



Strategic Plan 2017-2020

Approved by the Board of Directors April 12, 2017

OUR VISION

Respected, informed and engaged seniors living in an Age-Friendly city

OUR MISSION

The Council on Aging Ottawa serves as a leading community voice in both official languages for Ottawa's seniors. Our aim is to help Ottawa become more Age-Friendly by identifying and addressing issues and services that impact the lives of seniors.

OUR CORE VALUES

Social Justice:	recognition and respect of the rights and values of everyone and openness to diversity of ideas and cultures
Integrity:	consistency and ethical responsibility
Transparency:	sharing of information and knowledge
Evidence-informed:	attention to all available data and information to guide decisions
Responsiveness:	consistent and informed follow-through of requests from seniors, empathetic listening
Collaboration:	working with seniors' organizations and others to create synergies
Effectiveness:	judicious use of our resources and focus on results

OUR LONG-TERM OBJECTIVES

1. To be recognized for our expertise on seniors' issues impacting our community.
2. To promote the development and implementation of effective programs and services for seniors.
3. To participate as a major partner in the planning, coordination and evaluation of seniors' services.
4. To influence the direction of government policy and funding priorities.
5. To promote public understanding and awareness of seniors' issues and concerns.
6. To improve the effectiveness of the Council on Aging of Ottawa.

OUR OPERATING STRATEGIES

1. To educate and provide reliable, appropriate and timely information for seniors.
2. To research and analyse emerging issues of concern to seniors.
3. To advise governments, service providers and businesses on appropriate Age-Friendly services and benefits.
4. To work with seniors in collaboration and partnership with governments, businesses, community, research and seniors' organizations.

OUR GOALS – 2017 – 2020

1. To strengthen the Council's role and voice as an Age-Friendly Ottawa (AFO) Community champion.
 - 1.1. Recruit other community partners to become AFO Community champions in Ottawa.
 - 1.2. Increase the awareness, visibility and utility of AFO resources and best practices.
 - 1.3. Support at least 3 neighbourhoods in developing AFO neighbourhood plans.
 - 1.4. Increase the number of businesses (from 25 to 50) with AF business approaches.
2. To improve the data, research and analysis required to evaluate changes in the age-friendliness of Ottawa specifically:
 - 2.1. for social, health, housing, and transportation services,
 - 2.2. for the AFO indicators,
 - 2.3. for services directed to isolated seniors and other seniors at risk.
3. To increase the membership of the COA to 1500 members.
4. To develop and deliver educational programs and resources on health, financial, transportation and other issues that prepare individuals for their senior years
 - 4.1. directed to isolated seniors and other seniors at risk, and for
 - 4.2. COA members and the general public.

*Isolated and other seniors at risk include those who:

- live in isolation or have compromised care and support
- have declining physical and/or cognitive health
- have no or limited services and community/family supports
- have significant barriers to accessing services, information and support (language, income, low literacy, etc.)