentioned having easy access to health professionals; yet, around half of respondents also mentioned not being fully aware of home support services and respite services for family caregivers. It is also predicted the demand for support at home will only increase in the future, while the lack of workers in this sector is already hindering the availability of services. Access to these services in English for unilingual Anglophones is also a pressing issue.

According to regional DSP data, in 2013-2014 45% of people 65 and older had trouble doing or completing certain daily tasks such as hearing, seeing, communicating, walking, using a staircase or bending forward. The same year, 13% of people between 65 and 74 and 27% of people 75 and older needed help doing daily tasks such as cooking meals, cleaning around the house or personal care.

However, due to social isolation measures taken in the spring of 2020, respondents said they could only rely on support from their families, friends and neighbours; this shows social support is still very important for seniors while formal support (from community and health networks) could be promoted a little more among this aging clientele.

This being said, more work needs to be done to foster food security and quality for seniors who experience difficulties in accessing and cooking meals; healthy living habits also need to be promoted considering most respondents declared not being well informed on the matter.

### Goal

### Actions

**To increase access to home support services for seniors**

Making presentations together with the MRC to upgrade available home support services for seniors.

Promoting the PAIR call system offered by *Centres d'action bénévole*.

**To promote healthy eating and food security among seniors**

Promoting access to food services for autonomous and less autonomous seniors (home delivery, meals-on-wheels, frozen meals, etc.).

Promoting healthy cooking and eating for autonomous and less autonomous seniors (nutrition and cooking courses, community kitchens, backyard planters and help gardening, etc.).



## Safety

Almost all (95%) of Port-Daniel–Gascons respondents declared feeling safe in their home and neighbourhood. Sûreté du Québec services seem to be well-known by people and three quarters of seniors think municipal emergency and civil protection services are good.

What is more, awareness campaigns regarding senior abuse have been generally successful considering close to 75% of respondents knew who to contact in such an event.

The most recent ISQ survey on senior abuse in Quebec showed that 6% of people 65 and older who live at home or in non-institutional housing had suffered from one or more form of abuse, and close to a third of victims never filed a complaint. There is more work to be done to prevent senior abuse and to create a well-managed social safety net for the most vulnerable members of the community.

### Goal

### Actions

To promote mutual aid and solidarity with most vulnerable seniors

Setting up *Voisins solidaires* type networks.

To strengthen the information, reference and intervention system aimed at helping seniors in emergency situations

Updating the senior contact list and phone trees.

Promoting the MRC's *Memento Sécurité civile* system.

Creating a color code to identify the most vulnerable seniors.

Keeping the annual firefighting tour of local households to make sure smoke alarms and street addresses are up to date.

Organizing conferences and sending out information material on community police.

To contribute to actions being undertaken to fight against senior abuse

Working together with *Table de concertation des partenaires* to fight against senior abuse in the MRC of Rocher-Percé.

The full version of this action plan is available on the MADA page of the municipality's website.

# Acronyms

CAB:	<i>Centre d'action Bénévole</i> – Volunteer Center
CASA:	Committee for Anglophone Social Action
CHSLD:	<i>Centre hospitalier de soins de longue durée</i> – Residential and Long-term care Centre
CLSC:	<i>Centre local de services communautaires</i> – Local community services Centre
CISSS:	<i>Centre intégré de santé et de services sociaux de la Gaspésie</i> – Integrated Health and Social Services Centres
DSP:	<i>Direction de la santé publique de la Gaspésie</i> – Public Health Department
ISQ:	<i>Institut de la statistique du Québec</i> – Statistical Institute of Quebec
OMH:	<i>Office municipal d'habitation</i> – Municipal Housing Office
MRC:	<i>Municipalité régionale de comté</i> – Regional County Municipality
RÉGÎM:	<i>Régie intermunicipale de transport de la Gaspésie-Îles-de-la-Madeleine</i> – Gaspé-Magdalen-Islands Inter-municipal Transportation Office
RI:	<i>Ressource intermédiaire en hébergement</i> – Intermediate Housing Resource
RDS:	<i>Réseau de développement social de la MRC du Rocher-Percé</i> – Rocher-Percé Social Development Network
URLS:	<i>Unité régionale de loisir et sport de la Gaspésie-Îles-de-la-Madeleine</i> – Regional sports and recreation Agency
VGPN:	Vision Gaspé-Percé Now

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