

Appendix B

Older Persons Strategic Framework: Outline

An Older Persons Strategic Framework will set out the overall direction, shared values, and long-term goals for how the City of Winnipeg will support older adults. This framework will clearly describe what each City department is responsible for and ensure departments are working together in a coordinated way. A corresponding Age-Friendly Winnipeg Action Plan will put the direction into practical terms and outline specific actions or projects the City will work on over the coming years to make Winnipeg more age-friendly.

On December 9, 2025, Council directed the Public Service to develop an Older Persons Strategic Framework based on the United Nations Principles for Older Persons and the World Health Organization's (WHO) Age-friendly Cities framework. Each of these reference points is summarized as follows:

United Nations Principles for Older Persons

The UN has five principles, including:

- **Independence:** Supporting older adults to live safely, autonomously, and affordably in their communities.
- **Participation:** Ensuring older adults are engaged in civic life, decision-making, and community activities.
- **Care:** Promoting access to appropriate supports, services, and protection.
- **Self-Fulfillment:** Enabling lifelong learning, cultural participation, and personal growth.
- **Dignity:** Upholding respect, inclusion, safety, and freedom from ageism, abuse, and discrimination.

World Health Organization (WHO) Age-Friendly Cities Framework

There are eight Age Friendly Cities 'domains', including:

1. **Outdoor Spaces & Building:** Focus on making public spaces safe, clean, and easy to use for people of all ages and abilities, including parks, sidewalks, and public buildings.
2. **Transportation:** Ensure that people can get around the city easily and affordably through accessible public transit, safe roads, and walkable communities.
3. **Housing:** Support a range of safe, affordable, and suitable housing options that allow older adults to live independently and remain in their communities as they age.
4. **Social Participation:** Encourage opportunities for older adults to take part in cultural, recreational, and social activities and stay connected with others.
5. **Respect & Social Inclusion:** Promote positive attitudes toward aging and ensures older adults feel valued, respected, and included in community life.

- 6. Civic Participation & Employment:** Support older adults' ability to contribute through paid work, volunteering, and participation in public decision-making.
- 7. Communication & Information:** Ensure information about programs and services is easy to find, understand, and access in different formats and languages.
- 8. Community Support & Health Services:** Focuses on access to health, social, and support services that help older adults stay healthy, safe, and independent.

Proposed Older Persons Strategic Framework

The following outline proposes the approach the Public Service will take in developing the framework. This outline is framed using the WHO age-friendly domains as the primary headings, and the corresponding UN principles identified for reference. The proposed strategic objectives within each domain have been developed to align with the WHO domains while ensuring clear connectivity to the UN's principles for Older Persons.

1. Outdoor Spaces & Buildings

UN Principles: Independence, Dignity

Proposed Strategic Objective:

- Improve accessibility, safety, and usability of public spaces and facilities

Key Actions: To be determined

Proposed Lead Departments: Public Works; Parks & Open Space; Planning, Property & Development

2. Transportation

UN Principles: Independence, Participation

Proposed Strategic Objective:

- Support safe, affordable, and accessible mobility options

Key Actions: To be determined

Proposed Lead Departments: Winnipeg Transit; Public Works

3. Housing

UN Principles: Independence, Care, Dignity

Proposed Strategic Objective:

- Increase access to affordable, accessible, and age-friendly housing

Key Actions: To be determined

Proposed Lead Departments: Planning, Property & Development; Housing Accelerator Fund

4. Social Participation

UN Principles: Participation, Self-Fulfillment

Proposed Strategic Objective:

- Reduce isolation and increase opportunities for connection

Key Actions: To be determined

Proposed Lead Departments: Community Services; Winnipeg Public Library

5. Respect & Social Inclusion

UN Principles: Dignity, Participation

Proposed Strategic Objective:

- Foster an age-inclusive culture and combat ageism

Key Actions: To be determined

Proposed Lead Departments: Equity, Diversity & Inclusion; Community Services

6. Civic Participation & Employment

UN Principles: Participation, Independence

Proposed Strategic Objective:

- Strengthen opportunities for older adults to contribute their skills and experience

Key Actions: To be determined

Proposed Lead Departments: Human Resources; City Clerk's; Community Services

7. Communication & Information

UN Principles: Independence, Dignity

Proposed Strategic Objective:

- Ensure older adults can easily access information and services

Key Actions: To be determined

Proposed Lead Departments: Corporate Communications; Innovation & Technology

8. Community Support & Health Services

UN Principles: Care, Dignity

Proposed Strategic Objective:

- Support wellbeing through coordinated community supports

Key Actions: To be determined

Proposed Lead Departments: Community Services; Winnipeg Fire Paramedic Service