

Age-Friendly Newfoundland and Labrador Communities Program

Application Guide



Department of Children, Seniors and Social Development

Available in alternate formats

Age-Friendly Newfoundland and Labrador Communities Program

This guide contains information on the application process for the **Age-Friendly Newfoundland and Labrador Communities Program**. This program is funded through the Department of Children, Seniors and Social Development (CSSD).

Please review this guide carefully before completing the application. Each proposal for funding **must** include the following:

- A completed application form;
- Letters of support from partners indicating how they will work with you;
- Any additional documents to support your application (e.g. annual reports, community plans).

In addition, CSSD has developed the **Age-Friendly Newfoundland and Labrador Communities Program Guidelines** that provide a range of tools that can be tailored to your community's needs. It is highly recommended that prospective applicants review these guidelines prior to submitting an application for funding. The guidelines can be found at www.gov.nl.ca/agefriendly.

Introduction

Newfoundland and Labrador, like many other parts of Canada and the world, has a rapidly aging population. By 2026, approximately 26 per cent of the province's population will be aged 65 or older¹. This demographic shift is an opportunity for communities to recognize the importance of making our province more age-friendly by enabling people of all ages, including older adults, to participate in the social, cultural and economic life of their communities.

The Age-Friendly Newfoundland and Labrador Communities Program builds upon the age-friendly communities global movement initiated by the World Health Organization (WHO) and endorsed by the Public Health Agency of Canada (PHAC). This movement aims to meet the demands of the world's aging population/demographic shift by encouraging the establishment of policies, services and structures that promote healthy aging and wellness across the lifespan. Active aging as a lifelong process supports seniors of today and tomorrow.

An age-friendly community is one where the physical and social environments enable people to live in a secure setting, enjoy health and participate in society regardless of age. The Age-Friendly Newfoundland and Labrador Communities Program offers funding to assist incorporated municipalities, regions, and Indigenous governments and communities in planning for changing demographics, as well as implementing activities/programs/infrastructure that support inclusive communities.

¹ Statistics Canada

1. Overview

The Age-Friendly Newfoundland and Labrador Communities Program, provides funding up to \$10,000 for projects that lead to more age-friendly communities as per PHAC's Pan-Canadian Age-Friendly Communities Milestones (Annex A).

Who can apply?

Incorporated municipal governments and Indigenous governments/communities. Local service districts may partner with an incorporated municipal or Indigenous government to apply.

Creating an age-friendly community is the shared responsibility of numerous stakeholders (i.e., all levels of government, community organizations, business community, public health, educational institutions, etc.). Collaboration between two or more communities/organizations is strongly encouraged. Applications demonstrating effective partnerships and/or regional approaches will be given additional consideration and may be eligible for up to \$15,000 in funding.

Businesses, crown corporations, public health and education institutions and individuals are not eligible to apply.

How it works

Applications will be accepted until January 31, 2020.

Projects are assessed based on the following criteria: inclusivity, engagement and partnership, capacity and sustainability, link to rural/remote communities guide (see Additional Resources in Annex B), clear and concise goals/objectives, measurability, and budget. Communities, who have historically been involved with the program and are working towards the milestones approach (see Annex A), may be given additional consideration.

2. Budget and Contribution Guidelines

Becoming an age-friendly community is an ongoing process. CSSD strongly encourages communities to adopt the milestones approach of becoming an age-friendly community.

The process of becoming an age-friendly community will not look the same in all communities. The Age-Friendly Newfoundland and Labrador Communities Program provides funding for new activities that support age-friendly communities in line with PHAC's milestones approach. Carefully review the detailed funding stream descriptions to determine which stream best fits your goals and objectives.

Funding Stream	Description	Eligible Funding	Preconditions
Initiating an Age-Friendly Community/Region and Developing an Age-Friendly Action Plan	<p>Establishing an age-friendly advisory committee and securing local government resolution/proclamation.</p> <p>Advisory committee membership must include representation from local government, older adults, community organizations/groups and key stakeholders (i.e., health authority, training institutes, business, etc.).</p> <p>Completing an age-friendly community assessment.</p> <p>Consultation and community planning initiatives that result in robust age-friendly community action plans.</p> <p>Initiatives must be in partnership with local government and include consultations with and engagement of older adults, the broader community and key stakeholders.</p>	Up to \$10,000 for individual applicants and up to \$15,000 for regional applicants.	Meet eligibility criteria.
Supporting Age-Friendly Initiatives	<p>Collaborative and innovative projects that support one or more of WHO's eight pillars of age-friendly communities. (Appendix B)</p> <p>Projects must develop and/or implement programs, services, resources, events that support active, healthy living across lifespans.</p>	Up to \$10,000.	Completion of an age-friendly community assessment and action plan.

Project costs will be assessed to determine if they are reasonable and appropriate in relation to the proposed project activities. Budgets must indicate proposed expenditures and how they align with the activities outlined in the application.

- Funds are **not** intended for on-going core operations or regularly planned activities.
- Projects must be not-for-profit in nature.
- A minimum contribution of 10 per cent of **total project costs** is required. These contributions can be cash or in-kind.

- Multiple contributions (cash or in-kind) are encouraged. These contributions help demonstrate collaboration and partnerships.
- All assistance provided for capital costs must be on a cost-shared basis. Capital purchases include purchases in excess of \$1,000 including HST. Cost sharing does not mean that there must be a 50/50 split between CSSD and the applicant.

Ineligible expenses include:

- Consultant fees;
- Staff salary bonuses or honorariums;
- Parking tickets;
- Canada Revenue Agency or payroll penalties;
- Legal fees and court awards for inappropriate dismissal or other inappropriate/illegal activity;
- Membership fees for private clubs, etc.;
- Purchase of alcoholic beverages and/or cannabis;
- Purchase of any illegal substances;
- Unreasonable gifts or unreasonable payments for recognition; and
- Duplication / repetition of initiatives previously supported or currently funded through another grant program within CSSD.

3. Preparing Your Application

The following information will assist you in completing the application form. If you have any questions or concerns regarding the program or completing your application, please contact Seniors and Aging Consultant, Christie Meadus at (709) 729-4349, toll free at 1-888-494-2266 or by email at christiemeadus@gov.nl.ca.

Section 1: General Information

This section is to be completed by all applicants. Please complete this section in full including the legal name of your organization. Please ensure the information for the organization's contact person is up to date and accurate.

Section 2: About Your Community/Region

Please ensure you meet eligibility criteria for this program. Please complete all questions and use additional pages if needed.

Section 3: Detailed Project Description

Please select the appropriate funding stream and complete the required section. **You may only apply for one.**

Section 4: Proposed Project Budget

Please use the budget template to clearly indicate how much you are requesting for each line item and how you calculated the cost. Budgets should include contributions from applicant and if applicable, other sources.

Section 5: Checklist

This section must be reviewed by all prospective applicants prior to submitting the application to ensure you have provided all the required documentation/information.

Section 6: Privacy Notice & Conditions, Section 7: Authorization/Signing Officers and Section 8: Declaration and Disclosure

These sections **must** be reviewed/completed and signed by the legal signing authorities in your community. This individual(s) should be completely familiar with the content of the application and the intended use of any funding.

4. Accounting and Reporting Requirements

Applicants approved for funding will be required to maintain proper fiscal management, including acceptable accounting records.

The funding recipient will be required to submit a final report that contains information on the intent of the proposal, goal(s) and/or objectives, the resources used, the actual or anticipated outcomes, the impact of the activity on the community, the successes or areas for improvement associated with the activity, the lessons learned and any plans for follow-up. A template is available for this report.

5. Submitting Your Application

Applications should be scanned and emailed to:
aging-and-seniors@gov.nl.ca

Or you can mail or drop off your application to:

Age-Friendly Newfoundland and Labrador Communities Program
Department of Children, Seniors and Social Development
6th Floor, West Block, Confederation Building
P.O. Box 8700
St. John's, NL A1B 4J6

Frequently Asked Questions

What is an Age-Friendly Community (AFC)?

An AFC is a community where policies and services are designed to enable people of **all ages** to live in a secure, accessible physical and social environment. AFCs contribute to healthy aging and wellness as well as allow people to continue to participate fully in society throughout the lifespan.

What are the Age-Friendly Newfoundland and Labrador Communities Program Guidelines?

The Age-Friendly Newfoundland and Labrador Communities Program Guidelines provide advice to communities and regions on the development, implementation and evaluation of the age-friendly program. This document explains the characteristics of an AFC and how AFCs are an exemplary policy response to changing demographics.

This demographic shift is an opportunity for communities to recognize the importance of making the province more age-friendly by engaging people to participate in the social, cultural and economic life of their communities, regardless of age and ability.

What is a regional approach?

A regional approach is one that brings together multiple stakeholders from neighbouring communities within a geographic region. Working collaboratively as a region allows for communities to pool their resources, build upon their strengths and generate innovative response to population aging.

What are regularly planned activities?

Regularly planned activities are activities, events, and/or programs that **are or have already** been established in your communities. For example, a weekly water fitness program that has been an ongoing program as part of your community's recreation strategy.

What would be considered in-kind contributions?

In-kind contributions are non-monetary contributions of goods and services that can come in many forms. For example, if an existing municipal employee contributes one hour a week of their schedule to an age-friendly committee, this could be considered as an in-kind contribution from the municipality. Similarly, if a local faith-based organization offers free space in their building to host programs, the value of this donation would be considered an in-kind contribution.

ANNEX A

Age-Friendly Milestones

Becoming an age-friendly community is an ongoing process. To help communities with this process, the Public Health Agency of Canada in collaboration with key partners developed the **Pan-Canadian Age-Friendly Communities Milestones**. These milestones describe the steps a community needs to follow to successfully apply the age-friendly communities model. By adopting a milestones approach that focuses on the process, communities can successfully become more age-friendly.

Milestones include²:

Step #1: Establishing an Age-Friendly Communities advisory committee that includes the active engagement of older adults.

Step #2: Securing local municipal council resolution to actively support, promote and work towards becoming age-friendly.

Step #3: Establishing a robust and concrete plan of action that responds to the needs identified by a community assessment.

Step #4: Demonstrating commitment to action by publicly posting the action plan.

Step #5: Committing to measuring activities, reviewing action plan outcomes and reporting on them publicly.

The Public Health Agency of Canada has put together an Age-Friendly Communities Implementation Toolbox, which contains many practical tools and resources to help make your community more age-friendly. These tools include examples from across Canada of templates and checklists to help you implement and assess your age-friendly program. The Toolbox can be found here:

<https://www.canada.ca/en/public-health/services/publications/healthy-living/age-friendly-communities-canada-community-implementation-guide-toolbox.html>

In addition, CSSD has developed a Newfoundland and Labrador Age-Friendly Planning and Implementation Guide that provides a broad range of tools that can be tailored to your community's needs. It is highly recommended that prospective applicants review this guide prior to submitting an application for funding.

² Source: www.canada.ca/en/public-health/services/health-promotion/aging-seniors/friendly-communities.html

ANNEX B

Additional Resources

Age-Friendly Rural and Remote Communities Guide: http://www.phac-aspc.gc.ca/seniors-aines/alt-formats/pdf/publications/public/healthy-sante/age_friendly_rural/AFRRC_en.pdf

Checklist of Essential Features of Age-Friendly Cities (PDF Document):
https://www.who.int/ageing/publications/Age_friendly_cities_checklist.pdf

Global Age-Friendly Cities: A Guide (PDF Document):
https://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf

On the Road to Age-Friendly Communities Brochure: <https://www.canada.ca/en/public-health/services/health-promotion/aging-seniors/publications/publications-general-public/on-road-friendly-communities-brochure.html>

World Health Organization Age-Friendly World: <https://www.who.int/ageing/age-friendly-world/en/>

World Health Organization Global Network of Age-Friendly Cities and Communities:
<https://extranet.who.int/agefriendlyworld/who-network/>

ANNEX C

Healthy Food Guidelines

If your community/region is applying for healthy eating equipment or will be preparing and/or serving food or beverages as part of your initiative, you are required to follow these guidelines:

- choose foods that align with [Canada's Food Guide](#);
- offer vegetables and fruits as at least half of the choices with other options coming from whole grain foods and protein foods;
- limit highly processed foods, which are high in sodium, sugar and/or saturated fats (such as hotdogs and other processed meats, french fries and baked goods);
- limit sugary drinks including 100% fruit juice, energy drinks, sports drinks, fruit drinks, soft drinks etc. Offer water as the drink of choice. Other healthy drink options include white milk, unsweetened fortified plant-based beverages (e.g. soy beverage) and unsweetened coffee or tea; and
- use and provide information about healthy eating in your program.

To learn more about healthy eating and food safety:

- review and follow the food safety information found on the [Government of Newfoundland and Labrador](#) and [Health Canada](#) Websites; and
- review and follow the [Community Healthy Eating Guide – Make the Healthy Choice the Easy Choice](#).