



# Business Plan

2020–21

*Department of Seniors*

**NOVA SCOTIA**

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Budget 2020–21: Business Plan  
Finance and Treasury Board  
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## Message from the Minister



I am pleased to present the 2020-2021 Business Plan for the Department of Seniors.

Together with older Nova Scotians, the Department of Seniors is reframing the conversation about aging. We are part of a global movement. Across the world, governments, NGOs like the World Health Organization, academics studying aging, and older adults themselves are calling for a better understanding of what it means to grow old. Older adults make a major contribution to the wellbeing of our society. We need to value this contribution and support older people to live the best life they can.

The coming year will see the department expand the Senior Safety Program, recognize communities engaged in age-friendly community planning, and promote the many ways in which older adults contribute to our province.

We are pleased to invest in NSGovLab, a social innovation lab that is working with people across a range of backgrounds, including older adults, to engage in collaborative learning processes to co-create solutions to challenges faced by older people in community.

In May we look forward to co-hosting the Silver Economy Summit in Wolfville, Nova Scotia, in partnership with the Acadia Centre for Entrepreneurship. The Summit will bring together employers, entrepreneurs, community leaders, including many older adults, and those engaged in research to learn about the many opportunities to engage older adults in the economy – as employees, entrepreneurs, community leaders, and consumers.

We will continue to work with community organizations, government partners, the business community, academic partners and older adults themselves to engage in research and share knowledge that advances the wellbeing of older Nova Scotians.

I look forward to working with department staff on these projects and seeing the positive impact over the next year. By advancing these priorities, we will make Nova Scotia a better place to live for everyone.

***Original signed by Minister***

Honourable Leo Glavine, Minister  
Department of Seniors

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## Department Mandate

Under the mandate of the Minister of Seniors, the Department of Seniors is directed to fully implement *Shift: Nova Scotia's Action Plan for an Aging Population (Shift)*. *Shift* provides strategic direction to government and enables the department to coordinate the development of policy options that advance the social and economic contribution of older Nova Scotians to our province.

*Shift* has three main goals:

- Value the social and economic contribution of older adults;
- Promote healthy, active living; and,
- Support aging in place, connected to community life.

Through its emphasis on community, inclusion, the social determinants of health, and the importance of intergenerational relationships, *Shift* aligns with the government's strategic goals of Safe and Connected Communities, Healthy Population and Systems, Quality Education, and Inclusive Economic Growth.

The complexity and inter-connectedness of the issues and opportunities in an older population mean that an integrated, evidence-informed, and coordinated approach to government policy and planning is needed. Collaboration, research, and learning together with our partners and stakeholders, including other departments of the provincial government, are key to this work.

## Priority Activities for 2020-2021

1. The Department of Seniors will collaborate with partner departments and other stakeholders to advance the goals of *Shift* and build on work that has already been completed.
- Strengthen the Seniors' Safety Program (SSP) and expand its reach across the province.

In addition to the provision of equitable access to senior safety programs across the province, the SSP is designed to: strengthen the ability of stakeholders to anticipate and respond flexibly to the safety and security needs of older adults; increase awareness and knowledge among stakeholders of senior abuse, crime prevention, and wellbeing of older adults; and ensure that services and programs supported by the SSP enhance the quality of life and wellbeing of older adults and their families.

- Deliver the Age-Friendly Community Grants program and implement the Age-Friendly Communities recognition program created in 2019-2020.

Age-Friendly Community (AFC) planning is an internationally recognized best practice and approach to ensure that the physical and social aspects of a community are designed to improve the health and well-being of older adults, to overcome social isolation and help them stay active, healthy and engaged in their communities. The recognition program will be ongoing as new communities and municipalities introduce AFC planning and meet key milestones in this process. The department will work to ensure that the AFC grants program supports planning and initiatives that contribute to the wellbeing of older Nova Scotians *in all their diversity*.

- Fund Community Links.

Community Links is a community-based operating partner of the Department of Seniors. It acts as a connector and capacity builder by bringing multiple stakeholders including older adults together at regional and provincial levels. These coalitions discuss, raise awareness, initiate change and take action to support healthy ageing and the wellbeing of older Nova Scotians. Much of Community Links' work focusses on older adults living in rural communities.

- Engage in research through partnerships with academic institutions such as the Nova Scotia Centre on Aging at Mount Saint Vincent University to better understand the challenges and opportunities of an aging population and enable evidence-informed policies and decision making.
  - Educate employers about the value of older workers and age-friendly workplaces in partnership with Labour and Advanced Education and other organizations.
2. Collaborate with other levels of government to advance important issues of common concern pertaining to the wellbeing of older adults. This includes holding the provincial co-chair role for the Federal/Provincial/Territorial (FPT) Ministers of Seniors Forum's working group examining the social and economic impact of ageism.

In addition to its FPT work, the Department will also continue its active involvement in national and Atlantic wide government networks that share knowledge and expertise to support the creation and development of age-friendly communities across the country and the region.

3. Publish and distribute the 2020 Positive Aging Directory, a guide to programs and services for older adults.
4. Provide secretariat support to the Seniors Advisory Council of Nova Scotia (Group of IX).
5. Partner with the Acadia Centre for Entrepreneurship to host a Silver Economy Summit that will bring together employers, the business community, community organizations, older adults, and government representatives to share knowledge and learn about the economic opportunities and advantages in an older population
6. Continue to invest in NSGovLab, a social innovation lab focused on population aging.

NSGovLab aims to transform systems by getting at the roots of complex problems and involving a diverse range of stakeholders in the process. The lab offers an annual fellowship open to public sector, private sector, academic and non-profit sectors as well as private citizens. The fellowship is divided into two phases. Learning and capacity building are the focus of the first phase. Integrating the skills and approaches introduced in the first phase and connecting fellows to the network of social innovator within the province are the focus of the second phase.

## Departmental Expenses Summary

<b>Departmental Expenses Summary</b>			
<b>(\$ thousands)</b>			
<b><u>Programs and Services</u></b>	<b><u>2019-2020</u></b> <b><u>Estimate</u></b>	<b><u>2019-2020</u></b> <b><u>Forecast</u></b>	<b><u>2020-2021</u></b> <b><u>Estimate</u></b>
Office of the Deputy Minister	237	129	243
General Administration	340	344	348
Age Friendly	761	760	763
Safety For Seniors	675	654	684
Policy and Planning (renamed, was Seniors Programs)	195	237	160
Group of Nine	17	13	17
Social Innovation Lab	496	454	496
<b>Total - Departmental Expenses</b>	<b>2721</b>	<b>2591</b>	<b>2711</b>
<b>Ordinary Recoveries</b>	---	---	---
<b><u>Funded Staff (# of FTEs)</u></b>			
<b>Department Funded Staff</b>	9.00	9.29	9.00
<b>Note:</b>			
For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2			
For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1			