

Request for Decision

Seniors' Perception Study: 20 Years Later

Presented To: Community Services
Committee

Presented: Monday, Jul 09, 2012

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Type: Managers' Reports

Recommendation

Whereas a Seniors' Perception Study was conducted by the Regional Municipality of Sudbury in 1991 to determine the degree of awareness about community services and the level of satisfaction with seniors' services in the community; and

Whereas the Seniors' Advisory Panel is in the process of organizing priorities for its term.

Therefore, be it resolved that the City of Greater Sudbury, in consultation with the Seniors' Advisory Panel, conduct a 20 year follow-up of the original survey and that additional questions be included to reflect current issues for seniors aged 55 years and older.

Finance Implications

The cost associated with the study falls within the 2012 operational budget.

Background

The Regional Municipality of Sudbury Seniors' Perception Study was prepared by the Health and Social Services Department in 1991. The results were used in the planning and delivery of services for seniors in the Region and also shared with the Task Force for Seniors Advisory Council. The purpose of the study was to gain an understanding of the current situation for seniors over 55 years of age with respect to demographics, degree of awareness about community services and the level of satisfaction with seniors' services within each of the individual municipalities. The study contributed to an understanding of the needs of seniors and the service priorities.

The 20 year follow-up study will be a combination of original survey questions pertaining to demographics, housing, communication and community participation. Additionally, new questions will be added to reflect current issues for seniors living in Greater Sudbury. The new survey, like that of the original, will be conducted through telephone interviews targeting seniors aged 55 years and older. Paper

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surveys were contemplated by the Seniors' Advisory Panel; however, it was important to remove barriers such as literacy, language and lack of affiliation with a group or organization. A press release and radio and television commercials will be issued prior to the start of the telephone interviews in consideration of recent telephone scams directed at seniors. The survey will endeavour to reach an even distribution of seniors located throughout the Wards. The results of the study will provide a follow-up of the actions taken by Council and the community over the last 20 years and identify gaps in seniors' services for the community, the Seniors' Advisory Panel and funders.