

**FIVE YEAR POLICY AND ACTION PLAN
FOR SENIORS IN THE BEDFORD REGION**

2019-2023

TOGETHER FOR OUR SENIORS

The 8 municipalities of the Bedford region

Notre-Dame-de-Stanbridge

Pike River

Saint-Armand

Saint-Ignace-de-Stanbridge

Stanbridge East

Stanbridge Station

Town of Bedford

Township of Bedford

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A WORD FROM THE MADA COMMITTEE PRESIDENT

As the person in charge of the senior dossier for the Town of Bedford, it was my pleasure to participate in the updating of our MADA policy, in cooperation with the other municipalities of our region.

Our MADA committee has worked with enthusiasm and meticulously to target the needs to be fulfilled, the gains to be maintained and the innovative projects which would broaden our living environment. It is important to stress that this document does not make the list of all that is offered to the seniors in the region. You will instead find here; the action plans we wish to improve. Furthermore, our communities are aware that some additional funding will be required if only to be able to continue to serve the needs of the new seniors arriving.

The seniors have expressed their needs and their expectations; we now have a tool to help us achieve the actions chosen. This policy reflects the needs and concerns of our seniors. We can be proud of the work we have accomplished. We have worked TOGETHER FOR OUR SENIOR.

Mona Beaulac
*Councilor of Bedford and
President of the MADA committee for the Bedford region.*

The masculine gender is used for easy reading purposes and includes the feminine.

Introduction

This policy is the product of the concertation and collaboration that culturally defines the Bedford area. For a long time, the citizens have travelled from one municipality to another depending on the services or the activities they are looking for.

Every municipality in the territory is facing the aging of the population. It is thanks to the will of the community, elected officials and community partners that the update of this policy is possible. It is the result of a local mobilization for our senior citizens. Thus, the commitments included in the action plans cover a period of 5 years, therefore aiming to improve the quality of life of seniors in the territory.

This policy is an update of the 2014-2016 policy. The demographic portrait has been updated with 2016 census data from Statistics Canada and of the Institut de la Statistique du Québec. Besides, senior citizens were consulted by a survey in the fall of 2017. The 278 respondents, proportionately representing all municipalities, answered the survey.

The seniors

The seniors are full-fledged citizens who live in a community where they are called to interact with all generations. This regional community is enriched by their activities, experience and knowledge

We also agree that under the name "senior", very different realities coexist and vary more according to the state of health of the people than of their age. Whatever their language, age, culture or interests, seniors are involved in the life of their community.

Values

Development of the policy was based on the following values:

- Integration and inclusion of all seniors
- Citizen participation
- Mutual help and solidarity
- Support for autonomy

The goal of this approach is to promote active aging and encourage the civic engagement of seniors.

Guiding lines

The municipalities are taking leads by:

- Think and act according to the senior;
- To be a coordinator for the actions taking in our community;
- Adapt their services and infrastructure to meet the needs of an ageing population;
- Work in collaboration and complementarity, with the eight municipalities and organizations in the region.

PORTRAIT OF THE BEDFORD REGION

The region of Bedford is located in the southwest part of the Brome-Missisquoi Regional County, in Montérégie. It is made up of 8 municipalities, and the Town of Bedford is the pole recognized by the population of the 7 surrounding cities who comes to look for several services. It is a region that has a remarkable architectural heritage and where the agri-food sector is significant as an economic engine. Another feature of

the territory is the proportion of English-speaking people making up nearly a quarter of the population, which is higher than Brome-Missisquoi (21%) and the province (14.6) of Quebec.

Here is a comparative chart of the evolution of the population of these 8 municipalities related to the MRC and the province.

Population	Bedford region		MRC Brome Missisquoi		Province of Québec	
	2011	2017	2011	2017	2011	2017
Bedford and region	7603	7450	56 661	60 826		8 394 034
Township of Bedford	703	677				
Notre-Dame-de-Stanbridge	664	682				
Pike River	525	527				
St-Armand	1248	1246				
St-Ignace de Stanbridge	638	666				
Stanbridge East	873	870				
Stanbridge Station	276	276				
Town of Bedford	2684	2575				
Total	7 603	7 519				

In demographic terms

Bedford region 60 years +		MRC Brome-Missisquoi 60 years +		Province of Québec 60 years +	
2011	2017	2011	2017	2011	2017
2 080	2 420	14 748	18 899	1 764 261	2 129 758

Since 2001, the Bedford region has suffered the most significant population decline in the Brome-Missisquoi area. In Québec, the small rural municipalities are affected by the aging of the population, and this is the case in this region. In fact, the median age is 50.5 years for the area, which is higher than the MRC (49.7 years) and the province (43 years).

According to the Institut de la Statistique¹, in 2017 the Bedford region had 30% of people 60 years old and over compared to 27.2% in 2011. The municipality of Saint-Armand experienced the most substantial increase of 9.7% for the same period.

In economic terms

¹ Sources : Institut de la Statistique du Québec, décret 2016

In sociocultural terms

According to the 2016 census, those people of 65 years of age or older whose mother tongue is English represent 30.5% of the English population in the Bedford region, which totals 21%. It should be noted that this percentage of English-speaking seniors is higher than in Brome-Missisquoi (24.7%).

According to the 2016 Census, the median after-tax income of people aged 65 years and over in the Bedford region is \$21,992 compared to the MRC at \$25,183 and to the province of Quebec at \$23,576. In the Town of Bedford, however, 65-year-olds with

low incomes account for 23.5% of seniors which is higher than the surrounding municipalities, which stands at 18.8%, same as the province.

In terms of housing

According to the 2016 census, the Town of Bedford has 60.4% of resident homeowners compared to 81.2% in the surrounding area. Furthermore, over one-third of people aged 65 years old and over live alone in the Town of Bedford, which is equivalent to the province (30.1%). In the seven surrounding municipalities, the rate is 25.9%, which is similar to the one in Brome-Missisquoi (27.9%).

In terms of disability

One should know that disability is defined as difficulty hearing, seeing, communicating, walking, bending over, climbing stairs or a health problem that reduces the possibility of performing an activity at home. In the Town of Bedford 48% of people aged 65 and over reported having a disability. This is a higher proportion compared to neighboring municipalities where the rate is 40.8% which is comparable to that of the MRC (41%) and the province of Quebec (42.2%).

HIGHLIGHTS

During the process of updating the policy, a survey was conducted among seniors. We had the participation of 278 people. Some survey results are highlighted here to explain seniors' perceptions of the topic.

- The number of seniors will continue to increase over the next few years. This increase raises issues and challenges that will result, among other things, in increased pressure on the health and social services system as well as on community organizations.
- The Brome-Missisquoi region is renowned for its quality of life and the beauty of its landscapes. This attraction has resulted in the establishment of neo-rural, particularly young retirees who choose the region to live their retirement, which contributes to the ageing of the population.
- The Bedford region is the most devitalized of Brome-Missisquoi.
- In the context of the labor shortage in Brome-Missisquoi, it is interesting to note that the survey highlighted that 25% of respondents would be interested in returning to occasional or part-time work.
- The rural character of the region associated with an aging population brings with it the challenge of transporting people. 44% of survey respondents tell us that access to transportation is one of the most important measures to be able to stay at home. In addition, 44.4% of seniors in the Bedford region are already living with a disability, which can affect transportation and housing.
- Staying at home is the first choice of seniors. The starting point of the process of leaving the house is often the loss of autonomy that suggests a significant need for adapted housing with services. Seniors residences with services are available in Saint-Armand, Notre-Dame-de-Stanbridge, Bedford Township and the Town of Bedford.
- The majority of survey respondents stated that they would like to move into housing with services and close to their current environment if they were to leave their home.
- Staying at home for a senior raises the issue of home support services. The most critical things seniors need to stay at home are access to health care, support for indoor and outdoor maintenance, transportation, and frequent contact with people of all ages.
- The services and activities offered must be adapted to adequately serve the English-speaking population, considering they count for a quarter of the whole community. Many seniors do not speak French.

- Services need to be better tailored to the unique needs of seniors.
- Although one-quarter of the senior population is English-speaking, the supply of services in English is not sufficiently available.
- On the social front, many seniors volunteer either with their families or with organizations, and in this respect, they contribute significantly to the vitality and dynamism of the community. According to an Estrie survey, nearly six out of ten Brome-Missisquoi seniors aged 60 years old and over participate in regular or occasional activities on an annual basis. The voluntary involvement of seniors consists mostly of a form of support for their family members according to survey respondents (45%).
- Leisure activities are essential for seniors. They allow an active lifestyle, breaking isolation, favoring mutual assistance and a feeling of security. At 70%, seniors like to participate in municipal festivities and to attend activities in community centers.
- Seniors' isolation is a reality that needs to be addressed, as three out of ten seniors live alone in the Bedford region, some of whom are vulnerable. It should be noted that since 2017, the "Centre d'action bénévole" has developed "community outreach" for seniors. It aims to identify vulnerable seniors and refer them to resources that can meet their needs.
- Communication is a perpetual challenge and a widespread misunderstanding of the available services is observed. The generalization of services offered online is also a barrier to reach seniors.

FIEDLS OF ACTION

In order to structure the action plans coherently, seven fields of action or axes of development have been determined. Each of these axes will be approached according to the municipal competencies with the collaboration of the partners for the wellbeing of the seniors.

1. Urban planning and living environment
2. Communications
3. Housing
4. Leisure activities, healthy lifestyles and active living
5. Transportation
6. Health
7. Citizen and community participation

TOWN OF BEDFORD

A word from the Mayor

It is with pride that we present to you the renewal of our MADA policy for seniors. It demonstrates the Town Council's desire to make Bedford an Age-Friendly Town. We recognize that demographic changes, such as an aging population, presents challenges that need to be addressed.

The policy and the action plan presented are the results of an important step that the Town and the surrounding municipalities began in 2013 as part of a pilot project of the Ministry of Family. We believe it is important for the vitality of our community to make connections with the legacy of the past, taking into account the new realities of today. This policy is intended to guide our actions in the coming years to better meet the needs of seniors. It is also an invitation to the commitment of citizens, organizations and other partners in the community to work together in the coming years to achieve our goals.

Bringing new life to its 2016-2018 action plan, the Town confirms its commitment to providing seniors with a better quality of life by encouraging their full participation in public life and by recognizing the importance of their contribution to the community. In conclusion, I would like to thank all those who contributed to the development of this MADA initiative.

Yves Levesque
Mayor of the Town of Bedford

Message from the counselor responsible for the senior dossier

As Town Councilor for Family and Senior Issues in the Town of Bedford, I am proud to present the updated policy for Seniors.

This policy is the result of several months of reflection and consultation to help us respond as best as possible to the following issues: urban planning and living environment, housing, leisure activities, healthy and active lifestyle, transportation, health and citizen as well as community participation. This policy is, therefore, a faithful reflection of the expectations and needs expressed by our seniors. We thank everyone who responded to our survey. Your input has been instrumental in guiding our thinking and discussion.

You will find in this policy the commitment of our municipality to achieve these objectives and to take all the means necessary for its implementation for the greater good of all. We sincerely thank the members of the MADA committee and the participation of our collaborators at the Ministère de la Famille for the financial assistance received, Linda Duval from the Carrefour action municipal et Famille and our project managers Johanne Boisvert and Lucie Hébert.

Mona Beaulac
Town councilor and responsible of the senior dossier, Town of Bedford

Town of Bedford profile

The Town of Bedford is the central municipality of this subregion. It is on its territory that are found several of the services that serve the entire region.

There is a CLSC La Pommeraie point of service and a CHSLD both attached to the CIUSSS of Estrie CHUS, two pharmacies and the offices of community organizations located in Bedford. They offer services and activities throughout the region. Regarding housing, there is the (Municipal Housing Office), also responsible for the accommodation with services for seniors. There is also a private residence for seniors. Private rental also consists in more than 80%.

The only grocery store that offers a full range of foods is in Bedford.

There are only banking services in Bedford where two financial institutions are present.

An inter-municipal transportation service is offered by the MRC Brome-Missisquoi. The adapted and collective transportation system connects the Town of Bedford with Cowansville twice a day and is open to the entire population; other routes may also be available upon request.

An adapted transportation service is also offered to people living with limitations. The "Centre d'action bénévole" offers a medical

transportation service with companions. Thanks to the "Golden Coach", people aged 50 years and over from across the region can benefit from round-trip transportation to Bedford to do their shopping once a week. Twice a month, transportation is available to Saint-Jean-sur-Richelieu.

The Town of Bedford's recreation, cultural and community service offers regular activities for everyone. A library, an arena and a community center are open to the public.

The Bedford Senior's Club for its part, offers a range of activities open to senior citizens across the territory. In particular, it contributes to the defense of seniors rights.

It should be noted that thanks to various programs, concerted work is being done with all municipalities to prevent abuse and to reach isolated seniors.

Town of Bedford:

Proportion of seniors aged 60 years and older in 2017

Total population: 2575

% senior population: 34,3 %

Age	Total population	Men	Women
60 to 64	190	100	90
65 to 69	220	105	115
69 to 74	165	85	80
75 to 79	120	55	65
80 to 84	90	40	50
85 years +	100	35	65
Total	885	420	465

TOWN OF BEDFORD: ACTION PLAN

Axis 1 - Urban planning and living environment

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote healthy lifestyle habits	<ul style="list-style-type: none">Design an urban furnishing development plan to meet the needs of seniors over the next 5 years.	Town of Bedford		2019-2023
Promote safe active travel	<ul style="list-style-type: none">Implement measures to slow down traffic.	Town of Bedford	CIUSSS	2019-2023
Secure street crossings for pedestrians and cyclists	<ul style="list-style-type: none">Work with the Ministry to implement measures to secure pedestrian and cyclist travel on major arteries.	Town of Bedford		2019-2023

	<ul style="list-style-type: none"> • Repair and addition of multifunctional secure structures for pedestrians in the sector of health establishments. 	Town of Bedford	CIUSSS	2019-2020
	<ul style="list-style-type: none"> • Promote safe travel between concentrations of seniors' residences versus various services. 			2019-2023

Axis 2 - Communications

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Inform seniors about activities and services offered	<ul style="list-style-type: none"> • Maintain the production and monthly distribution of a schedule of town services and activities in a simple and accessible language. 	Town of Bedford		2019-2023
	<ul style="list-style-type: none"> • Promote the use of the town website. Promote simple access for seniors. 	Town of Bedford		2019-2023
	<ul style="list-style-type: none"> • Advertise activities and services on the Bedford recreation Facebook page. 	Town of Bedford		2019-2023
	<ul style="list-style-type: none"> • Publicize activities and services on the Town's electronic sign 	Town of Bedford		2019-2023

Axis 3 - Housing

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Facilitate seniors' home support	<ul style="list-style-type: none"> Broadcast information regarding the possibility of bigenerational housing 	Town of Bedford		2019-2023
	<ul style="list-style-type: none"> Support the "PAIR" program by contributing to its diffusion. 	Town of Bedford	CABBE	
Support community organizations that provide home support	<ul style="list-style-type: none"> Develop a recognition policy for local and regional organizations serving the territory. 	Town of Bedford	CABBE and « Popote de Bedford et région », Caregiver Support Group, Coop des vergers, etc.	2019-2023
	<ul style="list-style-type: none"> Explore the feasibility of projects to support the exterior maintenance of homes. For example: civic chores, youth employment projects, etc. 	MADA committee + organizations	Town of Bedford	2020
Ensure a suitable housing offer for seniors.	<ul style="list-style-type: none"> Broadcast the precautions for adapted development related to aging to real estate developers whose projects are primarily aimed at a senior clientele. 	Town of Bedford		2019-2023
	<ul style="list-style-type: none"> Assess the need to develop suitable housing for seniors (non-profit, cooperative or private). Support projects deemed relevant. Plan the implementation of housing for seniors within walking distance of services. 	Town of Bedford		2022

Axis 4 — Leisure, healthy lifestyles and active living

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Diversify recreational activities	<ul style="list-style-type: none"> Offer introductions to activities through the Senior Explorers Program 	Town of Bedford		2019
	<ul style="list-style-type: none"> Adapt recreational activities to seniors. 	Town of Bedford		2019-2023
Promote healthy lifestyle habits	<ul style="list-style-type: none"> Install equipment and signs inviting the practice of exercises adapted to senior. 	Town of Bedford		2022
	<ul style="list-style-type: none"> Set up the site of the “Regroupement des organismes communautaires des Rivières” (ROC) in a collective community garden, fruit tree park. Set up a berry garden at the Presqu’île. 	Town of Bedford		2022

Axis 5 - Transportation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote the use of adapted and collective transportation services	<ul style="list-style-type: none"> Promote existing services through prioritized communication tools developed for organizations. 	Town of Bedford	CABBE, Collectif transportation BM, volunteer center medical transportation, “Le Carrosse d’or”, taxi services, etc.	2019-2023

Axis 6 - Health

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Provide services to people with lodging needs	<ul style="list-style-type: none"> Make representations to the provincial political authorities to ensure enough space in adequate lodging. 	Town of Bedford	MADA Committee	2019-2023
Provide services to people with loss of autonomy	<ul style="list-style-type: none"> Make representations to the CIUSSS-Estrie to ensure services and home care that meet the needs of the population. 	Town of Bedford	MADA Committee	2019-2023
Improve access to the CIUSSS services	<ul style="list-style-type: none"> Promote the toll-free number to reach the entire La Pommeraiie health network. 	MADA Committee	Town of Bedford	2019-2023
Identify people in vulnerable situations	<ul style="list-style-type: none"> Develop a partnership between the community worker and the fire prevention department to make joint visits. 	CABBE	Intermunicipal Fire Committee	2020
	<ul style="list-style-type: none"> Provide sentinel training for municipal employees and various merchants serving seniors. 	Town of Bedford	Regroupement des gens d'affaires de Bedford	2020
Educate stakeholders about senior abuse	<ul style="list-style-type: none"> Provide recognition of abuse training to municipal staff, municipal councilors and to various people who serve seniors. 	Town of Bedford	Alternative Justice and Mediation (Collaborative Outreach Project on Senior Abuse)	2019

Axis 7 — Citizen and community participation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Follow up on seniors' policy	<ul style="list-style-type: none"> • Adopt a resolution appointing a municipal councilor responsible for the issue of seniors and delegate them to the regional follow-up committee. • Adopt a resolution to form a follow-up committee for your municipality with senior's participation. 	Town of Bedford	MADA Committee	2019-2023
Promote intergenerational meetings	<ul style="list-style-type: none"> • Organize chores in collaboration with young people by encouraging the participation of men. 	Bedford Community Organizations	Town of Bedford	2019-2023
	<ul style="list-style-type: none"> • Integrate intergenerational activities into activities and events (such as the day camp or "la fête National", Seniors' Week). 	Town of Bedford		2019-2023
Highlight the contribution of seniors to community life	<ul style="list-style-type: none"> • Support and promote the volunteer appreciation evening. 	Bedford Volunteer Center and Region	Town of Bedford	2019-2023
	<ul style="list-style-type: none"> • Nominate Seniors for the Governor General's Medal or other honorary designations. 	Town of Bedford		2019-2023

BEDFORD TOWNSHIP

Word from the Mayor

The Municipality of the Township of Bedford is once again committed to the MADA initiative and has created its new action plan as it still believes that even the smallest gestures can improve the quality of life and well-being of its seniors. It is with pleasure that I present this new action plan Municipality friend to seniors because the ageing of the population is a big concern and it is unstoppable!

The town council takes this opportunity to thank all the people who participated in this reflection and its development directly or indirectly.

Gilles Saint-Jean
Mayor of the Township of Bedford

Message from the counselor responsible for the senior dossier

As the councilor responsible for seniors in my municipality, it is with great pleasure that I participated in the MADA initiative with the other municipalities of the region and our partners. I have witnessed a region that is mobilizing for the benefit of its seniors and working with real concern for its citizens. More than ever, the development of a municipality cannot be dissociated from the search for the well-being of its population.

I invite you to read our action plan and take advantage of the measures that will be addressed for you. It is a reflection of a consultation process in which the public was consulted, and all the local organizations and municipalities highlighted the need to work together to serve our citizens better.

Nancy H. Jones
Municipal Councilor, Township of Bedford

Township of Bedford profile

The Township of Bedford is a rural municipality encircling the Town of Bedford. There are flourishing agricultural activity and some major industries, including

Graymont, one of the largest lime quarries in North America. Let us mention that residential developments are growing. The population of the Township gets their services in the Town of Bedford. There is also a 17-unit private seniors residence on their territory.

Township of Bedford:

Proportion of seniors aged 60 in 2017

Total population: 677

% senior population: 35,4 %

Age	Total population	Men	Women
60 to 64	55	25	30
65 to 69	60	30	30
69 to 74	50	25	25
75 to 79	30	15	15
80 to 84	25	10	15
85 years +	20	5	15
Total	240	110	130

ACTION PLAN TOWNSHIP OF BEDFORD

Axis 1 - Urban planning and living environment

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Improve safety and promote active travel	<ul style="list-style-type: none"> Promote active corridors with equipment and infrastructures (benches, picnic tables). 	Township of Bedford		2019-2023
Improve lighting in some areas	<ul style="list-style-type: none"> Identify poorly lit areas Add lighting according to priority needs. 	Township of Bedford		2019-2023
Improve accessibility to the municipal council meeting hall	<ul style="list-style-type: none"> Consider universal accessibility when renovating the council meeting hall. 	Township of Bedford		2019-2023

Axis 2 - Communication

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Inform seniors of services offered	<ul style="list-style-type: none"> Have a <i>Seniors</i> section on the website and in the newsletter 	Township of Bedford		2019-2023
	<ul style="list-style-type: none"> Publicize services and activities offered to seniors through prioritized tools. 	Township of Bedford		2019-2023
	<ul style="list-style-type: none"> Offer information sessions on various topics of interest for the safety of seniors (fraud, violence, theft, fire, flood, notary ...) 	Township of Bedford	Sureté du Québec, emergency services, Community organizations	2019-2023

Axis 4 - Leisure, healthy lifestyle and community life

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Diversify recreational activities	<ul style="list-style-type: none"> Plan intergenerational activities during the centennial celebrations. 	Township of Bedford		2019 2020

Axis 5 - Transportation

GOALS	ACTION	IN CHARGE	PARTNERS	TIMELINE
Facilitate the use of regional transportation	<ul style="list-style-type: none"> Maintain communication with the regional carrier regarding the bus stop in 	Township of Bedford	MADA Steering Committee Bedford Region	2019-2023

	front of the Town Hall of the Township of Bedford.			
	<ul style="list-style-type: none"> • Allow the use of the premises of the Town Hall as a waiting room for the regional transport service (during opening hours of the Town Hall). 	Township of Bedford	MADA Steering Committee Bedford Region	2019-2023

Axis 7 - Citizen and community participation

GOALS	Actions	IN CHARGE	PARTNERS	TIMELINE
Promote the social participation of seniors	<ul style="list-style-type: none"> • Make volunteer opportunities known. 	Township of Bedford		2019-2023
	<ul style="list-style-type: none"> • Organize activities for seniors as part of the centennial of the municipality. 	Township of Bedford		2019
	<ul style="list-style-type: none"> • Solicit the involvement of seniors in the organization of the centennial. 	Township of Bedford		2019
Follow up on seniors' policy	<ul style="list-style-type: none"> • Adopt a resolution appointing a councilor responsible for the senior's issue and delegate them to the regional follow-up committee. • Adopt a resolution to form a follow-up committee for your municipality. 	Township of Bedford	MADA commitee	

NOTRE-DAME-DE-STANBRIDGE

A word from the Mayor

Our new action plan Municipality Friends of the Seniors, a simple program that I am sure will bring together young and old, is consistent with of our community, namely inclusive.

Together, we will make every effort to ensure that each project is realized and that our seniors participate and remain active and healthy as long as possible with us.

I am proud of all the people who contributed to this plan, another example of the generosity of our citizens.

Thank you all!

Daniel Tétreault,
Mayor of Notre-Dame-de-Stanbridge

A word from the councilor responsible for the MADA dossier

Our MADA commitment is based on our desire to contribute to the well-being of our seniors within our intergenerational community. This 2019-2023 action plan represents several months of consultation and collaboration with volunteers, MADA committee members and social services in the Bedford region. We are determined to support this MADA Action Plan. It is through the decisions, policies and steps that we will undertake, as well as with the involvement of citizens, that we will achieve the goals of our plan.

MADA also expresses itself through the many activities by which we celebrate our bonds, our culture and our heritage. We are motivated by our desire to improve the public offering by taking into account all the issues and elements that are part of a healthy and rich life experience.

I warmly thank all the citizen collaborators who will make this wellness project possible for our seniors!

Gaston Chouinard,
Municipal Councilor in charge of MADA

Notre-Dame-de-Stanbridge profile

Notre-Dame-de-Stanbridge is a small rural municipality that promotes intergenerational living in all its spheres of activity. Equipped with good municipal management and strategic planning, Notre-Dame's policies focus on the revitalization of the community. There are more than thirty small businesses, home childcare, a school, a library, a post office, a free monthly local newspaper, a website, a seniors' residence, and

many municipal and regional community organizations that contribute to our quality of life.

Furthermore, Notre-Dame-de-Stanbridge is recognized for its many community activities that foster relationships while cultivating intergenerational mutual aid among citizens. It is fertile soil for the realization of the MADA commitment.

Notre-Dame-de-Stanbridge

Proportion of seniors aged 60 in 2017

Total population: 682

% senior population: 26,4 %

Age	Total population	Men	Women
60 to 64	50	25	25
65 to 69	45	30	15
69 to 74	40	20	20
75 to 79	25	10	15
80 to 84	10	5	5
85 years +	10	5	5
Total	180	95	95

ACTION PLAN NOTRE-DAME-DE-STANBRIDGE

Axis 1 - Planning and living environment

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Set up adapted spaces for seniors	<ul style="list-style-type: none"> Adapt (mobility) all new premises to encourage meetings and socializing (and intergenerational) activities 	Municipal Council		2019-2023
Promote the safe travel of our seniors and analyze municipal developments with a view to adapted mobility (if applicable) (see Strategic plan)	<ul style="list-style-type: none"> Establish signage and safe installations on the roads used by pedestrians in particular (steps to build a pedestrian crossing on Principale Street) 	Municipal Council		2019-2023

Axis 2- Communications

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Inform seniors of services offered	<ol style="list-style-type: none"> Publish a monthly section for Seniors (and Family), in the "Journal L'Ami" to inform about orientations, available resources and activities for seniors/intergeneration of the municipality and the region; Design a pamphlet including the coordinates of all organizations; info; emergency etc...to distribute to seniors. Design and feed a tab on the NDS website designated for MADA and Family. 	MADA / Family Councilor	Leisure/CDS/MADA	<ol style="list-style-type: none"> 2019-23 2019

	<ul style="list-style-type: none"> c) Designate a contact person at NDDS for seniors' affairs d) Participate in the introduction of the 211 Service in the MRC 			<ul style="list-style-type: none"> c) 2019 d) 2019-2020
	b) Prioritize display in strategic locations (Town Hall, grocery store, and entrances of the municipality)			
Promote two-way communication with MRC Health Committees	c) Participate actively in the meetings of the CIUSSS Seniors' consultation table in order to share and be on the lookout for information relevant to our MADA / Family actions	Town Council and Councilor MADA / Family	CIUSSS Consultation Table	
Follow up on seniors' policy	<ul style="list-style-type: none"> a) Adopt a resolution appointing a councilor responsible for seniors issue and delegate them to the regional monitoring committee b) Adopt a resolution forming a MADA Policy Monitoring Committee for NDS 	Town Council and Councilor MADA / Family		

Axis 3 -Housing

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Support and promote housing for seniors	Establish collaborative links with Résidence Duhamel and any potential promoter	Municipal Council	Résidence Duhamel	2019-2023
Explore the possibility of diversifying the housing supply	Depending on demand, support the creation of residences for seniors and/or intergenerational and promote the adaptation of housing.	Municipal Council		2019-2023

Axis 4 - Leisure, healthy lifestyle and community life

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Mobilize seniors to participate in activities (cultural, leisure, physical)	Bridging the various intra or inter-municipal organizations and volunteers to develop and maintain activities of interest	Town Council and Councilor for MADA / Family	Leisure non-profit/CDS/MADA	2019- 2023
Improve parks infrastructures for intergenerational activities that boost the participation of our seniors.	Inspire seniors to take advantage of the facilities offered.	Municipal Council	Leisure non-profit/CDS/MADA	2019-2023
Foster intergenerational relation	Contribute to the development of intergenerational activities such as (for example): a) a community garden; b) human library and intergenerational correspondence, etc.	Town Council and Councilor for MADA / Family	Leisure non-profit/CDS/MADA	2019-2023

Axis 5 - Transportation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote public transit to support seniors' independence	Make known the existing services and raise awareness at the MRC about the needs of seniors to ensure an accessible boarding place.	Town Council and Councilor for MADA / Family	Brome-Missiquoi Adapted and Collective Transportation, Bedford and Region Volunteer Center	2019-2023
	Raise awareness at the Bedford and Region Volunteer Center on the cost of volunteer transportation for medical reasons	Town Council and Councilor for MADA / Family	CABBE	2019

Axis 6 - Security

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Help develop a sense of security among seniors	Calling on the SQ ('Ainés-Visés' Program) in collaboration with the FADOQ and the CIUSSS and other organizations to provide information, activities on fraud and other aspects of public safety.	Town Council and Councilor for MADA / Family		2019-2020
Identify isolated and vulnerable seniors	Identify organizations whose mission is to prevent and treat isolation; and put in place a service responsible to establish the link to the community.	Town Council and Councilor for MADA / Family	Proximity worker, community worker, community organizations.	2019-2020

PIKE RIVER

A word from the mayor

We wanted to improve the quality of life of our seniors, and it is with pride that we can say that we have succeeded. Our first action plan contained many specific actions and objectives to be achieved. We have met the needs and expectations of our seniors by building municipal playground facilities for seniors and actively involving them in our various municipal events.

I want to thank the multiple players in our municipality who have made it possible to achieve and continue our MADA policy for years to come.

Martin Bellefroid
Mayor of Pike River

A message from the person responsible for the senior's dossier

It is with great pleasure that we begin the pursuit of our Municipality friend of senior's policy. Working with the various municipalities has allowed us to implement new actions that meet the needs of our seniors. We have accomplished all the objectives of our last action plan and will continue our work to complete the steps of our new 2019-2023 plan.

This policy reflects the importance of our seniors in our municipality, and we are proud to present it to you.

Marianne Cardinal
Municipal councilor Pike River

Pike River profile

Crossed by the Pike River and three small streams, the municipality of Pike River is located at the southwestern tip of Brome-Missisquoi and a few kilometers from Vermont and Missisquoi Bay, north of Lake Champlain. This municipality is characterized by its agriculture and its important dairy industry. Pike River relies on dynamic volunteers. Citizens can, thanks to them, benefit from an impressive number of activities and services, including a media library, an AFÉAS and a Golden Age Club.

The Pikeriverain in action organization coordinates various community activities in order to promote community affiliation and promote cultural, sports and environmental recreation activities for both seniors and families.

Pike River

Proportion of seniors aged 60 in 2017

Total population: 527

% senior population: 26,5 %

Âge	Total population	Men	Women
60 to 64	35	20	15
65 to 69	40	25	15
69 to 74	30	15	15
75 to 79	20	10	10
80 to 84	15	10	5
85 years +	0	0	0
Total	140	80	60

ACTION PLAN PIKE RIVER

Axis 1 - Urban planning

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote safe travel	<ul style="list-style-type: none"> • Provide infrastructure: sidewalks, lighting, bike lanes. 	Municipality of Pike River		
	<ul style="list-style-type: none"> • Continue to work with the Ministry of Transport for Sustainable Mobility and Transportation Electrification to put in place measures to slow down traffic: flashing lights, speed limits, pedestrian crossings, etc. 	Municipality of Pike River		
Offer a space for meetings and physical activities.	<ul style="list-style-type: none"> • Improve the development of the municipal park: add a path, a gazebo, lighting, street furniture, all in accordance to the needs of seniors. 	Municipality of Pike River		
	<ul style="list-style-type: none"> • Renovate the community hall (basement of Town Hall) to make the place accessible and welcoming. • Aménager la salle communautaire (sous-sol de l'Hôtel de Ville) pour rendre l'endroit accessible et chaleureux. 	Municipality of Pike River		

Axis 2 - Communication

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Inform seniors of services offered	<ul style="list-style-type: none"> • Maintain a seniors' section in the Newsletter "l'Écho de la Rivière" . 	Municipality of Pike River		
	<ul style="list-style-type: none"> • Advertise activities for seniors on the municipality's website • Publicize activities for seniors on the Pike River Facebook page. 	Municipality of Pike River		

Axis 3 - Housing

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote the maintenance of senior in their homes	<ul style="list-style-type: none"> Explore innovative ways to provide support to seniors for outdoor maintenance: volunteer biennial chore, employment of youth through employment programs, etc. 	Municipality of Pike River	MADA Steering Committee for the Bedford region.	
Support seniors who are living at home	<ul style="list-style-type: none"> Make the embellishment committee aware of the reality of seniors. Form a citizen group to support targeted seniors for the exterior maintenance of their home. 	Municipality of Pike River	Embellishment Committee	

Axis 4 - Leisure, healthy lifestyle and active living

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote recreational activities for seniors	<ul style="list-style-type: none"> Support the initiatives of citizens and organizations in the community 	Municipality of Pike River	Pike Riverain in action, AFEAS, Golden Age Club, etc.	
	<ul style="list-style-type: none"> Support local organizations 	Municipality of Pike River	Pike Riverain in action, AFEAS, Golden Age Club, etc	
Offer activities for seniors and intergenerational activities at public events	<ul style="list-style-type: none"> Ensure senior programming at the Mikinak Festival and at the regional "Fête de la Saint-Jean-Baptiste", etc... 	Municipality of Pike River	Bedford Pole and Region and partners	

Axis 5 - Transportation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Support public transit to Bedford	Promote the use of public transit.	Municipality of Pike River	Brome-Missiquoi Adapted and Collective Transportation	

Axis 6 - Health

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Publicizing services for seniors in vulnerable situations.	<ul style="list-style-type: none"> Publicize Meals on Wheels, the PAIR program, the CABBE and other services through prioritized communication tools. 	Municipality of Pike River	Community organizations in the region, senior consultation table	
Identify isolated or vulnerable people	<ul style="list-style-type: none"> Allow the community worker to accompany the preventionist during their safety visit. 	Municipality of Pike River	MADA Steering Committee for the Bedford region.	
	<ul style="list-style-type: none"> Provide sentinel training to municipal employees and the different people serving seniors. 	Municipality of Pike River	MADA Steering Committee for the Bedford region.	
Educate stakeholders about elder abuse.	<ul style="list-style-type: none"> Provide recognition of abuse training to municipal staff, municipal councilors and to various people serving seniors. 	Municipality of Pike River	Alternative Justice and Mediation (Collaborative Outreach Project on Senior Abuse)	
Facilitating access to healthy eating	<ul style="list-style-type: none"> Explore the possibility of creating local farm products promotion events. 	Municipality of Pike River		
	<ul style="list-style-type: none"> Support the purchase of fruit trees by reimbursing \$25 on the purchase of a tree. 	Municipality of Pike River		

Axis 7- Citizen and community participation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Appreciate citizen engagement.	<ul style="list-style-type: none"> Honor volunteers by participating in the volunteer appreciation evening. 	Municipality of Pike River	CABBE	
Follow up on seniors' policy.	<ul style="list-style-type: none"> Adopt a resolution appointing a councilor responsible for seniors issues and delegate them to the regional follow-up committee. Adopt a resolution to form a follow-up committee for your municipality. 	Municipality of Pike River	MADA committee	

SAINT-ARMAND

A word from the Mayor

It is essential that programs like this exist to help us meet a growing need for our seniors. I thank the citizens who are involved every day for the well-being of our community.

Brent Chamberlin
Mayor of Saint-Armand

A message from the person responsible for the senior's dossier

An important and beautiful project, good hopes. Our success is based on the enthusiasm we will inspire.

Louis Hauteclocque
Municipal councilor Saint-Armand

Saint-Armand profile

Saint-Armand is located on the shores of the Missisquoi Bay, and the American border. Agritourism is one of its attractions, including two vineyards of "The Brome-Missisquoi Wine Route". It is the second most populous municipality in the region and is renowned for its beautiful landscapes. The municipality of Saint-Armand saw an increase of 9.7% of people aged 60 and over being the highest in Brome-Missisquoi.

Although mostly rural, its territory has two central districts: the old town center of Saint Armand where are situated the general store, the community center, as well as the old renovated

station which now hosts the town hall. The district of Philipsburg is located on the edge of Lake Champlain and adjoins the US border between Vermont and Quebec. There, you will find a private seniors' residence, the old pier and the community station, which is run by a committee of seniors.

This municipality has a bi-monthly local bulletin that informs all the citizens of Saint-Armand not only of the decisions of the municipal council but also of any subject of social and community and cultural interest. Also, the Journal le Saint-Armand, the result of a local initiative, also publishes articles of varied news, it is distributed in all the municipalities of the Bedford region.

Saint-Armand

Proportion of seniors aged 60 in 2017

Total population: 1246

% senior population: 36,9%

Age	Total population	Men	Women
60 to 64	135	80	55
65 to 69	130	70	60
69 to 74	80	45	35
75 to 79	55	30	25
80 to 84	30	15	15
85 years +	30	10	20
Total	460	250	210

SAINT-ARMAND ACTION PLAN

Axis 1 - Urban planning and living environment

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Increase and adapt street infrastructure in the Philipsburg and Saint-Armand sectors	<ul style="list-style-type: none"> Plan for the installation of benches and adequate lighting on each revitalized section. Add a gazebo to the village of Saint-Armand. 	Municipality of Saint-Armand		2019
				2019
Promote healthy lifestyle habits	<ul style="list-style-type: none"> Improve urban planning according to the recommendations from the Public Health Department's report (sidewalks, pedestrian crossing). Install exercisers in Philipsburg Park. Better inform seniors about the activities offered in Saint-Armand and the surrounding area. 	Municipality of Saint-Armand		2019-2020

Axe 2 - Communications

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Inform seniors of services offered	<ul style="list-style-type: none"> Reserve a section for seniors in the newspaper <i>La voie municipale</i>. 	Responsible for the municipal mailings in St-Armand	MADA Steering Committee for the Bedford region.	2019-2023
	<ul style="list-style-type: none"> Publicize activities offered to seniors 	Community Station Newsletter coordinator		2019-2023

	<ul style="list-style-type: none"> Publicize mutual-aid offers and good neighboring in the newsletter 	Community Station Newsletter coordinator		2019-2023
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Axis 3- Housing

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Develop housing adapted to seniors	<ul style="list-style-type: none"> Form a citizen committee 	Initiating Committee including a municipal councilor	CIUSSS Community Organizer	2021
	<ul style="list-style-type: none"> Present one or more proposals to the municipality. 	Citizen's Committee of Saint-Armand	CIUSSS Community Organizer	2021

Axis 4 - Leisure, healthy lifestyles and active living

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Diversify recreational activities	<ul style="list-style-type: none"> Support and collaborate with the other municipalities in the region in the offer and concertation for recreational activities. 	Municipality of Saint-Armand		2019-2023

Axis 7 - Citizen and community participation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Follow up on seniors' policy	<ul style="list-style-type: none"> Adopt a resolution designating a municipal councilor responsible for Seniors and delegate them to the regional monitoring committee. 	Municipality of Saint-Armand	MADA committee	2018
	<ul style="list-style-type: none"> Adopt a resolution to form a follow-up committee for your municipality. 			2018

SAINT-IGNACE-DE-STANBRIDGE

A word from the Mayor

As we are tabling our second action plan as part of our Senior-Friendly Municipality policy, it is even more apparent to me that we must absolutely as a community, ensure that we provide a living environment that is coherent and adaptive to the demographics realities of our territory.

By continuing to listen to our citizens, our organizations, as well as consultation groups, we are now able to propose a well-thought-out and proactive action plan. Through the commitment of our municipalities to the regional plan, we can join forces, with a common goal, to promote physical health through an active and stimulating life for all seniors in our region.

I would like to thank all the members and contributors who participated in the development of this excellent tool, which reminds us of the importance we must give to our seniors.

Albert Santerre

Mayor of Saint-Ignace-de-Stanbridge

A message from the counselor responsible for the senior dossier

Our Municipality is welcoming and open to seniors. We are aware of the richness they bring to us through their experiences. By sharing their knowledge and experience with us, we enjoy a better view of both our past and our future. So let's stop being afraid of getting old and be proud of the privilege that not everyone has. Let us be at the forefront and protect our seniors.

Josée Goyette

Municipal councilor of Saint-Ignace-de-Stanbridge

Saint-Ignace-de-Stanbridge profile

Saint-Ignace-de-Stanbridge is mainly an agricultural municipality where one can visit the charming hamlet of Myst or relax in a health center. There is also a local library, a community center and a recreation committee. The monthly local newsletter “Le journal de Saint-Ignace-de-Stanbridge” keeps citizens informed of the municipal, commercial and community activities of the region.

St-Ignace de Stanbridge

Proportion of seniors aged 60 in 2017

Total population: 666

% senior population: 27 %

Age	Total population	Men	Women
60 to 64	60	35	25
65 to 69	60	35	25
69 to 74	20	10	10
75 to 79	20	10	10
80 to 84	15	5	10
85 years and older	5	0	5
Total	180	95	85

ACTION PLAN SAINT-IGNACE-DE-STANBRIDGE

Axis 1 - Urban planning and living environment

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote healthy lifestyle habits	<ul style="list-style-type: none"> Organize rest area in the village center (near the post office boxes) with street furniture adapted for seniors. 	Municipality of Saint-Ignace-de-Stanbridge		2019-2021
	<ul style="list-style-type: none"> Explore the possibility of extending the active corridor. 	Municipality of Saint-Ignace-de-Stanbridge		2020-2021

Axis 2 - Communications

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Inform seniors of services offered	Enhance the local monthly newspaper: Integrate more activities for seniors; portrait of seniors, seniors special issue.	Municipality of Saint-Ignace-de-Stanbridge		2019-2023
	Add a seniors tab to the municipality's website	Municipality of Saint-Ignace-de-Stanbridge		2019-2023
	Announce activities for seniors on the municipality's Facebook site	Municipality of Saint-Ignace-de-Stanbridge		2019-2023
Improve home security	Publicize "Meals on Wheels", the PAIR program, the Volunteer Center and other services for seniors through prioritized communication tools.	Municipality of Saint-Ignace-de-Stanbridge		2019-2023

Axis 3 - Housing

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
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Promote the retention of seniors in Saint-Ignace	Commit to reviewing the regulations when projects submitted to the municipality aim and promote the retention of seniors at home, example: Bigenerational, cooperative or others.	Municipality of Saint-Ignace-de-Stanbridge		2019-2023
	Inform people who are building, models of evolving houses or other.	Municipality of Saint-Ignace-de-Stanbridge		2019-2023

Axe 4 - Leisure, healthy lifestyle and active living

GOALS	ACTIONS	IN CHARGE	PARTNER	TIMELINE
Promote recreational activities for seniors	Support citizen's initiatives for recreational activities or events	Municipality of Saint-Ignace-de-Stanbridge		2019-2023
	Support the supply of physical activities, such as Zumba, the walking club, etc.	Municipality of Saint-Ignace-de-Stanbridge		2019-2023
	Install an equipment box at the community hall for self-service games.	Municipality of Saint-Ignace-de-Stanbridge		2020
	Install accessible outdoor exercise modules accessible at the community center.	Municipality of Saint-Ignace-de-Stanbridge		2022-2023

Axis 5 - Transport

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Support public transit to Bedford	<ul style="list-style-type: none"> Promote the use of public transit 	Municipality of Saint-Ignace-de-Stanbridge	Brome-Missiquoi adapted and collective transportation	2019-2023

Axis 6 - Health

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Identify isolated or vulnerable people	<ul style="list-style-type: none"> Allow the community worker to accompany the preventionist during their safety visit. 	Municipality of Saint-Ignace-de-Stanbridge	MADA Steering Committee for the Bedford region.	2019-2023
	<ul style="list-style-type: none"> Provide sentinel training to municipal employees and the different people serving seniors. 	Municipality of Saint-Ignace-de-Stanbridge	MADA Steering Committee for the Bedford region.	2019-2023

	<ul style="list-style-type: none"> Write an article in the local newspaper to raise awareness of clues that can help detect vulnerabilities. 	Municipality of Saint-Ignace-de-Stanbridge		2019-2023
Educate stakeholders about senior abuse	<ul style="list-style-type: none"> Provide training the municipal staff to detect abuse, various people working with seniors and municipal councilors. 	Municipality of Saint-Ignace-de-Stanbridge	MADA Steering Committee for the Bedford region.	2019-2023

Axis 7 - Citizen and community participation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Support help and mutual aid	<ul style="list-style-type: none"> Promote our commitment to seniors (Portrait of volunteers in the newspaper, volunteer of the year, etc.) and other means deemed relevant. 	Municipality of Saint-Ignace-de-Stanbridge	CABBE	2019-2023
Follow up on senior's policy	<ul style="list-style-type: none"> Adopt a resolution appointing a councilor responsible for the senior's issues and delegate them to the regional monitoring committee. Adopt a resolution to form a follow-up committee for your municipality. 	Municipality of Saint-Ignace-de-Stanbridge		2019-2023

STANBRIDGE EAST

A word from the Mayor

It is with great pleasure that I present to you our new action plan for Municipality Friend of Seniors. With 32% of our residents over the age of 60, it is important for our municipality to help our citizens access public buildings, safe sidewalks and park benches.

I would like to thank everyone who helped create the new plan.

Greg Vaughan
Mayor

A message from the person responsible for the senior's file

Being the person in charge of family and seniors' issues in my municipality, it is with great pleasure that I participated in the MADA initiative. In collaboration with the other municipalities of the Bedford Pole, a region that is mobilizing for the benefit of its seniors and working with real concern for its citizens, we can say that our new policy represents a response to the aging of the population that affects our community. We are continuing our work to complete the actions of the 2019-2023 plan.

Robert Deschamps
Counselor

Stanbridge East profile

Stanbridge East is one of the most beautiful villages in Quebec. It is the only municipality in the territory covered by the MADA policy to have the status of a bilingual entity in the region: More than 46.8% of its population is Anglophone.

Beyond its linguistic characteristic, the municipality of Stanbridge East stands out for its dynamism. We can count on several very active

committees such as the Stanbridge East Sports Association, the Embellishment Committee, the Cultural Crossroads, etc. A library service is also available on site. Besides, a group of volunteers meets weekly to provide meals on wheels for seniors.

As for local services, the municipality has a post office, a convenience store and two bakeries.

Stanbridge East

Proportion of seniors aged 60 in 2017

Total population: 870

% senior population: 31,6%

Age	Total population	Men	Women
60 to 64	75	40	35
65 to 69	70	35	35
69 to 74	55	25	30
75 to 79	40	20	20
80 to 84	20	10	10
85 years +	15	5	10
Total	275	135	140

ACTION PLAN STANBRIDGE EAST

Axis 1 Urban planning and living environment

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Develop a living environment offering neighborhood services to seniors	<ul style="list-style-type: none"> Support the development of local shops and basic services. 	Municipality of Stanbridge East	MRC/CLD	2019-2023
Promote access to a healthy local diet	<ul style="list-style-type: none"> Integrate urban agriculture into village embellishment planning. 	Municipality of Stanbridge East	MRC/CLD Embellishment Committee	2020-2023
Increase access to seniors	<ul style="list-style-type: none"> Make public infrastructure accessible to persons with reduced mobility: Community Center and Park; according to the subsidies 	Municipality of Stanbridge East		2019-2023
	<ul style="list-style-type: none"> Build public restroom near the post office. 	Municipality of Stanbridge East		2020 - 2021
To have a meeting place accessible to all	<ul style="list-style-type: none"> Evaluate the necessities and opportunities for a community hall that meets the needs of seniors and the community. 	Municipality of Stanbridge East		2019-2023

Axis - 2 Communication

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Inform seniors of the services offered	Send seniors information by Media post about available services and community activities.	Municipality of Stanbridge East		2019-2023
	Publish the activities on the website of the municipality.	Municipality of Stanbridge East		2019-2023

	Explore the possibility of adding a section for seniors on the website.	Municipality of Stanbridge East		2019 - 2020
	Promote events and recreational activities for seniors at the local and regional level through prioritized communication tools.	Municipality of Stanbridge East		2019-2023

Axe 3 - Housing

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Develop residential real estate supply to support the retention of seniors in their community.	Adapt regulations to promote innovative housing projects.	Municipality of Stanbridge East		2019-2023

Axis 4 - Leisure, healthy lifestyle and active living

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Support the conservation and development of recreational activities for seniors	<ul style="list-style-type: none"> Support existing organizations. 	Municipality of Stanbridge East		2019-2023
	<ul style="list-style-type: none"> Support or organize celebrations or events for seniors (existing activities: apple pie festival, annual picnic, planting day, etc.). 	Municipality of Stanbridge East		2019-2023
Améliorer les infrastructures municipales	<ul style="list-style-type: none"> Add equipment and street furniture adapted for people with reduced mobility to the park. 	Municipality of Stanbridge East		2019 - 2021

Axis 5 - Transportation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote the use of adapted and collective transportation services	<ul style="list-style-type: none"> Promote existing services: paratransit, collective, medical 	Municipality of Stanbridge East	CABBE, BM collective transport,	2019-2023

	transportation (CAB), “Le carrosse d’or”, etc.			
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Axis 6 - Health

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Identify seniors in difficulty	<ul style="list-style-type: none"> Allow the community worker to accompany the preventionist during their safety visit. 	Municipality of Stanbridge East	MADA committee	2019-2023
	<ul style="list-style-type: none"> Provide sentinel training to municipal employees and the different people serving seniors. 	Municipality of Stanbridge East		2020
Educate stakeholders about senior abuse.	<ul style="list-style-type: none"> Provide training to detect abuse to municipal staff, various people working with seniors and municipal councilors. 	Municipality of Stanbridge East		2021

Axis 7 - Citizen and community participation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Allow all generations to interact with each other	<ul style="list-style-type: none"> Evaluate the needs and opportunities for a community hall allowing intergenerational activities. 	Municipality of Stanbridge East		2019-2023
Promote citizen involvement of seniors	<ul style="list-style-type: none"> Celebrate seniors involved in organizations and in the community on Volunteer Day. 	Municipality of Stanbridge East		2019 -2020
Follow up on the seniors' policy	<ul style="list-style-type: none"> Adopt a resolution appointing a councilor responsible for seniors’ issues and delegate them to the regional monitoring committee. Adopt a resolution the form a follow-up committee for your municipality. 			2019

STANBRIDGE STATION

A word from the Mayor

Our pretty rural municipality, the least populated in the region, is located near the Town of Bedford. We collaborate in the dissemination of activities in the central town.

To better reach its citizens, our municipality publishes on their website, in their bulletin "Info Station" and in the Saint-Armand newspaper all the information necessary for its population. The municipal council's commitment to the MADA initiative has been apparent from the beginning and has never ceased, hence the adoption of our second local and regional 2019-2023 MADA Action plan.

We recognize that our population is aging, and the needs of our seniors are becoming increasingly apparent. The new local and regional MADA action plan 2019-2023 will show us how organizations, their services and volunteers are helping our citizens. All that remains is for us to use them.

Given our rural situation, our municipal policy, as well as our second MADA 2019-2023 Action Plan for Seniors, are similar to those offered by the Town of Bedford.

Various approaches have already been identified in our second 2018 action plan and will be put in place to adapt to the aging of our population.

Gilles Rioux,
Mayor of Stanbridge Station

A message from the person responsible for the senior's dossier

Upon my arrival at the municipal council in November 2017, the MADA dossier was entrusted to me. I had little experience, but a keen interest in the subject. It is therefore with great eagerness and enthusiasm that I collaborated with everyone in the development and follow-up of the seniors' policy. Even though our population is small, it is essential for me that our seniors be at the heart of our concerns.

Chantal Vallières Brodeur,
Councillor

Stanbridge Station profile

This small rural municipality is the least populous in the region and is located near Bedford. This immediate proximity to the center town means that we develop fewer activities for our seniors. On the other hand, we promote activities and services for seniors available in the territory.

Stanbridge Station

Proportion of seniors aged 60 in 2017

Total population : 276

% senior population: 21,7%

Age	Total population	Men	Women
60 to 64	20	10	10
65 to 69	10	5	5
69 to 74	10	5	5
75 to 79	10	5	5
80 to 84	0	0	0
85 years +	10	5	5
Total	60	30	30

STANBRIDGE STATION ACTION PLAN

Axis 1- Urban planning and living environment

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Support outdoor maintenance of seniors' properties	<ul style="list-style-type: none"> Publicize resources for outdoor light work 	Municipality of Stanbridge Station	MADA Steering Committee for the Bedford region.	2019-2023

Axis 2- Communications

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Inform seniors of the services offered	<ul style="list-style-type: none"> Annually distribute a directory of resources to seniors via the "Info Station", distributed to citizens 	Municipality of Stanbridge Station		2019-2023
	<ul style="list-style-type: none"> Include information about seniors' services and activities in the "Info-station" bulletin. 	Municipality of Stanbridge Station		2019-2023

	<ul style="list-style-type: none"> Broadcast local and regional activities for seniors on the municipality's website 	Municipality of Stanbridge Station		2019-2023
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Axis 4 - Recreation, healthy lifestyle and active living

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Supporting seniors' initiatives	<ul style="list-style-type: none"> Make the council meeting room available for activities and events for seniors. 	Municipality of Stanbridge Station		2019-2023
	<ul style="list-style-type: none"> Install a multigame "box" to promote informal activities. 	Municipality of Stanbridge Station		2022
Support healthy lifestyles	<ul style="list-style-type: none"> Plan the installation of street furniture adapted to seniors. (See the possibility of installing swings, adapted picnic tables, collective garden, etc.) 	Municipality of Stanbridge Station		2022

Axis 5 - Transportation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Promote the use of adapted and collective transportation services	Promote existing services	Municipality of Stanbridge Station	CABBE, BM collective transport, etc.	2019-2023
Support seniors' participation in activities	Promote mutual transportation assistance and carpooling within the community during activities.	Municipality of Stanbridge Station		2019-2023

Axis 6 - Health

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Identify seniors in difficulty.	Allow the community worker to accompany the preventionist during their safety visit	Municipality of Stanbridge Station	Community worker	2019-2023

Axis 7- Citizen and community participation

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Develop a meeting place for seniors and families.	<ul style="list-style-type: none"> Evaluate the possibility of developing a community hall in the basement of the town Hall. 	Municipality of Stanbridge Station		2022
Promote citizen involvement of seniors	<ul style="list-style-type: none"> Celebrate senior's involvement in organizations and the community during the volunteer evening. 	Municipality of Stanbridge Station	CABBE	2019-2023
Follow up on the seniors' policy	<ul style="list-style-type: none"> Adopt a resolution appointing a councilor responsible for senior's issue and delegate them to the regional follow-up committee. Adopt a resolution to form a follow-up committee for our municipality. 	Municipality of Stanbridge Station	MADA committee	2019-2023

CONCERTED REGIONAL ACTION PLAN

The MADA Committee of the Bedford Region is particularly proud to have rallied all the stakeholders of the community to promote active aging and the well-being of the population. In a spirit of collaboration and effective consultation, community organizations and Bedford's Recreation, Cultural and Community Life Service developed a joint regional plan of action, where all have made commitments related to their mission.

AXIS 1 - URBAN PLANNING AND LIVING ENVIRONNEMENT

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Improve road safety	<ul style="list-style-type: none"> Make representations to the Ministère des Transports de la mobilité durable et de l'électrification des transports so that, in collaboration with the community, appeasing traffic measures can be developed and implemented on the provincial roads of the territory. 	MADA committee		2019-2023
Promote active travel on provincial roads in our territory	<ul style="list-style-type: none"> Implement the recommendations issued in the Bedford, Notre-Dame-de-Stanbridge and Saint-Armand travel plans and apply similar measures in the other municipalities (example: 1.5 m sidewalk widths, pedestrian intersections, adequate lighting). 	MADA committee		2019-2023

AXIS 2 - COMMUNICATION

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Simplify the coordination of activities and communications throughout the territory.	<ul style="list-style-type: none"> Create a communication/coordination committee composed of a representative from each municipality whose mission is to harmonize the calendars of events and activities in the Bedford region. (See EIS Report) 	MADA committee	Community Organization of CIUSSS	2020
	<ul style="list-style-type: none"> Advertise services and activities aimed at seniors in the Journal de Saint-Armand. 	MADA committee	Journal Le Saint-Armand	2019-2023
	<ul style="list-style-type: none"> Provide municipalities with training in writing public communications for seniors. 	MADA committee	The “Sac-à-mot” or tool of the Louis-Braille Institute	2020-2021

AXIS 4 – LEISURE, HEALTHY LIFESTYLE AND ACTIVE LIVING

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Facilitate access to recreational activities	<ul style="list-style-type: none"> Offer a variety of activities for seniors at minimal or no cost in each municipality in the territory. 	MADA committee		2019-2023

AXIS 5- TRANSPORTATION

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Facilitate the travel of seniors on the Bedford and Region territory	<ul style="list-style-type: none"> Explore the viability of developing an intra-pole transportation service to help seniors travel within the territory. 	MADA committee	MRC, Carrosse d’or, BM adapted transportation, taxi services.	2019-2023

Axis 6 - HEALTH

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Preventing abuse	<ul style="list-style-type: none"> Promote the Senior Abuse Help line. 	MADA committee		2019-2023
Support community work with seniors	<ul style="list-style-type: none"> Support funding requests. 	MADA committee		2019-2023
	<ul style="list-style-type: none"> Support awareness and training on abuse 	MADA committee		2019-2023

AXIS 7 – CITIZEN AND COMMUNITY PARTICIPATION

GOALS	ACTIONS	IN CHARGE	PARTNERS	TIMELINE
Highlight the contribution of seniors	<ul style="list-style-type: none"> Maintain a regional event to mark International Seniors Day. 	MADA committee		2019-2023
Promote the citizen participation of seniors	<ul style="list-style-type: none"> Establish a policy monitoring committee with a minimum of two senior representatives. 	MADA committee		2019-2023
Make a commitment to seniors	<ul style="list-style-type: none"> Adopt a charter of goodwill for seniors 	Municipalities of the territory	MADA committee	2019-2023

List of members of the MADA Committee

André Beaumont	President, Bedford Golden Age Club
Chantal V. Brodeur	Councilor MADA, Stanbridge Station
Diane Boulet	Responsible for MADA follow-up Committee, Notre-Dame-de-Stanbridge
Gaston Chouinard	Councilor MADA, Notre-Dame-de-Stanbridge
Jacinthe Lussier	Kinesiologist, CIUSSS of Estrie CHUS
Johanne Boisvert	Project Manager, MADA
Josée Goyette	Councilor MADA, Saint-Ignace de Stanbridge
Linda Duval	Instructor, Carrefour action municipal and family
Lise Proteau	Director, Bedford and Region Volunteer Center (CABBE)
Louis Hauteclouque et Serge Cormier	Councilors MADA, of Saint-Armand
Lucie Hébert	Project Manager MADA
Lynda Lévesque	Assistant Director, Villas des rivières
Marianne Cardinal	Councilor MADA, Pike River
Mona Beaulac	Councilor MADA, Town of Bedford
Monique Lacroix	Community Organizer CIUSSS of Estrie CHUS
Nancy Jones	Councilor MADA, Bedford Township & representative for Avante Women's Center
Pierre Lefrançois	Editor-in-chief, Journal le St-Armand
Richard-Pierre Piffaretti	Volunteer, Journal le Saint-Armand
Robert Deschamps	Councilor MADA, Stanbridge East
Sophie Anne Lévesque	Coordinator of the Recreation, Cultural & Community life service, Town of Bedford
Sophie Langlois	Community worker, Bedford and Region Volunteer Center (CABBE)

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This policy could not have been achieved without the commitment of the members of the MADA committee composed of municipal partners, community organization and the health network. Their exchanges, reflections and concerns for their seniors, make this unique policy, a reflection of the concerns and the richness of this region.

Without the collaboration of all the municipal councils and general managers, this work of collaboration could not have seen the light of day.

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