

# AGE-FRIENDLY MENTOR TRAINING TOOLKIT

*Designed for use in Atlantic Canada*



*Created by Nancy Beth Guptill with  
the Summerside Age-friendly Cities Committee*

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## ACKNOWLEDGEMENTS

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- Peter Holman, Co-Chair
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## GLOSSARY

Name	Description
Age-friendly City (AFC)	According to the World Health Organization (WHO), an age-friendly city encourages active ageing by optimising opportunities for health, participation, and security in order to enhance a person's quality of life as they age. An age-friendly city is not just "elderly-friendly", but friendly for all ages.
AF Program	An age-friendly program has long term goals and objectives and are specific to making systemic change within a community or organization that delivers specific outcomes. Essentially, a program is a group of projects aimed at achieving an age-friendly initiative.
AF Project	An age-friendly project is a temporary short-term endeavour that is concerned with delivering specific outcomes that are in alignment with the objectives of an age-friendly program. Many projects make up an AF program.
AF Initiative	An age-friendly initiative is a new mind-set, plan of action, or policy change that are established by a community or organization to solve systemic problems.
assessing	Assessing is a process where you gather and sort through information, interpret the data and information, then explore its meaning in order to make sound judgements in decision making.
evaluating	Evaluating means you judge and determine the worth of someone, something, or some circumstance so you give meaning to predicted or actual impact(s) of proposals or results.
in-kind donations	Donations other than money, for instance free office space, free consulting services, free radio advertising and promotions.
mentor	A mentor is someone with a set of skills and experiences that guides, shares, coaches, and supports a person with less-experience in a specific body of knowledge or skill set.

## ABBREVIATIONS

Name	Description
AF	Age-friendly
AFC	Age-friendly City
AFCC	Age-friendly Cities Committee
WHO	World Health Organization
NHSP	New Horizons for Seniors Program



# INTRODUCTION

With a focus on improving the quality of life for all citizens, the Age-friendly Cities Committee (AFCC) worked to build an inclusive community where all people felt welcomed and supported regardless of age. Our final project is the development of an Age-Friendly Mentor Training Toolkit.



This toolkit is designed to assist you in planning and implementing age-friendly programs or projects within your business, organization, or community while demonstrating how intergenerational teams benefit from socializing, learning, and growing together.

In putting this toolkit together, we conducted research while also leaning heavily on the knowledge and experiences of the Age-friendly Cities Committee. There are sections of this toolkit that are adaptations from the ***Intergenerational Programming Toolkit*** produced by Age-friendly Edmonton and ***Connecting Generations - A Toolkit for Planning Intergenerational Events*** produced by the New Brunswick Department of Social Development - Wellness Branch. We highly encourage obtaining copies of both these documents as they are superior in their age-friendly and intergenerational content.

## A Tip About Using This Toolkit

This toolkit is designed for all AF audiences, whether you are at the beginning of your journey and determining if your community or organization is equipped for AF programming and projects, or if you are an established AF community that is looking to develop specific Mentoring Programs for your Age-Friendly or Intergenerational projects.

We have provided a lot of upfront information you may need if you are not already an AF community. For those communities who are considering becoming AF, we have included a section on how to carry out some initial steps to prepare your community to become AF. Some communities may have already done these steps.

The AFCC found we needed to do a lot of pre-planning and work upfront for every AF project we worked on in advance of developing our Age-Friendly Mentoring Program that was a component of the AF project. Meanwhile, the section on ***Developing Your Mentoring Program*** starts on page twenty-eight (28). You can jump ahead to this section and move around in the document as needed.

Throughout this document are tips which are highlighted in the ***tip boxes***.

## About this toolkit

This ***Age-friendly Mentor Training Toolkit*** will help you effectively engage community champions in your age-friendly programs, projects and initiatives. It contains practical information and resources to help you successfully coordinate people, resources, and supports within your community. The goal is to promote learning, understanding, and mutual respect amongst all generations to build stronger and healthier age-friendly communities across Prince Edward Island and Atlantic Canada.

The resources provided in this toolkit are based on the core principles of the World Health Organization, ***The 8 Domains of an Age-friendly Community*** (see page 8), and the direct experience of our Age-friendly Cities Committee.

## Using a four-step approach

To help with the overall planning and execution of developing an age-friendly mentor training program, it helps to break down the process into a four-step approach from the outset. We, therefore, organized this toolkit into four parts which address each of the four steps of planning and executing a successful mentor training program:

1. Assessing Your Community for an AF Mentor Training Program
2. Planning Your AF Mentor Training Program
3. Designing and Implementing Your AF Mentor Training Program
4. Evaluating and Celebrating Your AF Mentor Training Program

**Step 1:** In the ***Assessing Your Community for an AF Mentor Training Program*** step, this toolkit guides you when thinking about what you want to do for your age-friendly project. It will help you consider the scope of the project, the job roles you will need to fill and the skillsets of your mentors in order to fill those roles. Each mentor brings with them a set of skills, knowledge and experience that will enhance and add value to your project.

**Step 2:** During the ***Planning Your AF Mentor Program*** step, we outline a roadmap that will help you think through the different aspects of strategic planning for an AF project including establishing your project purpose, defining your goals and objectives, and developing your project budget.

**Step 3:** In the ***Designing and Implementing Your AF Mentor Training Program*** step, we give a comprehensive overview of how to develop your AF Mentor Program, which is the heart and purpose of this document.

**Step 4:** In the ***Evaluating and Celebrating Your AF Mentor Program*** step, we share some tools and resources to help you evaluate the success of your program. Doing so will help you know whether you achieved what you set out to accomplish. It will also help you identify your program strengths, as well as areas that need improvement.

## Building an inclusive community

When we began planning for the Mentor Training Toolkit, we initially focused on Senior Mentor Training as most of our age-friendly work addressed the needs and well-being of seniors. However, given the pandemic has had such dramatic impacts on people of all ages, we felt it necessary to broaden our scope to be more inclusive of people of all ages, including seniors.

The pandemic has seen people of all ages and from different backgrounds lose their incomes, social circles, and live in complete isolation with many people suffering. The impacts are greater and more profound on certain population segments with many suffering in unimaginable ways. As inclusive community builders, we need to realize the importance of engaging people of all ages and diverse backgrounds to help them break isolation in a post-covid world.



## THE 8 DOMAINS OF AN AGE-FRIENDLY COMMUNITY



**Image Source:** Photo by Age-friendly Cold Lake via <http://cfafe.org/vision/>



## What is an age-friendly community?

An Age-friendly Community (AFC) is one that enables all people, no matter what age they are, to live in a secure environment, enjoy good health and continue to participate fully in society. In an AFC, the policies, services, and physical spaces related to the social environment are designed to support people to "age actively" and to enable all citizens to live safely, enjoy good health and stay involved.



Ultimately, the age-friendly philosophy promotes the mantra: *"If it benefits seniors, it benefits everyone"*.

## What is age-friendly programming?

Age-Friendly programming focuses on social and physical environments that promote healthy aging by adapting services and building structures, so they are accessible and inclusive for all residents. The programming has four elements that focus on having the proper policies, plans, projects, and initiatives that enable people to age-in-place while experiencing a better quality of life.

Age-friendly programs provide opportunities to connect children, youth, and adults where, as participants in an AF project, they come together to share, learn, and engage with each other. Within your AF program, you will likely have a series of AF projects with specific deliverables and outcomes that are in alignment with achieving the goals and objectives of your AF program.

### *Examples of age-friendly programming:*

- **Educational workshops** that promote relationships among citizens and various service providers including local business establishments, health care services, community organizations and governments, etc.
- **Intergenerational mentoring** where projects pair seniors with youth of shared interests to learn and grow from the relationships established while also having community impact
- **Bench project** designed to accommodate the physical needs of people with mobility issues and placed in high traffic outdoor spaces which helps to make the space more inclusive for all abilities
- **A focus on sidewalks** that are well lit and kept in good condition
- **Buildings** that have easy access like removable or permanent ramps, automatic door openers and elevators
- **All citizens can take part** in community activities, such as visiting museums or libraries, taking courses, or volunteering for charities or civic duties



## Why is age-friendly programming important?

The benefits of age-friendly programs are diverse. Here is a list of possible benefits for launching age-friendly initiatives in your community:

1. Age-related needs of all citizens are recognized in the design and implementation of your project
2. The decisions and lifestyle choices of all members of your community are respected
3. Vulnerable citizens are protected
4. Inter-generational initiatives are promoted
5. The potential of all citizens is realized and in turn benefits your community as a whole
6. The results support and enable people of all ages to live in a secure environment, enjoy good health, and continue to participate fully in society (Source: World Health Organization)
7. All citizens matter and are recognized, no matter their age, and have value with a range of skills that are important to community life

## Why include age-friendly mentors?

There is a lot of benefit involving mentors in your AF program and projects. First, they have experience and expertise; they presumably have the time and desire to volunteer; mentors of all ages can help other generations feel more comfortable with developing healthy relationships and attitudes towards each other; and they live more happily, fulfilled, and engaged lifestyles.



**Image Source:** Photo by To Do Canada via <https://www.todocanada.ca/canada-day-charlottetown/>

# STEP 1: ASSESSING YOUR COMMUNITY FOR AN AGE-FRIENDLY MENTOR TRAINING PROGRAM

## Getting started

Given one of the main priorities of any age-friendly project is engaging all ages, one of the first places to start is developing your organizing committee which should be comprised of members from the public, community stakeholders, and representatives from your organization. You will want to include adults of all ages, and you may wish to include youth on your organizing committee, particularly if your age-friendly project is youth-focused or has an intergenerational component.

## Creating an organizing committee

Your organizing committee will help you develop and implement your age-friendly project's purpose, goals and objectives while also establish clear benefits and outcomes on project completion. We recommend a committee of up to 12 people with diverse backgrounds, so you are bringing together people with different expertise, skills, experiences, networks, and talents. In selecting your committee, consider the type of age-friendly project you will be running, and which type of community members would best serve on the committee that will help to engage other community members and stakeholders, to ensuring reaching the established project goals and objectives.

***Here are some ideas of organizations to approach for an Intergenerational event:***

- Seniors' homes
- Health professionals
- Historical societies
- Local nature groups
- First Nations communities
- Businesses and business associations
- Artists
- Environmental organizations
- Seniors' groups
- Youth organizations
- Newcomer Associations
- Fitness organizations and/or programs
- Service clubs, and
- Other community-based organizations

## Assessing community capacity

When considering an age-friendly project, it is important to determine whether your community has the capacity for a mentor program. How do you determine whether or not you have the capacity? Quite simply, after you spend some time doing recruiting within your network of friends, colleagues, and community stakeholders, assess whether or not enough people expressed having an interest and ask yourself: **"Do we have enough people who want to actively participate?"** If you answered 'Yes' to this question, then you can conclude your community has the capacity.

## Assessing community values and interests

Understanding what is valued in your community will help you to gain interest in age-friendly projects. For instance, social gatherings and public events may be valued and deemed an essential part of community engagement and social participation. You may already know people who have an interest in 'quality of life' projects, with an interest in seeing social activities specific to seniors, like senior dances.

Knowing this, you can develop an age-friendly project that focuses on hosting socials and dances for seniors to participate, with youth and young adult mentors doing the project coordination and logistics planning. The key consideration is knowing what your community values so that you can identify what age-friendly activities are already taking place, what the value system is within your community, and what other opportunities are worth pursuing.

### Project Tip *Obtain Feedback*

Share your project idea with people to get some interest and feedback, while seeing whether or not people will actually support the initiative and want to volunteer to help.

Keep in mind, when you first approach people, some may express they are not interested or do not have the time, however, as your project gains momentum those same people may eagerly participate and become your best mentors in the program.

## Assessing community needs - ideas to get your started

The next important step is to do an assessment of your organizations and/or community needs from the perspective of citizens.

The following questions and lists will help you think about what programs or projects have already been undertaken, identify potential new opportunities, consider barriers that may prevent you from delivering on an idea, and identify strengths that can be used in starting a project.





*Please note, the list of questions presented below have been adapted from "The Intergenerational Programming Toolkit" authored by Age-friendly Edmonton.*

**In thinking about your organization/community, what age-friendly programs, projects or activities have already been undertaken? Write them down.**

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**Are there other groups or organizations undertaking or investing in age-friendly programming? How are their activities benefiting your community? Write them down.**

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**List your community/organization's current strengths. Examples: What talents and skillsets exist among their membership? What specific expertise do members have? What types of access to supports and resources do they have?**

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**What physical space is available to run programs? Who are some potential partners? What do you have to offer? What are you known for?**

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List potential barriers and challenges that may impede your project. Examples: lack of time and resources; lack of finances; no reliable transportation for participants; lack of available physical space and built infrastructure to host programming and specific projects.

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**Project Tip**  
***Identify Potential Barriers***

Identifying potential barriers in advance of implementing our project, will help you meet the challenges head on. Your members' strengths can help your committee to overcome those challenges, and you will learn as a team how go around them in future projects.

List opportunities that could help support a new program. Examples: engage in collaborative partnerships with other organizations; pursue new funding sources; identify potential in-kind donations; host a fundraiser.

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Explore how the opportunities above could help address and overcome the challenges or barriers to participation. List past challenges encountered and how they were overcome. What was learned from these experiences?

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What are the needs of your community? What are the gaps in programming? How will an age-friendly program or project address these needs and/or gaps?

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**What have your customers and members of the community been requesting? Who will benefit?**

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## STEP 2: PLANNING YOUR AGE-FRIENDLY MENTOR TRAINING PROGRAM

### Planning your mentor training program

Now that you completed the *Assessing Your Community for an AF Mentor Training Program* section to see if your community is ready for an AF project, you should have a better idea of the type and size of project you are able to move forward with in terms of having available finances (developing an actual budget is addressed below), skillsets, and resources. Communities and organizations looking to implement effective age-friendly projects should consider the following principles:

*Please note, the principles listed below have been adapted from "The Intergenerational Programming Toolkit" authored by Age-friendly Edmonton.*

- **Ownership and Shared Benefits:** Ensure all participants, including mentors, youth, and community partners are engaged and will work collaboratively together.
- **Equal Participation:**  
Ensure all participants are equally engaged and have a sense of ownership and power in contributing and shaping the project as it moves forward.
- **Focus on Abilities**  
Recognize the individual strengths and abilities of each participant are used to their full potential.
- **Positive and Respectful Relationships**  
Make a conscious effort to include age-friendly programming that creates environments where positive and respectful relationships develop naturally.
- **Inclusive Communities**  
Strive to have age-friendly programming that builds inclusive communities, recognizing and celebrating gender, culture, and age diversity within your community.
- **Strengthen Community Bonds and Promote Active Participation**  
Promote age-friendly programming to develop intergenerational relationships with emphasis on positive connections that recognize and build on people's strengths.

### Building relationships

The very nature of intergenerational projects involves partnerships and building relationships with community stakeholders. When reaching out to potential partner organizations, remember that it takes time and commitment to build good relationships. The following is a list of things to consider when developing and maintaining a strong organizational partnership:



- **Listen.** Be open to listening and acknowledging other people's perspectives. Truly listening to what another person has to say goes a long way in building positive relationships.
- **Identify shared interests.** When organizations are working towards a common goal, there is a more natural incentive to work together as a team. Develop clear roles and responsibilities. Before the launch of a project, it is important to have a mutual discussion with potential partner organizations on how to define the roles of each organization entering into the partnership. Simply bringing the right people around the table does not guarantee a successful partnership.
- **Value in relationships.** Ideally, each organization should bring mutual long-term benefits to the partnership that lead to long-term gain and positive impacts for your age-friendly project.
- **Set clear expectations.** Clearly articulating individual roles and responsibilities, and developing timelines and specific action items, which everyone can live with, will help you to achieve success. Schedule regular check-ins to make sure everyone is on track.
- **Stay connected.** Keep consistent, open lines of communication with your partner organization(s) and develop a communications plan. If there is any changeover in staff it is important to hand over any necessary information so that the project is not negatively affected by transition.
- **Create a friendly working environment.** When you first start meeting as a group consider introducing some 'icebreakers' or team-building activities so everyone is familiar with one another. Make sure everyone around the table has a voice by creating intentional opportunities for participation.
- **Rotate meeting locations.** Choosing meeting spaces in different locations can be inclusive and can help each partner organization learn about each other's 'day-to-day' activities.

## Relationship Expectations

In thinking about 'ideal working relationships' that you will establish with partner organizations, volunteers, and mentors, what are some of the key criteria and expectations you feel are necessary in order for successful project completion?

*Use the space below to write down your thoughts.*

**ACTIVITY: Brainstorm what a good relationship means to your organization. What actions would you expect from a partner organization? What actions would you expect from your staff and volunteers?**

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## Finding local sponsors

Receiving community support and local sponsors can help elevate the overall success of your age-friendly project. There are many opportunities for people and organizations in your community to participate, and many will eagerly get involved.

Prior to reaching out to community stakeholders, individuals and organizations for donations and sponsorships, it is important to establish a sponsorship program, including outlining the levels of sponsorship and your overall goals. Your sponsorship program should include the different ways you will give recognition to those who sponsor and donate to your project.

Your sponsorship and donation program may include such benefits as inviting those who contribute to address an audience at a public event, include their logo on your printed and digital promotional material, or giving them a booth at one of your events. It could also be as simple as thanking them at an event or publishing a 'thank you to sponsors' in the newspaper, or including their logo on your website, in your eNewsletter or on your social media channels.

### ***Sponsorship Opportunities Include, but are not limited to:***

- Financial donations
- Sponsoring specific events, meals, and activities
- In-kind donations of goods or services
- Complimentary meeting space for hosting an event
- Door prizes and give-aways
- Coupons and vouchers for volunteers and participants
- Providing volunteers

## Partnering with your Municipal Government

One of your best potential partners for your AF project is your municipality, town, or community government as they may be in a position to fund ongoing operations. Further, many of the grants and funding opportunities may require your organization to be a charity to meet their eligibility criteria. If you are not a charitable organization, you will need to partner with either a charity or with your local government. This partnership becomes very beneficial when you have budget plans for a specific program of projects and are receiving specific funding allotments (e.g. from NH\_ for specific projects within a larger program).

### **Project Tip**

#### ***Guidelines for Including People***

Consider establishing guidelines for your volunteers around working with vulnerable populations as well.

These may include:

- guidelines around privacy
- using first names only
- physical touch
- washroom accessibility
- support
- taking and sharing of pictures

# Grants and funding

When considering sources of funding for your age-friendly project, one of the first options to consider is government grants which may be offered through your municipality, province, private business, or federal government. It is helpful to spend some time researching and cataloguing the various grants available from different levels of government for age-friendly, senior, youth, and intergenerational projects.

Sources for funding opportunities include but are not limited to the following: your provincial Health and Social Services department; Employment and Social Development Canada; Community Foundations of Canada and any provincial foundations; or from the New Horizons for Seniors Program available through the Federal Government.

## Project Tip Funding Grants

Start looking early for funding grants as the eligibility criteria may impact the development of your proposed project.

### For more information on these grant programs, visit:

- Employment and Social Development Canada, <https://www.canada.ca/en/employment-social-development/services/funding.html>
- Community Foundations of Canada, <https://communityfoundations.ca>
- New Horizons for Seniors Program, <http://www.esdc.gc.ca/eng/seniors/funding/index.shtml>
- Weston Family Foundation - Healthy Aging Fund, <https://westonfoundation.info/healthy-aging/>

# Choosing activities for your AF project

When choosing an age-friendly project for your community, it is important to identify the various activities to be completed through the duration of your project, as well as the job roles needed to carry out those activities. As part of this process, it will be helpful to identify the skills and experience necessary to perform the various job duties, whether your participants will take on more passive or active roles, and how to ensure mentorship opportunities exist within your overall project.

*The exercises below will help identify potential AF activities that you can include in your AF project.*

**ACTIVITY:** A good place to start in selecting an AF project is brainstorming Age-friendly activities, events and projects your community has already undertaken. List as many as you can think and state how these activities benefited specific individuals and your community as a whole.

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**ACTIVITY: Identify how your community can become even more age-friendly. Brainstorm potential age-friendly activities that would be beneficial and help to build more age-friendliness into your community. Write them down.**

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## **Embracing flexibility in your programming**

One of the key recommendations you have to consider at this early stage of planning is ensuring you have flexibility within your project planning to accommodate the needs of your participants. The next two paragraphs provide examples of flexibility in AF projects that our organization chose to follow.

While you may have a set project plan at the outset, you will likely need to adjust it when you start implementing it. AFCC experienced this in our Business Training project where we envisioned hosting large-group training sessions where businesses attended 1/2-day training workshops that were facilitated by our senior mentor participants. It turned out a good number of businesses were not able to attend off-site training, while at the same time, some of the senior mentors expressed a preference to work one-on-one with businesses at their place of business to do training with their staff. To ensure our senior mentors stayed with us on the project, and we had participation from businesses in the community, we adapted our programming to accommodate their needs.

Another example of being flexible within a project to accommodate the unexpected is an intergenerational Bench Project that started in Summer 2019 and was supposed to be completed in May 2020. AFCC originally planned for 3 large-group painting sessions with all paint teams present, however, with the Covid Pandemic, rather than cancel the project, AFCC adapted their delivery and held many smaller group painting sessions with participants, while adhering to Prince Edward Island public health protocols, completing the project in June 2021.

The key point here is you must have flexibility within your mentor training program to allow for adjustments in the project plan on how mentors will deliver training, services, and programming out in the community.

## **Developing goals and objectives**

For your project to be successful, it is necessary for you to have a clear understanding of your project goals and objectives. Goals are typically defined as broader overreaching principles of the project that guide decision-making and outline what your overall project means to do in the community, while objectives are defined as measurable steps and actions taken to reach each goal. Good goals and objectives are SMART, which means they are specific, measurable, attainable, realistic, and timely.



### ***Examples of Project Goals:***

- **BUSINESS WORKSHOPS:** Create inclusive shopping environments at local retail businesses
- **BENCH PROJECT:** Increase public awareness on what is an age-friendly community and the importance of reducing barriers to social participation while increasing opportunities for social inclusion for all members of a community.

### ***The following can assist in the development of your project objectives:***

- The number of people we hope to have work on the project, and the number of people we hope to reach through the duration of the program.

**Examples:** To recruit x number of mentors and have x number of people attend an event.

- Who should participate on the project as mentors or volunteers? Which community stakeholders should be involved?

**Example:** To recruit diverse participants who live in the area. To recruit x number of post-secondary students to volunteer as digital literacy trainers for adults with smartphones who are new to social media.

- What are the outcomes we hope to achieve?

**Example:** To provide 50 businesses with training to become Age-friendly.

- When are the timelines and project completion dates?

**Example:** To start the project by x date, and to complete the project by x date.

#### **Program Planning Tip** ***Think About 'Project Phases'***

When developing your project plan from the perspective of including mentors, you may find it beneficial to think of your project in terms of phases and activities that need to be performed within each phase in order to be successful. Once you break your project into phases and activities, think through which phase and activities you would like to engage mentors in.

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## Developing a budget

Knowing the amount of funding you will receive for your project will directly affect the size, scope, deliverables, and planned activities. Understanding the various grants available, their funding amounts, and their program criteria will help in putting your budget together, including what the eligible expenses are. One of the first steps in creating your budget is identifying the grant programs you will submit a proposal to, and thoroughly understanding the funding limits, eligible criteria, eligible expenses, and expected outcomes from the funding source.

### Budget Tips

#### *Deadlines & Eligible Expenses*

When designing your project proposal and budget, it is important to take note of the eligible expenses for approval as well as any grant deadlines that must be met. Some funding grants have deadlines at the end of the project, while others will have quarterly reporting.

When developing your project idea, it is critical to think about all the potential expenses you will incur and ensure to include line items for each budget item. If this is your first time undertaking an age-friendly project, it helps to speak with someone who has experience in what to consider.

When applying for grant funding from Government and industry organizations, you will need to track all your expenses, keep all of your receipts, and realize a final report may need to be submitted to receive the full funding amount you are requesting.

We are including within this budget section a bulleted list on the following page of expense categories for your consideration in developing your project budget.

## Costs to Consider

To help formulate your budget, write down every step and the various activities within each step, in your project and price out your expenses, including:

- **Human Resources**
  - executive wages, staff wages, contract workers fees,
    - detail how many hours of administration time is needed and how much time is required for each task identified in the workplan.
  - professional fees, consulting fees
  - honorariums
  - project administration (usually 10-20% of total project costs)

- **Administrative costs**
  - rent, utilities, insurance
  - office supplies, postage, computer equipment
  - transportation fees, taxi chits
  - printing, photocopying, photocopy paper, ink for printer
- **Communication & Information Technology Costs**
  - telephone, fax, cell phones, long distance, SMS rates
  - online meeting and event platforms (Zoom, Google Meet)
  - digital devices, smartphones, smart tv's, ipads/smartpads
  - data networks, digital subscription fees
  - website
- **Marketing, Promotions & Events**
  - paid advertising, digital advertising
  - content marketing, article marketing, copywriting services
  - Rental facility costs, food and refreshments
  - logo and branding development
  - marketing materials development
  - social media management services

## **Summary of Budget Development**

To help formulate your budget, start by writing down every step in your project and price out your expenses, including office supplies, advertising, promotions, human resources, etc. Include paid positions for employees and contract workers detailing how many hours of administration time is needed and how much time is required for each task identified in the workplan. Also, include line items for rental facilities, food and refreshments at events, online supports, transportation for people who do not have access to vehicles, taxi chits, printing, advertising, etc. Also include free and in-kind expenses to show these contributions will be made from various organizations.

The New Horizons for Seniors Programs is a very popular Federal Government program to which many organizations submit applications for age-friendly projects. To provide an example of budget expectations for government funding, we are providing a budget example taken from the Federal Government's dedicated web pages for the New Horizon's program.

**Table 1: Example of Project Costs**

PROJECT COSTS - for eligible activities or services	Cost Is:		Cost (\$ Value)
	Cash	In-kind	
Part-time program assistant	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$6,250
Promotion and advertising	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$2,000
Van rental for social outings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$3,000
Workshop facilitators	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$5,000
Workshop materials and supplies	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$1,000
Rental space for workshops	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$5,750
Rental space	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$2,000
Snacks and Refreshments	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$1,000
<b>Total cost of eligible activities and/or services</b>			<b>\$26,000.00</b>

State the proposed costs and budget of your age-friendly project. Include both expenses and in-kind donations. In-kind donations are usually given by collaborative partners, community stakeholders, businesses, and individuals who wish to contribute to the project in some form other than with cash donations and sponsorships. An example may be a government-run facility that provides office space or facility rental space at no cost to your project, rather they offer it as an in-kind donation, as there is an expense to them for allowing you to utilize the space. However, your committee is receiving that space free of charge.

#### **Budget Tips** ***Donations from Partners***

Ask your partner organizations for any donations they can give in kind like sharing of laptop computer, providing rental space, etc.

## **Determining location and schedule**

When bringing together a diverse group of people with varying abilities and needs, your program location can make or break your success. There are many considerations to be given, including the time availability of participants.

*Please note, the checklist of items on the following page is adapted from "The Intergenerational Programming Toolkit" authored by Age-friendly Edmonton, The City of Edmonton. The purpose of the Accessibility checklist is to help you think through some criteria in determining an appropriate location.*



## 1. Accessibility:

- ☐ Is there ample parking available?
- ☐ How far will people have to walk from the parking lot to the facility?
- ☐ Are there drop-off locations near the entrances? How long is the sidewalk from the drop off point to the entrance?
- ☐ Are there accessible parking stalls available?
- ☐ Is the building serviced by public transit?
- ☐ Are the entrances accessible to wheelchairs, mobility aids and/or strollers? (i.e. ramps, power doors, curb cuts on sidewalks)
- ☐ Does the facility have emergency procedures in place?
- ☐ Is there a first aid kit on the premises?

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## 2. Indoor Spaces:

- ☐ Is the room clear of safety hazards (i.e., tripping hazards, uncovered wall plug-ins)
- ☐ Is the space accessible to participants using wheelchairs, mobility aids and/or strollers?
- ☐ Is the space an appropriate size for your participant numbers and planned activities?
- ☐ Does the space have the appropriate equipment readily available? (i.e. wall plugins, projector screens, projector, flipchart, coffee maker)
- ☐ Does the space have appropriate seating? (i.e. the appropriate number of tables and chairs)
- ☐ Is there minimal background noise?
- ☐ Is there adequate lighting?
- ☐ Can the program be re-located to another space if required?
- ☐ Is the space easy to locate? (i.e. signs or maps that point the way)
- ☐ Is the space near to an accessible washroom?
- ☐ Are there additional costs associated with using the space? (i.e. rental fees, cost of refreshments)
- ☐ Is the space a warm and welcoming environment?
- ☐ OTHER:

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### 3. Outdoor Spaces:

- ☐ Can the space be used in all weather conditions?
- ☐ Are there shaded areas available for sunny days?
- ☐ Are there sheltered areas available for rainy days?
- ☐ Is there an alternative location available in the case of inclement weather?
- ☐ Is the space accessible to participants using wheelchairs and/or mobility aids and/or with strollers? (i.e. paved walkways, flat surfaces)
- ☐ Are there washrooms onsite?
- ☐ Are the washrooms accessible to participants using wheelchairs and/or mobility aids?
- ☐ Are there family washrooms available?
- ☐ Is there adequate seating available?
- ☐ OTHER:

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### Deciding on your program size

Depending on the resources available to your organization, you may want to engage in a smaller project or tackle a larger initiative. Careful consideration needs to go into this decision. Plotting out a task-by-task plan to get to your goals may help you to see what can be done, by whom, and by when. While you may want to be ambitious and start off with a larger project, remember to be realistic about your current circumstances. Here are a few tips when deciding on the size of your project:

- Consider your partnerships. What are the needs of your partner organizations?
- What capacity do they have to support you in this project?
- Consider your staffing and/or volunteer commitments. Does your staff have the time to commit to a new project?
- How much time will be required for planning?
- How much time will be required for meetings?
- How much time will be required for implementation?
- Consider your costs. Do you have access to reliable funding sources? Are these sources sustainable or one-time opportunities?
- Consider your goals. What do you hope to achieve with this project?

**ACTIVITY:** Take the time to consider some of the questions mentioned. Is a small, medium, or large project the best fit for you and/or your partner organization(s)?

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## Considering health and safety considerations

Beyond providing a safe physical space for programming, liability is an essential consideration when engaging with intergenerational projects. When working with partner organizations, it is important that all organizations involved are 1) aware of their respective policies and liability insurance and 2) up to date with appropriate policy and liability insurance coverage. All parties involved should discuss expectations related to health and safety before engaging with the proposed project.

***Complete the appropriate sections of the following Health and Safety Checklist.***

The following checklist can also assist in addressing concerns related to health and safety.

- ☐ Are there procedures in place for reporting and addressing problems or concerns?
- ☐ Are there procedures in place for handling inappropriate behaviour or language?
- ☐ Are staff and/or facilitators and/or volunteers trained in risk management procedures?
- ☐ Are there designated individuals trained in first aid and CPR on site?
- ☐ Is there a first aid kit at your location?
- ☐ Do instructors have the appropriate insurance and certifications?
- ☐ Are you aware of both you and your partner organization(s) insurance/liability coverage as it applies to your program?
- ☐ Are the applicable liability waivers and/or consent forms completed and signed?
- ☐ Is emergency contact information for participants readily available?
- ☐ Do mentors need to have security checks, which can be easily provided by local RCMP detachments?
- ☐ Has relevant participant information been collected? (i.e. allergies, physical activity screening form, provincial privacy legislation laws and policies)

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## STEP 3: DEVELOPING YOUR AGE-FRIENDLY MENTOR TRAINING PROGRAM

### Designing your mentor training program

The content of your mentor training program is dependent on the type of age-friendly project you will be running, as each project will have a specific focus with defined goals and objectives you want to achieve. Further, your project will likely target one or more of the eight pillars that makes up an age-friendly community, and there will be specific job duties you will assign to your mentors. Therefore, it is important to have a good understanding of your project purpose and objectives, as well as the roles and responsibilities you will assign to your mentors through each phase of your program.

**Developing your mentor training program:** In developing your mentor training program, consider how you are going to support your mentors before you consider any training. Take the time at the beginning of your program to think through this process in terms of the different phases of the project and what the mentors will need at each phase. Dedicating the time and energy during the project planning phase will help you and your committee when you start developing your age-friendly mentor training program.

**How to support mentors:** In your project planning and design, it is important to consider what types of supports you will need to put in place for your mentors so they feel they can fulfill their roles with ease. This may include: one-on-one support; peer-mentoring; hosting periodic group meetings through the duration of the project that allow mentors to reflect and discuss progress while identifying strengths and room for improvement; and inviting in special guest speakers and expert topics to motivate, inspire and provide specific skills training.

During the recruitment phase of mentors, on your recruitment and volunteer sign-up forms, you can ask questions about their expectations on training and orientation. For instance, you could ask, "What are one to three questions you would like to ask our program coordinator during your training and orientation session?". You could also ask "In thinking about this age-friendly project and your role as a mentor, what type of supports will you need in order to be successful in performing your duties". You can





take these forms and analyze the answers to tailor the content for your mentor training program.

**Overview of project purpose and objectives:** Your mentor training program should include an overview of your project purpose, goals, and objectives, this includes sharing who will benefit from the project and why it is important to meet and fulfil this community need. Providing a high-level overview of the program, the phases, expected outcomes and the roles the mentors will fulfill should also be given.

**Training on the topic of age-friendly:** Your mentor training program should also include content on the eight domains of an age-friendly community, as outlined by the World Health Organization or Public Health Agency of Canada's *Pan-Canadian Age-friendly Communities Milestones*, as well as any provincial programs and models used within your home province. When discussing the eight domains, providing an explanation of which domain(s) your age-friendly project falls within and how it addresses supporting people's needs is an essential part of the education and awareness building of an inclusive age-friendly community. One of your project objectives should be educating your mentors and volunteers on these eight-domains so they, in turn, share their knowledge with others and are able to shape their mentoring.

**Presentation and tool development:** When developing your training materials that will be used in the orientation and training sessions, you have different options for tool development including creating training tutorials that can be circulated by email or in a private online social media group in LinkedIn or Facebook, that can be viewed on-demand. You could do a Facebook Live and support participants in Facebook Chat or a recorded Zoom Call. You can also do live in-person training presentations and sessions. In all of these scenarios, it is helpful to develop a PowerPoint presentation, supported by a training binder that contains highlights of the material covered along with worksheets and exercises.

The tools you will use to create your mentor training program are dependent on your training delivery format. Given we are still living within pandemic times, you should consider using tools that can be used in online formats and in live presentations. With this in mind, you can create a Microsoft PowerPoint presentation that can be used in live presentations, which you can also create a training video using the voice-over feature for digital delivery.

Regardless of the tools you will use for training delivery, it is important that your content is designed to keep participants interested and engaged. Integrating training activities that can be done individually or as a group activity helps to reinforce concepts that are being taught while providing an opportunity for participants to apply what they have learned. For in-person group training, it is very helpful and beneficial to participants to design the training so there are group exercises that involve brainstorming, problem-solving, and public presentation of group work.

**Assignments and roles:** When people volunteer to sign-up for your age-friendly program, they may not be sure what roles or how involved they would like to be. The training and orientation sessions provide the program overview that will help mentors decide their interests and areas of focus. Through the course of your mentor training program, you will find participants will start expressing which roles they desire to fill. What will be important is ensuring there is a good match between skills sets and skills required to perform the different job roles and duties.

**Rehearsing and role-playing:** If your age-friendly project involves engaging with the community, providing an opportunity for your mentors to rehearse and role-play will be very beneficial for both the mentors and the overall success of your program. Examples include projects where mentors will be giving any form of training or public presentations or interacting with the public in a customer service role that requires explaining information. Role playing, rehearsing, and planning for different scenarios will help build confidence and knowledge within your mentors so when it comes time to implement the project, they are likely to be very well prepared and confident in their ability to deliver.

**Orientation and training:** Your orientation and training program will differ from project to project and will be based on the type of age-friendly program you are implementing. In most cases, when developing its training program for mentors, the Age-friendly Cities Committee found it very beneficial to host a 2-day mentor training program at the onset of the project that included a full PowerPoint presentation supported by a training binder with exercises, how-to's, tips and best practices. These were used allowing the opportunity for participants to rehearse, practice and roleplay. During the training program, a project overview was given, job roles and expectations were explained, the impact and benefits to the community were discussed, and an explanation of the importance of the roles senior mentors were fulfilling was given.

**Orientation and Training Tip**  
***Be Flexible***

Flexibility within your training program is important given you will be working with different members of the public during pandemic times. Think through different scenarios that may impact your mentor training plan and ensure adaptability so you can carry on with your project despite outside forces that may cause a pivot and change in your plans.

During the pandemic, the Age-friendly Cities Committee had to deliver mentor and volunteer orientation training for their Bench Project through on-demand digital delivery, given this project occurred during the lock-down phase of the pandemic. A training video was created and circulated to mentors and volunteer participants which provided an overview of the age-friendly project, the purpose and goals, who would benefit from the project, and their roles as mentors within the project. Included in the training emailing, were the project teams and an opportunity for participants to send in questions electronically to be answered. A Facebook Page was created for the project, and participants were able to communicate through messenger and email.

When restrictions lifted and in-person gatherings could happen, a live in-person meet and greet session was held that included a review of the training materials with the opportunity for a question-and-answer period, prior to assigning participants into their groups and distributing their group work.

In summary, it is important to provide an opportunity to familiarize staff, volunteers, and participants with the expectations of your mentor training program. Training can appear in a variety of forms depending on the scope of the project. You may have separate staff and volunteer orientation sessions, ongoing training opportunities throughout the program, or targeted information sessions.

***The following are a few considerations to keep in mind when planning your mentor orientation and training sessions:***

- Introduce the AF project and mentor training program.
- Introduce clear expectations around appropriate language and behavior to staff, volunteers, and participants.
- Consider addressing commonly held attitudes or stereotypes related to ‘ageism’.
- Include logistical information about your program. Where will you be meeting? What time? What materials are participants required to bring?
- Include contact information for staff members who will be available to answer any questions or concerns.
- Prepare any forms and liability waivers and collect important participant information.
- Outline any risk management concerns and relevant emergency procedures.
- Make sure to include opportunities for discussion or questions.

***Finding your mentors value and worth:*** Your mentor program should be designed to help people find their value and worth through the process of participating in the program. This means that by the time you reach project completion, participants feel confident in the skills they have developed and that they have positively contributed towards project success.

***Who can be mentors:*** The reality is, literally anyone who wishes to participate in your age-friendly program can become a mentor. What is critical to consider is the project theme, goals and objectives, job roles required, volunteers needed, and mentor roles, duties, and responsibilities. You will want to match the skills and talents of your mentors to the job roles and duties that best suit them, while also considering opportunities for them to expand their knowledge, experience, and skillsets.

## **Recruitment**

There are many different methods you can use to recruit mentors to your project. The first step is determining the job roles you would like your mentors to fulfill through different phases of the project, develop job descriptions, then promote the volunteer job roles out into the community.

Key points you will want to keep in mind while promoting the volunteer opportunities are expressing how mentors can capitalize on their strengths and skills, how they will contribute to the project and the importance of their contribution in seeing the success of project completion.

### **Recruitment Tip on Key Points**

Key points you wish to share with the public is important when recruiting mentors. The methods you use to recruit mentors will impact your key messages.

**Recruitment Methods:** There are many different methods you can use to recruit mentors for your project. Here are some examples age-friendly committees have used:

- Approach people one-on-one
- Create a Referral program
- Promote opportunities for mentors as a Public Service Announcement through traditional media
- Promote opportunities for mentors in your eNews letter and on your social media channels
- Promote opportunities for mentors through community stakeholder communications channels
- Make personal calls by telephone and send emails to event and activity program coordinators at seniors' homes and organizations
- Strategically place posters on community events boards



## Putting your program into action

Now that you have a solid foundation in place, you are ready to move ahead with your desired mentor training program. The following section outlines some important information to keep in mind after you have your mentor program up and running.

**ACTIVITY: Develop an orientation and training plan for your project. What information needs to be presented to staff and volunteers? To your participants?**

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## Thinking about your evaluation as part of your program design

Your evaluation criteria should be developed during your program plan design. When you are thinking about your project activities and deliverables, you should consider what you would like to see be measured as benchmarks for your success. The goal is to think about these benchmarks for at the end of your program when you evaluate it.

It has been found to be extremely beneficial and important to both the organization and the mentor participants to ensure the project plan includes a post-project evaluation that includes one-on-one interviews, focus groups, and a survey (online or in-person).

The objective should be to ensure it is not a harsh evaluation, rather, structuring it so it informs you on how to improve your mentor program. One of the main objectives is ensuring there are questions that evaluate whether people felt included and had the opportunity to participate, use their skills, and were able to mentor others, while also being mentored (should it be an intergenerational project).

### ***Examples of Measures of Success:***

- Number of project participants
- Demographic breakdown of participants
- Number of workshop participants
- What types of activities were completed
- How many people were reached by your project

## Marketing and promotions

Your marketing communications and promotions will prove vital in the success of your age-friendly project, as you share key messages that inform, educate, and create awareness amongst the different audiences with whom you wish to connect and engage with.

Getting the word out to the community will help build awareness on the importance of creating an inclusive age-friendly community, while also attracting potential project participants and new people to your organization. Here are some steps to take in developing a strategy for your age-friendly marketing materials and promotions:

### **Program Evaluation Tip** ***Think about it upfront***

Thinking about how to evaluate your program is often a requirement of a funding application, so you should think about your evaluation a lot upfront.



1. **Consider who is your ideal audience?** Keeping in mind you may have more than one audience type you want to interact with, who do you want to know about your project? Who do you want to attract to your program? Once you have a vision of the categories of people you are wanting to communicate with, clearly define your target audiences and think about the best ways to reach them.

2. **Consider how to reach your audience?** Would your audience be more inclined to spend time on social media, listening to the radio, watch tv, online streaming services, shop at local grocery stores, or dining at local restaurants? Where do you think they will be most inclined to come across your message?

3. **Create promotional materials.** Considering your ideal audience and where people are most likely to see your message, develop your marketing pieces for these communication mediums. Options include digital advertising, such as Facebook and Instagram ads, email distribution lists, printed posters, newsletters, articles, website announcements and social media posts. Use eye-catching visuals and photos to make your promotions stand out.

Please see the appendix for two examples we have included as references.

4. **Provide good information.** Thinking of the key messages you wish to share, include all necessary information in your promotional materials such as: dates, times, location, and pricing. A short description of your program will help potential participants know what to expect when they arrive. Include any information about materials participants are required to bring.

5. **Consider your budget.** When developing your initial budget, make sure to include the cost of promotional materials (i.e. ad development, printing costs, card stock, postage, staff time etc.)

6. **Use the power of word of mouth.** If you have a smaller budget, sometimes the best form of promotion is word of mouth, which includes online viral marketing. When someone has a good (or bad) experience with a program, they often share this information with their family, friends, and colleagues, including online. Creating positive experiences for participants can result in the best form of promotion! Encouraging them to share the experience online helps to spread the good news about your age-friendly project and your organization.

7. **Develop a timeline for your marketing plan.** Plot out when you will put up and/or release your posters, make announcements, etc. Use a marketing calendar to plan your monthly, weekly, and daily activity.

8. **Consider these specific marketing tactics.** While there are many marketing communications options for you to choose from, some of the most popular and effective include posters, social media, public service announcements, press releases, and media announcements:

- **Posters:** Placing a poster in a high traffic area, such as community announcement boards at shopping malls, arenas, gym facilities, can help with spreading the news and with reaching a lot of people. Create a plan for where you can place posters to attract interest. Consider groups, organizations, and businesses that are willing to support your project.

- **Social media:** Use Facebook, Twitter, YouTube, and other forms of social media to share information about your event. Ask your senior mentors, volunteers, project team, friends, and colleagues to “like” and “share” your posts, using a relevant hashtag. Consider creating a Facebook Event to share with your friends. Ask to include your digital promotions on collaborative partner blogs and in their eNewsletter.
- **Public Service Announcements (PSAs):** PSAs are extremely effective in reaching a mass audience. Your local media (radio and newspaper) may run your PSA over the air on their channels, and also place it on their community event website. You can usually submit your PSA through a call-in telephone line, via email or through an online form submission. It may help to call them personally if you have any questions regarding their criteria and guidelines for PSA announcements to air on their channels.
- **Invite the media:** Local media are always looking for good news stories. Take the time to invest in developing a media eNewsletter distribution list so you can easily send out official invitations to the media announcing your events. Be sure to include your event details like date, location, start and end times. It also helps to create a media brief for distribution at your live event or as a post-event follow-up.
- **Live streaming:** One of the greatest ways to get your message out effectively and efficiently is to livestream your events online through your social media channels. You can broadcast your events through your zoom channel, Facebook Page, Instagram Account, SnapChat, Twitter, TikTok, and other social media accounts. The larger your following on these social channels, the more people you reach.
- **Promote your project early!:** Be sure to promote well in advance when you will be going live so your online community is aware and can tune in.

**ACTIVITY:** Brainstorm what types of promotion will be most beneficial to your mentor training program and develop a timeline. Write down types of promotions and marketing techniques do you currently use and how could they be improved?

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## STEP 4: EVALUATING AND CELEBRATING YOUR AGE-FRIENDLY MENTOR TRAINING PROGRAM

### After the Event - reflect and evaluate

The criteria you established above as measures of success of your program are used to develop your evaluation program. Don't forget a lot of the evaluation pieces and measures of success are required for funders and funding reports.



Evaluation of your program is one of the most important components of running a successful project. From the outset, you should consider the criteria and benchmarks you will use to determine the success of the project on completion and consider the information and feedback you deem necessary to make a good evaluation.

Make sure to check whether or not the funding body you are applying to requires an evaluation as a part of the project, or whether one is to be submitted upon completion of the project.

Once your project is over, it helps to create the opportunity to reflect and learn from your experiences so you can improve processes, logistics, and the planning of your next project.



#### **Project Tip** ***Evaluation Plan***

To plan your evaluation, keep it to one page, ask people for the: three best things they liked about the project; three things they would improve; which presenters were clear and good; what they gained from the project etc.

- Conduct a survey after the event asking participants, volunteers, and senior mentors to complete it.
- Hold reflection and debriefing sessions with key staff and volunteers to discuss what went well and areas of improvement.
- Review the planning process: walk through all aspects of the planning to evaluate and discuss how each could be improved. Make detailed notes that will help in next year's planning process.
- Identify partners, sponsors, and volunteers that should be contacted for future events.
- Celebrate your success.



## Celebrating your success

Age-friendly initiatives involve coordinating efforts of many people including board members, staff, volunteers, mentors, project coordinators, and participants. Without community and governmental support, along with all the people participating in your age-friendly projects, programming and initiatives would not be possible.

### Celebration Tip Key Points

Be creative with your recognition. Sincere, heartfelt acknowledgements of appreciation can go a long way in showing your community partners, staff, volunteers, and participants that your care about their contributions.

*Here are some suggestions for acknowledging, thanking, and recognizing everyone's support and effort:*

- **Give thanks:** Simply thanking people for their contribution towards the project to make it a success and acknowledging their skills and talents that contributed towards the success is often most important. Most people appreciate being recognized for their efforts.
- **Write personal notes:** Expressing your thankfulness through writing a personal note is a very touching way of saying thank you and most appreciated. Tell each person how they made a difference every day and how they positively impacted the project.
- **Give public recognition:** Share stories with the media, on your website, in your blog, through your eNewsletter, and on your social media, highlighting the great work by the team. Share photos and give acknowledgements to those who contributed to the project.
- **Offer gifts and honorariums:** Offer small tokens of appreciation including gift cards, branded notebooks, spontaneous trays or food platters at meetings, springing for refreshments when it's unexpected, or just a few examples of giving instant unexpected gratitude and thanks that can go a long way.
- **Host a celebration:** Most people enjoy a little celebration party at the end of a program and a project closing. It provides the opportunity for good conversation, positive focus on the great work that was done, and a great way to end on a positive note with the hopes participants and volunteers will join in on another initiative.



## EDITING / ADAPTATION / COPYRIGHT

**EDITING & ADPTATION:** This guide was in large part inspired by the *Intergenerational Programming Toolkit* produced by Age-friendly Edmonton in October 2020, and *Connecting Generations - A Toolkit for Planning Intergenerational Events* produced by the New Brunswick Department of Social Development - Wellness Branch in 2017. We sincerely thank the Age-friendly Cities Committee for the efforts in developing this mentor guide.

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## RESOURCE GUIDES

### *Additional toolkits and websites*

#### **Age-friendly toolkit for Prince Edward Island Communities**

- Email: [agefriendlypei@gmail.com](mailto:agefriendlypei@gmail.com)

#### **The PEI Age-friendly community recognition program**

- <https://www.princeedwardisland.ca/en/information/social-development-and-housing/age-friendly-pei>
- Email: [seniors@gov.pe.ca](mailto:seniors@gov.pe.ca)

#### **Age-friendly Edmonton**

- Website: [www.edmonton.ca/city\\_government/initiatives\\_innovation/agefriendly-edmonton.aspx](http://www.edmonton.ca/city_government/initiatives_innovation/agefriendly-edmonton.aspx)
- Email: [agefriendly@edmonton.ca](mailto:agefriendly@edmonton.ca)

#### **Government of New Brunswick, the Wellness Movement**

- [https://www2.gnb.ca/content/gnb/en/departments/social\\_development/seniors/content/toolkit.html](https://www2.gnb.ca/content/gnb/en/departments/social_development/seniors/content/toolkit.html)

#### **Connecting generations, a toolkit for planning intergenerational events**

- Website: [https://www2.gnb.ca/content/gnb/en/departments/social\\_development/seniors/content/toolkit.html](https://www2.gnb.ca/content/gnb/en/departments/social_development/seniors/content/toolkit.html)
- Email: [mieux-etre.wellness@gnb.ca](mailto:mieux-etre.wellness@gnb.ca)

#### **Intergenerational programming toolkit**

- <https://www.edmonton.ca/sites/default/files/public-files/assets/PDF/afe-intergenerational-toolkit.pdf>
- Email: [agefriendly@edmonton.ca](mailto:agefriendly@edmonton.ca)



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## **APPENDIX: EXAMPLES OF PROMOTIONAL PIECES**



## **Hello Greater Summerside!**

***Come paint an age-friendly bench!!***

The Age-friendly Cities Committee of Summerside is looking for seniors and youth to come together for an intergenerational Bench Project. Seniors and youth will work in teams of eight to design and paint an age-friendly themed bench that will be placed in one of the city's outdoor parks and green spaces. Open to individuals or groups within Greater Summerside.

**To participate or for more information, please contact  
Nancy Beth Guptill: 902-954-0481 or [nbguptill@gmail.com](mailto:nbguptill@gmail.com)**

*This project is funded in part by the Government of Canada's  
New Horizons for Seniors Program.*



## **JOIN OUR TEAM OF SENIOR MENTORS AND HELP MAKE ISLAND COMMUNITIES MORE INCLUSIVE AND AGE-FRIENDLY**

The Age-friendly Cities Committee is looking to build a 20-member team of senior mentors who will help us promote the importance and value of building age-friendly communities across Prince Edward Island.

We are currently in our final year of a five-year plan to assist Summerside to become age-friendly. Year five is dedicated to promoting and sharing what we have learned with other municipalities and rural communities, with a goal of working with at least 25 communities to help them become more inclusive and age-friendly.

**Using seniors as mentors**, we will share our experiences with becoming an age-friendly community and will help other Island communities initiate and implement age-friendly projects within their own communities so PEI becomes a better place to live, work, and retire for everyone. Senior Mentors will be trained so they are fully equipped to educate, train and mentor leaders from interested Island communities that want to undertake age-friendly initiatives that promote senior inclusion and active aging within their own communities.

### **AS A SENIOR MENTOR, YOU WILL:**

- Help build a network of age-friendly communities across PEI
- Promote the benefits of senior inclusion, age-friendly and active aging
- Attend the *Rally of Communities* event
- Participate in Town Hall Meetings
- Educate, train and mentor leaders from PEI on how to build age-friendly communities
- Co-lead and mentor a specific PEI community, helping their leaders and stakeholders implement initiatives so they can become more age-friendly and inclusive

### **HOW TO BECOME A SENIOR MENTOR**

If helping to build a network of age-friendly communities across PEI, and being a mentor and team leader to others to help implement age-friendly initiatives within their communities appeals to you, we look forward to you joining our team to make PEI a more age-friendly and inclusive province for the benefit of all members of society.



**FOR MORE INFORMATION OR TO APPLY:**  
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