

# Seniors Active Living Fair Host Handbook 2022 – 2023

Older Adult Centres' Association of Ontario (OACAO)  
P.O. Box 65, Caledon East, ON, L7C 3L8



*July 2022*

**OACAO**

The Voice of Older Adult Centres  
La voix des centres pour aînés

Funding provided by:



# Host Handbook Index

What are Seniors Active Living Fairs? .....	3
Host Centre/Organization Responsibilities .....	3
Presentations/Seminars.....	4
Demonstrations/Health Clinics .....	4
Partner/Stakeholders.....	4
Distribution of Resource Material.....	5
Marketing and Outreach.....	5
Social Media Promotion.....	6
Logos and Acknowledgement .....	7
Logo Placement .....	7
Seniors Active Living Fair Project Questions .....	7
Appendix A: Sample invitation to local MPP/MPs .....	8
Appendix B: Presentation/Seminar Examples .....	9
Sample Document - Promotional Material .....	10
Sample Document - Virtual Seniors Active Living Fair Agenda.....	11
Sample Document – In-Person Seniors Active Living Fair Agenda .....	12
MSAA’s Age-Friendly Community Remote Events Planning Resource .....	13

### **What are Seniors Active Living Fairs?**

A Seniors Active Living Fair (“Fairs”) is a public education initiative, developed in partnership between the Older Adult Centres’ Association of Ontario (OACAO) and the Ministry for Seniors and Accessibility (MSAA), with a focus on activities that reduce social isolation, support seniors’ mental health, promote active and healthy living, offer social engagement opportunities, highlight partnerships, independence and learning for seniors, and family members and care partners are encouraged to participate. Fairs are accessible and bring much needed awareness to programs and services available to seniors across Ontario.

Virtual and In-Person Seniors Active Living Fairs supported by MSAA and OACAO, provide a great public education forum to reintroduce and reconnect older adults to their Senior Active Living Centre (SALC) and bring them back up to the vibrant community hubs that they were pre-pandemic. The events showcase programs and service delivery models that the centres have planned to strengthen their communities. It is an opportunity to reconnect older adults to SALCs and get them excited about the next chapter in this post-pandemic puzzle.

Ontario’s seniors have made life long contributions to Ontario. We know that most seniors want to live healthy, independent lives in their own homes and communities. They also want to remain active and stay safe and secure, no matter where they call home. In light of this, Fairs will provide opportunities to help seniors stay connected and informed about relevant Government of Ontario programs and services.

### **Host Centre/Organization Responsibilities**

- Establish an Organizing Committee that will be responsible for the development and operation of the Fair.
- Display the Government of Ontario and the OACAO logos on all promotional material. Guidelines are provided in the Seniors Active Living Fair Host Handbook and must be followed.
- Provide the OACAO with a digital copy of your Fair Flyer, at least 30 days in advance of your Fair, to be posted on the OACAO website and social media accounts.
- Deliver content/programming for a minimum of 4 hours in length (Both Virtual & In-person Fairs)
- For Virtual Fairs only, event can be scheduled over multiple days within a 7-day period.
- Provide the Fair for FREE for older adults, seniors, care partners and the public to attend.
- For In-person Fairs only, provide free healthy snacks during the fair for participants and exhibitors.
- Organize Presentations/Seminars on important topics for older adults. (2 – 4 minimum)
- Organize Demonstrations and/or Health Clinics of active living or healthy eating. (1 – 2 minimum)
- Distribute Materials/Provincial Publications and other materials of interest and relevance to the participants (digital access and consideration of printed copies if available for those who request them). (4 – 5 different resource materials minimum)
- For Virtual Fairs only, and in lieu of a Trade Show, should engage Partners and/or Stakeholders by way of short presentations and distribution of digital literature for participants. (3 – 4 minimum)
- For In-person Fairs only, organize a Trade Show with a balanced representation of both non-profit organization, government agencies and for-profit agencies (if applicable). (10 – 15 exhibitors minimum)
- Invite the Local MPP’s, other VIPs to participate i.e., Minister for Seniors and Accessibility.

- Submit digital pictures of the Fair, which will be shared with the Ministry for Seniors and Accessibility.
- Complete a Fair Statistical Report within 30 days of the completion date of the Fair.
- Submit a Summary of Evaluation findings with their final reports within 30 days of the completion date of the Fair. The brief Survey Form will include MSAA provided participant demographic and outcome measures and other brief questions to show the impact of the Fairs.
- Secure adequate liability insurance.
- All Fairs Projects must be completed by February 28, 2023.

#### **For Virtual Fairs:**

- Use a virtual video event platform with teleconference capability.

#### **For In-Person Fairs:**

- Contact local Public Health Authority for local COVID-19 protocols and ensure that COVID-19 safety measures are in place, modify delivery model as needed to ensure safety of participants, staff, volunteers, exhibitors, and presenters.
- Provide free Exhibitor space at the Trade Show for the OACAO and Ministry for Seniors and Accessibility representatives.

#### **Presentations/Seminars**

Topics we would encourage Fair Hosts to consider are: Technology training, digital literacy, fraud & cyber security awareness, senior's safety, health, and wellness topics, falls prevention, elder abuse awareness and prevention, road safety, 80 years & over license renewals, reducing ageism, social inclusion, mental health resources for older adults, community engagement and volunteerism.

Suggested minimum of 2-4 presentations/seminars. **See Appendix B for suggested topics and contact information.**

#### **Demonstrations/Health Clinics**

All Fair Hosts are encouraged to hold **demonstrations** highlighting active living opportunities for older adults. These may be programs from the Host Centre/Organization or other demonstration topics such as healthy eating or fitness programs.

In-person Fair Hosts only, are encouraged to hold **health clinics**, such as blood pressure testing, flu/vaccine clinics or hearing clinics. Hosts must follow suggested COVID-19 Public Health Measure protocols from local Public Health Authority. Suggested minimum of 1-2 demonstrations/health clinics.

#### **Partner/Stakeholders**

Partners and/or Stakeholders can be engaged by way of short presentations, such as using digital break-out rooms (virtual Fairs) and with the distribution of digital and/or hard copy literature with participants. Please ensure a balanced representation of both non-profit organizations, government agencies and for-profit agencies. Suggested minimum of 3-4 partners/stakeholders including new partnerships.

**Non-Profit suggestions:** Elder Abuse Prevention Ontario, Centre for Additions and Mental Health, Canadian Mental Health Association – Ontario, Seniors Safety Line, Advocacy Centre for the Elderly, 211Ontario.ca, Hospice Palliative Care Ontario, Canadian Red Cross, Canadian Hearing Services, Arthritis

Society, Osteoporosis Canada, Ontario Caregiver Organization, Alzheimer Society of Ontario, Service Canada, Ontario Securities Commission and Ontario Heart and Stroke Foundation.

**Ontario Government Ministries suggestions:** Ministry of Finance (Tax credits and benefits for seniors) Ministry for Seniors and Accessibility and Ministry of Transportation (Senior Driver Group Education program).

**OACAO Business Partners suggestions:** Access Abilities, Amica Senior Lifestyles, Arbor Memorial, Bayshore Home Health, Canada’s National Ballet School, Canadian Hearing Services, Factory Direct Medical, Hearing Assistive Technology Group, Heart to Home Meals, Homecare Hub, Insuranceland, Johnson Insurance, MySeniorCenter, Newbridge Mortgage, OASSIS Employment Benefits Plans, Ontario Society of Occupational Therapists, Parkland on the Glen, Royal Botanical Gardens, Seniors for Seniors, and The Health Depot. See OACAO website for contact info: [www.oacao.org](http://www.oacao.org).

### Distribution of Resource Material

Participants should be provided with digital and/or hard copy information packages which should include resources and/or list of services available in the community. Suggested minimum of 4-5 different resources provided to participants. OACAO will order hard copies for in-person fairs, please find below the links to digital resources. The link for the Guide to Programs and Services for Seniors in Ontario (March 2022) must be shared with Fair participants.

Guide to Programs and Services for Seniors in Ontario (March 2022)	English	<a href="https://files.ontario.ca/msaa-guide-to-programs-services-for-seniors-web-en-2022-03-24.pdf">https://files.ontario.ca/msaa-guide-to-programs-services-for-seniors-web-en-2022-03-24.pdf</a>
Guide des programmes et services pour les aines en Ontario (mars 2022)	French	<a href="https://files.ontario.ca/msaa-guide-to-programs-services-for-seniors-web-fr-2022-03-24.pdf">https://files.ontario.ca/msaa-guide-to-programs-services-for-seniors-web-fr-2022-03-24.pdf</a>
Powers of Attorney (2021)	English, French	<a href="https://www.publications.gov.on.ca/300975">https://www.publications.gov.on.ca/300975</a>
How's Your Driving? Safe Driving for Seniors	English, French	<a href="https://www.ontario.ca/page/ministry-transportation">https://www.ontario.ca/page/ministry-transportation</a>
Dental care for low-income seniors	English, French and other multiple languages	<a href="https://www.ontario.ca/page/dental-care-low-income-seniors">https://www.ontario.ca/page/dental-care-low-income-seniors</a>
Tax credits and benefits for people	English, French	<a href="https://www.ontario.ca/page/tax-credits-and-benefits-people#section-4">https://www.ontario.ca/page/tax-credits-and-benefits-people#section-4</a>

### Marketing and Outreach

To ensure strong attendance numbers and to reach new and isolated seniors, we ask all Fair Hosts to confirm their marketing and outreach activities and goals in their funding application form, and to outline their communication plan for their Fair.

Suggested methods of promotion:

- Your Organization’s Newsletter or Program Guide

- Posters to post in public locations
- Local Municipality/Township Community Program and Activity Guide
- Mail out to potential participants
- Your Organization’s Website. Note, it will be posted on the Fairs page of the OACAO website as well. Please try to keep the information up to date and easy to read for seniors.
- Post on Social Media i.e. Facebook, Twitter, Instagram or YouTube
- Email Blast to Your members or potential participants
- Telephone – individual calls to inform members
- Telephone – voice broadcasting system to centre members
- Local Media: community newspapers, radio or television
- Community referral partners i.e. Home and Community Care Support Services, Local Public Health Unit, Public Library, Seniors Community Support Service Agencies, Meals on Wheels, local doctors and/or pharmacists.
- Word of Mouth is always a strong marketing tool, so talk it up and ask your volunteers and members to spread the word and invite a friend or neighbour.

### **Social Media Promotion**

Organizations are encouraged to promote their Seniors Active Living Fair on social media, including Facebook, Twitter, and Instagram!

#### **Tag the OACAO in your social media postings:**

**Facebook:** @oacao      **Twitter:** @TheOACAO

#### **Tag the Ministry for Seniors and Accessibility in your social media postings:**

**Facebook:** @SeniorsOntario or @AinesOntario    **Twitter:** @SeniorsON or @AinesON

Please include **hashtag** in your social media posts so we can track the promotion across the province:

**#SeniorsActiveLivingFairs    #FairesVieActiveAinées**

### **Logos and Acknowledgement**

We acknowledge and thank the Government of Ontario for the funding provided to the Older Adult Centres’ Association of Ontario for the implementation of the 2022 – 2023 Seniors Active Living Fair project.

You must add both the OACAO and the Government of Ontario logos to, and only to, all promotional and publicity materials associated with the 2022 - 2023 Seniors Active Living Fair and indicate that the Seniors Active Living Fair is hosted by your organization in partnership with the Older Adult Centres’ Association of Ontario (OACAO) with funding support from the Government of Ontario, by way of including both logos as indicated below.

To this end, the Province is granting you a non-transferable licence to use the Government of Ontario logo in conjunction with the promotion or publicity of the 2022 - 2023 Seniors Active Living Fair and for no other purpose. The Government of Ontario logo shall not be altered, shorted or abbreviated. The

Province retains all other rights in and to the Government of Ontario logo and it shall only be used by you as set out above.

For funding acknowledgement and logo placement questions, please contact Lina Zita at [coordinator@oacao.org](mailto:coordinator@oacao.org).

**The logos below are to be used on ALL promotional material, online and in print.** Remember to add both the OACAO and the Government of Ontario logos to all promotional and publicity material thereby indicating that the Seniors Active Living Fair is hosted by your Centre/organization in partnership with the Older Adult Centres' Association of Ontario (OACAO) with funding provided by the Government of Ontario.

1. Insert your organization logo (on the left side)
2. Insert the OACAO logo (centred in the middle)
3. Insert the **CURRENT** Government of Ontario logo (on the right side), which includes: **“Funding provided by:”**

**If you click on the logos you will be able to copy and paste onto your promotional documents. Please contact the OACAO if you require a higher resolution logo file.**

Your Organization's Logo:

OACAO Logo:

Government of Ontario Logo:

[Your Logo here.]

**OACAO**

The Voice of Older Adult Centres  
La voix des centres pour aînés

Funding provided by:



### Seniors Active Living Fair Project Questions

Questions can be directed to Lina Zita, Development and Marketing Coordinator at [coordinator@oacao.org](mailto:coordinator@oacao.org) or call 905-584-8125 or toll free 1-866-835-7693.

## Appendix A: Sample invitation to local MPP/MPs

### Using appropriate letterhead

[Date]

[Insert address]

Dear [MPP/MP],

The [Your Centre Name] is hosting a Seniors Active Living Fair on [Fair Date]. You are cordially invited to bring greetings from the City of [XXX], Ontario OR Province of Ontario.

The Seniors Active Living Fair is being hosted by [Your Centre Name] in partnership with the Older Adult Centres' Association of Ontario with funding provided by the Government of Ontario.

I have enclosed a schedule of the day's events and a listing of some of the partners/stakeholders that have already committed to participating.

We anticipate approximately [estimated number] people will participate in the day's events of activities, seminars, demonstration, and fun.

Please advise me at [phone number] by no later than [Date] to confirm your participation in this very special day. I look forward to "seeing" you on [Fair Date].

Sincerely,

[Name]

[Title]

Your Organization's Logo:

**OACAO**

The Voice of Older Adult Centres  
La voix des centres pour aînés

Funding provided by:





## Appendix B: Presentation/Seminar Examples

(subject to availability)

TOPIC	CONTACT INFORMATION
Elder Abuse Awareness and Prevention	Elder Abuse Prevention Ontario (705) 876-1122 ext. 327 Raeann Rideout: <a href="mailto:partnerships@eapon.ca">partnerships@eapon.ca</a>
Finding Your Way – Wandering Prevention	Alzheimer Society of Ontario (416) 488-8772
80 and Over Senior Driver’s License Renewal Program	Ministry of Transportation 1-800-396-4233
BounceBack Program	Canadian Mental Health Association (416) 642-6037 Amica Jones: <a href="mailto:bounceback@ontario.cmha.ca">bounceback@ontario.cmha.ca</a>
Protecting Your Money	Ontario Securities Commission (416) 593-2369 Christine Allum: <a href="mailto:callum@osc.gov.on.ca">callum@osc.gov.on.ca</a>
What is Elder Abuse, Signs of Elder Abuse, How to help victims/survivors of Elder Abuse, Support for caretakers and Resources	Assaulted Women's Helpline (416) 364-4144 ext. 224 Latoya Dwyer: <a href="mailto:ldwyer@awhl.org">ldwyer@awhl.org</a>
Income Tax, Home Safety Tax Credit, Estate Administration Tax	Ministry of Finance 1-866-668-8297 Jeremy Bertrand: <a href="mailto:Jeremy.Bertrand@ontario.ca">Jeremy.Bertrand@ontario.ca</a>
Fraud Prevention Education	Staff Sergeant Kevin Bucknor, OPP Community Safety Services at <a href="mailto:kevin.bucknor@opp.ca">kevin.bucknor@opp.ca</a>

Information for seniors’ organizations from the Government of Ontario – find out about grant programs and seminars: <https://www.ontario.ca/page/information-seniors-organizations>

## Sample Document - Promotional Material

### **Seniors Active Living Fair** **[Your Centre Name]**

Official Opening by Mayor and MPP at 10:30am

**[Date]**

**[Time]**

Free Admission

#### **Suggested information to be included in your promotional material:**

- Presentations/Seminars
- Demonstrations
- Partners/Stakeholders
- Distribution of Materials/Provincial Publications
- Door prizes

To register, please call **[phone number]**

For more information, please call **[phone number]**

The Seniors Active Living Fair is being hosted by **[Your Centre Name]** in partnership with the Older Adult Centres' Association of Ontario with funding provided by the Government of Ontario.

Your Organization's Logo:

**OACAO**

---

The Voice of Older Adult Centres  
La voix des centres pour aînés

Funding provided by:



## Sample Document - Virtual Seniors Active Living Fair Agenda

Virtual Seniors Active Living Fair  
[Your Centre Name]

AGENDA – [Fair Date and Time]

12:30 – 12:45 PM	Opening Remarks (15 mins)
12:45 – 12:55 PM	Partners/Stakeholders Comments (10 mins)
1:00 – 1:30 PM	Presentation (30 mins)
1:30 – 1:40 PM	Demonstration (10 mins)
1:40 – 1:50 PM	Break (10 mins)
1:55 – 2:25 PM	Presentation (30 mins)
2:25 – 2:35 PM	Partners/Stakeholders Comments (10 mins)
2:35 – 2:45 PM	Demonstration (10 mins)
2:45 – 2:55 PM	Break (10 mins)
3:00 – 3:30 PM	Presentation (30 mins)
3:30 – 3:40 PM	Partners/Stakeholders Comments (10 mins)
3:40 – 3:55 PM	Closing Remarks (15 mins)

The Virtual Seniors Active Living Fair is being hosted by [Your Centre Name] in partnership with the Older Adult Centres' Association of Ontario with funding provided by the Government of Ontario.

Your Organization's Logo:

**OACAO**

The Voice of Older Adult Centres  
La voix des centres pour aînés

Funding provided by:



## Sample Document – In-Person Seniors Active Living Fair Agenda

### Seniors Active Living Fair [Your Centre Name]

#### AGENDA – [Fair Date and Time]

11:30 AM – 12:30 PM	Registration
1:00 PM	Lunch
1:00 - 1:15 PM	Opening Remarks: President Minister for Seniors and Accessibility (or Representative) Mayor Municipal Councillor OACAO
12:30 – 4:30 PM	Trade Show and Blood Pressure Clinic
1:15 – 2:15 PM	Tax Credits and Benefits for Seniors Presentation
2:15 – 3:00 PM	Fraud Prevention Presentation
3:00 – 3:15 PM	Active Living Demonstrations
3:15 – 4:00 PM	Elder Abuse Awareness and Prevention Presentation
4:15 – 4:30 PM	Closing Remarks Evaluation Forms Distributed and Collected

The Seniors Active Living Fair is being hosted by [Your Centre Name] in partnership with the Older Adult Centres' Association of Ontario with funding provided by the Government of Ontario.

Your Organization's Logo:



Funding provided by:



### **MSAA's Age-Friendly Community Remote Events Planning Resource**

This resource provides advice on how to bring your project team and stakeholders together. Whether due to COVID-19, weather or geography, remote events can be a safe and low-cost way to hold community gatherings. All planning activities and actions must follow [local public health advice](#).

[Download the resource](#).