



# Age-Friendly City (MADA) CITY OF PERCÉ

## Policy and action plan 2021-2023

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The City of Percé is proud to offer its citizens a new *Age-Friendly City (MADA)* policy, which will guide and inspire our actions for the next three years. This initiative has allowed us to identify and prioritize numerous needs and concerns, as well as to develop an action plan aimed at improving their quality of life. We are truly interested in the well-being of our seniors.

We will provide support and assistance in the implementation of activities and projects aimed at making our community an even more stimulating, inclusive, and caring environment for our seniors, both socially, culturally and economically.

I therefore invite you to read this policy so that together we can all contribute to making Percé a true *Senior Friendly City*.

**Cathy Poirier**

Mayor of Percé



To all residents of greater Percé,

As the city councillor in charge of the 2020 Age-Friendly City (MADA) project, it is with great pleasure and pride that I want to thank all volunteers who took part in updating the MADA policy and action plan for the years 2021 to 2023.

I'd also like to thank the members of the Steering Committee who got together many times since May 2020 in order to complete this work, as well as all local seniors who took part in the consultation process undertaken in paper form and online; we are thankful for all the ideas you shared with us.

With the new MADA action plan, new projects will be put forward to better adapt local outdoor locations, public buildings and transportation services. You also asked for more adapted housing units, more recreational activities, more security as well as being more involved in your city's activities; we listened, we heard, and we understand your needs.

If we work together, we can make a difference!

**Doris Réhel**

Elected representative in charge of MADA  
City of Percé





Dear fellow citizens,  
You may ask yourself:  
where does our MADA  
process come from?  
It first stemmed from a  
World Health Organization's  
(WHO) initiative tasked with  
the goal of bringing together  
cities from all around the world to  
promote healthy ageing and making  
themselves more welcoming towards  
elders.

While our new policy was being crafted, I had  
the pleasure to work with a team of volunteers  
who are committed to make our community  
a better and more inclusive environment for  
senior citizens.

After consulting local people 55 and older, we  
worked hard to develop a tool to better support  
our community. With this new MADA policy,  
we hope to promote a vision of active ageing,  
and to better encourage our community  
members to adopt healthy living habits and be  
more involved in their community life.

From now on, I will have the great pleasure of  
working together with our MADA Monitoring  
Committee, which will make sure we, as a  
community, keep thinking and acting in the  
interest of local seniors, with local seniors.

### **Gregory Molnar**

Municipal administrative agent for MADA

## Acknowledgements

Even though the last few months have been  
unprecedented, the Steering Committee did  
manage to properly conduct the city's MADA  
initiative thanks to the incredible work of:

- Seniors who took part in the consultation process;
- Community workers who generously took it upon themselves to help us in our decision making;
- Members of the municipal team and elected officials;
- Staff from the MRC Rocher-Percé, particularly for:
  - Coordinating the MADA collective initiative;

- Consultation data entry and processing;
- Proofreading, formatting and printing documents.

We also wish to thank our partners:

- *Ministère de la Santé et des Services sociaux* for their financial support 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)* and *Vision Gaspé-Percé Now (VGPN)* for their financial contribution towards translating this document.

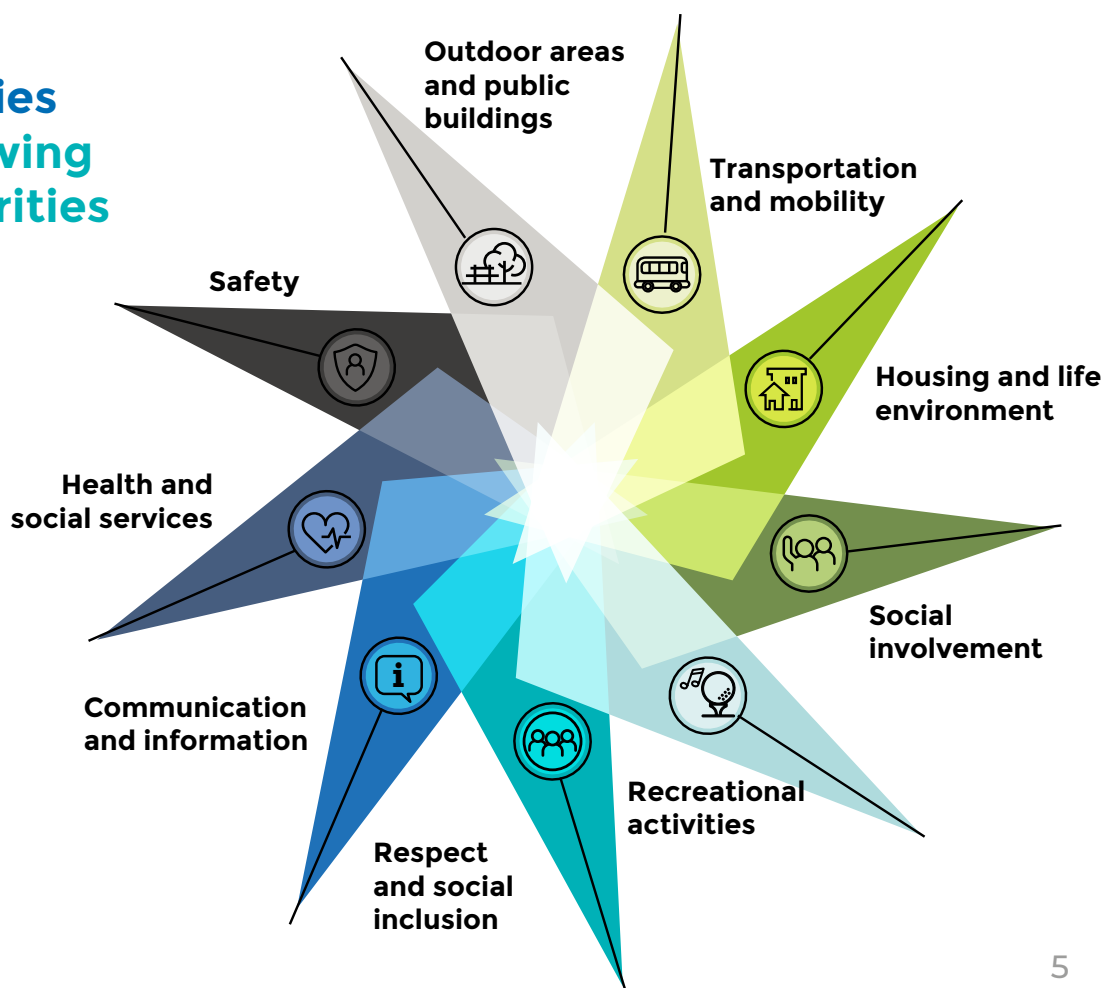
# Context

In 2020, the City of Percé 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 city was taking part in the collective process happening throughout the MRC of Rocher-Percé.

As a reminder, the local MADA initiative means to:

- △ Acknowledge the specific needs of local seniors;
- △ Foster the adoption of concrete actions by and for senior citizens;
- △ Foster the active participation of senior citizens in local community life;
- △ Strengthen intergenerational solidarity;
- △ Promote healthy living habits in the context of active ageing;
- △ 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 City of Percé 2020 MADA initiative was led by a Steering Committee composed of the following individuals:



**Doris Réhel**  
MADA elected representative,  
District n.6  
Councillor



**Alcide Proulx**  
President, L'Anneau  
d'or FADOQ Club,  
Cap-d'Espoir



**Gregory Molnar**  
Events, Recreation  
and Culture  
Coordinator



**Éline Réhel**  
Accredited  
Genealogical  
Researcher, senior  
representative



**Janet Harvey**  
President,  
Mountainview  
GoldenAge 50+ Club,  
Barachois



**Danielle Thivierge**  
Retired Financial  
Advisor, senior  
representative



**Jules Leblanc**  
Member of the  
Board, Municipal  
Housing Office  
(OMH), Percé



**Deborah Touzel**  
Member, Club de  
Bienfaisance, Saint-  
Georges-de-Malbaie



**Denis Loiselle**  
Retired Physician and  
Health and Social  
Services Manager



**Pascale Gagnon**  
Chargée de projet  
MADA Project  
Manager, MRC of  
Rocher-Percé

## The mandate of the Steering Committee was:

- To map out the bases of the new MADA policy;
- To work collaboratively on a portrait and diagnostic of local seniors and environment;
- To take part in the planning and implementation of the MADA consultation process;
- To take stock of the progress achieved by the 2013-2015 MADA action plan;
- To update the MADA action plan for the 2021-2023 period;
- To identify which steps have to be undertaken 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 properly implemented, regularly evaluated, adjusted and updated if necessary, and that City council, community groups and senior citizens are advised of the action plan's outcomes and resulting data.

# Bases of the MADA Policy

## What does “senior citizens” mean?

For the City of Percé, a senior citizen defined as:

- A person with life experience, who 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, more destitute, isolated and vulnerable;
- Someone who is still active in the community they've 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.

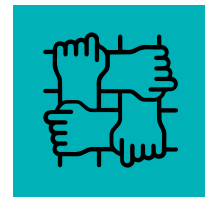
## The values underlying Percé's MADA policy:



Fairness



Respect



Solidarity

*More intergenerational activities with people of different cultures.*

- Proposition from a senior citizen - City of Percé



## Guidelines for the MADA policy:

Supporting active ageing can be accomplished 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 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

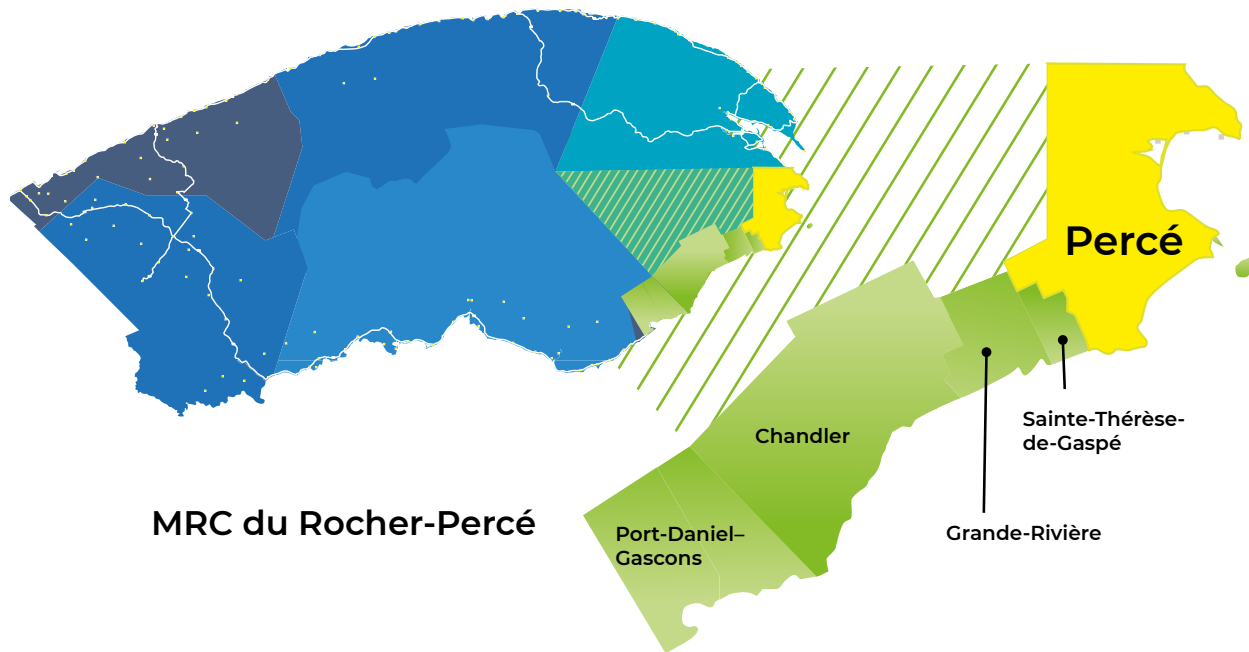
to create life environments that are more welcoming towards elders, particularly with the objective to prevent abuse, better support family caregivers, make services more accessible and help members of the community feel safer.

*Sensitivity training for members so that everyone is treated fairly in a welcoming manner.*

– Proposition from a senior citizen – City of Percé



# The City of Percé



The City of Percé is located on the south-eastern shore of the Gaspé Peninsula. It is one of the five municipalities in the MRC of Rocher-Percé. Its western border is the Municipality of Sainte-Thérèse de Gaspé and its eastern limit is the City of Gaspé (MRC Côte-de-Gaspé).

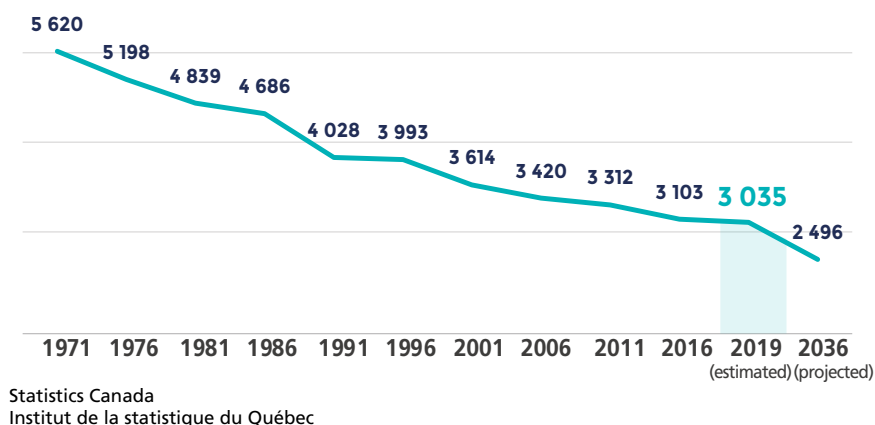
Percé was merged with the old towns of Saint-Pierre-de-la-Malbaie no.2, Barachois, Bridgeville, Percé, Cap d'Espoir and Val-d'Espoir in 1971. It is the largest city in the MRC in terms of surface area, with a total territory of 550 square kilometers.

Percé hosts the MRC's largest English-speaking community, English being the first language of 20% of the city's inhabitants.

Percé's economy is based mostly on the fishing and tourist industries; the City of Percé is a heritage site, and its Géoparc and the Ile-Bonaventure-et-du-Rocher-Percé National Park are both listed as UNESCO World Heritage Sites. More than 500 000 visitors come to Percé each year, which makes it one of the main actors of Gaspé's tourist industry.

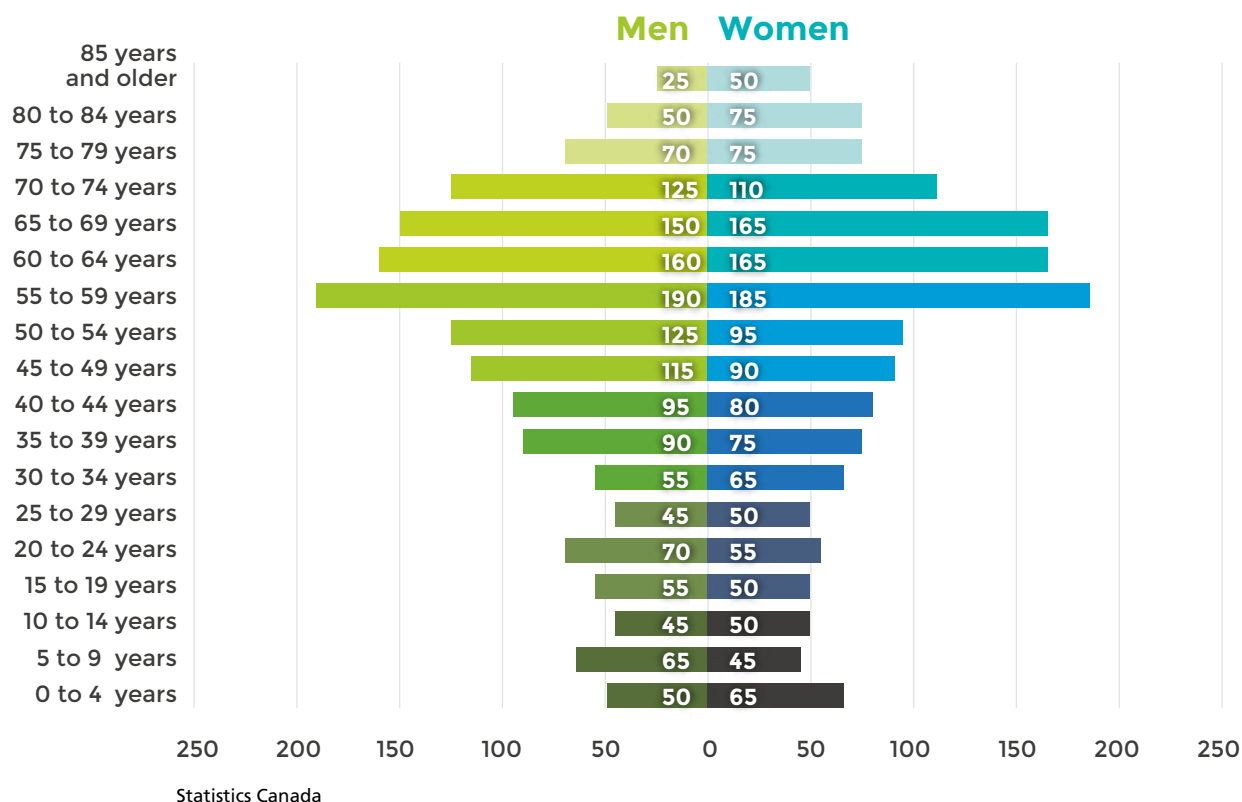
# Local population

City of Percé – Evolution of population



According to *Institut de la statistique du Québec (ISQ)*, the total population of Percé was around **3 035 inhabitants** in 2019. In other words, there is a slight decrease compared to 2016 (3 103) and 2006 (3 420).

The age pyramid for City of Percé in 2016



**Estimated  
population  
in 2019**

**3 035**  
people

**Median age**

**55,4** years

in 2016

MRC: 53,9 years  
Québec : 42,5 years

**Senior citizens**

**55 years of age and over**

**52%**

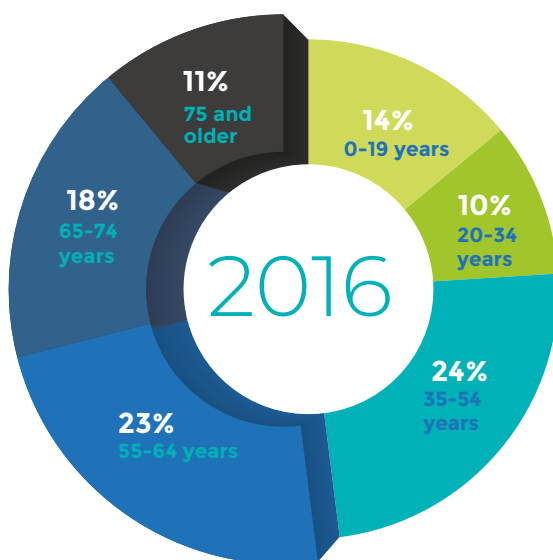
in 2016

**61%**

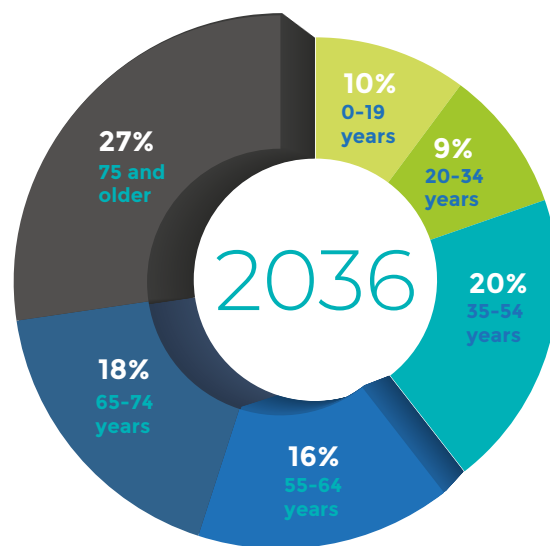
projected  
in 2036

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.

**City of Percé**  
**Distribution of the population by age group**



Statistics Canada



Institut de la statistique du Québec

According to ISQ predictions, the number of people living in Percé will continue to drop, decreasing another **18%** until 2036. It is estimated an ageing population of 2 496 inhabitants will then live in Percé, with 61 % of people 55 and older, and 27% 75 and older.

*Recreational activities outdoor summer and indoor winter two or three times a week.*

- Proposition from a senior citizen - City of Percé

# Situation of local seniors



## Income (after tax)

Median annual income  
15 and older  
Percé

**23 836 \$**

Median annual  
income  
65 and older  
Percé

**19 474 \$**

Median annual  
income 65 and older  
Québec

**23 576 \$**

Statistics Canada 2016



## Education

Highest degree	Population 65 and older Percé	Population 15 and older Percé	Population 15 and older Québec
No degree	<b>60 %</b>	42 %	20 %
High school graduate	<b>17 %</b>	22 %	21,5 %
Post-secondary degree	<b>7 %</b>	12 %	18 %
University degree Bachelor and more	<b>6 %</b>	7 %	20,5 %

Statistics Canada 2016

## Housing



**49%**  
live in couples

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

**84%**  
are owner

**42%**  
live alone

**2%**  
live with at least  
one non-relative  
(cohabitation)

**16%**  
are tenant

Statistiques Canada 2016

## Other types of housing

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

**46 units in a OMH**

10 units: Cap-d'Espoir

21 units: à Percé

9 units: Barachois

6 units: St-Georges-de-Malbaie  
(but not reserved exclusively to seniors)

Depending on their needs and degree of autonomy, seniors looking for a place to stay can also reach out to intermediate resources and CHSLD in Chandler and Gaspé.

In terms of **home support services**, local seniors can count on a variety of services offered by local organisations in two geographical sectors:

- le **Centre d'action bénévole (CAB) Gascons-Percé** (between Cap d'Espoir and Cannes-de-Roches) and **Le Hauban Centre d'action bénévole (CAB)** (between Prével and Coin-du-Banc) deliver meals (fresh and frozen), have community workers available, offer accompaniment services for medical appointments, phone calls, friendly visits, support and relief for family caregivers; they also help people get informed, send personalized and/or automated calls (PAIR Program), etc.;
- The **Association des aînés de la MRC Rocher-Percé** (Cap d'Espoir to Cannes-de-Roches) and **Multi-Services, Corporation d'aide à domicile** (Prével to Coin-du-Banc) for light or heavy maintenance work, personal assistance services, help cooking meals at home, help for groceries, respite services and elder sitting, etc.
- **Vision Gaspé-Percé Now** also offers services and support to the Anglophone clientele : support for family caregivers, physical, cognitive and creative activities, information workshops about services offered in the area, computer training, reference material, social activities and cooking frozen meals in partnership with other organisations in Côte-de-Gaspé.



# Transportation



In Percé, **private vehicles** are the means of transportation most used by people 55 and older .

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;



Reduced mobility transport by **Transport adapté et collectif des Anses** (between Cap-d’Espoir and Cannes-de-Roches) and **Transport adapté et collectif de la Côte-de-Gaspé** (between Coin-du-Banc and Prével);



**Private taxi** services in Chandler;



**Active transportation** (hiking and biking) : not very popular except for hiking in the City of Percé;

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



The City of Percé has two CLSC points of services; the first one is located in Percé center (Chandler hospital), and one in Barachois (Gaspé hospital).

Seniors can also access other points of services in the MRC, in Chandler (44 kilometers away) and Gaspé (62 kilometers away), notably:

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

Other private services are available, with private and dental clinics as well as other private health professionals. Only one osteopath is located in Percé; for other private services, residents need to go to Gaspé, Grande-Rivière or Chandler.

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 the services they offer is available on Percé's MADA's page.**

# Community organisations, recreational activities and community services



## Local associations

Four local associations are specifically dedicated to senior citizens in Percé:

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Amical de St-Georges-de-Malbaie FADOQ Club

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Barachois' Mountainview GoldenAge 50+ Club

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Saint-Paul de Bridgeville FADOQ Club

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Cap d'Espoir's L'Anneau d'Or FADOQ Club

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## Other organisations

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

---

Bridgeville's Cercle des fermières

---

Val-d'Espoir's Cercle des fermières

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Barachois Canadian Legion

---

L'OASIS Community Center

---

Barachois Recreational Center

---

Saint-Georges-de-Malbaie's Outreach Committee

---

Chevaliers de Colomb

---

The Catholic parishes of Saint-Georges-de-Malbaie, Saint-Pierre de Barachois, Saint-Michel-de Percé, Val-d'Espoir and Cap d'Espoir

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The Anglican parishes of St Peter's of Malbay, St Paul's of Barachois and St Paul's of Percé

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## Recreational activities

Seniors can also enjoy the following recreational activities:

Handicrafts	Museums
Indoor badminton	Free skating
Outdoor swimming (ocean and river)	Painting / Arts
Card games	Paddle board
Singing / Choir	Scuba diving
Hunting and fishing	ATV
Hiking clubs	Snowshoeing
Physical conditioning	Hiking
Community kitchens	Cross-country skiing
Social dance	Tai-Chi
Brain Gym exercises	Mountain biking
Computer science	Fat bike
Gardening	ViActive
Games (horseshoes, lawn bowls, etc.)	Indoor volleyball
Kayak	Beach volleyball
Meditation	Yoga
Snowmobile	Yukigassen
Motoneige	



## Recreational infrastructures

A number of diversified recreational infrastructures are also available:

Outdoor agora	Two networks of hiking and snowshoeing trails
Four libraries	Three community gardens
Two museums	Seven non-supervised beaches
Two interpretation centers	One scuba-diving center
Two auditoriums	Two locations for renting kayaks
One theater	One location for renting paddle boards
Seven community centers/halls	One location for renting fat bikes
One community kitchen	Two outdoor skating rinks
Two Cercle des Fermières' spaces	One golf course
Three gymnasiums	One volleyball field
Six rest stops	One soccer field
Three school parks	ATV and snowmobile trails
Two municipal parks	
One area for outdoor games (lawn bowls, horseshoes, etc.)	Other infrastructures located outside of Percé can also be added to this list, notably Grande-Rivière's arena, Chandler's indoor swimming pool, and Gaspé's mountain skiing center and indoor swimming pool.
One tourist wharf with a walking trail	
Two wharves with fishing harbours	

## Other local services

Other local services are available in Percé but some (restaurants, concession stands, gas stops) are open only during tourist season:

Five post offices	Four garages with auto mechanic services
Two flower shops and garden centers	Two banks (Caisse Desjardins)
Four SAQ stores	One thrift shop
Four corner stores	One pharmacy
Four grocery stores	One hardware store
Two caterers (grocery stores)	A number of snack bars and restaurants
Three gas stations	Hair and beauty salons



# MADA consultations

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

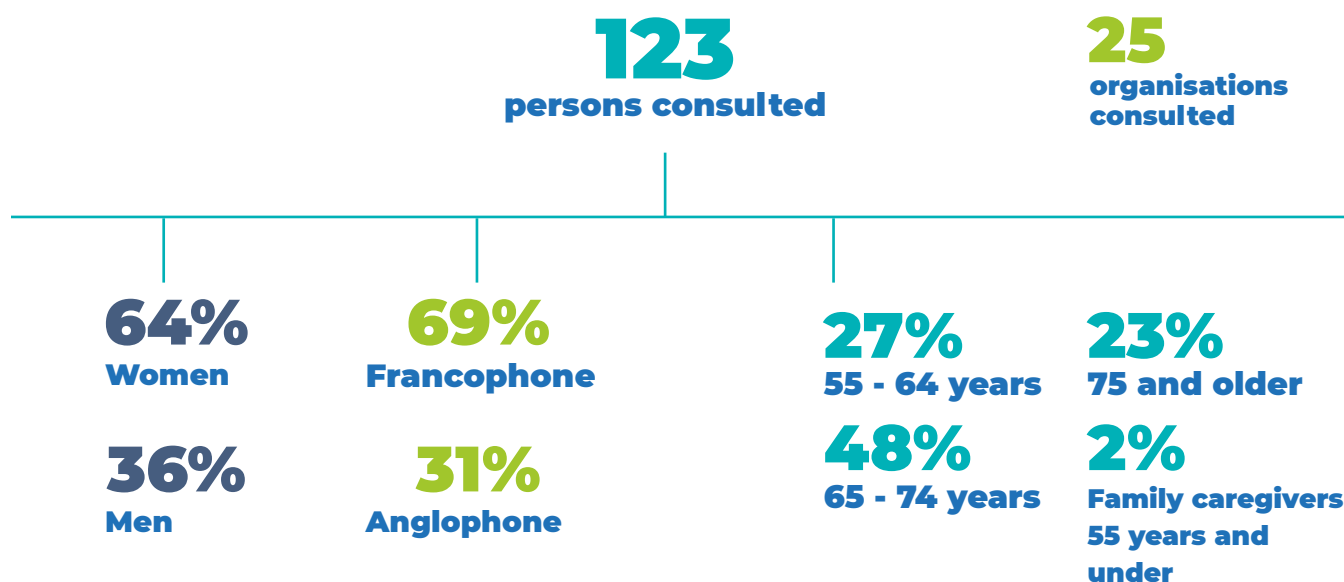
Regarding the current process in Percé, two rounds of consultations were organized in June and December 2020. We adapted our consultation methods to the realities of the COVID-19 pandemic.

A first round of consultation was undertaken 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 city 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 local seniors in Percé; they also helped us take heed of the strengths and weaknesses of current services for seniors, and to better update the MADA action plan for the years 2021-2023.

## MADA consultation highlights in Percé



# MADA Action plan 2021-2023

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



## Outdoor areas and public buildings

In Percé, outdoor sites are well appreciated by senior respondents even though some infrastructures are not easily accessible, with few add-ons and few washrooms. Use of these outdoor locations and local sports infrastructures could be increased by better adapting them to seniors who use them for both sport and socializing.

City sectors with lots of services do not have sidewalks and fast traffic makes hiking and biking unsafe in many places. The center of Percé is the only place with sidewalks, which makes it the best place to walk around while doing groceries; however, these sidewalks need maintenance, repair and should be upgraded.

Finally, according to survey respondents the city's public buildings are well furnished and accessible, with the exception of the four libraries which could be used more by seniors, who generally found they were subpar on average.

### Goal

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

### Actions

Surveying local outdoor locations and public buildings to identify what type of work needs to be undertaken, to set priorities, and do maintenance and upgrade work to make these locations more accessible to seniors.

**To adapt outdoor and indoor locations to increase senior usage**

Creating trails, adding installations and add-ons to meet seniors' needs in terms of accessibility, comfort and socializing potential in the Rivière Émeraude park, in the upcoming municipal park and on local beaches.

Helping local associations and community organisations in upgrading locations and equipment used by seniors.



## Housing and Life Environment

The vast majority (84%) of people 65 and older living in Percé are home owners; most live in single-family houses, and 6% live in intergenerational houses. Seniors' priority is usually to access services and financial support to be able to remain in their own home as long as possible.

Seniors' housing opportunities are generally good, with 46 OMH units in the city's area. However, only 3% of respondents 55 and older declared finding enough affordable and adapted units, while less than 10% of respondents declared having information on senior units and related financial support programs. Considering 42% of people 65 and older in Percé live by themselves with sometimes no direct social support, having access to home support services should become a local priority.

Respondents found local services are generally easily accessible. Some of these services should be upgraded to meet current accessibility standards; many restaurants, snack bars and gas stops are also closed part of the year, resulting in having to drive long distances to be able to access such services all year round.

### Goal

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

### Actions

Planning new housing developments over the course of the next decade to meet seniors' needs.

Supporting intergenerational housing developments.

**To improve senior access to home support services**

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

**To improve senior access to local services**

Encouraging business developments which contribute to the city's social vitality by being open all year round.

Encouraging stores and service providers to better adapt indoor and outdoor spaces to meet seniors' needs by setting up an Age-Friendly certification.



## Transportation and Mobility

In Percé, personal vehicles are the favourite mode of transportation for people 55 and older. However, local road conditions are sometimes poor if not actually dangerous depending on the time of the year, depending on the sectors and on people's functional abilities which tend to decrease with age.

Access to transportation is one major issue when thinking about seniors' autonomy and social involvement, and alternative modes of transportation need to be made more accessible.

In the MRC, REGIM services are most used (CIRADD) in Percé, which is an opportunity that should be built upon. Regarding volunteer accompaniment services and adapted and public transit, the territory of Percé falls under the responsibility of a variety of organisations; this aspect of local mobility issues must be taken into account to better coordinate each and all sectors' service coverage.

Due to the city's covering of a large and varied territory, hiking and biking are difficult to promote as active modes of transportation; however, walking could be encouraged more in some sectors with the help of sidewalks that are maintained and clearly identified with proper signage in the winter.

### Goal

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

### Actions

Giving the MRC the mandate to ask REGIM for upgrades to its services in order to better meet seniors' needs.

Making presentations either alone or together with the MRC to adapted and collective transit service providers in order to obtain services that are more accessible and diversified.

**To strengthen 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

Percé is among the MRC's top municipalities when it comes to the number of associations dedicated to seniors. These associations are active in four of the city's sectors, with at least one English-speaking club among them. Nineteen events are also planned in Percé each year.

The municipal administration benefits from a department dedicated to event, recreation and cultural activity planning and the city also adopted a policy aiming at supporting local community organisations.

Almost half of survey respondents are aware of local volunteering opportunities and the same amount of people think the future of volunteering is a major local issue if we want to keep benefitting from vibrant community associations. Finally, very few seniors have declared being interested in mentoring younger people.

### Goal

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

### Actions

Setting up support mechanisms aimed at encouraging existing volunteers to keep being involved.

Promoting volunteering opportunities in community organisations.

Having local volunteer organisations work together in a more concerted fashion.

**To promote civic involvement among local seniors**

Continue broadcasting the City Council's meetings on the internet and on local community TV channels.

*Monthly community meals free or with a nominal charge, like Soup day, BBQ.*

– Proposition from a senior citizen – City of Percé





## Recreational activities

In Percé, recreational activities for seniors usually take place in community centers and outdoor locations. Survey respondents' interests are divided between sport, cultural and social activities, and they vary among age groups; younger individuals tend to prefer cultural and sport activities while seniors over 75 are more attracted to social activities.

In addition to locations that require an entrance fee and are used by both tourists and local residents, the city also benefits from natural sites where activities are available for free all year long.

Generally speaking, social and art activities organised by the city have been given an average rating by most respondents. In particular, the four libraries could attract more senior residents by adapting their opening hours and activities.

In terms of sport, only a third of respondents declared indoor and outdoor sport activities were well adapted, numerous, and diversified enough.

### Goal

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

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

**To encourage seniors to use sport and cultural facilities that are out of town**

### Actions

Organising outdoor activities in partnership with interest groups.

Promoting physical activities organised in partnership with the MRC.

Continue supporting recreational activities that are already enjoyed by seniors.

Supporting the creation of new recreational activities such as those requested by survey respondents.

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

Setting up a financial support program aimed at compensating the additional costs incurred by individuals who use equipment and installations outside Percé when these equipment and installations are not available within the city limits.



## Respect and Social inclusion

The vast majority of respondents 55 and older said they felt being treated with courtesy, respect and benevolence by municipal, private and community staff members in Percé. Half of respondents think their needs and interests are taken into account during events and activities. However, only one out of four respondents participates in intergenerational activities and think seniors' contributions are properly acknowledged.

According to DSP statistics, 62 % of people 65 and older in the MRC stated they were satisfied with their social life. In the Gaspé region, 78% of people the same age experienced a strong sense of belonging to their community.

However, work needs to be done to fight against social isolation and financial insecurity among some local senior residents. Up to 38 % of respondents declared experiencing loneliness and isolation, and that they had been unable to attend certain events due to financial costs.

### Goal

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

**To recognize seniors' experience and skills**

**Initiating projects that fight against senior isolation**

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

### Actions

Consulting seniors once a year.

Encouraging seniors to participate in activities aimed at tourists and presenting what living in Gaspé is all about.

Organising a yearly day dedicated to seniors.

Taking part in CASA's Contact-Impact project, which aims at reaching out to vulnerable seniors.

Taking part in welfare projects directed by the MRC's roundtable against senior abuse as well as other community projects.

Taking part in RDS' Seniors Table projects in the MRC to fight against social isolation among seniors.

*Inclusivity....no cliques. Everyone should feel welcome.*

- Proposition from a senior citizen - City of Percé



## Information and Communication

Our MADA consultation process highlighted one major local issue - how to reach out to more senior residents in order to keep them informed on topics that may be relevant to their daily lives. Less than 50% of survey respondents declared having access to municipal, public and community information and only a third of respondents think they are well informed regarding municipal events and activities.

Access to information mostly depends on what means of communication are used. Traditional means of communication (television, radio, mail and phone) are preferred among respondents, particularly those 65 and older, while the Internet and social networks are more popular among people 55 to 64.

Such a situation is hardly surprising considering age, education and income levels are key factors in the process of entering the digital age among people 65 and older (CEFRIO). Work needs to be done to help seniors get accustomed with these types of media.

Additionally, communication tools used in Percé also need to be accessible to the Anglophone community.

### Goal

### Actions

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

Using a variety of traditional and digital means of communication.

Sharing reference material on available services to seniors who may need them.

Translating the MADA documentation in English, as well as other documents that may be relevant to seniors.

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

Increasing the promotion of the Memento automated message system.

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

Creating information material on local outdoor recreational locations.

**To foster personal contact between the municipal team and local seniors.**

Hand out an information package to municipal staff members who work directly with senior residents. This package should contain all essential information relevant to seniors as well as practical information on a customer service approach tailored to seniors' needs.



## Health and Social services

The majority of local senior residents seem to have no major problem accessing health professionals and services. However, home care and family caregiver respite services are seen as neither rapidly nor easily accessible and half of survey respondents did not know them at all.

According to 2013-2014 DPS data, 45 % of people 65 and older had difficulties completing certain daily tasks such as hearing, seeing, communicating, walking, using stairs or bending forward. The same year, 13% of people between 65 and 74 and 27% of people 75 and older needed support for daily tasks such as cooking meals, doing chores, or taking care of themselves.

This being said, due to the pandemic lockdown which took place in the spring of 2020, respondents had to resort to community services, or to family and friends for support. This reveals that social support is still important for seniors, and that formal support (health and community networks) could be promoted more among seniors.

Additionally, work needs to be done to enhance senior residents' food autonomy and quality, particularly for elders who experience difficulties in accessing and cooking meals. Healthy living habits also need to be promoted considering the majority of respondents declared being not well informed on the matter.

### Goal

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

### Actions

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

Promoting the PAIR call system which is offered by Centre d'action bénévole in Gascons-Percé.

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

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

*A program could be started for elderly as a companionship «check in on system to be sure the person eating properly, the house is heated, smoke detectors are working.*

- Proposition from a senior citizen - City of Percé

Promoting healthy food among autonomous and less autonomous seniors (nutrition courses, community kitchens, backyard planters, community gardens and support for private gardens, etc.).



## Safety

In Percé, almost all (96%) survey respondents 55 and older stated they feel secure in their home and neighbourhood. City emergency and civil protection services are seen in a positive light by more than half of respondents, but only a third of respondents declared knowing of Sûreté du Québec interventions.

Additionally, past awareness campaigns related to abuse against seniors seem to have had some success considering two thirds of respondents knew who to call in such an event.

The most recent ISQ survey on senior abuse in Quebec shows that 6% of 65 year-old people who live either at home or in a private nursing home had experienced one or more instances of abuse, and close to a third of victims never filed a complaint. More work needs to be done to fight against senior abuse and to create a social net for elder protection.

### Goal

### Actions

To promote mutual aid and solidarity with most vulnerable seniors

Creating initiatives such as *Voisins solidaires*.

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

Updating the contact list of senior residents depending on the age group, the number of people living at the same address and the level of vulnerability.

Setting up tools to better inform seniors in emergency situations.

To coordinate firefighting, police and first responder services to enhance the safety of local seniors

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

Making the identification of all street addresses easier in case of emergency by enforcing existing house numbering regulations making it mandatory to put an easily identifiable street number on each house.

Keeping working on recruiting new volunteer first responders in all priority sectors in Percé.

Offering First Aid and ICD training workshops.



To create stronger ties between senior residents and police	Giving away information regarding the role of police services in the community.
To contribute to actions being undertaken to fight against senior abuse	Working together and taking part in the projects of the MRC's roundtable against senior abuse.

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

*Better sidewalks in Percé and Barachois and keep clear in winter.*

*- Proposition from a senior citizen - City of Percé*

## 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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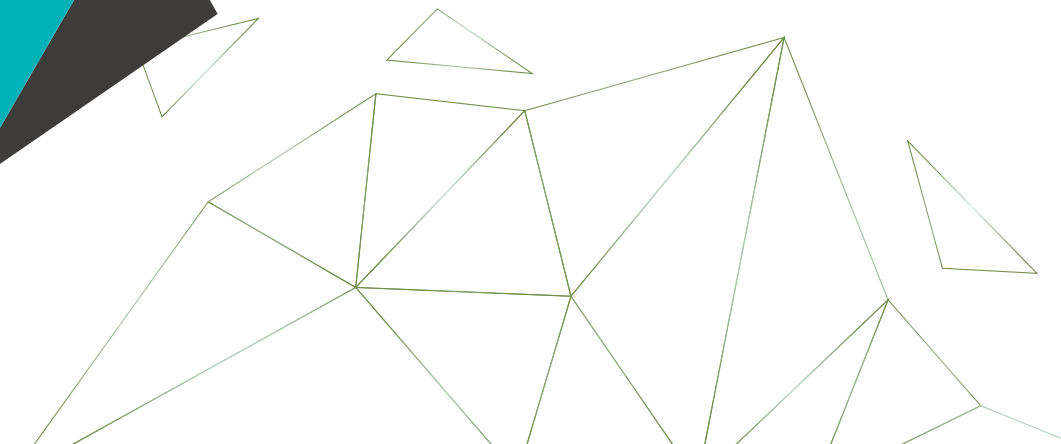
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