Update to Council on Age Friendly Action Plan Update

Purpose

To provide an update from the Human Rights Committee of Council (HRCC) on the City of Winnipeg's Age-Friendly Action Plan update for Council and the public.

Background & Current Status

In 2025 Council directed the HRCC to conduct community consultations meant to inform the update of Age Friendly Winnipeg Action Plan in line with the World Health Organization. It also directed the public service to conduct a departmental update. The action plan has not been updated since 2014 nor have there been annual reports produced as envisioned.

The action was structured along seven priorities including:

1. Outdoor Spaces & Buildings; 2. Transportation 3. Housing 4. Social Participation	5. Civic Participation and Employment 6. Communication & Information 7. Community Support & Health Services

HRCC incorporated the motion into their multi-year workplan with the objectives of launching an inclusive, accessible, Age-Friendly consultation, gather qualitative and quantitative feedback from older adults across Winnipeg, and produce a consultation finding or "What we Heard" report for City Council's consideration. The direction of Council was to consider the World Health Organization Age Friendly Cities Framework and UN Decade for Healthy Aging within the work.

Major milestones of the Age-Friendly work in 2025 involved:

- Pre-launch with seniors to refine engagement materials (like large print newsletters & print materials for centres and groups) including conversations with several groups including The Centre for Aging (University of Manitoba); various seniors groups including ethno-cultural groups as per Council direction; A&O: Support Services for Older Adults;
- Meeting on existing data and recent consultations;
- Update to council (email) Council can expect sample letters on the Purpose of the Age-Friendly Initiative Importance of engaging seniors from diverse cultural and linguistic communities as well as options for hosting facilitated sessions and material (for distribution within their wards);

- Identification of Age Friendly Manitoba resources as a reference tool;
- Development of Age-Friendly materials incorporated into the “gallery walk” for the official launch of Human Rights Dialogue series;
- Preliminary conversations have been broached with Ethno-cultural organizations and networks such as the Immigration Partnership Winnipeg; Muslim-led community organizations; Sudanese community leaders and organizations - Community members identified through the Accessibility and Inclusion Subcommittee and more

The public service identified CAO/Community development to undertake the public service update in the final quarter of 2025 and an interdepartmental group is gathering data as a separate and yet complimentary initiative.

Next Steps HRCC:

Quarter 1 2026 (5 Activities)

1. Early Outreach to Community & Ethno-Cultural Organizations Continues

   Letters will be sent to introduce the Age-Friendly Initiative and HRCC’s role as directed by Council and invite community organizations and networks across Winnipeg to Invite organizations to partner in hosting consultation sessions for their senior members at familiar, accessible locations.

Deliverables: Standardized outreach letter/template - Initial list of contacted organizations and follow-up plan

2. Finalize Consultation Tools - Following the workshops and feedback HRCC will edit and formalize the Age-Friendly survey (plain language, accessibility, print and digital formats) - Ensure physical (paper) copies are available for distribution - Finalize training materials and facilitator guide for consultations - Ensure materials are trauma-informed, accessible, and culturally responsive including translation options - Once finalized, deliver paper & newsletters etc.

Deliverables: Age Friendly survey (print and digital); A Facilitator / Train-the-Trainer guide - Printed survey packages for distribution and newsletter /senior centre material options

3. Information Session & Train-the-Trainer Volunteers

In line with WHO, Host an information session outlining: -Purpose of the Age-Friendly Initiative - Council motion and HRCC's role - Consultation goals and methods - Deliver Train-the-Trainer session to prepare facilitators

Deliverables: Trained facilitators & Shared understanding of consultation process

4. Identify Consultation Locations & Priority Groups

Develop a list of priority outreach locations, including: - Access Centres - Seniors' centres and clubs (e.g., Lions Clubs/Ethno-cultural seniors groups) Community centres – Senior Housing complexes and supportive housing for older adults

Identify opportunities for both facilitated sessions and survey-only distribution Ensure geographic, cultural, and accessibility diversity

Deliverables: - Confirmed list of consultation and distribution sites - Outreach schedule

5. Budget Refinement

Develop a per-session budget, including: - Coffee, tea, and light refreshments (e.g., donuts) - Printing costs - Identify available funding sources or in-kind supports Councillors offices or organizations to extend HRCC budget

Deliverables: - Itemized consultation budget

Quarter 2 & 3 2026 (3 activities)

6. Outreach & Promotion

Distribute materials to: - Seniors' homes - Seniors' clubs - Community organizations serving older adults

Deliverables: - Printed and digital outreach materials - Distribution list/Council

7. Deliver Consultations

Book consultation and distribution dates as early as possible to secure space and participation - Officially launch ongoing Age-Friendly consultations - Conduct in-person facilitated sessions -

Distribute surveys to seniors' homes, clubs, and organizations with clear pick-up or return dates Collect completed surveys and qualitative feedback

Deliverables: - Completed consultations - Returned paper surveys - Compiled survey and session dates

8. Reporting & Knowledge Sharing

Analyze findings and identify key themes - Develop a consultation findings report Provide report to: - City Council and the public service

Deliverables: "What We Heard" Age-Friendly Engagement Report, Executive Summary and Summary slide deck

Governance & Roles

Lead Bodies:

- Human Rights Committee of Council (HRCC)
  - Accessibility and Inclusion Subcommittee

Operational Leads:

- Sherri
- Aly

Working Group:

- Members of Accessibility and Inclusion Subcommittee
- Members of HRCC (voluntary)
- Members of other relevant subcommittees (as appropriate)
- Community partners and HRCC alumni (as appropriate)