

Town of Hudson Seniors' Policy

2021-2024

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Word from the Mayor

Fellow citizens,

The elders of today are much more active than those of the past, well into retirement. They want to play a full role and share their wisdom and experience with the rest of us.

Hudson relies on its seniors for the spirit of volunteerism that infuses our community. They have given so much in the course of their lives and they deserve our support and acknowledgement. I'm very pleased to present Hudson's action plan for our elders, a plan that aims to unite all generations in our Town.

Hudson is a senior-friendly Town. The Town of Hudson and the Steering Committee have done amazing work to arrive at this set of proposals. The survey put out by the Town and Committee allowed us to hear what our seniors have to say, we listened and this action plan reflects the chorus of voices of our elders.

This plan will help us to better support their needs. I would like to sincerely thank all the people that made this plan possible, from officials at the provincial level to the participating citizens who made this a reality. I would like to underline the leadership and work of Councillor Barb Robinson, who stayed steadfast to the vision of having a senior friendly municipality. Without Barb's tenacity this plan would not have been possible.

It's a great plan. Enjoy!

Jamie Nicholls, Hudson's Mayor





Word from the Councillor responsible for family matters

Dear MADA volunteers,

This has been an extraordinary year. The pandemic has made volunteering more complicated, as programs change, and new safety measures must be observed.

We, as a group, have been working on establishing a policy for a senior friendly Town. The process began many many months ago. We have worked in close contact (prior to the pandemic) and the last year we have worked remotely.

During these uncertain times we feel that it is more important than ever to recognise the wonderful and deeply meaningful work our volunteers do for the Hudson Community.

The core group consisted of the following volunteers: Sandra Racicot and Susan Bednarski have been with the team from the get go, never missing a meeting and consistently contributing ideas and suggestions for this policy. Susan Von Der Haar, Judy Tellier and Barbara Taylor were part of the group prior to the pandemic and were instrumental in helping us define our purpose.

A very special thank you to Marie-Josée Bétournay for guiding us through this process.

I personally have been involved in the Hudson community helping seniors for the past 25 years. The senior population has always been a passion for me. I have consistently involved myself with the senior population, primarily at the Royal Canadian Legion Hudson Branch 115. MADA has given me an opportunity to develop a better place for Seniors.

The generosity of our volunteers and our elders who contributed to the public consultations (remotely) is commendable. We as a community are grateful for the support of our older adults, volunteers and the Town administration. Under ordinary circumstances, Hudson community is an amazing group, but during the pandemic we are more than amazing.

Our community and volunteers make a tremendous difference in the way we live. Thank you on behalf of the entire community.

Barbara Robinson, Councillor District 4





Definition of Senior

Seniors are ageless. At this time in their lives, seniors expand their creativity and have more time to do so. They choose activities focused on an active lifestyle and community life. The result is an invaluable legacy for future generations. Seniors play an essential role within their families. They have decades of experience to share with young and old.



Notion of active ageing

The Town of Hudson has supported the notion of active ageing in its municipality for many years. With the adoption of this Age-Friendly Policy (AFP), the Town commits to improve and strengthen the three pillars of active ageing: participation, health, and security, as these pillars represent a significant portion of quality of life..

Demographic profile

According to the latest Statistics Canada census (2016), 26.7% of the population of Hudson was 65 years old and over. This is an increase of 8.1% compared to 1996. This number will rise as the median age was 52.7 years old in 2016. This portion of the population are the seniors of tomorrow. Three out of four Hudsonites aged from 25 to 64 years old have completed post-secondary education.

In terms of housing, 27.6% of residents live alone and only 1.6% of seniors shared a residence with other family members. Hudson is known as being a town of affluent neighbourhoods however, the municipality has some sectors affected by isolation.

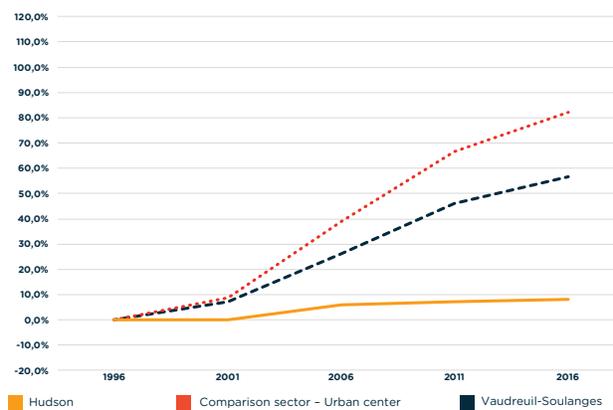
TOTAL POPULATION

POPULATION: 5 185

AVERAGE AGE: 52,7 years

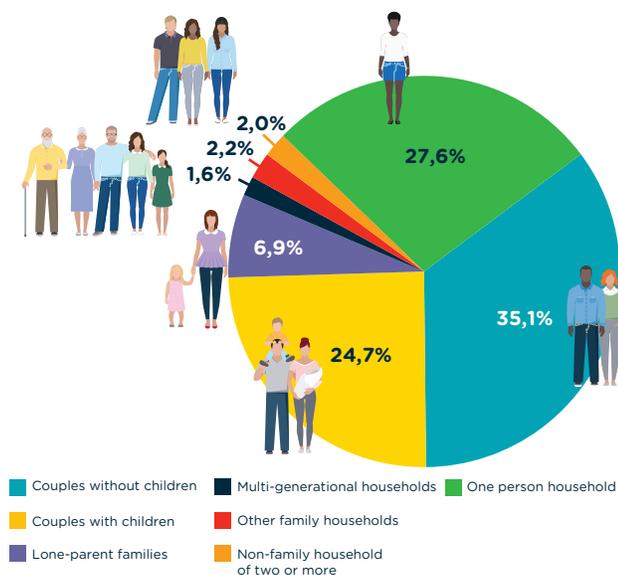
Hudson's population has grown almost 10% in the last 20 years.

Increase in population since 1996 (%)



PORTRAIT OF HOUSEHOLDS

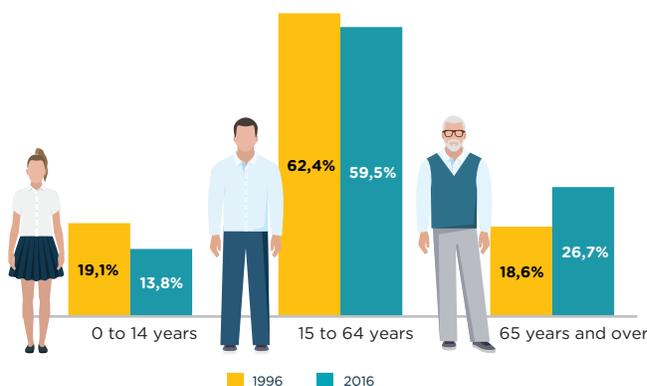
Total population by household type (%)



There are 10% fewer households with children in Hudson than in the territory of Vaudreuil-Soulanges

AGE GROUPS

Total population by age group, in 1996 and 2016



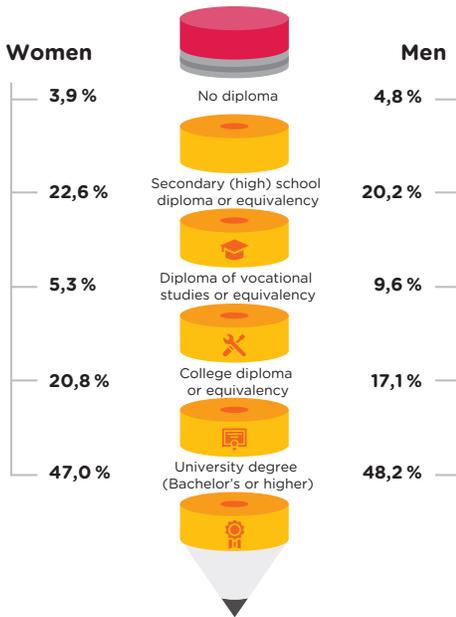
The percentage of residents who live alone almost tripled between 1996 and 2016, increasing from 10% to 28%

The rate of population growth in Hudson is well below that of the MRC. More than a quarter of the town's population are aged 65 years and over.



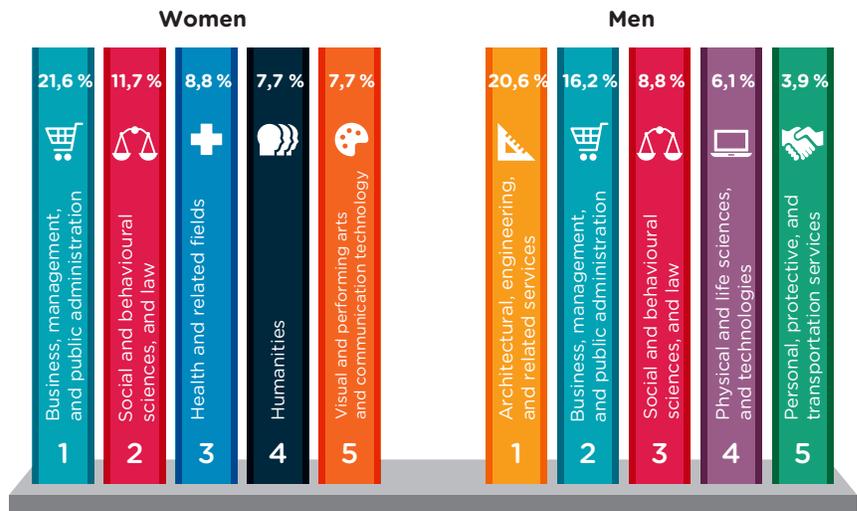
Demographic profile

EDUCATION



FIELD OF STUDY

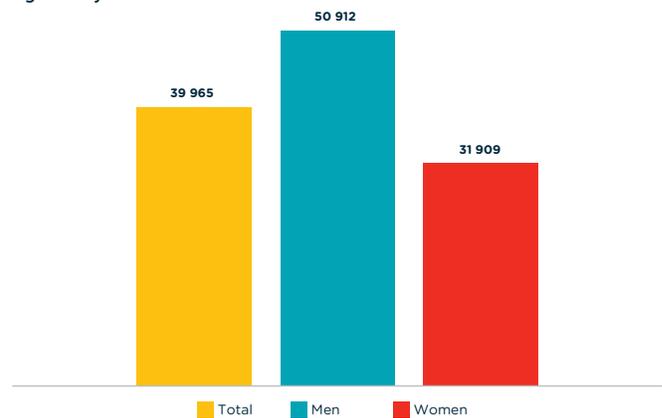
Top 5 fields of postsecondary education



Three out of four Hudson residents aged 25 to 64 years have a post-secondary degree

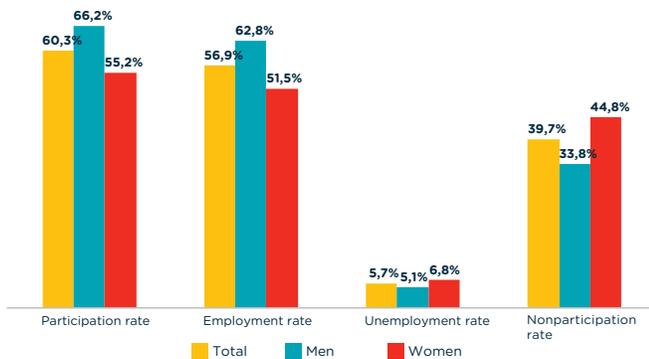
REVENUE

Average annual income (\$) by gender for the population aged 15 years and over



EMPLOYMENT

Labour force characteristics of residents aged 15 and over



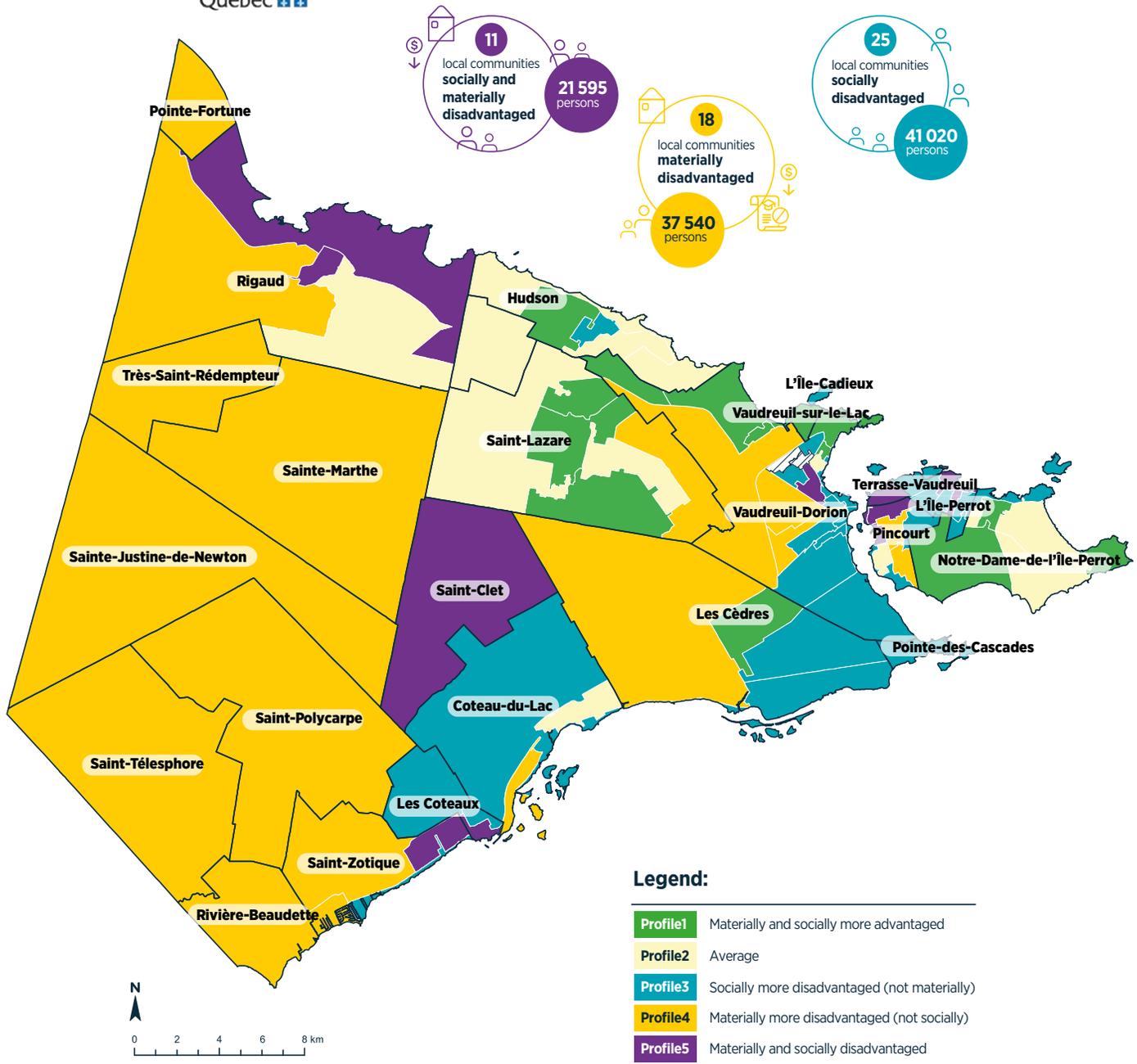
Men earn an average of \$20,000 more per year than women

2545 Hudson citizens are employed

Demographic profile

2016 Material and social deprivation index by local community

Centre intégré de santé et de services sociaux de la Montérégie-Centre
Québec



Production : Direction de la santé publique de la Montérégie, juillet 2019

Source : Statistique Canada, Recensement de 2016. INSPQ, compilations de données



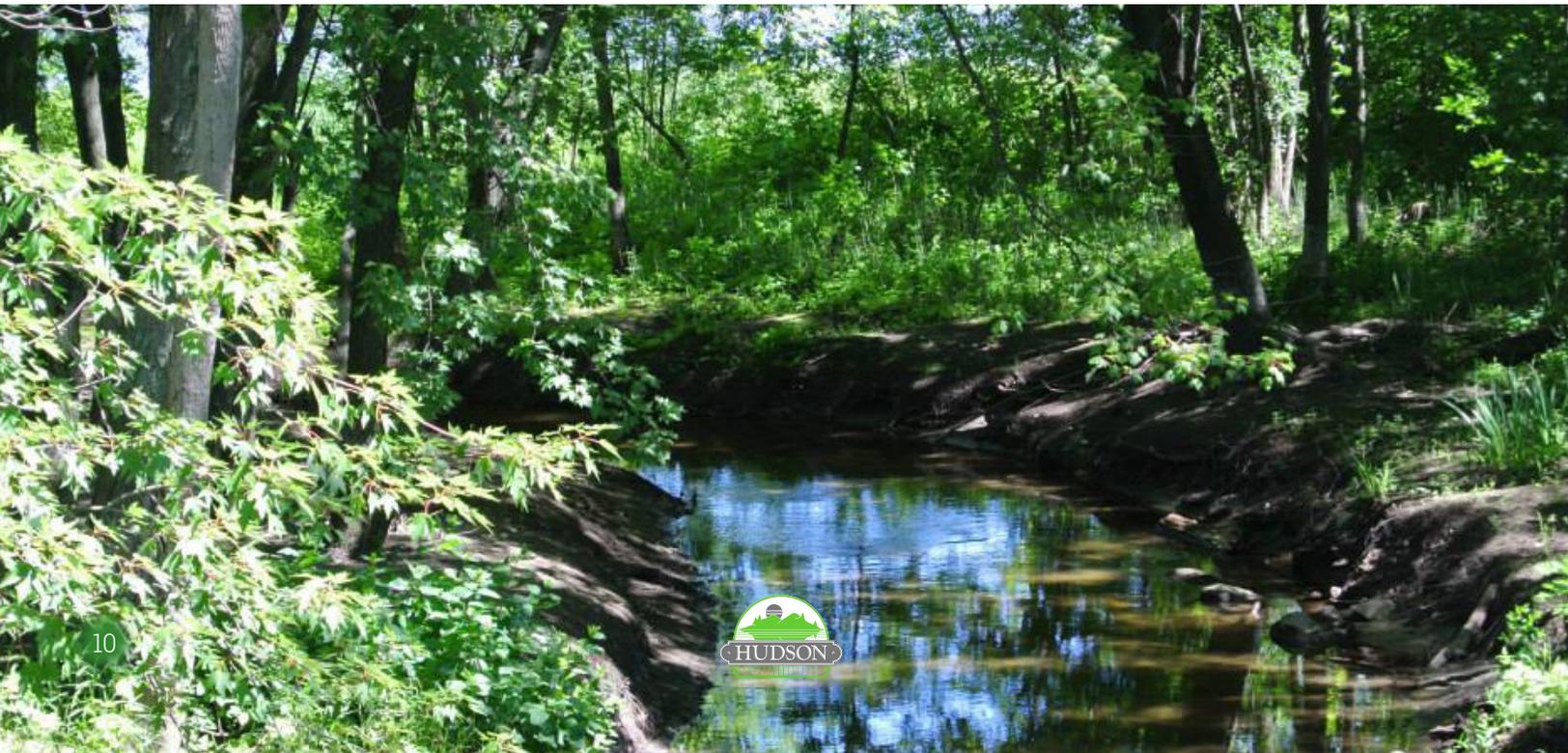
Hudson, an active town

Hudson is defined by its vibrant community and unique lifestyle. These characteristics are enjoyed by the general population and by seniors in particular.

Services offered range from public information, secure transportation, and a wide range of intervention measures. This spring Hudson began the rehabilitation of the Town's core by ensuring a safer and more enjoyable environment for pedestrians. Our seniors' needs are changing and Hudson is adapting.

Mindful of environmental protection, as evidenced by the nine hiking trails, the Town is working towards increasing its green spaces to strike a balance between green-space conservation and land development.

Thanks to an extensive recreation program, seniors can remain active in many different ways. The concept of volunteerism and respect for our seniors is deeply ingrained in our culture. Social and emergency services are important issues for Hudson, and seniors' needs are met via regional partners.





Global vision

Hudson wishes to be an age-friendly community. The goal of this policy is to help create an environment in which seniors continue to enjoy and live their lives more fully, continue to live in Hudson longer, and preserve their autonomy.

Values

The Town of Hudson stands out by virtue of its many strengths. Thus, this AFP is based on three important values: solidarity, hospitality and respect

Solidarity

Solidarity is created through mutual assistance, responsibility, and mutual support between neighbours. The well-being of all citizens is important for every resident. In Hudson the population feels secure and protected.

Hospitality

A welcoming community is open to others and promotes exchanges and inclusiveness. In Hudson, hospitality is noticeable first in its population. Human warmth, and empathy are present to the point that volunteering is a culture in Hudson. Residents of all age groups freely offer their time, and share their knowledge to help others.

Respect

Respect relates to politeness, kindness and sociability. This value also addresses compliance to the laws and regulations. Seniors are respected and are an integral part of the community..





Strategies

Hudson's AFP is based on two important strategies.

- **Seniors know best**

Seniors have specific needs. Hudson will increase focus on seniors in the Town's decision-making process. This will be accomplished through consultation with seniors and stakeholders.

- **Citizen participation and civic involvement**

Hudson hopes that citizen participation and civic involvement will become a responsibility shared by all. By participating in municipal activities and by getting involved in municipal decisions, seniors contribute to the well-being of the entire community. The Town will be enriched by their insights, experience, and their expertise.





Action Plan

The AFM action plan consists of 18 objectives and 42 actions. To address seniors' needs, the action plan is focused on the following seven categories:

- Communication and information
- Outdoor spaces and buildings
- Housing – Living environment
- Recreation
- Health and social services
- Security, and
- Transportation



Action Plan

– this action plan was developed based on data collected from seniors via a survey and a discussion group.

ACTION AREAS	Objectives	Actions	Timetable
Communication & information	Improve communications with seniors	Make the Town of Hudson website more user-friendly	2021
		Add a section for seniors on the website	2021
		Create an email address bulletin for seniors, by district	2022
		Create a newsletter for seniors	2021
	Raise administrations' awareness to seniors needs	Train administration personnel on handling telephone calls from seniors	2022
		Provide an option for seniors on the Town's automated voice message system	2023
	Improve contents of the Voice of Hudson municipal bulletin	Have an ongoing projects section	2021
		Add a list of community organizations	2021
	Support for seniors doing volunteer work	Develop a volunteer recognition program for seniors including biannual dinners and the publication of an annual note of appreciation on municipal & public media	2022



Action Plan

ACTION AREAS	Objectives	Actions	Timetable
Outdoor areas & buildings	Promote active lifestyle for seniors	Ensure effective harmonization between Main Road rehabilitation and MADA project	In progress since 2021
		Coordinate the future parks master plan with MADA	2022
		Upgrade pedestrian crosswalks	2022
		Ensure that seniors needs are considered during construction work and new developments; adding sidewalks, benches, flower boxes, light sources	In progress since 2021
	Improve access to public buildings and local commerce	Use website seniors' section, newsletter and municipal bulletin to promote location of school gyms & sport centres	2021
		Add a sign for the Town Hall access ramp	2021
		Plan senior's activities on ground floor at the Community Centre	2022 or later, after the COVID-19 pandemic
		Create a distinctive logo to identify businesses that are accessible for persons with reduced mobility, similar to the Sherbrooke <i>Ami des aînés</i> program	2022
	Increase accessibility to hiking trails	Update the hiking trail map, such as indicating the difficulty level	2022
		Coordinate trail accessibility with the Parks Master Plan	Upon implementation of the future Parks Master Plan

Action Plan

ACTION AREAS	Objectives	Actions	Timetable
Housing - Living environment	Explore affordable housing options	Initiate contact with the Technical Resource Group for affordable housing units	2023
		Use website's seniors' section, newsletter and municipal bulletin to inform citizens of construction progress of adapted housing such as Villa Wyman	2022
	Support seniors living in their homes	Use website's seniors' section, newsletter and municipal bulletin to inform citizens of organizations offering housekeeping services such as « <i>Service d'aide de Vaudreuil-Soulanges</i> »	2022
		Use website's seniors' section, newsletter and municipal bulletin to inform citizens of government programs such as the RenoRegion and Residential Adaptation Assistance Program	2022
		Develop a neighbourhood help program to connect seniors with tradespersons and home maintenance services.	2022
		Inform residents of the seniors' social isolation issue via an event	2022

Action Plan

ACTION AREAS	Objectives	Actions	Timetable
Recreation	Encourage seniors to adopt healthy lifestyles	Improve recreation services by adding first aid courses and other activities	2022
		Develop an agreement with the private tennis court owner	2022
	Review organization of the cultural component	Encourage cultural community awareness for seniors needs	2022
	Encourage seniors to participate in their community	Create a Seniors Committee	2022
		Assist Seniors Committee in their initiatives and projects such as follow-up for financial assistance requests	2022
		Plan theme-based meetings with seniors, either virtual or via telephone, on a regular basis	2021
	Promote intergeneration exchanges	Set up pet-friendly inter-generational activities	2022
		Create events to promote exchanges between seniors and youth	2022



Action Plan

ACTION AREAS	Objectives	Actions	Timetable
Health & social services	Improve seniors' health	Establish collaboration agreements with professionals such as pharmacists, to promote health and social services in the community such as GRAVES and Nova Hudson	2022
		Promote the CISSS de la Montérégie-Ouest My Home, My Choice program	2022
	Provide services to fill in gaps in services in Hudson	Develop partnerships with community organizations such as Centre d'action bénévole L'Actuel to provide additional support for seniors.	2022

ACTION AREAS	Objectives	Actions	Timetable
Security	Increase seniors' sense of security	Explore the possibility of restarting the Block Parent program (Parents Secours)	2023
		Use website seniors' section, newsletter and municipal bulletin for the procedure to report elder abuse	2022
		Plan an activity as part of the World Elder Abuse Awareness Day	2022

Action Plan

ACTION AREAS	Objectives	Actions	Timetable
Transportation	Increase seniors' security concerning transportation	Use the seniors' website section, newsletter and the municipal bulletin to promote transportation services in Hudson, specifically adapted transport	2021
		Develop a support program for seniors concerning public transportation	2022
	Increase senior drivers' security in the municipality	Assess the need for street lights at strategic intersections	2022





Seniors' Policy - Implementation & monitoring

Crafting this AFP is a major step in the Town's commitment to creating an age-friendly community.

Hudson will:

- Create an oversight committee with a mandate to ensure the action plan contained within this policy is implemented.
- Identify the persons in charge and partners responsible for the implementation of the action plan.
- Establish the priorities for the years 2021, 2022, 2023 and 2024.



Steering Committee

The Town of Hudson completed its Seniors' Policy during the health crisis. The Town started the process in January 2020. Then, the Town was forced to suspend its initiative in the spring of the same year due to the COVID-19 pandemic. While respecting health measures in force, Hudson decided to move ahead with the project in November 2020.

The Steering Committee has shown its exceptional capability to adapt. From November 2020 to April 2021, volunteers have remained committed and have continued to communicate virtually via Zoom.

The following are the names and roles of the Steering Committee members:

- Philip Toone, Town of Hudson director general
- Franca Gramegna, Town of Hudson office agent
- Barbara Robinson, Town Councillor and responsible for family matters
- Sandra Racicot, member of the administration committee of the Greenwood Centre For Living History, invested in the war against age discrimination and promoting recreation activities to reduce isolation. She also represents seniors.
- Susan Bednarski, director of operations and volunteer resources of the Vaudreuil-Soulanges Palliative Care Residence. She also represents seniors.
- Marie-Josée Bétournay, project manager for the development of the MADA program

We also wish to thank the volunteers that have supported the MADA program:

- Susan Von Der Haar, psychotherapist
- Anita Dover, seniors' representative
- Barbara Taylor, vice-president, Hudson Meals on Wheels
- Judy Tellier, director of NOVA Hudson

And many thanks for the Town of Hudson representatives for their dedication at the beginning of the process

- Laura McCaffrey, interim recreation director
- Daniel Landry, interim recreation director

Thank you very much for your commitment!





Acknowledgements

The Town of Hudson wishes to thank its partners for the implementation of the MADA project. We express our gratitude to:

- Espace MUNI and its representative Denis Guérin
- CISSS de la Montérégie-Ouest and the resource person of the program My Home, My choice, Sophie Labrecque



Bibliography

The demographic profile was developed from the following documents:

- 2019 Vaudreuil-Soulanges Socio-economic profile
- Vaudreuil-Soulanges community profiles (Montérégie-West CISSS)
- Policy of sustainable social development of Vaudreuil-Soulanges



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En partenariat avec :

