

New Brunswick Age-Friendly Communities

AFAC-NB

Brenda Lee - Community Coordinator



What is an Age-Friendly Community?

- An age-friendly community is designed to promote health, well-being and quality of life for older adults which contributes to the overall well-being of the entire community.
- One of its key components is the fact that the citizens help to identify what is needed in their communities and then provided the opportunity to create change.
- Age-friendly communities work from the ground up in an upstream manner. In addition, its more preventative in the long-term but also works to provide a better community for today.



Started by the World Health Organization and in collaboration with the Public Health Agency of Canada, age friendly communities were established in 2006.

The **Public Health Agency of Canada** has a **webpage** dedicated to informing Canadians on the necessity and the logistics of Age Friendly Communities.

Link: [Age-Friendly Communities - Canada.ca](https://www.canada.ca/en/public-health/services/age-friendly-communities.html)

W.H.O. Link: [Age-friendly Environments \(who.int\)](https://www.who.int/initiatives/age-friendly-environments)

The research and development of Age-Friendly Communities spans over three decades.



Public Health
Agency of Canada

Agence de la santé
publique du Canada



World Health
Organization

With the global, national and provincial aging population, **all provinces in Canada** are now working towards becoming Age Friendly.

In **2012**, the **province of New Brunswick** launched the **Age-Friendly Community Recognition Program**, aimed at providing enhanced support and encouragement for all communities throughout the province to attain Age-Friendly Community recognition.

The New Brunswick Age-Friendly Community Recognition Program



You can locate their detailed Age-Friendly Community guide at the following link:

[Age-Friendly Communities - Are Empowering Seniors to Thrive](#)



Age Friendly Active Communities New Brunswick

Our organization and its role:

Established in early 2023, we are a dedicated non-profit organization working in conjunction with the Department of Social Development. Our mission is to create awareness and support communities in achieving and sustaining recognition as an Age-Friendly Community in New Brunswick.

In addition, we work to strengthen awareness on the demographic trend of our aging population and why achieving recognition is important at this pivotal time.



Brenda Lee
Community Coordinator



8 Domains of Age-Friendly Communities

THE EIGHT DOMAINS

1. Outdoor spaces & buildings
2. Transportation
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information
8. Community support & health services

The World Health Organization (WHO), the Public Health Agency of Canada (PHAC) and the Province of New Brunswick endorse these **eight domains** as those that are to be addressed when moving towards becoming an age friendly community.

Breaking it down

Physical Environment

1. Outdoor Spaces and Public Buildings
2. Housing
3. Transportation

Social Environment

4. Social Participation
5. Respect and Social Inclusion
6. Civic Participation and Employment

Personal Well-Being

7. Communication and Information
8. Community Support and Health Services



Brief descriptions of the 8 Domains

Civic Participation and Employment (e.g.,) Older adults should have opportunities to use their skills, knowledge, and time to contribute to society. There should be volunteerism, and employment opportunities, encouraging civic participation.

Transportation (e.g.,) It is accessible, safe, and affordable for all. There are available options so citizens who can not drive themselves can take part in social, cultural, volunteer, and recreational activities as well as carry-out daily tasks such as shopping, going to appointments and work.

Community Support and Health Services (e.g.,) A wide range of accessible and affordable health services. Recognizing that access to quality health care is critical to ensure that older adults remain healthy and independent.

Respect and Social Inclusion (e.g.,) Respect and appreciation, social and economic inclusion for older adults. Older adults should be respected for their great deal of knowledge and experience as they are the backbone of our society. They are shown appreciation for their contributions in the community. They should feel included in social, political, and economic decisions and have intergenerational opportunities.

Social Participation (e.g.,) The age-friendly approach makes it possible to support activities that bring people of all ages together and promotes the establishment of intergenerational opportunities to prevent social isolation. The opportunity to participate in family, community, cultural, economic, and political life making it possible to maintain ties, give meaning to life and promote feelings of belonging.

Outdoor Spaces and Buildings (e.g.,) They are well lit, accessible to all, a safe and secure environment, pavements and walkways are well maintained and accessible for everyone, safe pedestrian crossings, adequate rest areas and public washrooms.

Communication and Information (e.g.,) It's appropriate and age-friendly in distribution of information. The ability to stay connected with events, news, available services, and activities with timely, accessible, and practical information.

Housing (e.g.,) It is affordable, accessible, well-designed, safe, and a wide range of housing options with good connectivity to social services and the community.

Why and why now....

- In New Brunswick according to the 2021 census, 23% of the population was 65 years of age or older (approximately 178,000 people of the total 776,000 population).

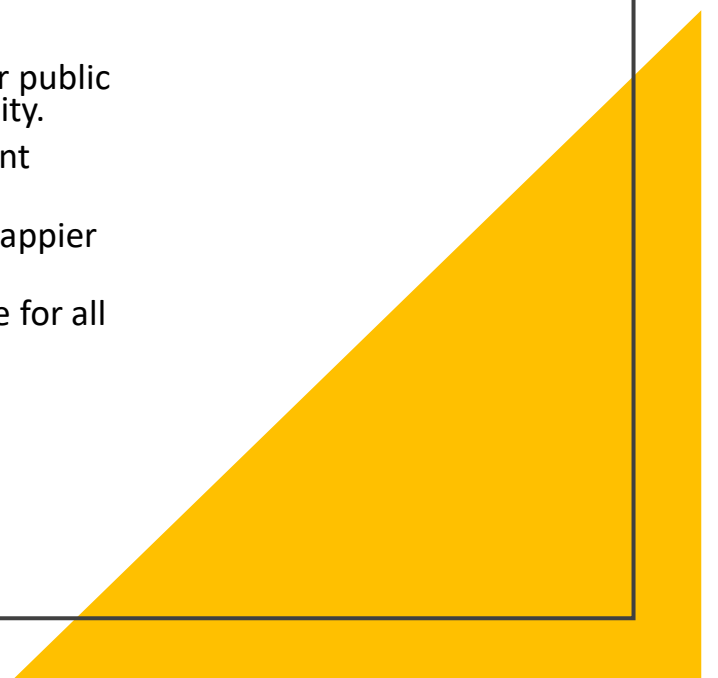
This demographic is expected to grow, with the senior population projected to nearly **double** by 2040.

Urbanization has had a significant impact on New Brunswick over the past two years. It has posed challenges like housing shortages, environmental concerns, infrastructure and healthcare strains.

This emphasizes the growing need for Age-Friendly Communities in New Brunswick and why it is crucial at this pivotal time.



Becoming an Age-Friendly Community offers a wide range of benefits that go beyond just accommodating older adults. Here are several compelling reasons:

- **Enhanced Quality of Life:** Creating a supportive environment for older adults enhances the overall quality of life, ensuring that all residents, regardless of age, can lead healthy, active, and socially connected lives.
 - **Economic Benefits:** Age-friendly communities can attract older adults who bring economic resources, support local businesses, and contribute to the workforce. Additionally, healthy and active older adults can help reduce healthcare costs.
 - **Social Inclusion:** By fostering an inclusive community, you create opportunities for intergenerational connections and social engagement, combating loneliness and isolation among older adults.
 - **Improved Infrastructure:** Age-friendly initiatives often lead to improved infrastructure, such as better public transportation, safer streets, and more accessible public spaces, which benefit everyone in the community.
 - **Sustainable Development:** Focusing on the needs of older adults encourages sustainable development practices that support long-term community resilience and well-being.
 - **Health Promotion:** Promoting active aging and preventative health measures can lead to healthier, happier residents, reducing the burden on healthcare systems.
 - Overall, age-friendly communities are vibrant, inclusive, and resilient, providing a better quality of life for all residents.
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Other reasons to consider...

Healthy aging starts now to ensure a more vibrant tomorrow.

New research shows isolation can shorten a person's life as much as smoking.

Lack of transportation can negatively impact a person's quality of life.

We recognize the invaluable contributions that older adults make to our society—their wisdom, experience, and hard work enrich our lives in countless ways.

Ageism is the last acceptable form of discrimination.

Elder abuse affects 1 in 10 seniors.





Statistics show the majority of citizens want to remain in their home or at least stay within their community.



Why Mayor & Council Should Support Becoming an Age-Friendly Community (AFC)

1. Unlock Funding and Partnerships
2. Strengthen Our Community's Reputation
3. Benefits All Citizens
4. Give Citizens a Voice
5. Boost Local Economy
6. Low-Cost, High-Impact

Becoming an Age-Friendly Community is a **responsible, strategic choice**. It gives residents a voice, strengthens your economy, improves quality of life for all ages, and unlocks external resources. The cost is minimal, but the benefits are lasting.



Other benefits to consider

Moral

Enhances moral competency and fulfills societal obligations.

Economic

Demonstrates to investors and other stakeholders that you are forward thinking and proactive.

It renders communities more attractive to potential new residents and helps to retain residents currently living there.

Financial Support

Community will be well positioned to obtain grants and funding from governmental and private sector organizations.

It provides citizens with an opportunity to create change in their own community.

- The citizens feel connected when they are informed and are involved in the process.
- It creates sustainable change for all generations.



Age-friendly communities can offer significant economic benefits in various ways:

- 1. Attracting Residents:** By creating a welcoming environment for older adults, communities can attract retirees who bring their pensions, savings, and spending power, boosting local businesses and services.
- 2. Supporting Workforce:** Many older adults want to continue working, either part-time or in volunteer roles. Age-friendly policies can help retain this valuable workforce.
- 3. Healthcare Savings:** Age-friendly infrastructure, like safe sidewalks and accessible public transport, can lead to better health outcomes and reduced healthcare costs by promoting active living.
- 4. Intergenerational Benefits:** Features that benefit older adults, such as improved public spaces and transportation, also enhance the quality of life for all age groups, potentially drawing younger families to the community.
- 5. Tax Base Stability:** Addressing the needs of an aging population can help stabilize the tax base by ensuring that older adults remain active, engaged, and living in the community. Incorporating these principles can help mitigate the impact of an aging population on the tax base and contribute to a more vibrant, economically stable community.

Here are a few key reasons why formal provincial recognition matters:

- **Recognition = Structure, Support & Sustainability**
Recognition provides a framework that ensures age-friendly efforts are not piecemeal or reliant on a single champion. It helps embed age-friendly principles into your long-term planning processes. It provides a support system & networking capabilities.
- **It's Not More Work, It's Smarter Work**
Recognition doesn't add to your workload. Instead, it helps align and organize existing efforts in a more strategic, evidence-based way.
- **Access to Provincial Tools, Credibility & Funding**
Becoming a recognized community unlocks valuable resources and opportunities, including:
 - Access to provincial expertise, templates, and tools
 - Strengthened credibility with funders and government partners
 - New possibilities for collaboration with health authorities, researchers, and community organizations
- **Resident Engagement Grows When There's a Plan**
Seniors—and citizens more broadly—want to be heard. The recognition process includes public consultation steps that demonstrate transparency, build trust, and increase engagement.
- **Volunteer- Driven and Recognition:** Many age-friendly initiatives are led by dedicated volunteers. Recognition ensures their efforts are part of a broader, province-wide movement that reflects strong local leadership.

Here are the steps to be recognized as an Age-Friendly Community
with reference to who completes each task

- **Step 1:** Government passes a resolution - **Mayor and Council**
- **Step 2:** Establish an AFC Advisory Committee - **Citizens and other stakeholders with a recommendation to include a member of Council or municipal staff**
- **Step 3:** Conduct an age friendly community assessment – **AFC Committee**
- **Step 4:** Develop an action plan – **AFC Committee & they present it to council for review**
- **Step 5:** Submit application to Seniors@gnb.ca to become recognized as an Age Friendly Community – **AFC Committee**

Key roles for your Age-Friendly Community Committee, AFAC-NB, Mayor and Council

Your **Age-Friendly Community Advisory Committee** will work to create partnerships and collaborate fresh, creative thinking to discover solutions. They will advocate for your community and its citizens.

AFAC-NB is committed to supporting your AFC Committee in every possible way. Here are some examples of our contributions: A \$2,500. financial contribution for start-up costs. Community direct mail campaigns (some restrictions may apply), networking and educational opportunities for the AFC committee. In addition, supporting them through the application process & implementing the action plan.

Mayor & Council will embrace the age friendly model.



The ongoing journey

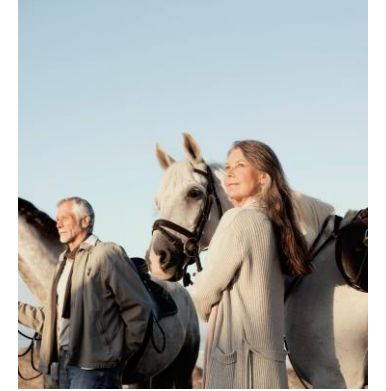
- The **Age Friendly Committee** will at the end of 5 years reapply to GNB to maintain their recognition status.
- Continued community engagement with citizens and relevant stakeholders with an emphasis on older adults.
- Share your success stories of completed actions so citizens know their being heard.





- NB Age Friendly Communities are working to combat ageism, create intergenerational and employment opportunities for older adults. They are also working to prevent social isolation and to improve accessibility for everyone.

NB Age-Friendly Communities are helping citizens to live their best life!



Promoting and supporting healthy lifestyles and preventative care.

In an age-friendly community, the policies, services and structures related to the physical and social environment are designed to help older adults "age actively." In other words, the community is set up to help the older population live safely, enjoy good health and stay involved.



Awareness for Improved Infrastructure

- Accessibility For Everyone!



NB Age-Friendly Communities work with stakeholders and partners to create programs and community development.



Community Garden - A healthy food source, social participation, and employment opportunities

Sample Partnerships:

Local library and schools
Developers
Land Donors
Business Community
Ability NB
Men's Sheds
211 NB
Nursing Homes Without Walls



Designing safe, affordable, accessible housing




Intergenerational Programs

Summary

- This is one of the most effective approaches to address issues and embrace opportunities related to the aging demographic trend.
- Age-friendly communities help build communities that are more inclusive for everyone.
- This program is structured to work from the ground up. It creates public awareness, citizen ownership, community engagement and execution. It will create a more cohesive community.





Let's look to the future....

-
- Have you thought about how you are going to age within your community?
 - What could the next chapter of your life look like?
 - How about your family members and friends?

— Please consider **passing a resolution** to become a NB recognized age-friendly community. It will start the conversation-it's the right thing to do.



Age Friendly Active Communities New Brunswick

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Supporting communities to become Age-Friendly – a place for all people to live and thrive!

Why Our Municipality Should Become an Age-Friendly Community (AFC)

1. Unlock Funding and Partnerships

Building an effective Collaboration – when organizations are working toward similar goals without collaboration, it will result in duplication and wasted resources.

- **Provincial & Federal Grants** – Many funding programs require AFC recognition as an eligibility condition.
 - **Partnership Opportunities** – Collaborate with health networks, service agencies, NGOs, and local businesses.
 - **Leverage Provincial Support** – Access free planning tools, templates, and advisory services from the NB Age-Friendly Communities Program.
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2. Strengthen Our Community's Reputation

- **Proactive Leadership** – Shows residents and visitors that we plan for the future and care about well-being.
 - **Marketing & Tourism Advantage** – AFC status can be promoted in economic development, tourism, and relocation campaigns.
 - **Positive Media Attention** – Recognition ceremonies and project launches attract coverage and community pride.
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3. Benefit All Ages

- Age-Friendly initiatives help **everyone**, not just seniors. Improvements like sidewalks, benches, accessible facilities, and inclusive events support **families, youth, and people with disabilities**.
 - Enhances **walkability, safety, and accessibility**, making the community more attractive for residents and visitors.
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4. Give Citizens a Voice

- AFC planning involves **listening to residents**—especially seniors—to identify what matters most to them.
 - Demonstrates that **we owe it to our citizens** to involve them in shaping their community.
 - Builds **community ownership** and stronger trust in local government.
-

5. Boost Local Economy

- Older adults are **loyal local shoppers and volunteers**—supporting them keeps dollars and skills in the community.
 - Accessible, welcoming communities attract **new residents, workers, and investors**.
-

6. Low-Cost, High-Impact

- The **resolution itself costs nothing**—it's a commitment to start a process.
 - Action plans are scalable and adaptable to the size and resources of the municipality.
 - Many projects can be **funded externally or integrated into existing work**.
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7. Why Would You Not?

- Not becoming an AFC means **missing out on funding, partnerships, and community improvements**.
 - It could send a message that the municipality is **not prioritizing accessibility, inclusion, or residents' voices**.
 - By acting, you **lead rather than react**, and ensure your community is prepared for a changing demographic.
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The Bottom Line

Becoming an Age-Friendly Community is **a responsible, strategic choice**. It gives residents a voice, strengthens your economy, improves quality of life for all ages, and unlocks external resources. The cost is minimal, but the benefits are lasting.



“Protecting Tantramar: A Call for Action against the Proposed 500MW Gas Plant”

September 08, 2025

Town of Tantramar Council Meeting

What the Gas Plant Threatens

- N.B. Power and Pro-Energy are proposing a 500MW gas plant situated in Centre Village, N.B, on the Chignecto Isthmus! This poses serious threats to many things, including:

Our Environment

- Greenhouse gas emissions (CO₂, methane)
- Destruction of wetlands, forests, ecosystems and waterways
- Disruption of the **Chignecto Isthmus**, a key ecological corridor

Our Health

- Air pollution → asthma and lung disease
- Higher risk for children, the elderly, and vulnerable groups
- Noise and light pollution affect quality of life



Our Rural Way of Life

- Productive farmland and homesteads at risk
- Falling property values
- Peaceful, natural community replaced with industry

Our Local Economy

- Damage to **small businesses** in both rural and **urban Sackville**
- Loss of eco-tourism, which relies on clean air, scenic beauty & quiet
- Decline in visitor appeal = less foot traffic, fewer customers



Environmental Risks

The proposed gas plant is not clean energy!

- Emits CO₂, NO_x, and methane
- Accelerates climate change – against national goals
- Damages biodiversity in rural ecosystems
- Raises risks of industrial accidents- we survive on a volunteer fire department, whereas Centre Village is 15 minutes away from the fire station!
- Tantramar must not become a **fossil fuel corridor**.



Health & Safety Threats

Increased respiratory illness and cardiovascular disease

Vulnerable populations at highest risk

Noise, traffic, and light pollution

Quality of life decreases – property values follow

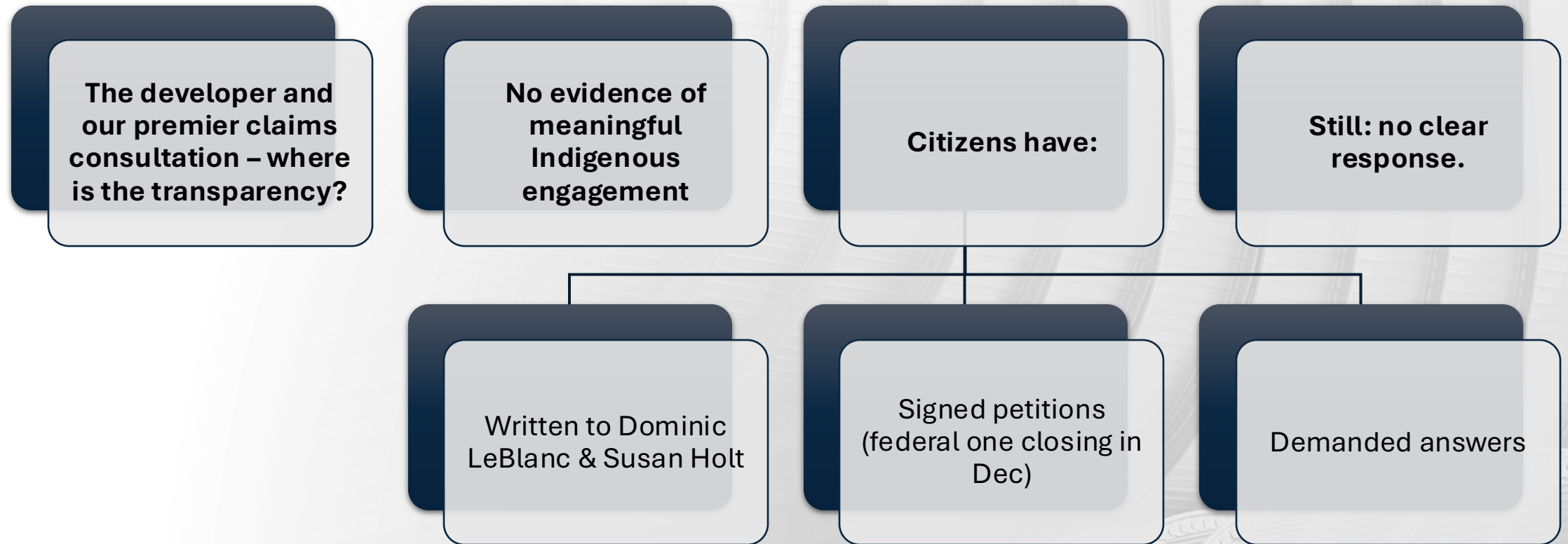
There is no “safe” distance for a plant of this size.

A small bird, possibly a warbler, is perched on a thin, brown branch. The bird has a yellow patch on its head, a black stripe through its eye, and yellow and black stripes on its back. Its tail is dark with white tips. The background is a soft-focus green, suggesting a forest or garden setting.

Land, Water & Rural Impact

- **Tantramar's natural landscape is central to its identity**
- Risk of water contamination and overuse – (a constant daily draw from the aquifer)
- Productive farmland under threat
- Rural character jeopardized
- Large infrastructure projects will alter the local geography
- This is **not just a plant** – it's a transformation of the region.


Overlooked Voices – Indigenous & Community




We ask from the Town of Tantramar-

Your leadership mattered before, and it matters now!




 Publicly
oppose the gas
plant proposal




 Draft and
send a formal
letter to Ottawa
stating opposition



 Urge
transparent
Indigenous and
public
consultation



 Use every
municipal
channel to make
local voices heard



**Protect the
Chignecto
Isthmus. Protect
Tantramar.**



Photo by Atlantic Wildlife Institute

A Letter for Our Future

- This isn't just about a gas plant. It's about who we are – and what kind of future we want to leave behind. If we allow the 500MW Gas Plant to be constructed, what other future industrial plants may come of this?

We urge you to:

- Stand with us, your constituents.
- Speak up for our environment, our health, and our shared land.
- Write a formal letter to the Federal Government of Canada, opposing this project in the **Tantramar region and the Chignecto Isthmus**. Demand a halt to the project!
- Act as your constituents- continue to write the Provincial and Federal government, network outside of the normal realm to initiate contact with any helpful outside sources, to stop the proposed gas plant- ie.: David Suzuki Foundation, Climate Action Committees, interprovincial leaders, etc..

Let this be the moment when the Town of Tantramar stood with its people – again.

Does the town want to be known as municipal professionals who tried to stop the gas plant, or a team that never tried, and let the destruction begin?

Together, we can protect our home.



Gary Tucker photography



To: Mayor and Council

Submitted by: Jeff Taylor, Director of Community and Corporate Services

Date: September 8, 2025

Subject: Willow Lane Closure

PROPOSAL

To close Willow Lane, Sackville from approximately 9:00am-3:00pm on Tuesday September 9th, 2025 to accommodate filming.

BACKGROUND

There is a film crew in town filming a movie/miniseries for Radio Canada International. They have requested a closure of Willow Lane from below the back of 19 Bridge Street (Ducks Aren't Real) to the sidewalk on Lorne Street to accommodate their filming. On consultation, both Sackville Fire and Public Works recommended closing the entirety of Willow Lane instead of a portion.

DISCUSSION

The closure of this portion of Willow Lane will only impede access to the back of some businesses on Bridge Street as well as Jean Coutu on Main St. Our Manager of Tourism and Business Development spoke to all of the affected businesses and the only ones that indicated they would have any issues were Jean Coutu and Tidewater books, who are both expecting deliveries that day. He then spoke to the film crew, who said they would allow the delivery trucks from those businesses to access the lane to make their deliveries.

INTERDEPARTMENTAL CONSULTATION

Public Works, By-Law, Sackville Fire

LEGISLATION/POLICY

N/A

FINANCIAL CONSIDERATIONS

N/A

LEGAL

N/A

COMMUNICATIONS/PUBLIC ENGAGEMENT

Website, social media.

TANTRAMMAR 2025-2028 STRATEGIC PLAN

This aligns with our *Supporting Social and Cultural Connections to Build Our Community* pillar from Tantrammar's [2025-2028 Strategic Plan](#).

COMMUNITY IMPACT

Exciting cultural event our community gets to participate in.

CLIMATE CHANGE IMPLICATIONS

N/A

CLIMATE LENS

Climate Lens	Towards	Away	No change
Emissions reduction			X
Stormwater management			X
Thriving natural assets			X
Sustainable processes			X
Climate change adaptation			X
Climate leadership			X

OPTIONS

- a) Approve the street closure as presented.
- b) Do not approve the street closure as presented.

RECOMMENDATION

Staff recommends that council approve the closure of Willow Lane on Tuesday September 9th, 2025 from 9:00am-3:00pm.

ATTACHMENTS

N/A