## STRATEGY DISCUSSIONS & PROGRESS

**WORKING GROUP:** Civic Participation and Employment

<table>
<thead>
<tr>
<th>6.1.1</th>
<th>Identify and inventory volunteer and mentorship opportunities specific to older adults (Year 1)</th>
</tr>
</thead>
</table>

**Is this related to any other strategies in the Plan?**

- **Communication & Information Working Group** efforts to market the Age Friendly Network agenda across the community
- **Social Participation Working Group** efforts to involve seniors in recreation and leisure activities, which may also include interest in volunteering
- **Community Support & Health Services Working Group** efforts to ensure seniors are healthy and happy, which could include volunteering

**What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)**

- Pillar Nonprofit Network ([www.pillarnonprofit.ca](http://www.pillarnonprofit.ca)) website hosts an active list of volunteer opportunities for adults of any age available among its member organizations, as well as ongoing professional development programming for volunteers and staff in the nonprofit sector
- Up to 300 Pillar member organizations provide opportunities for volunteers of all ages, including older persons, to train and contribute to the community across several sectors within nonprofit
- These include social service agencies and organizations related to arts and culture, sports and recreation, faith, environment, health and research, education, fundraising and other forms of volunteerism
- London and Area Association for Volunteer Administration (LAVA) ([www.londonava.com](http://www.londonava.com)), whose goal is to encourage the development of volunteerism

**How could the AFLN support or expand on existing initiatives OR implement this new action?**

- Share results of Age Friendly Survey results as soon as available
- Develop an AFL Marketing Plan with Age Friendly logo/branding through the ‘Communication & Information’ Working Group
- Once AFL branding is completed, produce promotional signage or banners for display at all sites/events where seniors are volunteering or working on special projects (i.e. Habitat for Humanity Builds)
- Work with Pillar Nonprofit Network to create a ‘train the trainer’ program to mentor seniors, who can then present to community groups and help to educate/mentor other seniors about community resources and volunteer opportunities
- Assist seniors interested in volunteer leadership to access Pillar Nonprofit Network’s ongoing professional development programs supporting volunteer management

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<tr>
<th>Itemized Action Steps</th>
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<tbody>
<tr>
<td><strong>Done Oct 2013</strong></td>
<td>Recruit a representative from London and Area Association for Volunteer Administration (LAVA) (<a href="http://www.londonava.com">www.londonava.com</a>)</td>
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<tr>
<td></td>
<td>M.S.G.</td>
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<tr>
<td>Complete</td>
<td>LAVA representative S.D., Volunteer Coordinator with Dearness Home joined the Working Group in October</td>
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<td>M.S.G.</td>
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<tr>
<td>Complete</td>
<td>LAVA representative changed to M.C. with Salvation Army for 2nd year of action plan</td>
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<td></td>
<td>M.S.G.</td>
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</tbody>
</table>
**WORKING GROUP:** Civic Participation and Employment

| 6.1.2 | Investigate barriers to volunteering (including affordability) (Year 1 and 2) |

Is this related to any other strategies in the Plan?
- Age Friendly London Survey to come in fall (see 6.1.1)

What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)
- Older adults are reporting there are barriers – what are they and how do we resolve them?

**Barriers to Volunteering**
- Requirement for Police screening
- Lack of financial resources (can’t afford to be a volunteer)
- Lack of access to a computer or technology skills to find opportunities (i.e. Pillar website)
- Lack of transportation
- Lack of physical access (for those with special needs)
- Lack of training
- Lack of education or literacy
- Lack of self esteem (doesn’t believe he/she has something to contribute)
- Lack of motivation (thinks he/she is too old)

**Other Factors Impacting Senior Volunteerism**
- Feeling isolated
- Unaccustomed to the culture of volunteering
- Expecting to walk in and immediately start volunteering (without training)
- Having to do health and safety training
- Imbalance between time spent preparing to volunteer vs. time spent volunteering
- Bad experience with individual agency barriers (once bitten twice shy)

**Potential Supports**
- Focus groups or gerontology research to identify all barriers to seniors
- Social outreach as an ice breaker to volunteering
- Presentations on volunteering hosted at the Kiwanis and Hamilton Road Seniors Centres
- Parking passes and bus fare reimbursement, where possible

**Resources**
- Pillar Nonprofit Network ([www.pillarnonprofit.ca](http://www.pillarnonprofit.ca))
- Ontario 211 ([www.211ontario.ca](http://www.211ontario.ca))
- Volunteer Canada Guide re older volunteers ([https://volunteer.ca/content/volunteering-and-older-adults](https://volunteer.ca/content/volunteering-and-older-adults))
How could the AFLN support or expand on existing initiatives OR implement this new action?

- Support Working Group proposal for Age Friendly London research to be undertaken by Western Health Sciences Gerontology in Practice 4th year students
- Liaise with Community Care Access Centre (CCAC) to ensure promotional article on volunteerism and a Volunteer Opportunities listing in Table of Contents of Seniors Scene information booklet
- Facilitate New Horizons grant application through City’s Social and Community Support Services
- Liaise with London Public Library regarding opportunity to host information events
- Focus of Year One on the volunteer sector
- Student project was more focused on benefits of volunteering. Investigation into barriers to volunteering will move forward into Year 2

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<td>Done</td>
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<tr>
<td>Prepare précis of potential research project for Western Health Sciences Gerontology in Practice 4th year students to identify and understand barriers to volunteering in our community (Gerontology in Practice Award)</td>
<td>T.D.</td>
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<td>Research proposal accepted and five enthusiastic 4th year Health Sciences students completed a literature scan, focus group, series of interviews and promotional video through Rogers TV</td>
<td>Co-Chairs</td>
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<td>Done</td>
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<tr>
<td>Have promotional video endorsed by AFLN</td>
<td>Co-Chairs</td>
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<td>Ongoing</td>
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<td>Disseminate promotional video in the community</td>
<td>All members</td>
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## WORKING GROUP: Civic Participation and Employment

### 6.1.3 Develop a “How to volunteer guide” that highlights London success stories (Year 2)

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**Is this related to any other strategies in the Plan?**

**What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)**

**How could the AFLN support or expand on existing initiatives OR implement this new action?**
**WORKING GROUP:** Civic Participation and Employment

| 6.1.4 | Develop a recognition program for older adult volunteers in the community (Year 3) |

Is this related to any other strategies in the Plan?

Respect & Social Inclusion Actions:

- 5.3.1 Inventory events that recognize senior accomplishments in the community (Year 1)
- 5.3.2 Increase profile of events recognizing senior’s accomplishments (Year 2)
- 5.3.3 Advocate to have a seniors category added to the Mayor’s honour list (Year 2)

What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)

How could the AFLN support or expand on existing initiatives OR implement this new action?

- Connect with Respect and Social Inclusion group – investigate what can be done above and beyond their strategies

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### WORKING GROUP: Civic Participation and Employment

#### 6.2.1 Identify (employment) training opportunities that exist for older adults in London (Year 1)

**Is this related to any other strategies in the Plan?**
- Increase link to employment opportunities for older adults through *Senior Scene* publication

**What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)**

**Employment Support Agencies**
- Over 55 (London) Inc. ([www.over55london.ca](http://www.over55london.ca)) - finds work for older adults; liaises with Trades for Humanity to assist certification of hours
- ATN Access ([www.atn.on.ca](http://www.atn.on.ca)) - provides opportunities for individuals with injuries or physical, sensory and learning disabilities to gain access to employment
- Leeds Employment Services ([www.leadsservices.com](http://www.leadsservices.com)) - assists those with challenges
- WIL Employment Connections ([www.wil.ca](http://www.wil.ca)) - Volunteer 8-week placement program designed to assist newcomers in finding employment
- Goodwill Industries ([http://www.goodwillindustries.ca](http://www.goodwillindustries.ca)) - 1 week in-class session for older workers looking for employment
- Pathways Skill Development ([http://pathways.on.ca](http://pathways.on.ca)) - assists individuals to overcome multiple challenges to meaningful employment and provides social enterprise job opportunities
- Workforce Development Elgin Middlesex Oxford ([www.workforcedevelopment.ca](http://www.workforcedevelopment.ca)) - Sessions with employers and providers
- ‘Lohsa Native Family Healing Services ([www.atlohsa.com](http://www.atlohsa.com)) - different from traditional job placement as it provides support to First Nation women who are victims of abuse
- Habitat for Humanity ([http://habitat4home.ca](http://habitat4home.ca)) - ongoing program of home builds for which trades training is made available
- Trades for Humanity - a movement to engage ‘senior’ tradespeople as tutors for young tradespeople, where Duo Builders is the industry advisor and McKay-Cocker Builders provides the administrative support
- London Homeless Coalition – small property owners
- Single Women In Motherhood (SWIM) ([www.singlewomeninmotherhood.com](http://www.singlewomeninmotherhood.com)) - Grandma program provides mentorship opportunities
- Nokee Kwe ([http://nokeekwe.ca](http://nokeekwe.ca))
- March of Dimes ([www.marchofdimes.ca](http://www.marchofdimes.ca))
- Hutton House ([www.huttonhouse.com](http://www.huttonhouse.com))
- London Economic Development Corporation - Experience Works on [www.LEDC.com](http://www.LEDC.com) and Global Talent - Chamber (Hire One)
Presentation by Deb Mountenay, Workforce Planning and Development Board, Sept 5th, 2014:

- The Workforce Planning and Development Board held a cross-sector community consultation event on June 13th. Also, on September 10th the Board hosted a Community Employment Planning Meeting looking at how employment services connect with job seekers in the community. Local Labour Market Plan was updated and released in October, and these consultations/events will inform this:
  - Task force looking at the mature workers "Engaging Mature (45+) Displaced Workers"
  - Policy endorsed change to submitted by the London Chamber of Commerce
  - Challenging assumptions of 55+ workforce just “sitting on pensions”
  - However, many older workers do have skills to share

Update on Ontario Chamber of Commerce Recommendation to Ontario Government:
1. Renew and expand the Targeted Initiative for Older Workers (TIOW) to include all mature workers and larger communities that are currently excluded from TIOW

2. Using the Ontario Government’s job creation partnerships to create an opportunity for mature workers to pass on their knowledge to younger workers, by specifically targeting mature workers through this program.

3. Allow more flexibility in the application process in Second Career for upgrading and retraining mature workers.

- These other programs may be phased out or reduced in favour of new Canada-Ontario jobs grant September 11th – Roll-out of new employment support project Employment Ontario agencies stakeholders meeting.

Update, Oct 10 2014:
- With input by the Employment Sector Council (ESCLM), Workforce Development Board and London Economic Development Corporation (LEDC), the Working Group discussed the need to revisit resources listed in Year 1 Action Plan (Under 6.2.1) to now identify gaps or out-dated contacts in employment supports information
- Group members also wish to drive employment supports to the key resources: including the ESCLM, LEDC, www.links2work.ca and www.worktrends.ca
- Group members will also encourage all employment agencies to be members of ESCLM in order to increase access to services in community

How could the AFLN support or expand on existing initiatives OR implement this new action?
- Goal - to raise awareness of those over the age of 55 of what’s available and to be aware of hidden job market
- Goal - to create mentorship of seniors, who then mentor other seniors (train the trainer format)
- Goal - to encourage employment providers to work together re police screening, computer training etc
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| Recruit a representative from Employment Sector Council London Middlesex (ESCLM) ([www.esclm.ca](http://www.esclm.ca)) – V.M officially representing Council and ATN Access Inc. | V.M.  
|                      | E.W.  |
| **Complete**         |      |
| Complete             |      |
| Recruit R.C. as representative of London Economic Development Corporation (LEDC) ([www.ledc.com](http://www.ledc.com)) | M.S.G. |
| **Ongoing**          |      |
| Ongoing              |      |
| Facilitate completion of inventory and categorization of Older Adult Resources available through umbrella agencies/members listed with ESCLM, by connecting with Manage of ESCLM | R.C. and V.M. |
| **Ongoing**          |      |
| Ongoing              |      |
| Individual group members to follow up with agencies who are not yet members of the ESCLM | All members |
**WORKING GROUP:** Civic Participation and Employment

| 6.2.2 | Develop a resource kit for employers and employees to learn about the value of older adults in the workplace (work requirements, transportation needs, identify champions etc.) (Year 2) |

**Is this related to any other strategies in the Plan?**

**What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)**

- Group may want to extend invitation to workplace board, which may be valuable
- Questions: What is the interface between the ESLM and Board? Is there a need to invite more members?
- There is a project under development to update the Experience Works document
- There is also a policy paper on older adult workers that was accepted by the Ontario Chamber of Commerce
- Job Fair: no update on job fair but idea is starting to move forward

**Presentation by Robert Collins, London Economic Development Corporation (LEDC), Sept 5th 2014:**

- LEDC is primarily an employer-facing organization which recognizes talent is important to attraction and success
- Look at it from an employer and job seeker perspective; Currently of the close to 22,000 companies in London, only 580 have more than 50 employees. Nationally, unemployment rate-7% overall, 6% for 55+ workers, much higher for youth (some resentment here for older workers not leaving)
- “Experience Works” a resource created for employees that has been picked up and adapted and used by other communities
- From employer perspective
  - improved workforce planning reaching out to new talent pools is encouraged, including the mature worker
  - Small, medium employers often challenged with developing the appropriate mix of tactics for mature workers (how to address reducing hours, pension implications, retirement planning supports, some they want to keep, others they don’t, etc.)
  - often, significant cohorts of experienced workers leave the workforce at the same time, which leaves a gap in the skills and knowledge base of companies
- Are we reaching the people who need assistance through this Age Friendly process?
  - Employment supports for vulnerable groups, such as isolated immigrant and widowed, and this working group could keep this in mind when planning for Year Two.
- Is it possible to get information on the demographics of the London workforce and the unemployed, such as age breakdown, income and the distribution of older adult workers? – Can reach out to Policy & Planning research to request this information
- Retirement planning – what retirement planning programs are available?
  - How can they be improved and/or expanded?
- With data, determine - What supports are there, what is needed?
- Figure out what the ask is, maybe have different groups work on different pieces
Update on Ontario Works and Employment Services by Elisabeth White, Sept 5th 2014:

-Ontario Works Employment Assistance Advisory Council
-Stigma: associated with OW and stereotypes that employers hold
-One of the issues that came forward was the concept of marketing partner with Employment Sector Council of London & Middlesex on promoting hiring the overlooked employment groups
-What else do we need in our plan to understand what is going on with employment and older adults, particularly the most vulnerable or excluded segments of the population?

How could the AFLN support or expand on existing initiatives OR implement this new action?

Group needs time to process the comprehensive information on employment for older persons presented by Deb Mountenay, Robert Collins and Elisabeth White. Both community leader guests will be invited back for an October meeting to plan action steps.

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<tr>
<td><strong>Complete</strong></td>
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<tr>
<td>Invite the London Economic Development Corporation to attend working group meeting and inform group on updates to employment</td>
<td>Co-Chairs</td>
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<tr>
<td><strong>Ongoing</strong></td>
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<tr>
<td>Investigate updating Experience Works tool kit, after reviewing and updating inventory of resources in 6.2.1</td>
<td>All members</td>
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</tbody>
</table>
WORKING GROUP: Civic Participation and Employment

| 6.2.3 | Improve linkages of older adults to employment agencies (Year 1) |

Is this related to any other strategies in the Plan?

- Looking for employment for older worker (boot camp)
- Breaking down myths
- Shifting paradigms about older workers
- Related to Communication and Information – creating a sustainable source for all information related to older adults and coordinating efforts to access information across the community

What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)

- Employment Sector Council London-Middlesex ([www.esclm.ca](http://www.esclm.ca)) – Training programs with staff at community centres
- Increase awareness for our membership, clients, and improve links to services
- Increase awareness of employment resources, including Experience Works - Resource kits and website for employers and individuals to assist companies in understanding and engaging older workers
- ‘Links 2 Work’ ([www.links2work-on.ca](http://www.links2work-on.ca)) - Job searching and resource linking website for London-Elgin-Middlesex area

-Guest at meeting on 5/30/2014: Kathy Smith, Community Volunteer
- Kathy described a variety of programs that she runs or is involved with, including the following:
  - OWL (Older Women in London) Women’s Job Club
  - Goal-focused workshops, runs every 2 weeks for 6 sessions. Forum for women looking for jobs to share information and connect. There is a Facebook page. Great opportunity to network and build relationships. Free and volunteer run.
  - Who runs the sessions? Volunteer facilitators who started club. One facilitator is an employment consultant and one has an HR background
  - They have 2 facilitators and operate at full capacity.
  - Developed framework for training facilitators, which came out of Over 55 job creation project
  - Unemployed Older Worker Workshops
  - Creative Retirement Presentations
  - Seniorpreneur Workshop Series
  - Offered through the library in the fall. Partnership with library and creative retirement planning
  - October 9th and 16th – Two half day workshops at the Chamber of Commerce. $49 per session

- How does this work fit in with our strategies? Are there opportunities to partner, including education and making older adults aware of these opportunities?
- Also, can we access previous research from Over 55 on older adults workers?
- Can we partner and build on this existing research?

How could the AFLN support or expand on existing initiatives OR implement this new action?

- Increase awareness of employment training programs for older adults by using staff at community centres to advocate and inform about training opportunities
- Connect with existing employment agencies, such as the Employment Sector Council, People
Employment Sector, Local planning board, and One Step Initiative/Labour Market partnership

- Working group can organize a job fair specifically for older workers

Advocate for the need of job fairs and employment support services specifically for the mature worker

To improve linkages to employment agencies

- Through job fairs/employer connected job fairs and different resources available to support this initiative. How do we ensure older worker aware and has access to this information.
- Targeted job fairs for older workers. There is a need to go back to employment sector to see how they feel about getting together as their focus is not usually specific to age group. Need to brainstorm about making the argument about older workers requiring separate attention.
- Need to make sure that employment agencies understand our aspiration to have job fair to target older workers. Would like to have them on side to help us have job fair. Make use of the many different information and sources to support this initiative. Make use of list of employment support agencies.

UPDATE (Sept 5th 2014):

- Do people 55 and older know what opportunities and supports are out there?
  For example: www.links2work.ca and www.worktrends.ca are two amazing online resources we can promote.
- www.Southwesthealthline.ca has an extensive list of employment assistance programs/organizations in London-Middlesex, including a profile for links2work.ca, but not worktrends.ca.
- Also, it has a special category for employment assistance for youth, but not for older adults.
- What about Facebook? AFLN currently does not have a Facebook page, but perhaps that is something for the Communication & Information Group to revisit.
- AFLN can direct important employment information for older adults into resources such as Links2Work and worktrends.ca.
- Group discussed what services might be brought out into Middlesex County, as opportunities have decreased for mature workers outside the city.
- Can Over 55 Inc. be expanded to Middlesex? Maureen Spencer Golovchenko will connect Pauline Andrew, Employment Services Manager with Co-Chair Betty Blasdell with Over 55.
- Community advocate Kathy Smith also is holding small group trainings for older adult job-seekers. These groups are peer-to-peer volunteer supports.
- Pillar also has a Job Seekers Roster related to employment in the nonprofit sector.

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| Consider opportunity to stage a Seniors Job Fair at Kiwanis Centre by inviting agencies working in this field (i.e. Over 55, LEEDS, WIL, Goodwill, Sector Council) | B.B.  
| Complete              |      |
| Connect actions of working group with Step One Provincial Partnership | V.M.  
| Complete              |      |
| Reach out to the Employment Sector Council, People Employment Sector, and the Local Planning Board to determine what employment supports are already available to older adults | E.W.  
| Complete              |      |
| Share previous work on older workers from Over 55. Group will consider how to forge partnerships with existing employment support programs as described by Kathy. | BB  
<p>|                        | All members |</p>
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<tr>
<th>Ongoing</th>
<th>Consider, instead of a job fair, a service fair to connect mature workers with employment supports</th>
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**WORKING GROUP:** Civic Participation and Employment

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<tr>
<th>6.2.4</th>
<th>Develop and implement workshops for older adults to generate ideas on how to turn a hobby into a business, or to create training and mentorship opportunities (Year 2 and 3)</th>
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</table>

**Is this related to any other strategies in the Plan?**

**What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)**

**How could the AFLN support or expand on existing initiatives OR implement this new action?**

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## WORKING GROUP: Civic Participation and Employment

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<th>6.3.1</th>
<th>Encourage senior participation (in civic affairs) by asking for input and feedback (through meetings, surveys etc.) (Year 1)</th>
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### Is this related to any other strategies in the Plan?
- TBD

### What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)

Canadian Association of Retired Persons (CARP) known for involvement in civic affairs at the local level

### How could the AFLN support or expand on existing initiatives OR implement this new action?

Ideas around encouraging participation in civic affairs were:
- Election coming up and how do we engage older people in process – older people feel voting is a privilege
- Apathy with current practices
- Identifying what would encourage younger older adults to participate.
- Voting poll in retirement homes
- Engage by connections: Working group needs to think about how we can engage civic participation, do we have connections/interests and could our connections help to link to other people?
- Personal thinking processes: Can I engage someone through my personal and professional groups?
- Need more senior voices
- Civic participation
- Voting, by-law change, input into decision making
- Empower savvy seniors to mentor peers in civic affairs
- 2-way win engage first
- Involve/motivate others in decision-making process

### Itemized Action Steps

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<tr>
<th>Complete</th>
<th>Invite member of CARP to attend working groups meeting and search for more opportunities to partner and advocate</th>
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<tr>
<td>Complete</td>
<td>Support and promote CLS and CARP Mayoral Candidate Debate</td>
<td>All members</td>
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**WORKING GROUP:** Civic Participation and Employment

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| 6.3.2 | Increase opportunities on City of London website for input into decision making (Year 1) |

**Is this related to any other strategies in the Plan?**

**What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)**

**How could the AFLN support or expand on existing initiatives OR implement this new action?**
## WORKING GROUP: Civic Participation and Employment

### 6.3.3 Review best practices and investigate potential of developing a mechanism for older adults to advise City Council (Year 1)

### 6.3.4 Implement a mechanism for senior input to Council (Year 1)

### Is this related to any other strategies in the Plan?

### What’s already happening in the community that contributes to this action? Attach any supporting documents. (include name of initiative and organization or individual leading the work)

- As 2014 is a municipal election year, many activities will be underway to engage citizens in the process.
- Is there another Working Group interested in this area?
- Can we engage with older adults for the municipal election?
- Group had the idea of holding a debate at Kiwanis for the municipal election

### How could the AFLN support or expand on existing initiatives OR implement this new action?

- This would be an idea to consider. Could possibly partner with another organization, such as the Council for London Seniors (CLS)?

### Itemized Action Steps

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<td>Contact CLS regarding whether they are doing anything on the municipal election.</td>
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