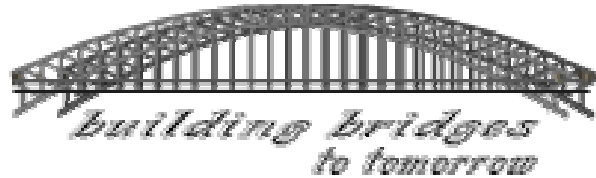


Older Adult Centres' Association of Ontario
Association des centres pour aînés de l'Ontario



THE ONTARIO
TRILLIUM
FOUNDATION



LA FONDATION
TRILLIUM
DE L'ONTARIO

Building Bridges to Tomorrow

The Project



Building Bridges to Tomorrow

OUR GOALS

- *Strengthen Older Adult Centres*
- *Identify and explore trends facing older adults and their Centre*
- *Enhance the range of services OACAO provides to their Members Centres*





QUICK FACTS

- *Three year program for Seniors and Centres*
- *Surveying 2500 Centre Members and 500 non Centre seniors to identify needs and trends*
- *Scheduling and facilitating focus groups regarding Seniors and their Centres*
- *Conducting key information interviews*
- *Training 40 seniors in survey techniques, 10 in data entry and analysis, 50 in focus group activities, and 10 in interviewing techniques*



PROJECT COMPONENTS

- ***STRUCTURED SURVEYS***
- ***FOCUS GROUPS***
- ***KEY INFORMATION INTERVIEWS***
- ***SENIORS' TRAINING***

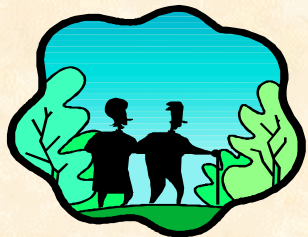


MAJOR SURVEY QUESTIONS...

- What attracts older adults to their Centres?
- What discourages older adults from becoming involved with Centres?
- What impact will ‘the boomers’ have on older adult Centres?
- What strategies, programs, or services can OACAO provide to strengthen Older Adult Centres?

...IN NEED OF ANSWERS!

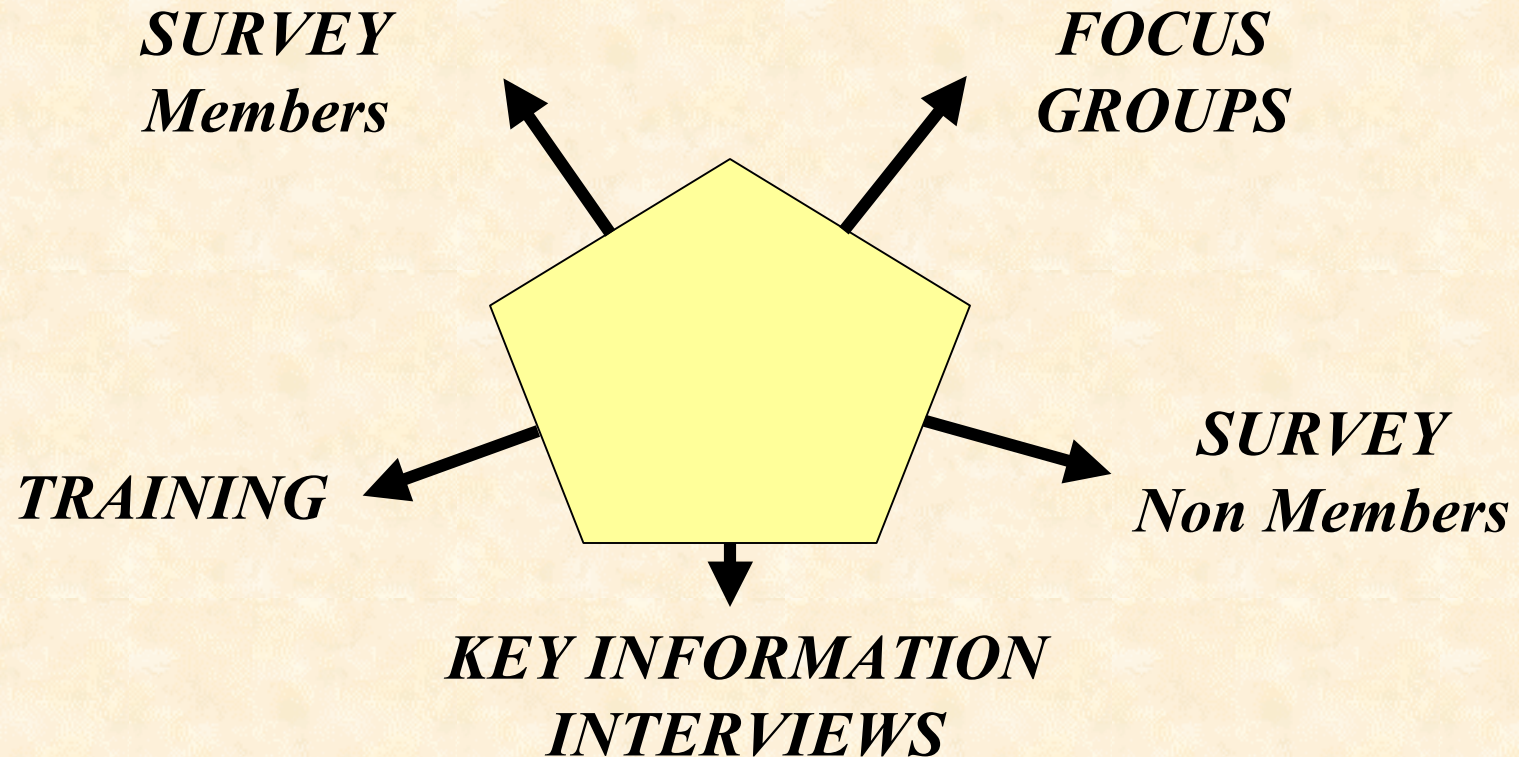




PARTICIPATION

- *Province wide*
- *Large and Small Centres*
- *Rural and Urban*
- *Municipal and Not for Profit*
- *Culturally focused Centres*
- *OACAO Member & non Member Centres*
- *Centres of Interest*

CENTRES OF INTEREST



Opportunities for Centre Involvement



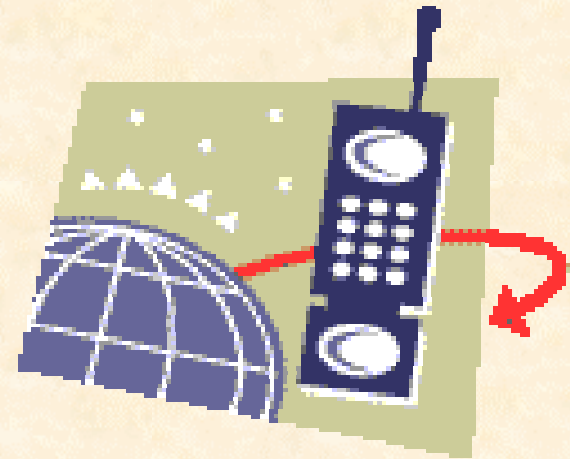
FOCUS ON INVOLVING **SENIORS IN PROJECT**

- ***SURVEYS AT CENTRE AND COMMUNITY LEVEL***
- ***FACILITATING FOCUS GROUPS***
- ***DATA ENTRY***
- ***CONDUCTING TRAINING***
- ***COMMUNICATION***



Planned Tactics & Tools

- *On site visits*
- *Internet*
- *Telephone*
- *Web Site*
- *Conference Sessions*
- *Mall Surveys*
- *Paper and pencil*





KEY INFORMATION **INTERVIEWS**

- *Centre Advisory Board/Council Members*
- *Formal and Informal leaders*
- *Centre Staff and their Leaders*
- *Agencies and Associations linked to seniors*

Info-Exchange Sessions - 2007

Before the 2007 Conference

- *North West*
- *North Central*
- *Eastern*
- *South West*
- *Grand River*
- *Central*
- *Golden Horseshoe*
- *Metro*
- *Information Fairs*

At the Conference

- *Training Sessions*
- *Focus Groups*



Project Information and Progress

[www. oacao.org](http://www.oacao.org)

