



Peel | Council
on Aging
Healthy aging for all

2024 Summit Summary and Recommendations

PLANNING - 2024

In late 2023, Round Table discussion members were asked if they would be interested in volunteering to be part of the Task Force (TF) to begin planning for the 2024 Summit. The venue, Burnhamthorpe Community Center (BCC), was selected before the first meeting on January 30th, 2024. At this meeting, the person most responsible was designated for different areas: logistics (Jennu B.), food (Beverly S.), Vendors (Trish G.), Marketing (Dan C., who joined later), Presenters (Samin A.), Volunteers (Myrna A.), and Registration (Tanya V.) and two other TF members were Ganyo S. and Ann M.

All agreed that the Summit would be held on May 29th between 9 a.m. and 3 p.m. The agenda was finalized, which included Presenters, Table Discussions, an Information Village, and an AGM. Preparations began right away, and TF meetings were held every two weeks. There were two site visits in late April and early May by some TF members, during which the floor plan was finalized, and audio/video was tested.

IMPLEMENTATION - 2024

Logistics: Jennu and Samin

- Confirmed 40 round tables for attendees and 32 exhibitor's tables.
- Burnhamthorpe Community Center had purchased a larger screen to accommodate us.
- BCC picked up extra tables from various Mississauga Community Centers
- The site staff was extremely helpful and accommodating.
- Setup began at 6 am: placing tablecloths, trays, napkins, signage, and rearranging table
- Bev, Jennu, Tanya, and Samin remained afterwards to assist with the cleanup.

Recommendations:

- Before booking the venue, ensure it is age-friendly and easily accessible. For instance, the metal ramp at the rink entrance posed a trip hazard with no alternatives at BCC. The Task Force should be involved in venue selection decisions.
- The Task Force will suggest dates and locations to the PCoA Board for consideration before final decisions are made.
- The sound system was not set up for presentations. It was difficult to hear and see the presentations as the screen was not large enough for people to see at either end of the rink. Future venues should take this into consideration.

Food: Beverley

- Four tables close to the loading dock entrance for easy access would be needed for the boxed lunches, with coffee/tea/water stations at either end of the rink.
- The caterer arrived at 8:30 am with an initial drop of coffee/tea.
- The caterer returned at 10:45 am with the lunches and coffee/tea refresh.
- Bev went around all the tables with a trolley to deliver water and ask if anyone needed assistance.
- Bev pre-organized the table snacks in bags per table to make placing them in the trays faster on the day of.
- Tanya printed sandwich tickets, which were handed out at registration. People handed them in to receive their boxed lunch.

Recommendations:

- The coffee was not good! The caterer had contracted the coffee to a new vendor, and it was not sampled before the event.
- As this venue did not have a kitchen, a boxed lunch was the best option. A venue with kitchen access is necessary if a hot buffet style is preferred. A cold buffet can also be an option.
- There were 8 sandwich options. Offer 5 or less in the future, but gluten-free and halal options were appreciated by attendees.

Vendors: Trish and Tanya

- Community organizations were contacted based on last year's list.
- New organizations were found through Trish's networking at various community events through her day job.
- Tanya emailed existing and new organizations to see if there was any interest.
- The vendor tables were numbered, and they were asked to arrive between 8 a.m. and 9:30 a.m. to set up. The majority of vendors came on time.
- Some vendors gave out prizes.

Recommendations:

- There were no Platinum or Gold sponsors. Finding sponsors requires more time. Six months is not enough time to plan. The Task Force should be in place at least eight months before the summit's date.
- Vendors started packing up during the Table Discussions. Need to find a way to keep them there longer and engaged.
- Increase the cost of non-profit tables from \$100 to \$150.
- Solicit more for-profit vendors to help cover summit costs.

Marketing: Dan

- Dan had compiled and organized all of the presenter's presentations, including "About PCoA" and "AGM notes," into one slide deck prior to the event.
- Dan set up the projector and tested the sound/video. He was responsible for changing slides throughout the day.
- Dan was responsible for putting together the "logo board" that was placed at the rink's entrance.
- Trish, Bev, and Samin handed out and posted flyers in various places in Mississauga.

Recommendations:

- Save the Date should be sent as soon as the venue and date are confirmed.
- More media options can be explored and utilized: IG, FB, TikTok, LinkedIn, and post flyers.
- Ask attendees to #(hashtag)PCoA with pictures taken.

Presenters: Samin

- Jayne had provided Samin with contact details for Minister Cho's office. After some correspondence, Samin and the Minister's office agreed to send a pre-recorded "Welcome to PCoA Summit" message.
- Each presenter was asked to speak about an issue faced by older adults that the TF agreed upon. Dr. Alexa R: Healthy Life Transitioning, Jayne C: Should I Stay or Should I Go, and Mary Shkoury: Elder Abuse Scams and Fraud. They all arrived on time.

- Volunteer MBC kindly offered to photograph and videotape the event at no charge. Shan was unable to attend. Nazneen from Volunteer MBC arrived earlier to help at the Name tag table and lunch.
- Presenters were given a \$50.00 Cadillac Fairview Gift Card as a thank-you.
- See **APPENDIX A** for table discussion questions and the response summary.

Recommendations:

- Presenters at the Summit should reflect the diversity of the Region.
- Speakers should provide a tool kit for attendees to take home where they can review the information presented.

Registration: Tanya

- Registration with lunch options set up by Tanya on Eventbrite.
- Friendly reminder emails were sent to attendees and exhibitors a couple of weeks, a week, and two days before the event.
- Invoices were sent to all vendors that registered.
- Tanya and Samin were at the Registration desk in the morning with help from Jennu, Trish and Charlene.
- Tanya and Samin finalized the survey questions. A QR code was created for easier on-the-spot access, and a few hard copies were also provided per table.
- See Appendix B for Survey results.
- CARP members had to leave early due to school bus pickup time, which affected the number of people remaining for the Table Discussions.

Recommendations:

- Eventbrite was easy to access for individuals but difficult to navigate for groups registering under one organization or name. If attendees have to choose their lunch option, individual registration is required. This needs to be noted on the registration page to avoid future confusion.

Volunteers: Myrna

- As 40 student observers were invited to the Summit, it was agreed that extra volunteers would not be needed to save on lunch expenses.
- Unfortunately, as the students were all coming on a bus with their professors, they could not help.
- Two were asked to assist with the handing out of boxed lunches.

Recommendations:

- Book 8 – 10 volunteers who can assist with different tasks throughout the day, such as set up and take down, registration, lunch distribution, and greeters.
- Partner with a local school to allow students to receive 7-8 hours of their required 40 volunteer hours.

****TF should be given a budget to work with at the start of the planning process.**

SUMMARY – 2024

- 2024 was a huge success! The event was sold out. Registrations exceeded last year's by 100 and vendors by 8. There was a total of 322 registrants and 32 vendors.
- The day progressed without any issues or delays.
- Boxed lunches were easy and quick to hand out. The favorite sandwich options are roast chicken (halal), roast beef, egg salad, turkey (halal) and grilled vegetables. People appreciated the halal and gluten-free options. The sandwich size was a good size portion.
- People were taking pictures of themselves in front of the Balloon Arch.
- See **APPENDIX B (question 12)** for the list of suggested topics for future Summits.

ITEMS	CREDITS	DEBITS
Lunch + coffee/tea	\$ 7809.43	
Snack, water, ice	\$ 341.87	
Venue Rental	\$ 512.10	
Balloon Arch	\$ 290.00	
Printing & Stationery	\$ 937.88	
Gift cards (presenters)	\$ 206.00	
Tablecloths, trays	\$ 114.40	
FB Boosters	\$ 214.22	
Logo Board	\$ 59.20	
USB Backup	\$ 25.69	
Vendors Revenue		\$ 8400.00
Net Revenue 2023		\$ 5170.00
TOTAL	\$ 10,510.99	\$ 13,570.00
NET REVENUE 2024		\$ 3,059.10

SURVEY SUMMARY – A total of 104 people responded

- **86.3%** not PCoA members
- **44.1%** older adults, **35.3%** community organizations, **21.6%** interested in healthcare - **37.3%** are members of a racialized community.
- **38.2%** between 65-75 years old, **31.4%** 75 +, **17.6%** 50-64 years old.
- **51%** rated the venue as excellent, and **37.3%** rated the venue as good.
- **99%** rated the Summit venue as easy to access.
- **84.3%** used their own car to attend the Summit.
- **87.3%** found the lunch to be satisfactory
- **57.8%** found the Table Discussions questions addressed issues faced by older adults, and **22.5%** did not participate.
- All presentations received a majority of ratings between 4 and 5, with Elder Abuse receiving the highest number of 5.
- **100%** found the Information Village networking opportunities to be beneficial.
- See **APPENDIX B** for the full summary breakdown.

APPENDIX A: 2024 PCoA Summit on Aging Table Discussion Responses

QUESTION # 1:	What changes do you believe are necessary to address “ageism” in the community?
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- : Teach every person under “50” in the health care system or social services that “old people” still have value. Do not dismiss older people as a spent force, no longer worth your time & effort.
- : Better educate society on how active seniors are. Stop stereotyping about what older people look like and can do. Have more seniors involved on committees or councils and more intergenerational programming like co-sharing.
- : Interaction between age groups such as education, involvement in community events
- : Social media can play an important part. The word “senior” is a problem. It should be 55+ or active adults, NOT ELDERLY. Have intergenerational activities and exposure to other age groups.
- : Healthcare professionals should address this without throwing “ageism” at the patient. Don’t associate illnesses with age. Change language, educate the younger generation, employ more seniors, and raise community awareness.
- : We need to create an age-friendly environment with better-versed healthcare professionals. It's important to show seniors as active adults with lots to give. The use of language is crucial in this. We should involve other generations. It would be beneficial to have a “senior recognition day,” so there is marketing surrounding seniors and not just celebrating “grandparent’s day.” It would be good if older adults went to schools to tell their stories and share their life experiences.
- : Start with language – remove “elderly” from our vocabulary. Integrate seniors in decision-making. Market a vibrant senior lifestyle and value shared experiences.
- : Hiring a diversified workforce at all levels and ages. It starts with education at home and school.
- : Right now, our communities are segregated; therefore, seniors feel more excluded. There must be more integration.
- : Seniors have so much information, history, and knowledge to share. So don’t ignore them.

QUESTION # 2:	What barriers or challenges might an older adult face in maintaining mobility at home and in the community?
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- : Address the abuse of “handicap” spots used by people whose names are not on the permit.
- : Not being able to drive, the cost of transit, access to sidewalks, financial barriers, no elevators, and the timing of Trans help (pickup window is too long).

- : Barriers at home can be the stairs, shower, and memory/vision loss, to rectify, use assistive devices such as chair lifts, raised toilet seats, grab bars, safety bars, and home care community visits
- : To overcome barriers, have someone check in regularly, someone accompany them to appts, have a will (who will make decisions on your behalf),
- : Have seniors help seniors with home visits, Dr. appts, and house chores. There should be a onestop shop for all resources that a senior living at home would need.
- : make the home more mobility-friendly by making modifications. Have someone advocate for you. Find a handyman/ housekeeper that can help with chores. Find names of trustworthy people through senior centers and churches.
- : There needs to be more information sessions to bring awareness about community programs that can help a senior stay at home. Maybe set up a “senior helpline’ for people looking for information.
- : The digital age makes working appliances more complicated if one is not tech-savvy. Loosen insurance regulations for drivers who support seniors to appts; Uber has limitations as one would also need a support person to attend the actual appt.
- : Elders don’t know who to go to find information. There should be a one-stop shop with resources. Who does one ask for help when deciding whether to stay or go? Someone who can ask questions of the seniors to make sure they know their options.
- : In the community, make sure buildings are accessible for seniors, longer wait times at lights so seniors can cross the road, and the city needs to clear snow on sidewalks faster.
- : We just need a central information center, so everyone knows what is available to seniors. There is a lack of knowledge of what resources are out there.

QUESTION # 3:

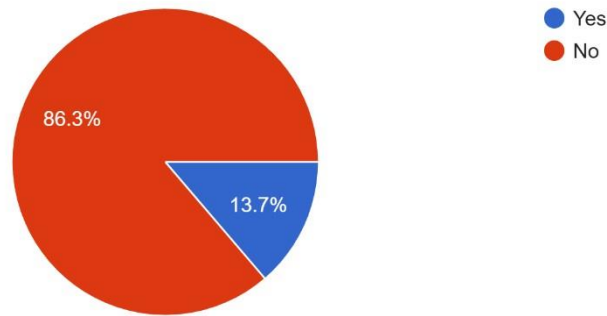
When navigating life transitions, what support (social/health) systems might an older adult have in place and what is lacking?

- : Downsizing is difficult and emotional. Having to move and make new friends is hard. There is a lot of anxiety. There is no help to help navigate going from home to facility.
- : Seniors are unaware of services that will help them get around. They might need help with new technologies. There should be more workshops on navigating systems and information sharing.
- : One needs community and family support. Better home-care services that an average senior can afford. Make accessible/assistive devices less expensive. There is too much bureaucracy and red tape when applying for assistance. To help with the health system, recognize foreign-trained healthcare professionals. Students should have more exposure to treating seniors so they don’t think illnesses are specific to older people.
- : PCoA should be the single source of truth. All cities within the Region should provide a link to PCoA’s website, where you can find all the information needed to make decisions based on the person’s life transition.

APPENDIX B - 2024 PCoA Summit on Aging Survey Results

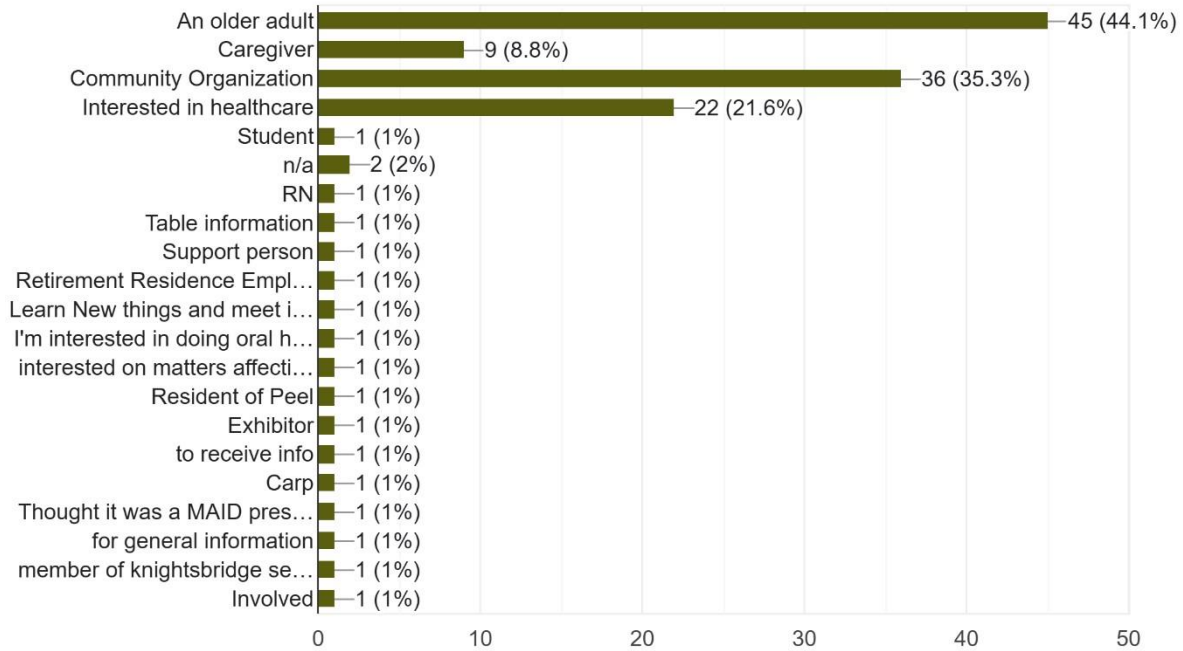
1. Are you a Peel Council on Aging Member?

102 responses



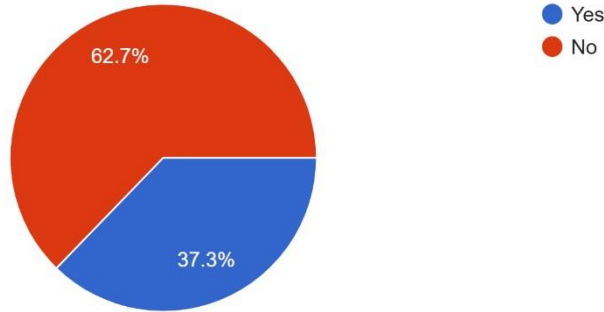
2. What is your reason for attending?

102 responses



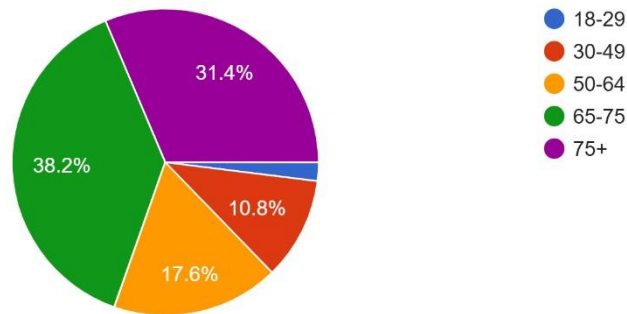
3. Are you a member of a racialized Community?

102 responses



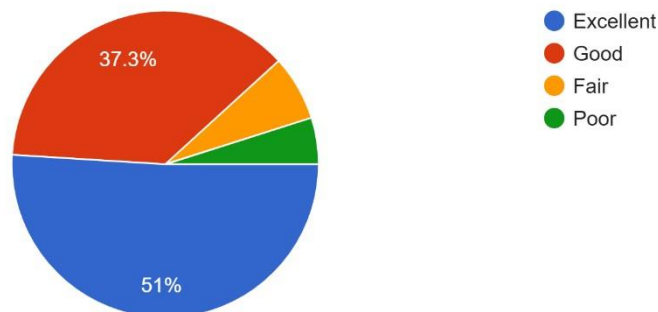
4. What is your age demographic?

102 responses



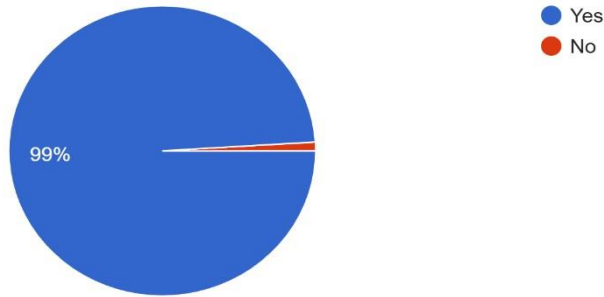
5. How would you rate the venue's suitability for the event?

102 responses



6. Was the Summit easy to access?

102 responses



7. What mode of transportation was used to attend the Summit?

102 responses



8. Did you find the meals and refreshments provided to be satisfactory

102 responses

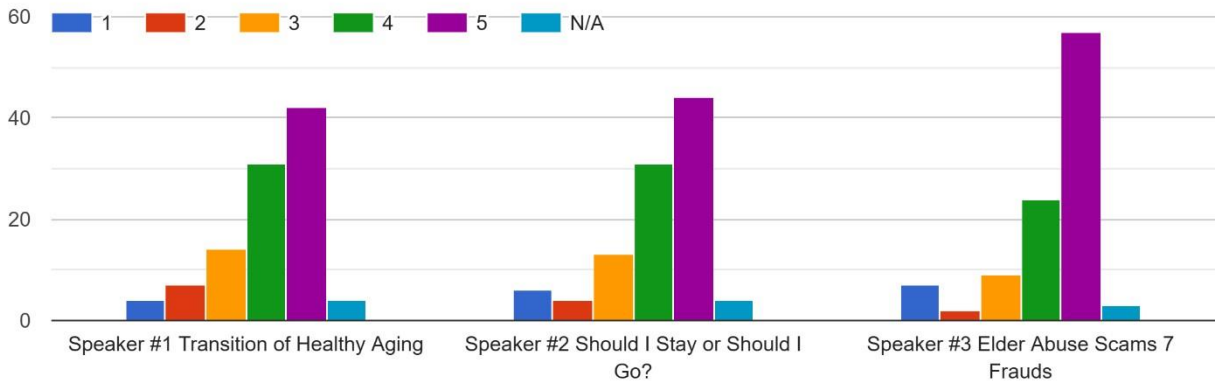


9. Did the round table discussion session help address issues facing older?

102 responses

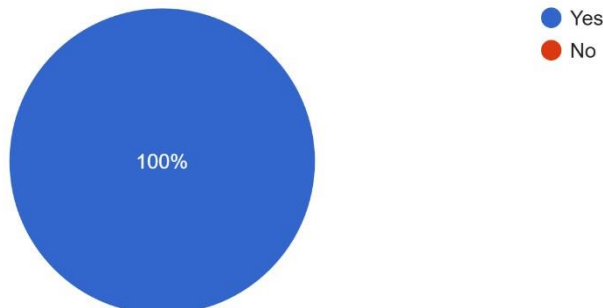


10. How satisfied were you with the presentations delivered by the speakers



11. Were the networking opportunities at the Information Village beneficial?

102 responses



12. What topics would you like to see covered in future Summits?

Medication

More support in the community

More on educating seniors about frauds and scams

Dementia care

Community support services. The variety

Interaction with younger adults.

How to become involved in Peel Council on Aging

Seniors housing options - low income

Long term care stroke various age groups and care at home options

Financials

More Health and Wellness!

Government assistance available (services and financial aid navigating through the system navigating health care

Breaking down the barriers that say 65 is the age for retirement. More education and advocacy with for profit and not for profit organizations

Shared housing

Health Care and the need for Family Doctors

Accessibility for persons with disabilities

Financial assistance available for residential care homes---financial help

How to stretch the dollar

Services available to help seniors stay longer in their homes. List of private and government run retirement homes in the Peel region.

A police presentation on scams/personal protection.

Legal services and wills

Have more vendors ie CAA, banks, cleaning companies.

Municipal & Provincial input/response to housing needs

Maintenance of lawn and snow removal in the winter months.

Dementia

Specific services that seniors in Peel region are eligible for.

How to remain living in your own home for as long as possible.

Some advice on financial opportunities. Generally the subjects were good but about the organization, rather than about seniors and opportunities.

Power of Attorney and Estate Planning

How to connect with the community, getting out to avoid loneliness.

Mobility issues with help of walkers wheel chairs high stools hiking poles scooters easy to use means of mobility to give independence and freedom.

Oral health care

Senior shared living

Daily physical activities

Helping seniors to plans to stay in their home

Types of mobility devices and services available for older adults. What resources are in the community?

seniors addressing digital technology even to the basic level of using a cell phone.

assisted living

Financial stability re living healthy vs affordability and the cost of medications for seniors and those with serious health issues. Every senior should be given umbrella benefits to access medications. Same for the universal dental plan. As it is, seniors who have pension benefits are not eligible for this.

Grants that may be available to seniors/senior agencies.

Social services for seniors

navigating the healthcare system

Immune susceptibility - afflictions of the aged

Options for senior support. Where to go for resources, services available

Navigation of available services in the Region. Accessibility of services

volunteer opportunities for seniors. The PCoA five areas. The structure of the organization and how to connect with those areas if you have questions suggestions tec.

Target you audience

more of the same

Caregivers- the stress it can cause.

POA

Sex in various cultures. Volunteering

more awareness fraud and...

Health and fraud awareness

held more often & please choose another location not an arena. Go back to Brampton site #1

Highlight the benefits of inter-generational integration. Emphasize resource available to seniors

More on scams and abuse

more on resources available for older adults, especially contact information, who to call for what. Managing health care patients rights.

Topics discussed today in more detail. What are patients allowed to know regarding their exam results. Can receive our charts, receive hard copy.

Government benefits for aging people and eligibility for the benefits patient rights

expand senior safety line-information behind the number. One step information for senior services.

Cut offs on certain tests etc... by 74 government affect of seniors health

some way to have a central location for information on what is available for seniors

The emergence of AI and its benefits and downfall

How to assist older citizens

MAID

Healthy aging and mental wellness for older adults.

Disability other than mobility (hearing loss)

inform those receiving services i.e. PSW service that the client has the right to complain about incompetency of the service provides and ask for a different PSW.

Ageism

eye health

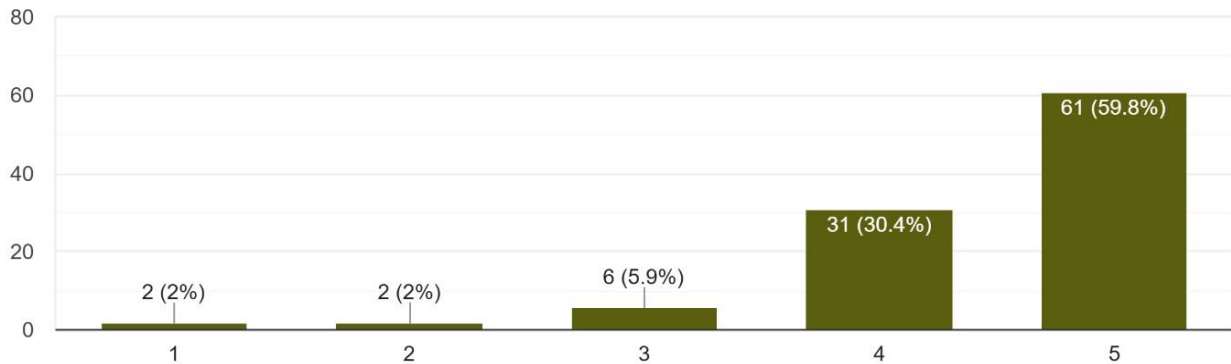
how to help older adults who are members of renoviction problems/actions

involvement of youth seniors lives. Education courses at all levels to inform and integrate the lives and experiences. Remember seniors have contributed so much!

so far satisfied with what there

13. Overall, how satisfied were you with the event

102 responses



14. Please share any additional comments or suggestions you have about the event.

Thank you

Thank you, please do more Advertising on this events.

Hard to hear speaker in the arena due to echo

The event was enlightening and amazing

More interaction with others. Eg game

Am interested in getting involved in PCA. I have my years of experience in LTC as an administrator as well as continuum of care organizations as a volunteer coordinator and activities and program coordinator Too much free time

I would like to be a vendor at future events. Who can I contact? My Email is crm1.evergreen@verveseniorliving.com Thanks for a great day!

No comments!

A bit difficult to understand the gentleman (commentator) on the microphone. Perhaps the screen could have been on the other end of the room, difficult to view if you were seated on the side.

loved the box lunch