



SENIORS ACTIVE LIVING FAIR

HOST HANDBOOK

2023 - 2024

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

OACAO

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



Funding provided by:



HANDBOOK INDEX

What are Seniors Active Living Fairs?.....	3
OACAO Responsibilities.....	3
Host Centre/Organization Responsibilities	3
Accessibility for Ontarians with Disabilities Act Standards	4
For Virtual Fairs Only: Virtual Video Event Platforms	5
Presentations/Seminars	5
Demonstrations/Health Clinics	5
Partner/Stakeholders	5
For In-Person Fairs Only: Trade Show	6
Distribution of Resource Material.....	6
Marketing and Outreach	7
Social Media Promotion	7
Logos and Acknowledgement	8
Eligible Expenses	9
Ineligible Expenses	9
Seniors Active Living Fairs Contact Information.....	9
Appendix A: Suggested Presentations/Seminars Topics	10
Appendix B: OACAO Business Partners Contact Information	11
Appendix C: MSAA Resources	12

WHAT ARE SENIORS ACTIVE LIVING FAIRS?

A Seniors Active Living Fair (Fair) is a public education initiative, developed in partnership between the Older Adult Centres' Association of Ontario (OACAO) Ministry for Seniors and Accessibility (MSAA). Fairs are accessible and increase awareness about available programs and services for seniors in their communities. They are a forum to build community partnerships, share knowledge about healthy aging and encourage participation in active lifestyles. Fairs reduce seniors' social isolation, improve their overall health and wellbeing and help maintain their independence. The funding provided by MSAA will help inform Ontario's diverse seniors, their families and care partners, about the benefits of healthy living and the importance of exercise, nutrition, safety, and security.

OACAO RESPONSIBILITIES

- Provide a Seniors Active Living Fairs Handbook to help guide and educate staff and volunteers hosting the Fairs (English and French).
- Provide support and resources to Fair hosts as needed, including conducting a webinar on **Wednesday, August 16, 2023 from 12Noon – 1:00pm EST** to provide an overview of the Fairs Program Guidelines (covering topics such as making your fair accessible, eligible expenses, MSAA Photo/Consent Form, etc.) **ONLINE RESOURCE FOLDER LINK:** <https://www.dropbox.com/sh/p635i15d168otmz/AAA1VyTBiN2k0ys1H4Oe5y7ta?dl=0> (includes samples of agendas, invitations, promotional items, etc.)
- Provide micro-grant funding to successful Fair applicants who will receive their first cheque for 75% of the grant approximately one month prior to the Fair date and 25% upon satisfactory submission of the final report.
- Provide access to the MSAA's resources. (See Appendix C)
- Promote approved Fairs on OACAO website (www.oacao.org) and Social Media accounts (Facebook: @oacao, Twitter: @TheOACAO).
- Zoom training resources for Virtual Fair Hosts.
- An OACAO representative will attend the Fair (subject to availability).
- Provide Evaluation Questions (English and French).
- Provide a Final Report package (English and French).

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.
- Provide the OACAO with a digital copy of your Fair Flyer (accessible PDF's), at least 60 days in advance of your Fair. **See samples in online Resource Folder.**
- Host Fair in an accessible Event Space/Venue under AODA Standards. Considerations include making the building space accessible, with ramps, accessible washrooms, signage, etc., as well as offering entry to visitors with service dogs. Other considerations for communications materials include making any PDFs AODA compliant and offering visitors multiple ways to contact event organizers.

- Deliver content/programming for a minimum of 4 hours in length. (Both Virtual and In-person Fairs). **See agenda samples in online Resource Folder.**
- Provide the Fair for FREE for older adults, seniors, care partners and the public to attend.
- 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)
- Engage Partners and/or Stakeholders by way of short presentations and distribution of digital and/or hard copy literature for participants. (3 – 4 minimum)
- Invite the Local MPPs, other VIPs and the Minister for Seniors and Accessibility to participate. **See sample in online Resource Folder.**
- Submit digital pictures of the Fair, which will be shared with the Ministry for Seniors and Accessibility. Provide consent forms for any photos that show faces. **See Final Report Package for MSAA Photo/Video Consent Form.**
- Complete a Fair Statistical Report within 30 days of the completion date of the Fair (or by March 31st, 2024 for Fairs held in early - mid March).
- Submit a Summary of Evaluation findings with their final reports within 30 days of the completion date of the Fair (or by March 31st, 2024 for Fairs held in early - mid March). The brief Survey Form will include MSAA provided participant demographic and outcome measures and other brief questions to show the impact of the Fairs.
- **All Fairs Projects must be completed by March 17, 2024.**

For Virtual Fairs:

- Virtual Events can be scheduled over multiple days within a 7-day period.
- Use a virtual video event platform with teleconference capability.

For In-Person Fairs:

- Secure adequate liability insurance.
- Contact local Public Health Unit (PHU) for updates on any local COVID-19 protocols and follow protocols if applicable.
- **New:** Provide bags for all participants at the Registration table or entrance to Fair for participants to collect literature from trade show exhibitors.
- Organize a Trade Show with a balanced representation of both non-profit organization, government agencies and for-profit agencies. (10 – 15 exhibitors minimum) No Exhibitor Fee for Not-for-Profit groups at the Trade Show. A NOMINAL Exhibitor fee may be charged to For-Profit, Commercial organizations at the Trade Show.
- Provide free Exhibitor space at the Trade Show for the OACAO and Ministry for Seniors and Accessibility representatives who will be sharing a table.
- No alcohol to be served.

ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT STANDARDS

The Accessibility for Ontarians with Disabilities Act, 2005 (AODA) is intended to reduce and remove barriers for people with disabilities so that Ontario can become more accessible and inclusive for everyone. Learn more about Ontario's accessibility standards: <https://www.ontario.ca/page/about-accessibility-laws#section-2>. To ensure that the event is as accessible as possible for all, consider asking attendees to let Fair Hosts know in advance of any specific accessibility accommodation requests. This

will allow the Fair Hosts time to make the necessary arrangements in advance. This could include procuring live ASL (American Sign Language) interpreters during events as well as a live captioning service, if needed, for virtual events.

FOR VIRTUAL FAIRS ONLY: VIRTUAL VIDEO EVENT PLATFORMS

The virtual video event platform selected must be user-friendly for participants and allow for telephone participation for those who are not tech savvy or do not have access to the internet. “Large Meeting capacity” should be arranged in advance with the video platform host to accommodate the number of expected participants. Fair Hosts are encouraged to use a simple virtual platform and allow older adults and participants to log in through the internet, or call in using a telephone, thereby remaining accessible for all.

Suggestions for video event platforms:

- Zoom: <https://zoom.us/>
- Microsoft Teams: <https://www.microsoft.com/en-ca/microsoft-teams/group-chat-software>
- GoToMeetings: <https://www.gotomeeting.com/>

PRESENTATIONS/SEMINARS

We encourage Fair Hosts to consider the following topics: technology training, digital literacy and cyber security awareness, health and wellness topics, falls prevention, seniors’ safety, elder abuse awareness including frauds and scams, reducing ageism, social inclusion, mental health resources for older adults, community engagement and volunteerism. Suggested minimum of 2-4 presentations/seminars. **See Appendix A 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, active living or fitness programs.

In-person Fair Hosts only, are encouraged to hold health clinics, such as blood pressure testing, flu/vaccine clinics, hearing clinics, income tax/benefits and estate planning clinics.

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 breakout rooms (Virtual Fairs), panel or networking opportunities 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, etc.

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

OACAO Business Partners suggestions: Access Abilities, Agecomfort.com, Amica Senior Lifestyles, Arbor Memorial Inc., Bayshore Health Care, Canada's National Ballet School, Canadian Hearing Services, Chartwell Retirement Residences, Hear Well Be Well, HearCANADA, Hearinglife, Heart To Home Meals, Homecare Hub, Insuranceland Inc., Johnson Insurance, MySeniorCenter, OASSIS Employee Benefits Plans, Personal Affairs Consulting, Prime Communications, Royal Botanical Gardens, Save on Energy, Seniors Junction, The Health Depot, and Transitions Realty. **See Appendix B for contact information.**

FOR IN-PERSON FAIRS ONLY: TRADE SHOW

Trade shows must have a suggested minimum of 10 - 15 exhibitors and a recommended maximum length of 4 hours (unless pre-approved by OACAO). Please ensure a balanced representation of both non-profit organizations, government agencies and for-profit agencies. Non-profit exhibitors are free to exhibit and a nominal fee can be charged for For-profit exhibitors. Contact your local Public Health Unit for local COVID-19 public health protocols that hosts must follow. You can find your local Public Health Unit at <https://www.ontario.ca/page/public-health-unit-locations>. Each exhibitor must have access to one table and at least one chair.

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. In-person Fair Hosts only, organize bags for participants at the Registration Table or entrance to Fair for participants to collect literature from trade show exhibitors. 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 (Fall 2022) must be shared with Fair participants at virtual fairs. (subject to change)

211 Ontario	English, French	https://211ontario.ca/
Dental care for low-income seniors	English, French and other multiple languages	https://www.ontario.ca/page/dental-care-low-income-seniors
Guide des programmes et services pour les aînés en Ontario (Automne 2022)	French	https://files.ontario.ca/msaa-guide-to-programs-services-for-seniors-fall-fr-2023-01-26.pdf
Guide to Programs and Services for Seniors in Ontario (Fall 2022)	English	https://files.ontario.ca/msaa-guide-to-programs-services-for-seniors-fall-en-2023-01-26.pdf
Powers of Attorney (2021)	English, French	https://www.publications.gov.on.ca/300975

Renew a G driver's licence: 80 years and over	English, French	https://www.ontario.ca/page/renew-g-drivers-licence-80-years-and-over
Tax credits and benefits for people	English, French	https://www.ontario.ca/page/tax-credits-and-benefits-people#section-4

MARKETING AND OUTREACH

Communication plans should ensure that any digital promotional components comply with the Web Content Accessibility Guidelines (WCAG) version 2.0 AA: <https://www.w3.org/WAI/>. PDFs, web pages and social media posts need to meet these criteria.

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 **hashtags** 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 2023 – 2024 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 2023 - 2024 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 2023 - 2024 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.

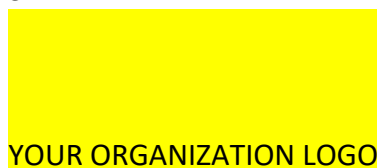
For funding acknowledgement and logo placement questions, please contact Lina Zita at coordinator@oacao.org.

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. Please contact the OACAO if you require a higher resolution logo file. **Logo's can be found in the Resource Folder link:**

<https://www.dropbox.com/sh/p635i15d168otmz/AAA1VyTBiN2k0ys1H4Oe5y7ta?dl=0>

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:"**

SAMPLE:



Funding provided by:



ELIGIBLE EXPENSES

Eligible Expenses (with examples):

- Advertising, promotion, marketing, and outreach; printing and mailing; distribution of information packages/publications to participants and outreach to isolated seniors.
- Evaluation costs: e.g., small incentive items (as a draw prize for participant questionnaire completion).
- Honorariums for presenters and participants.
- Translation Services/Language Interpreters: translation, American Sign Language interpreters, closed captioning services and other accessible services.

For Virtual Fairs:

- Technology costs: Virtual platform and increased capacity added to accommodate higher participation numbers, toll-free numbers to allow for telephone participation.

For In-Person Fairs:

- Audio Visual Equipment Rental: event equipment rental.
- COVID-19 Public Health Measures: suggested protocols from local Public Health Unit.
- Facility Rental: Accessible event space rental.
- First Aid: St. John's Ambulance presence, if needed.
- Food/Refreshments: Healthy meal or snacks at a maximum cost of \$12.50 per person, including tax and gratuities.
- Transportation: public transportation tickets, bus.

INELIGIBLE EXPENSES

- Staff costs are not eligible, unless covered by other sources.
- Funding from other sources is permitted, if each funder covers a separate component of the project and separate funding is clearly identified in the application budget and final report.

SENIORS ACTIVE LIVING FAIRS CONTACT INFORMATION

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

APPENDIX A: SUGGESTED PRESENTATIONS/SEMINARS TOPICS

(subject to availability)

TOPIC	CONTACT INFORMATION
80 and Over Senior Driver's License Renewal Program	Ministry of Transportation 1-800-396-4233
Elder Abuse Awareness and Prevention	Elder Abuse Prevention Ontario (705) 927-3114 Raeann Rideout: rrideout@eapon.ca
Finding Your Way – Wandering Prevention	Alzheimer Society of Ontario (416) 967-5900 https://alzheimer.ca/on/en/help-support/programs-services/finding-your-way
Fraud Prevention Education	Staff Sergeant Kevin Bucknor, OPP Community Safety Services at kevin.bucknor@opp.ca
<ul style="list-style-type: none"> • From a Maze to Amazing - Understanding Ontario's Personal Income Tax, Credits and Benefits • Introduction to Ontario's Estate Administration Tax • Ontario's Credits, Benefits and Supports for Lower-Income Seniors • Discover Ontario's Medical Expense and Seniors Care at Home Tax Credits 	Ministry of Finance 1-866-668-8297 Jeremy Bertrand: Jeremy.Bertrand@ontario.ca
<ul style="list-style-type: none"> • Mental Health • Addiction and Problem Gambling Services 	ConnexOntario 1-866-531-2600 https://www.connexontario.ca/en-ca/
<ul style="list-style-type: none"> • Fraud & ID Theft • Protect Your Money • Preparing Your Financial Umbrella 	Ontario Securities Commission (416) 593-2369 Christine Allum: callum@osc.gov.on.ca
<ul style="list-style-type: none"> • 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: ldwyer@awhl.org
<ul style="list-style-type: none"> • General Home and Community Care Support Services 101 • Long Term Care Placement 	Home and Community Care Support Services (226) 626-0883 Dave Richie: dave.richie@hccontario.ca

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

APPENDIX B: OACAO BUSINESS PARTNERS CONTACT INFORMATION

(subject to availability)

ORGANIZATION	CONTACT	PHONE NUMBER	EMAIL
Access Abilities	Kristin Courtney	905-825-5335 ext300	kcourtney@accessabilities.ca
Agecomfort.com	Hanif Balolia	800-520-3259	hanif@agecomfort.com
Amica Senior Lifestyles	Selina MacDonald	416-487-2020	S.MacDonald@amica.ca
Arbor Memorial Inc.	Adam McBrain	416-763-3230 ext3015	IMcKechnie@arbormemorial.com
Bayshore Health Care	Laurie Lathem	647-454-8679	llathem@bayshore.ca
Canada's National Ballet School	Martine Plourde	416-964-3780	sharingdance@nbs-enb.ca
Canadian Hearing Services	Penny Kemp	866-518-0000 ext4294	pkemp@chs.ca
Chartwell Retirement Residences	Mary Minielli	416-333-9965	mminielli@chartwell.com
Hear Well Be Well	Wendy Moore	519-636-3613	wendy.moore@hearwellbewell.ca
HearCANADA	Pamela Vezina	613-676-2675	pamela.vezina@wsa.com
Hearinglife	Maren Drisch	416-925-9223 ext5755	mrdi@hearinglife.ca
Heart To Home Meals	Ahmad Tabari	613-301-6561	ahmad.tabari@apetito.ca
Homecare Hub	Vipan Nikore	647-802-5267	vipan.nikore@homecarehub.com
Insuranceland Inc.	Paul Hainer	905-238-0668 ext2244	paulh@insuranceland.ca
Johnson Insurance	Chantal Palon	416-578-8065	cpalon@johnson.ca
MySeniorCenter	Chris Hamilton	508-613-2289	chris@myseniorcenter.com
OASSIS Employee Benefits Plans	Brent Voisey	416-781-2258	brent@oassisplan.com
Personal Affairs Consulting	Loida Martel	905-792-2872	info@personalaffairsconsulting.com
Prime Communications	Chris Palin	905-906-2295	Chris.Palin@primecomms.ca
Royal Botanical Gardens, Canada	Karin Davidson-Taylor	905-527-1158 ext249	kdavidsonstaylor@rbg.ca
Save on Energy	Christiana Ioannou	905-403-6900	Chris.ioannou@ieso.ca
Seniors Junction	Namrata Bagaria	647-629-0300	contact@seniorsjunction.com
The Health Depot	Andy Donald	226-330-0200	andy@thehealthdepot.ca
Transitions Realty	Keisha Telfer	647-948-7415	keisha@transitionsre.ca

As of July 2023

APPENDIX C: MSAA RESOURCES

- [Planning Accessible Events Resource](https://accessibilitycanada.ca/wp-content/uploads/2016/06/Planning-Accessible-Events-May-2016.pdf): <https://accessibilitycanada.ca/wp-content/uploads/2016/06/Planning-Accessible-Events-May-2016.pdf>
This booklet will show you many low-cost and no-cost things you can do to make your event more inclusive. It also includes a checklist so you can be sure that everyone can participate. Whether you're planning your first or 21st small community event, this guide is for you!
- [Age-Friendly Community Remote Events Planning Resource](https://files.ontario.ca/msaa-age-friendly-communities-remote-events-planning-resource-en-2021-01-01.pdf): <https://files.ontario.ca/msaa-age-friendly-communities-remote-events-planning-resource-en-2021-01-01.pdf>
A guide to planning and delivering virtual events as a safe, effective and low-cost way to bring your project team and stakeholders together while COVID-19 remains active in Ontario.
- [Creating a More Inclusive Ontario: Age-Friendly Community Planning Toolkit](https://files.ontario.ca/msaa-age-friendly-community-planning-toolkit-en-2021-01-01.pdf): <https://files.ontario.ca/msaa-age-friendly-community-planning-toolkit-en-2021-01-01.pdf>
A guide to planning and delivering virtual events as a safe, effective and low-cost way to bring your project team and stakeholders together while COVID-19 remains active in Ontario.
 - [Creating a More Inclusive Ontario: Age-Friendly Community Planning Guide for Municipalities and Community Organizations](https://files.ontario.ca/msaa-age-friendly-community-planning-guide-municipalities-community-organizations-en-2021-01-01.pdf): <https://files.ontario.ca/msaa-age-friendly-community-planning-guide-municipalities-community-organizations-en-2021-01-01.pdf>
 - [Creating a More Inclusive Ontario: Diverse Populations Addendum](https://files.ontario.ca/msaa-diverse-populations-addendum-en-2021-01-01.pdf): <https://files.ontario.ca/msaa-diverse-populations-addendum-en-2021-01-01.pdf>