

# Family and Seniors Policy

2021-2025



Vaudreuil-Dorion



Municipalité amie des aînés

Québec 

Family and Seniors Policy

# Enlivened by its generations

2021-2025



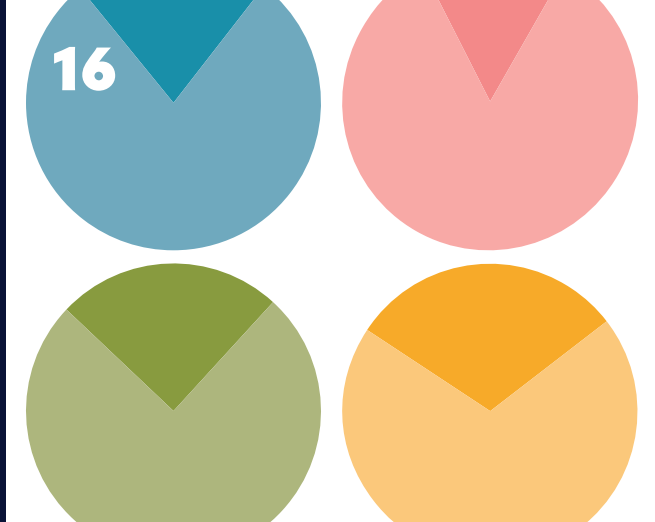
Vaudreuil-Dorion





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# Acknowledgments

The City of Vaudreuil-Dorion thanks the Ministère de la Famille and the Secrétariat aux aînés for their financial support in obtaining the “Municipalité amie des aînés” accreditation and developing the family and seniors policy and action plan, as well as for the technical support provided by Espace Muni.

We are also grateful to the members of the Steering Committee for their time and energy. Their work has led to the design of a policy and an action plan that reflect the needs of the community.

We would be remiss not to acknowledge the contributions of citizens who participated in the public consultations, as well as those of school, community, health and childcare partners. Finally, we extend our sincere thanks to the employees of the City of Vaudreuil-Dorion for their support in this project.



## Glossary

**MFP: Municipal Family Policy**  
**MADA: Municipalité amie des aînés**  
**(Age-Friendly Municipality)**

# Forewords

It is a great pleasure for me and the Municipal Council to present the Family and Seniors Policy adopted by the City of Vaudreuil-Dorion. Families have always been at the heart of our concerns. Over the past 20 years, community organizations have received millions of dollars in funding to improve the services offered. Our citizens have access to a multitude of free or very low cost services and activities. Despite this, we felt it was important to take some time to reflect on the need for a concerted tool made by and for the community.

This policy will support community development even more, as the action plan responds to the needs expressed during consultations with various publics. More than 1,200 people shared their opinions, and we are extremely grateful for their participation.

Let me draw your attention to the name of this policy: “Enlivened by its generations”, a theme inspired by our 2020-2025 Strategic Plan, Habité par ma ville / Enlivened By My City. In Vaudreuil-Dorion we have a mix of generations; daycare centres are proliferating, but so are retirement homes. We’ve successfully met the challenge of enabling all generations to thrive in our City. This policy is a sort of tree structure of all that we have built over the years, but above all it is our window on the future.

It’s a human vision of the City of Vaudreuil-Dorion, one that’s built day after day with citizens of all ages and is enlivened by its generations.

In closing, allow me to congratulate the Steering Committee, chaired by Municipal Councillor Diane Morin, for their excellent work.

**Mayor Guy Pilon**



As Chair of the Steering Committee for the Family and Seniors Policy, I’m happy and proud to present the result of the work done by our team, made possible through the contributions of Vaudreuil-Dorion citizens of all ages.

This project was close to my heart, and the policy reflects the vision of our community. The action plan will enable municipal managers to prioritize the actions that were raised during the consultations.

While some municipalities decide to entrust their family policy and MADA process to an external resource, we chose to carry it out internally and take full ownership of the content. The project manager played a pivotal role in the process by coordinating it and ensuring it proceeded smoothly. Sincere thanks to all the people who worked closely or in some way on this initiative aimed at offering the citizens of Vaudreuil-Dorion a family and seniors policy that reflects the community and its values.

This realistic action plan will take shape through everyone’s participation and can’t help but further enliven an already dynamic city.

**Diane Morin**



# Steering Committee

**The members of the Steering Committee were at the heart of the MFP process and were involved at all stages.**

## Roles

- Carry out all activities related to the process
- Define families and seniors
- Identify the issues grouped by topic and determine MFP action priorities
- Analyze survey data
- Prioritize the actions proposed by the focus groups
- Facilitate the flow of information within the network and the community
- Recommend Municipal Council adopt the MFP and its action plan
- Ensure that a mechanism for following up on the MFP is in place

**Le comité a aussi profité de la précieuse implication de partenaires du milieu qui lui ont assuré un soutien ponctuel.**

**Elyse Lapointe**  
Health Promotion  
Advisor - CISSSMO

**Sébastien Legros**  
Social Development  
Support Officer  
MRC de Vaudreuil-Soulanges

**Nancy Pelletier**  
Coordinator  
Planif 005

**Philippe Toupin**  
Executive Director  
Corporation de  
développement communautaire  
de Vaudreuil-Soulanges

## Committee Members

**Nasmah Abu Haleemah**  
Citizen



**Alina Bulhac**  
Coordinator  
Immigrant Integration  
Service - Network



**Céline Chartier**  
Municipal Councillor  
District 4



**Mélanie Côté**  
Citizen



**Marie-Christine Floch**  
Executive Director  
Le Grand Rassemblement des  
aînés de Vaudreuil-Soulange



**Judith Girouard**  
Executive Director  
Comité jeunesse  
La Presqu'île



**Patricia Kelly**  
Citizen



**Pascale Lauzon**  
Coordinator - Social  
Community Development  
Ville de Vaudreuil-Dorion



**Chloé Marcil**  
Manager, Culture and  
Community Life Division  
Ville de Vaudreuil-Dorion



**Yvon Paquette**  
Citizen



**Chantal Séguin**  
Head of educational services  
and curator of visual arts exhibitions  
- Musée régional de Vaudreuil-Soulanges



**Jasmine Sharma**  
Municipal Councillor  
District 3



**Francine St-Denis**  
Executive Director  
Immigrant Integration Service  
Networks / former chair of  
Commission scolaire des Trois-Lacs







# Background

As a dynamic and growing municipality, the City of Vaudreuil-Dorion has chosen to acquire an additional tool to promote the well-being of families and seniors on its territory. The goal was to provide a collaborative framework for implementing measures to meet the changing needs of a diverse population. It was important for the municipality to prioritize the healthy development of children and teenagers within their community, to support parents, and to help seniors stay active and able to continue living in their own homes. The tool was also meant to promote collaboration with community partners and intergenerational solidarity. With these objectives in mind, the City undertook the MFP process in parallel with the MADA process, as the municipal administration saw the two as naturally tying in with each other.

In December 2020, the City of Vaudreuil-Dorion unveiled its municipal strategic plan (2020-2025). One of its goals was to encourage the involvement of all citizens in the well-being of the community. A key project related to this aspiration is the promotion of a culture of public participation, particularly by engaging, consulting and involving citizens. The development of a family and seniors policy in Vaudreuil-Dorion was in line with this aspiration.

## PLANIFICATION STRATÉGIQUE 2020 > 2025

The City took a participatory and collaborative approach to developing its first family and seniors policy. Working with the collective intelligence has yielded a realistic-as-possible portrait of the needs of the residents of Vaudreuil-Dorion. The City took care to use participatory processes that were both engaging and instructive in order to support the transition from discussion to action. For this reason, the services of Alambic Strategy were enlisted.



Planification stratégique 2020 > 2025

### Steps in the process

1. Identify the actors.
2. Prepare and plan the process.
3. Define “family” and “senior”.
4. Conduct a diagnostic study.
5. Analyze data and identify issues.
6. Develop the MFP-MADA initiative, including an action plan.
7. Create the “Famili” board game.
8. Adopt the MFP-MADA initiative and action plan.
9. Launch and disseminate the MFP-MADA initiative and action plan.
10. Implement the action plan and ensure follow-up.



**Encouraging active aging is about more than physical activity. It also means fostering environments that promote the social inclusion of seniors.**



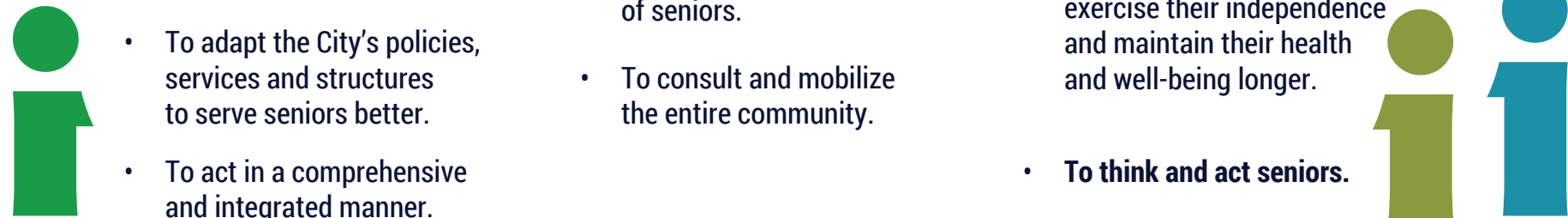
## What is an MFP?

- An expression of **political will** to act in favour of families.
- A **concerted process** involving community stakeholders.
- A **mobilization** of all community stakeholders (elected officials, municipal employees, families, partner organizations).
- **Terms of Reference** and Action Plan.
- A **guide** to ensure implementation and follow-up of actions adopted by Municipal Council.
- A **“Think and act family”** approach.
- A tool to **identify emerging issues** affecting families and put them on the policy agenda.



## Why a MADA process?

- To counteract ageism.
- To adapt the City’s policies, services and structures to serve seniors better.
- To act in a comprehensive and integrated manner.
- To encourage the participation of seniors.
- To consult and mobilize the entire community.
- To help seniors exercise their independence and maintain their health and well-being longer.
- To think and act seniors.



## Definitions



### Family

- The family, which comes in a variety of forms, brings together individuals of all ages, united beyond the genetic link. This caring support system, with its strong intergenerational relationships, creates a sense of belonging. Members of a family are motivated by the other members’ development and are nourished by the transmission of their life learnings.

### Senior

- In Vaudreuil-Dorion, what defines a senior is not a question of age, but rather of aging. It is not necessarily related to the physical or mental age of an individual. Every senior has their own way of experiencing and perceiving their age.
- Transmission of the knowledge and varied experiences of seniors in Vaudreuil-Dorion enriches our human heritage and contributes in an important way to the continued vitality of our collective traditions and values. Seniors can play many roles simultaneously: grandparent, retiree, friend, volunteer, mentor, caregiver, employee, etc. They are at a stage in their lives where they can be more available, and we want to collectively recognize their meaningful place in our community.
- The City of Vaudreuil-Dorion also recognizes the different types of social, physical and economic vulnerabilities that can affect seniors, and wishes to actively invest in their support as part of its MADA action plan.



**Age-Friendly  
Vaudreuil-Dorion**





# Vision

Through the coordinated efforts of municipal departments and local stakeholders, the Family and Seniors Policy reflects the City's desire to offer families and seniors quality services and a welcoming, dynamic environment that meets their needs and enables them to live lives of fulfillment. The City is committed to a comprehensive approach that puts families and seniors at the centre of organizational concerns.

# Valeurs

The Steering Committee members unanimously agreed on certain values as being those that should guide the development of a family and seniors policy. These are considered essential to the flourishing of our community and will ensure development that has the citizens' well-being among its primary concerns.

- **Respect**
- **Solidarity**
- **Vitality**
- **Inclusion**

# Guiding Principles of the Policy

The following principles will guide the implementation of the measures outlined in this policy.

- To develop and maintain a spirit of cooperation among all parties involved in issues affecting families and seniors.
- To provide the municipal administration with a frame of reference and intervention that will promote the continuous improvement of services for families and seniors in Vaudreuil-Dorion.
- To promote the dissemination and exchange of information among partners and to the public about initiatives and services for families and seniors.
- To encourage families to put down roots in Vaudreuil-Dorion, and to facilitate the arrival and integration of new families.
- To encourage and value civic engagement, since it contributes to social integration and a sense of belonging to the community.

*Public consultations in a time of pandemic*

It would be impossible to ignore the exceptional circumstances in which this policy process was developed: namely, the Covid-19 pandemic. The City of Vaudreuil-Dorion had to adapt and innovate in order to consult its citizens and continue work on the MFP and MADA process while complying with the government's public health measures.

Members of the Steering Committee and the municipal administration showed admirable resilience, perseverance and creativity. Online survey tools, videoconferencing platforms and personal protective equipment made it possible to consult the people of Vaudreuil-Dorion safely. A summer field brigade went out to meet citizens and promote the survey. Focus groups were also held, in which citizens, representatives of community organizations and municipal departments, as well as partners of the educational and healthcare systems collaborated in the process.

In addition to adapting its consultation process, the Steering Committee held a special meeting in spring 2020 to discuss the support available to Vaudreuil-Dorion families and seniors for dealing with Covid-19.

It was noted that the pandemic could exacerbate certain social problems and worsen the existing cracks in our social fabric. While acknowledging that the situation was worrisome, the committee members also highlighted positive changes that they wanted to maintain after the pandemic.





# Portrait of the City

## Territory

Located just west of the Island of Montréal and bordered by the Ottawa River, Lac des Deux-Montages and highways 20, 30 and 40, Vaudreuil-Dorion is a very dynamic city offering many housing developments, good jobs and several shopping areas.

The municipality was born from the merger of Vaudreuil and Dorion in 1994 and has since developed enormously in terms of population, culture and economy. The territory, with an area of 73.18 km<sup>2</sup>, is home to more than 42,053 citizens (2021 figure). Over the next few years, the landscape of Vaudreuil-Dorion will be transformed with the arrival of the new Vaudreuil-Soulanges Hospital. It is estimated that nearly 20,000 new citizens will settle in Vaudreuil-Dorion by 2031 (Communauté métropolitaine de Montréal 2019).

## Population growth

- From a population of 25,754 in 2006 to 42,053 in 2020—a 61.2% increase

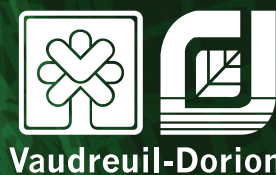


IN  
**2010, 2011 and 2012**

Vaudreuil-Dorion had one of the three highest birth rates in Québec

\* Teenage population currently growing

- Estimate:  
Population 58,430 by 2031

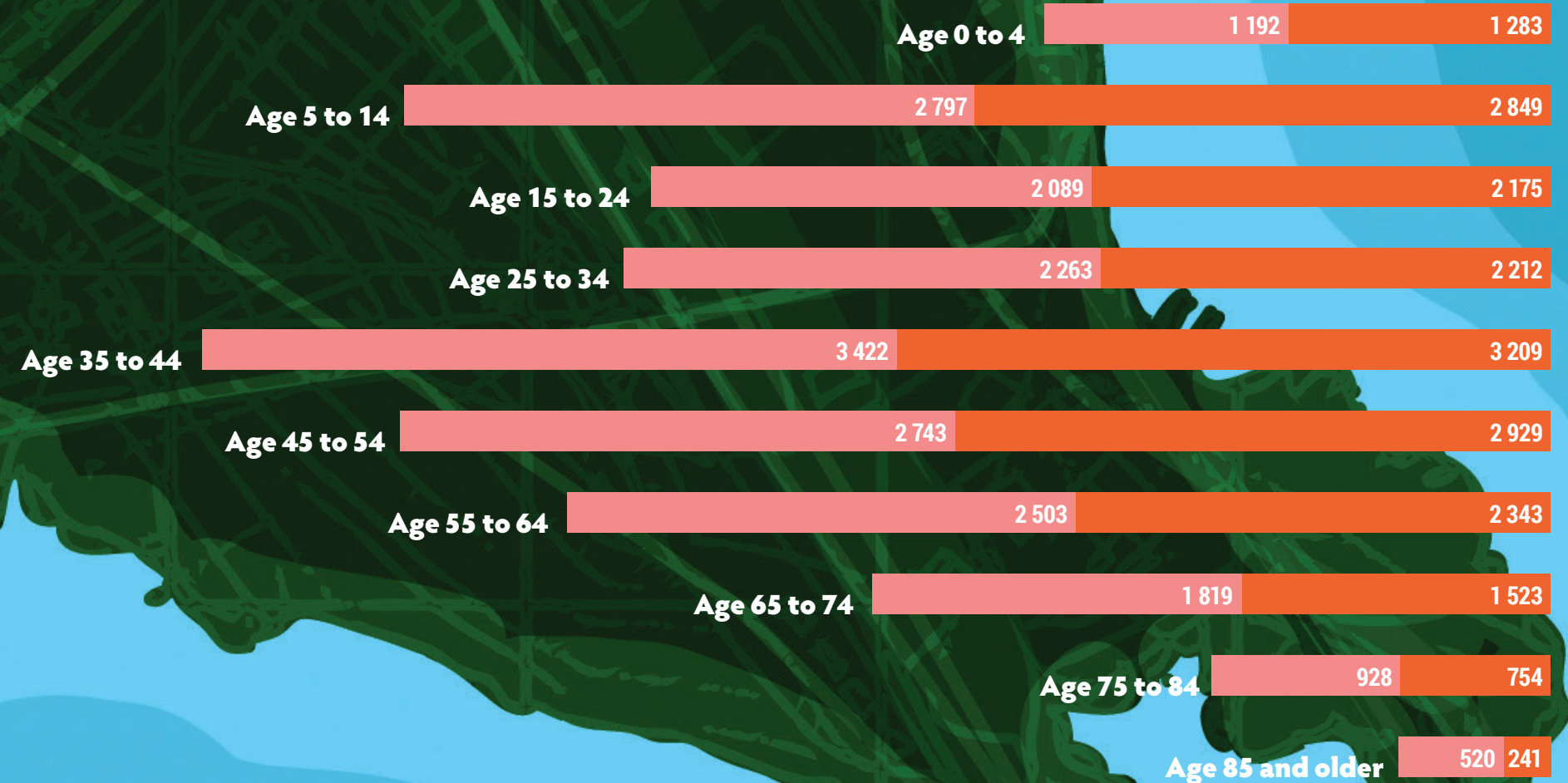


## Population

This statistical portrait is primarily based on data collected by Statistics Canada in the 2016 Census. It identifies certain trends that allow us to better understand the reality of families and seniors in Vaudreuil-Dorion.

### Distribution of the population by sex and age

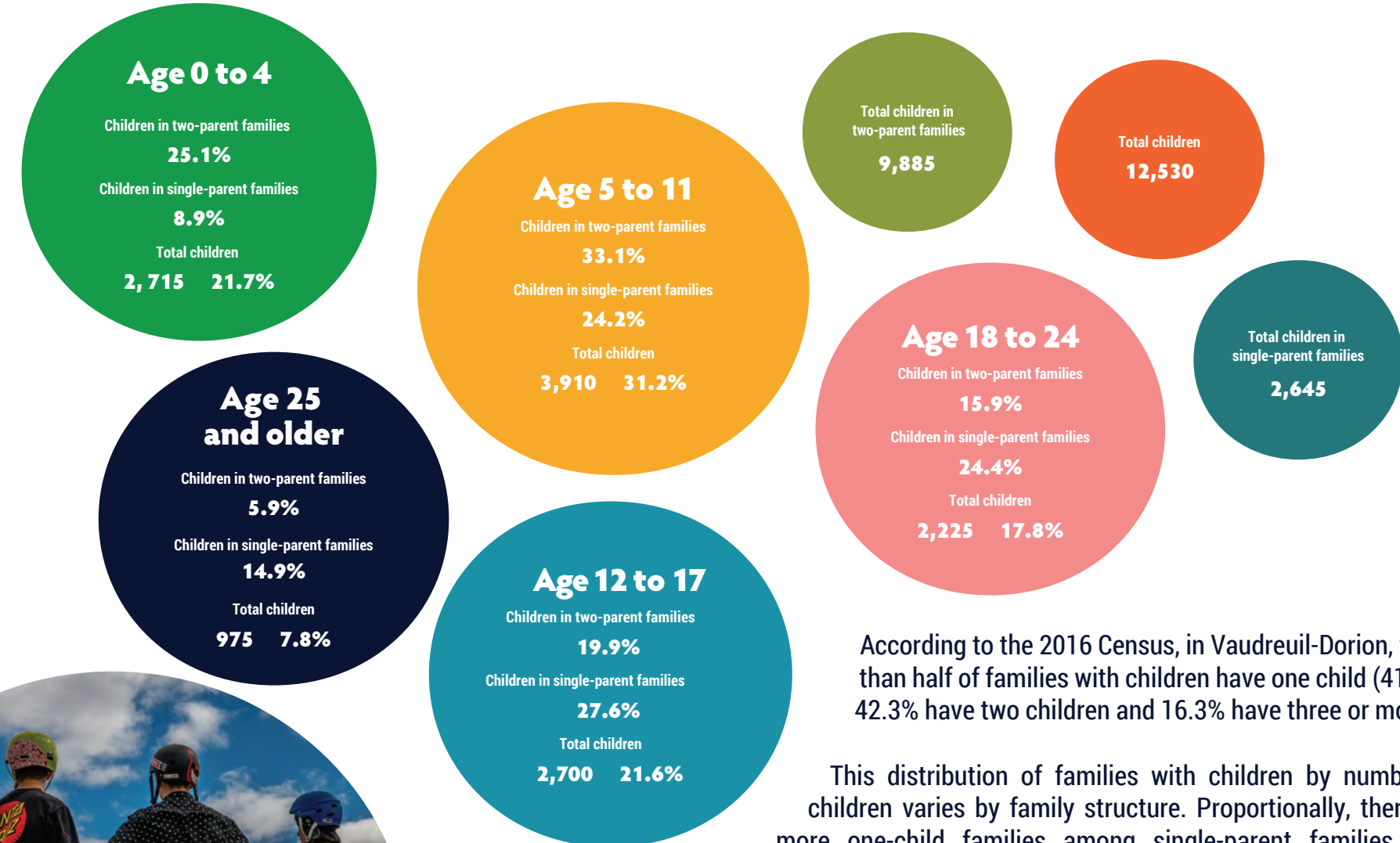
Woman Men





# Families

## Distribution of families with children, by number of children and family structure, Vaudreuil-Dorion, 2016



According to the 2016 Census, in Vaudreuil-Dorion, fewer than half of families with children have one child (41.4%), 42.3% have two children and 16.3% have three or more.

This distribution of families with children by number of children varies by family structure. Proportionally, there are more one-child families among single-parent families than among two-parent families. Conversely, the proportion of families with three or more children is higher among two-parent families than among single-parent families.

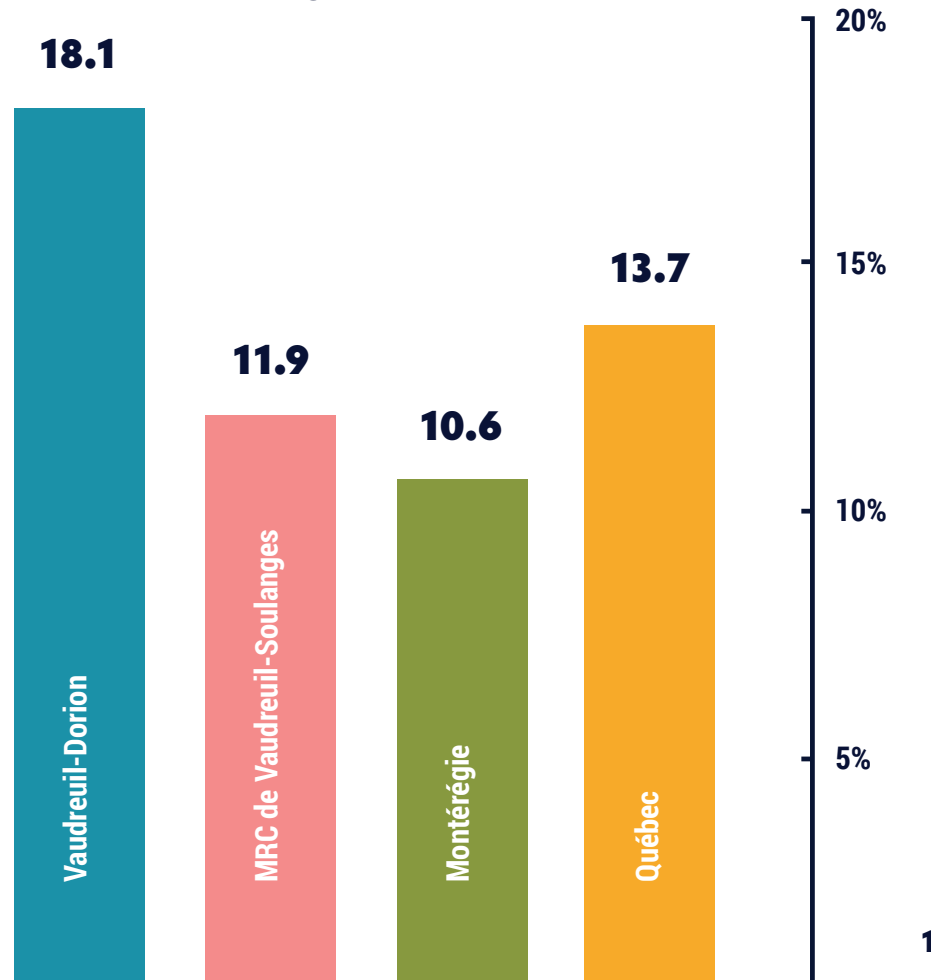


# Immigration

The proportion of the population with an immigrant background (born outside of Canada) was 5% in 2001 and 18% in 2016.

This percentage is higher than in the MRC de Vaudreuil-Soulanges (11.9%), the Montérégie region (10.6%) and Québec as a whole (13.7%). Note that this proportion reaches 36% in Vaudreuil-Dorion when the second generation is included.

## Proportion of immigrants in Vaudreuil-Dorion, Vaudreuil-Soulanges, Montérégie and Québec, 2016



# Seniors

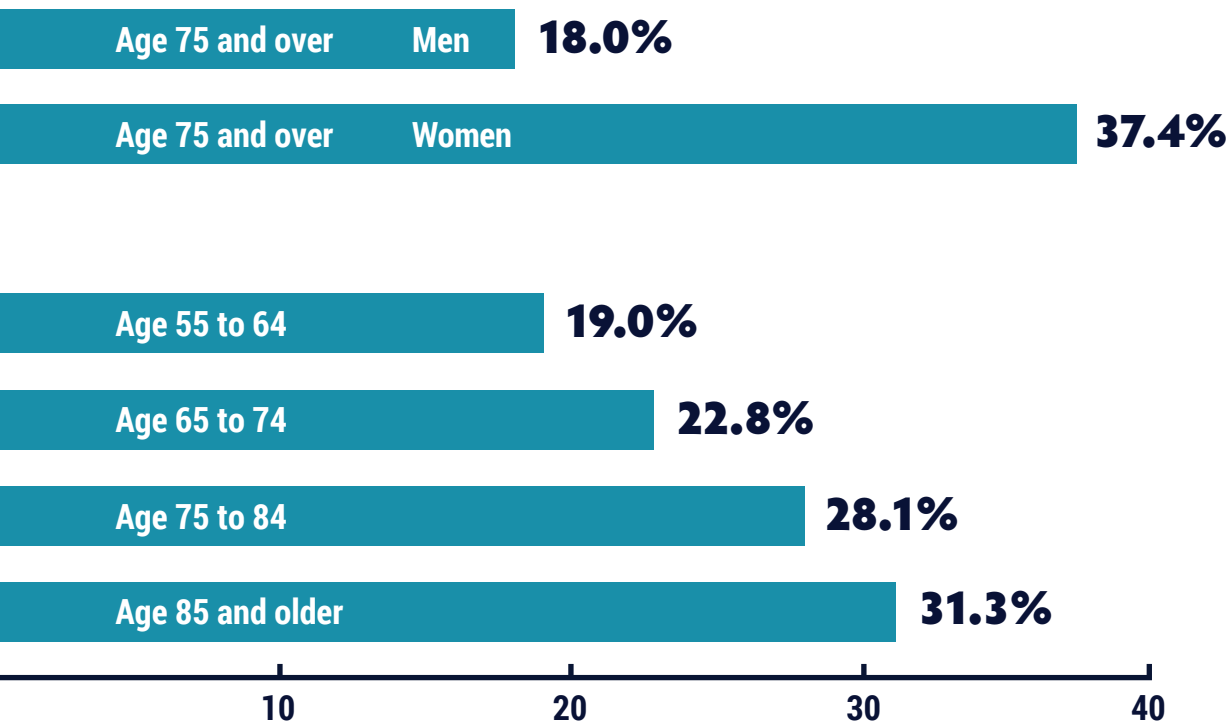


## Age-Friendly Vaudreuil-Dorion

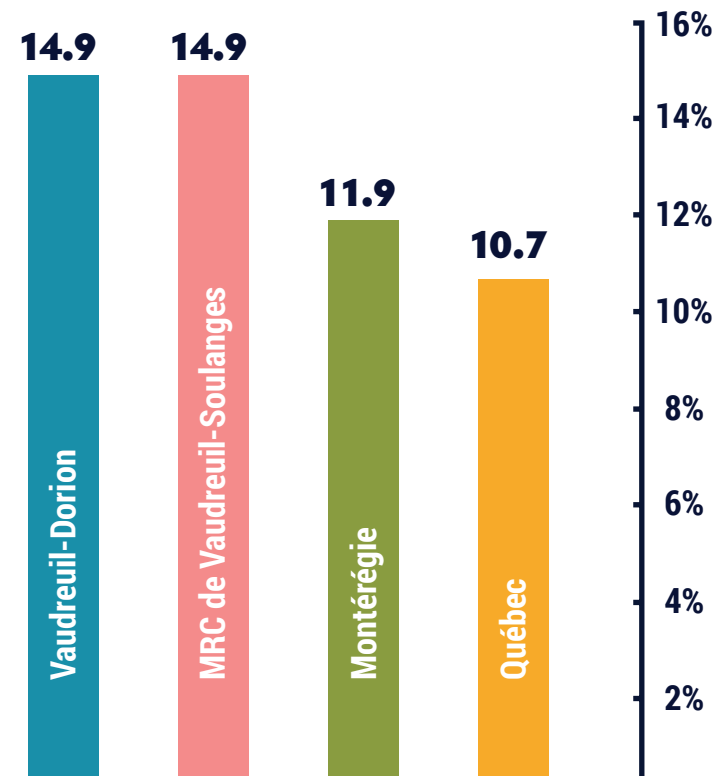


According to the 2016 census, in Vaudreuil-Dorion, 20.4% of seniors were born outside of Canada. This percentage is higher than in the other three territories (Québec, Montérégie, MRC de Vaudreuil-Soulanges).

### Proportion of the population living alone in private households by sex and age group, Vaudreuil-Dorion, 2016



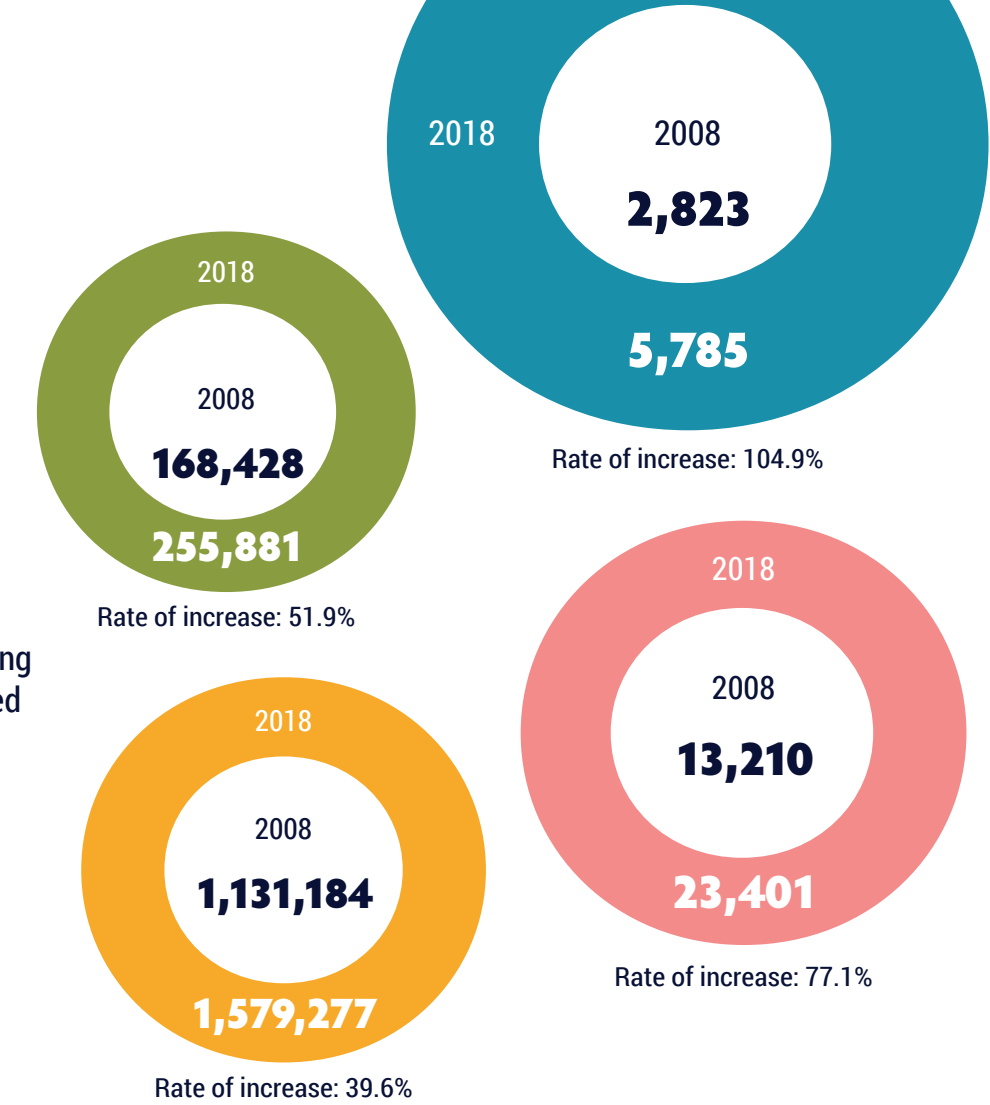
### Employment rate of population aged 65 and over, Vaudreuil-Dorion, Vaudreuil-Soulanges, Montérégie and Québec



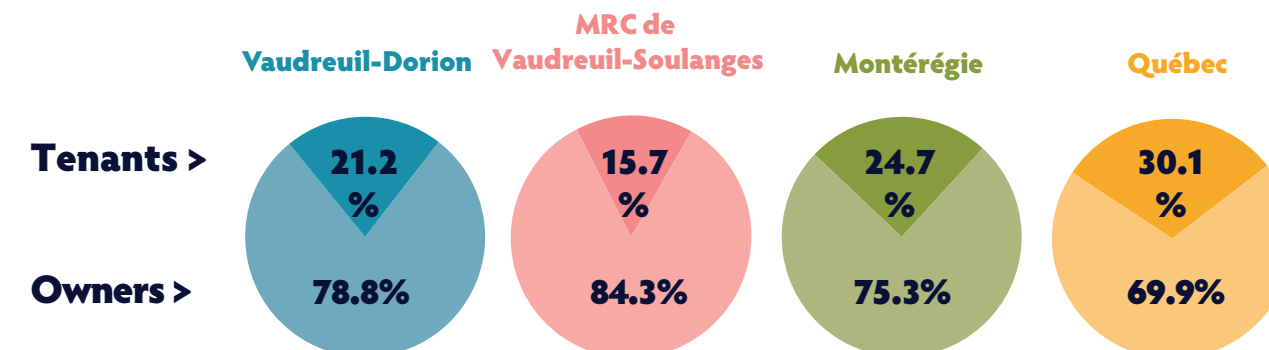
### Distribution and growth rate of population aged 65 and over, Vaudreuil-Dorion, Vaudreuil-Soulanges, Montérégie and Québec



On July 1, 2018, there were 5,785 people aged 65 and over residing in Vaudreuil-Dorion. The population aged 65 and over has doubled since 2008, a growth rate significantly higher than in the other three territories.



### Distribution of population aged 65 and over by housing tenure, 2016





# Main Observations



The City of Vaudreuil-Dorion is distinguished by the proximity of its services and the opportunities for civic engagement, which promotes personal growth in its residents.



Raising citizens' sense of belonging is a priority, according to the survey and focus group results.



The reclaiming of neighbourhood life by citizens and the development of areas conducive to active transportation appear to be linked to families' and seniors' improved sense of safety in their neighbourhoods, especially near schools, parks and seniors' residences.



The automobile remains the main mode of transportation for the citizens of Vaudreuil-Dorion. The development of an alternative transportation network is a local and regional issue that has an impact on seniors' ability to continue living at home, as well as access to recreational activities and commercial areas for everyone.



Diversification of accessible recreation offerings was identified as a priority in the survey and focus group results.



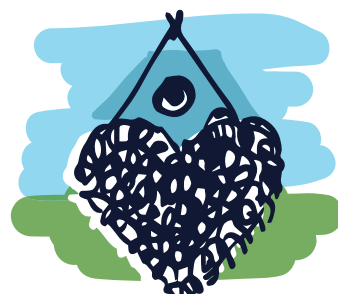
The focus groups showed that citizens are largely unaware of municipal recreation offerings and services provided by local community organizations. Community partners shared this lack of awareness of recreational activities offered by the municipality.



A trend towards buying local, community-based food production and zero waste was observed.



There is a strong need for a meeting space near schools where young people can feel welcome and be together.



Support for aging in place was a priority for respondents. In this sense, the municipality can play a pivotal role in helping organizations contact citizens aged 75 or over and living at home, to inform them of the range of services available.



Special attention must be given to new retirees in Vaudreuil-Dorion.

Based on the public consultations, a priority seems to be to create a meeting space in the form of a living environment for seniors

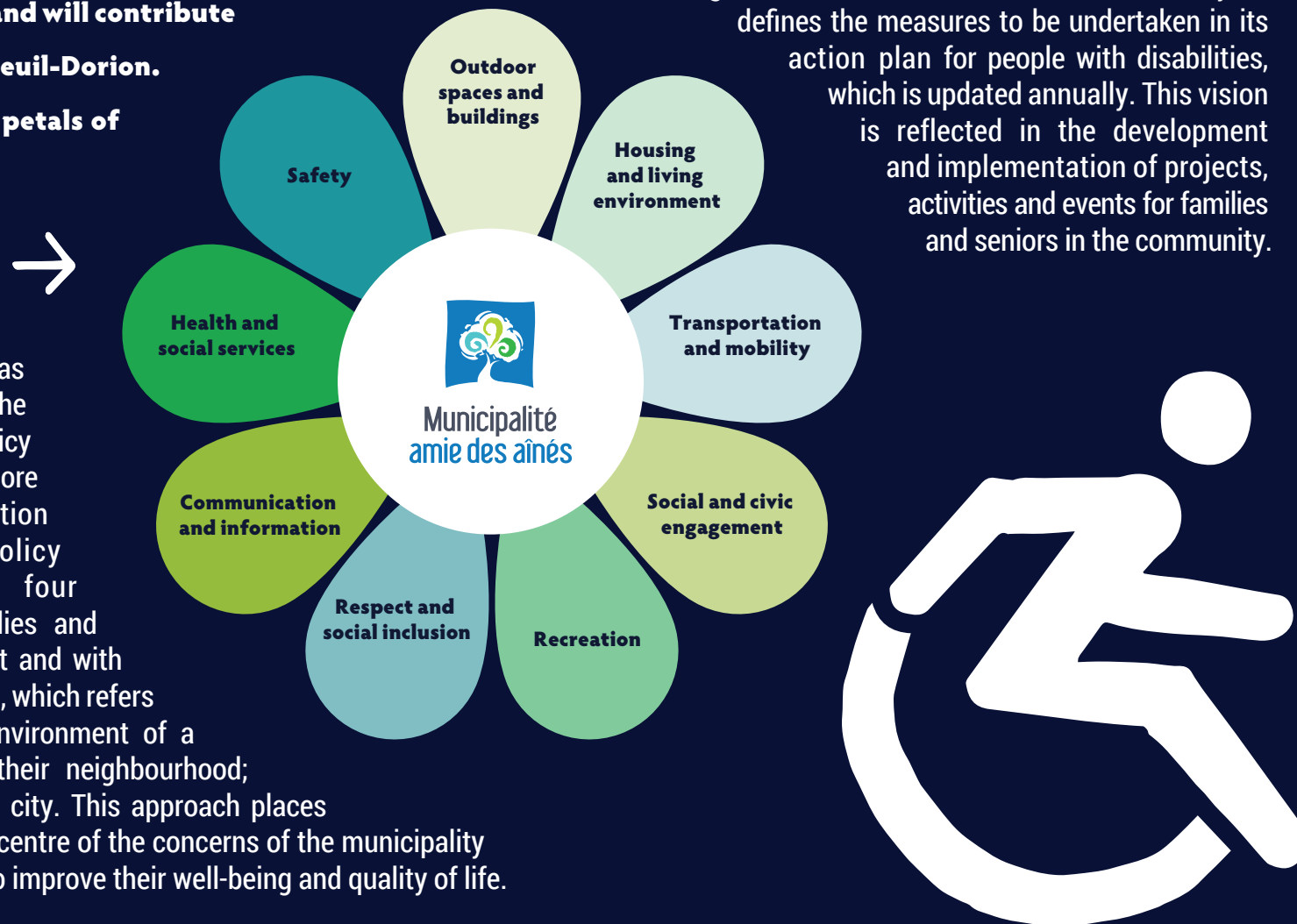


# Approach

The nine key domains in the MADA approach, as proposed by the Secrétariat aux aînés, are at the heart of the action plan and will contribute to active aging in Vaudreuil-Dorion.

They can be seen on the petals of the MADA daisy.

The ecosystem approach was chosen for organizing the action plan of this policy because it allows for a more global vision, with attention to several scales. The policy developers identified four "systems", of which families and seniors are an integral part and with which they interact: "Home", which refers to the immediate living environment of a family or senior citizen; their neighbourhood; their community; and their city. This approach places families and seniors at the centre of the concerns of the municipality and its partners and aims to improve their well-being and quality of life.



The City of Vaudreuil-Dorion is committed to making life easier for people with disabilities. To reduce barriers to integration in its various sectors of activity, it defines the measures to be undertaken in its action plan for people with disabilities, which is updated annually. This vision is reflected in the development and implementation of projects, activities and events for families and seniors in the community.

# Action plan



The public consultations brought to light the action areas that are key to meeting the specific needs of the population. These same areas apply to action aimed at families and seniors.

The action plan areas have been organized into four main categories according to the specific environment where they will have an impact: "At home", "In my neighborhood", "In my community" and "In my city".



**Discover the Action Plan!**







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## Housing

Support the development of subsidized and affordable housing for families and seniors near services, and ensure a mix of housing in the neighbourhood

SHORT	MEDIUM	LONG	MFP	MA DA
→			✓	

### Support aging-in-place in Vaudreuil-Dorion (ongoing)

- Provide financial support for the Suroît hospital foundation's project to support the independence of seniors (2021)

SHORT	MEDIUM	LONG	MFP	MA DA
→				



## Dynamic, safe neighbourhoods

### Increase development of neighbourhood parks

- Renovate Pinault and Mallette parks
- Develop Lorne-Worsley and Pierre-Mercure parks
- Add furniture and play modules for people with disabilities in each park developed (2021)
- Implement the master plan for parks and green spaces (ongoing)

### Have more activity in neighbourhood parks

- Continue having organized activities in neighbourhood park playgrounds in summer (2021-2025)
- Offer new free weekend activities in parks for families and seniors (2021-2022)
- Implement a new organized activity program in various parks as part of physical activity month (families and seniors) (2021)

### Support the organization of neighbourhood or block parties

- Implement the new pilot project "La Tournée estivale des quartiers" in 2021: cultural and sports activities, and inviting citizens to reclaim their neighbourhood life through citizen initiatives

### Develop neighbourhood spirit through the Voisins solidaires (Neighbours Together) program (2023)



SHORT	MEDIUM	LONG	MFP	MA DA
→			✓	

SHORT	MEDIUM	LONG	MFP	MA DA
→			✓	

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## Social and civic engagement

**Establish a citizen liaison network to disseminate information about municipal and community services**



**Encourage the involvement and expression of youth in their community with their peers, elders and families**



- Work with community organizations to set up a volunteer program for the teen club of the organization Animation jeunesse (2022)

**Create a citizen action committee to facilitate the welcoming and integration of new families in Vaudreuil-Dorion**



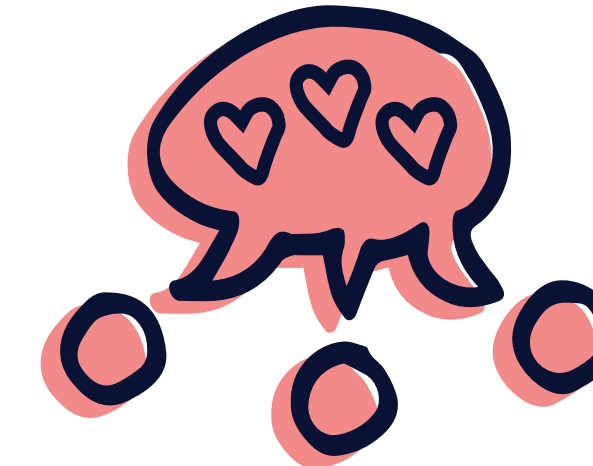
**Launch calls for citizen projects with grants**

- Set up an eco-project fund (2022)
- Set up a citizen project fund (2024)



## Community support and health services

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**Promote awareness of community services available to citizens**

- Let the public know about the 211 information and referral service (2021)



**Maintain the City's presence in various community groups, committees and tables, and promote contacts between community organizations and citizens (ongoing)**

- Hold the first community forum in the fall of 2021



**Implement the policy of recognition and support for organizations**



**Support food drives for vulnerable citizens as well as caring calls for the elderly**







## Respect and inclusion

Support elder abuse awareness campaigns (ongoing)



Promote intergenerational relationships in City and neighbourhood festivals (2023)



## Immigration and intercultural relations

Plan and implement a municipal policy on welcoming and integrating new residents



Support the organization of an intercultural celebration



Prioritize local purchasing in the organization of municipal activities and promote a zero waste approach (ongoing)

- Provide recycling, garbage and food waste bins at events (2021)
- Promote a zero waste approach to day camp (starting in 2022)
- Implement a green municipal procurement policy (2021)
- Support the implementation of the community fridge pilot project in collaboration with the Vaudreuil-Soulanges food security committee (2021)



## Ecological initiatives

Support and assist the creation of pop-up markets and shops in partnership with the community

- Conduct canvassing with a view to offering a neighbourhood local market (2022)
- Produce a feasibility report with stakeholders (2022)



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Facilitate the start-up of community garden/food forest projects

- Plan and develop an additional community garden at Lorne-Worsley Park (fall 2021)
- Present a talk on permaculture gardening as part of the "Écodécouvertes" series (2021)
- Promote public community gardens (2021)
- Include fruit tree planting in the Parc Pinault restoration (2021-2022)
- Plan and manage a food forest (2024)





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## Transportation and mobility

**Develop, improve and promote urban infrastructure that is safe and conducive to active transportation-friendly urban design (ongoing)**

- Eliminate physical barriers and connect the various sections of the bicycle network (ongoing from 2021)
- Build on the “Mon école à pied, à vélo” program to further encourage cycling among pupils and students and make them more aware of certain aspects (2023-2024)
- Implement reduced speed limits of 30 km/h or 40 km/h on residential streets (2021)
- Implement the bicycle awareness pilot project at day camp (2021)
- Hold a Bike Day in several parks simultaneously in collaboration with local organizations (road safety, bike repairs, etc.) (2021)

**Adjust mass transit schedules and offer free passage**

- Study the possibility of offering free rides on certain transit routes and during special events (2022-2023)

**Make public, adapted and alternative transit known to citizens**

- Plan a program of talks as part of the Écodécouvertes series

SHORT	MEDIUM	LONG	MFP	MA DA
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## Recreation, culture and library



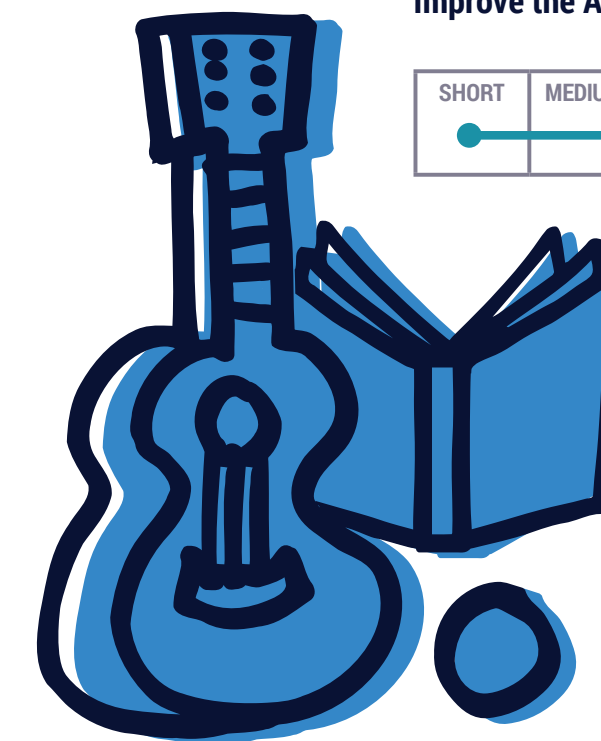
**Design programming to improve the Accès-loisirs offering for seniors, retirees and teenagers**

- Rethink the schedules of activities that appeal to seniors by focusing on daytime
- Launch the cultural passport for youth and seniors (2021)

SHORT	MEDIUM	LONG	MFP	MA DA
●			✓	

**Improve the Accès-loisirs offering**

SHORT	MEDIUM	LONG	MFP	MA DA
●	→		✓	



**Collaborate in the development of new living environments for youth and seniors (ongoing)**

SHORT	MEDIUM	LONG	MFP	MA DA
●	→		✓	





Produce accessible information tools and continue to collaborate with community stakeholders to disseminate them

- Launch the citizen portal (2021)
- Identify alternative and complementary dissemination channels in the community
- Identify opportunities for signage in places frequented by adolescents (2021)

## Communication and information

SHORT	MEDIUM	LONG	MFP	MA DA
→				

Deploy social networks to reach teens

- Stay on top of social media trends (Instagram, Tiktok) to reach teens (ongoing)

SHORT	MEDIUM	LONG	MFP	MA DA
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Set up training sessions for seniors to introduce them to social networks (2021 - ongoing)

- Launch the seniors' morning technology and culture sessions in 2023

SHORT	MEDIUM	LONG	MFP	MA DA
→				

Improve the municipal newsletter

- Plan and schedule a municipal information phone line (2022)

SHORT	MEDIUM	LONG	MFP	MA DA
→			✓	



## Reception and referral

Create a reception and referral "office", in particular to identify vulnerable citizens (2023-2024)

- Develop training for front-line office staff to improve citizen reception and referral services (2021-2022)
- Add a "New Citizens" tab to the City's website (2021)

SHORT	MEDIUM	LONG	MFP	MA DA
→			✓	



# Conclusion

## Policy implementation and follow-up committee

A committee has been formed to ensure implementation and follow-up of the Family and Seniors Policy action plan. Composed of elected officials, municipal employees, community partners and citizens, this committee will meet every two years to evaluate the initiatives carried out and upcoming in the action plan schedule. The City also wants to develop tools for evaluating the results of its initiatives.



## A game inspired by a policy

In an effort to popularize and democratize the policy and encourage buy-in by families and seniors in Vaudreuil-Dorion, a board game was developed in collaboration with Tofubox. The **Famili** game offers a fun and simple way to talk about the important issues addressed in the Family and Seniors Policy and its action plan.

**A printable version is available on the City's website, while the deluxe edition is available for loan at the municipal library.**

## Postface

We at the City of Vaudreuil-Dorion are excited about the future of families and seniors in our community. Because local partners worked closely with the municipal administration to implement the policy, they were able to take ownership of the process.

Together, we will achieve the objectives of this policy by continuing to focus on the well-being and fulfillment of families and seniors in Vaudreuil-Dorion—a city enlivened by its generations.

# Enlivened by its generations



**Family play time!**



## Sources

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Graphic Design  
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Illustrations  
Philippe Corriveau

Photos  
Duclos Photo and Christian Gonzalez

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