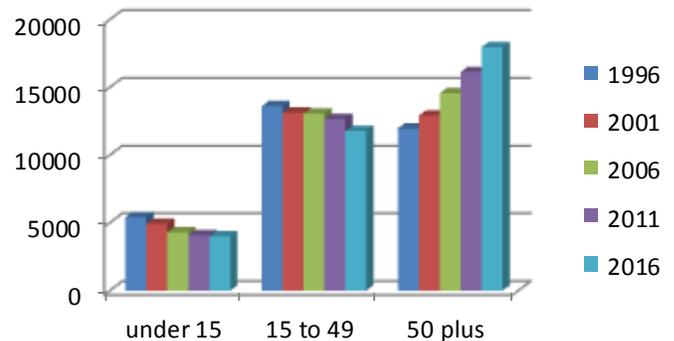


The Changing Face of Penticton

Canada's baby boomers (currently 52-72 years old) are retiring and choosing to move to communities like Penticton with its beautiful surroundings, appealing amenities, and proximity to services that support a healthy lifestyle, fulfilling retirement and aging in place. The 20 year population trend from Statistics Canada is dramatic.

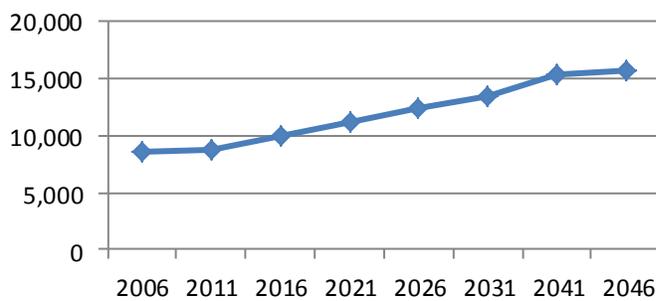
Projections show Penticton will be at the forefront of this retiree wave. The city's population is expected to grow by 21% between now and 2046. Seniors, persons 65 years and older, will make up 75% of that growth.

Penticton Population 1996 - 2016



In a 20 year period, the 50+ population in Penticton has steadily increased while the rest of the population declined.

Projected Seniors Population Growth to 2046



It is projected that by 2046, seniors will make up 37% of the city's population.

These retiring baby boomers, many of whom retire around age 65, are resourceful, very experienced, generally more healthy and expecting to live longer, and are more technologically savvy than any previous generation. Many of these seniors are interested in part-time jobs, diverse housing options, recreation services and social activities, the availability of healthcare and making a strong contribution to their community through volunteerism.



South Okanagan
Seniors Wellness Society

How did we compare in 2016?

Canada ... 16.9% seniors
BC ...18.3% seniors
Penticton ...29% seniors



We are living longer ...

100+

The fastest growing age group in Canada. 2016 census counted 8230 people over the age of 100 years.



By the 100 year mark, Canadian women outnumber men more than five to one. According to the 2016 Census, Penticton had 25 Centenarians, 20 women and 5 men.

Housing

80% of Penticton seniors are home owners

24% still have a mortgage

19% of home owners spend more than 30% of their income on housing

7%

How many seniors live in care homes in BC?

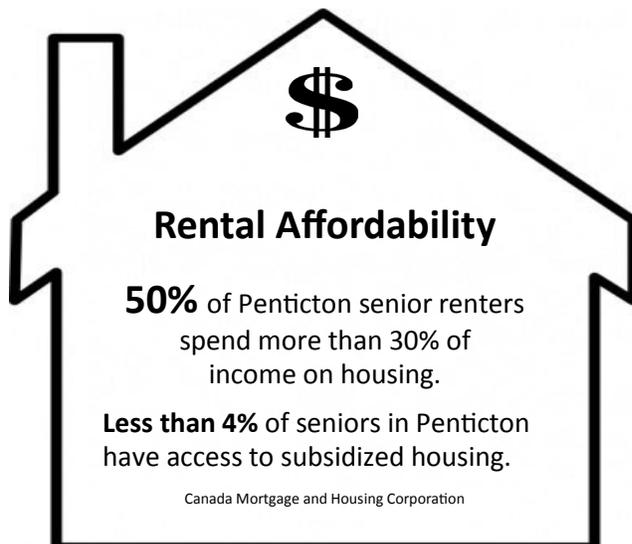
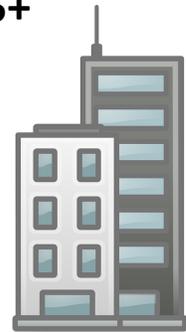
3% live in assisted living, with 20% receiving a subsidy

4% live in residential care, with 95% receiving a subsidy

People tend to move closer to a hospital as they age.

In 2016, **3680** people in the Regional District of the Okanagan Similkameen were aged **85+**

Finances The retiring baby boomer demographic follows an era of low interest rates, tepid returns on investment savings and lower than expected household savings levels. While many retirees will live comfortably, many others, particularly those with lower savings and no workplace pension, are at risk for a big drop in lifestyle.



Big Challenges for Some Seniors

“While it is true that many seniors are enjoying a comfortable retirement and are able to meet their needs without further help from government, this is not true of all seniors. The median income in B.C. for those aged 65 and older is \$24,000 per year. Living on \$2,000 a month or less can be particularly challenging if you are one of the 26% of seniors living alone. Further, if you are one of the 55,000 seniors living on a household income of \$20,000 or less you are making some tough choices every month when the rent is due or the hydro bill arrives.” Isobel MacKenzie, BC Seniors Advocate Housing Report, May 2015

A City of Penticton study indicates the number of local homes is expected to grow by 4354 net new households (145 per year) from now until 2046. It is projected that 78% of these homes will be maintained by seniors.



A National Seniors Report on social isolation found the following factors contribute to isolation:

- ◆ Lack of transportation
- ◆ Compromised health
- ◆ No family contact
- ◆ Living alone
- ◆ Low income

29% of seniors in Penticton live alone; most are women 



Socially isolated seniors are at greater risk for:

- ◆ Falls
- ◆ Poor nutrition
- ◆ Sedentary lifestyle
- ◆ Coronary disease and stroke
- ◆ Hospitalization (4 to 5 x greater risk)

Studies show loneliness has health risks worse than obesity and equal to smoking 15 cigarettes a day. Holt-Lunstad 2010 

Volunteers

A 2013 Statistics survey found volunteers devoted about 1.9 billion hours. A volume of work equivalent to

1 million full-time jobs.

Healthy Aging

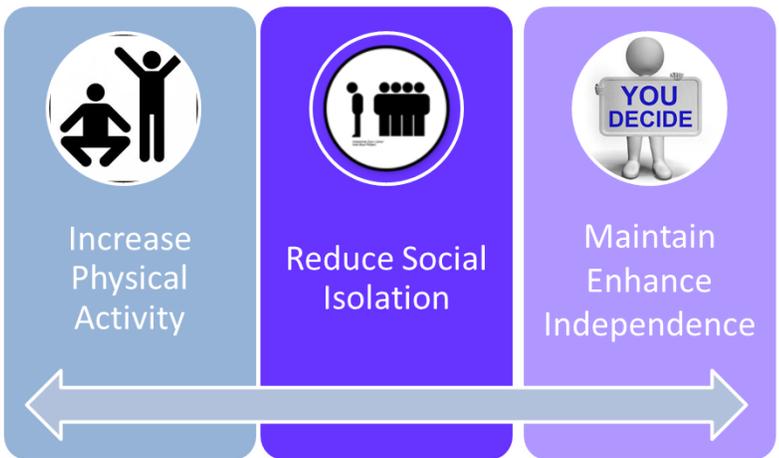
A Provincial Summit on Aging in 2017 brought together representatives from the Community Based Seniors Services Sector, Government, Health Authorities and others to discuss the importance of the growing seniors' population and how to best support healthy aging.

Six core services were identified including transportation; physical activity and recreation; information referral and advocacy; nutritional supports; wellness, education & creative arts programming; and affordable housing. A new Healthy Aging department of the United Way of the Lower Mainland is working to bring together stakeholders in a collaborative approach to building community and supporting a healthy seniors population in BC.

Staying Active and Connected to Community

The Columbia Institute's 2016 report *Our Future, Seniors, Socialization, and Health*, underscores the important role of socializing, healthy meals and physical activity to keep seniors healthy and independent. Municipal programs and services, seniors' centres and community agencies are critical partners for many of these services to seniors.

70+ Most senior centre users are over the age of 70; the average age of participants ranges from 75—85. As boomers retire and seniors age, there will be increasing interest in more diverse programs and services to help seniors maintain their social circle, health and well being.



Healthy Aging Pillars



South Okanagan Seniors Wellness Society



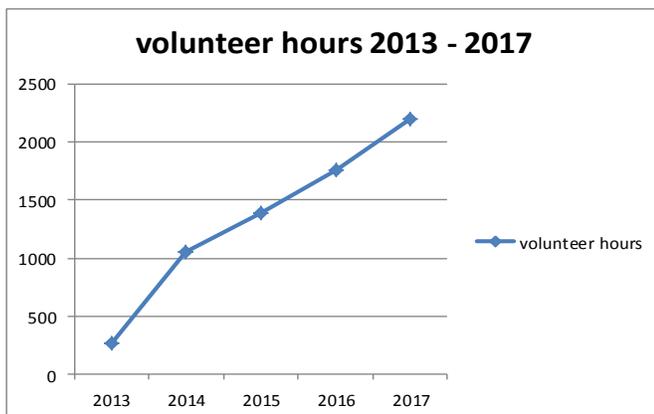
The South Okanagan Seniors Wellness Society's mission is to create a healthy community by providing resources and opportunities for older adults.

The society provides outreach and educational services to reduce loneliness, isolation and vulnerability of older adults thereby supporting their independence, and improving their physical and emotional well-being.

The society's paid staff and volunteers support seniors through individual activities such as friendly visiting, grocery shopping, transportation, light housekeeping, outdoor work and simple home repairs. Socialization activities such as group outings, community walks and cooking together to chat about nutrition, socialize and share a meal.

Information and referral is one of the key society activities. Responding to queries about housing, recreation programs, government supports, navigating the health care system, crisis supports to name a few. Approximately 4800 calls are responded to annually.

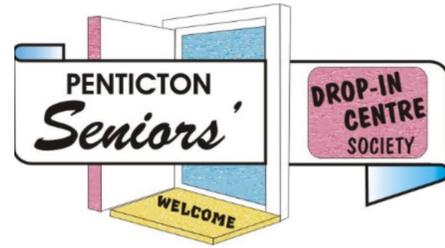
Volunteers play a vital role responding to the increasing needs of the aging population. These volunteers are building community and fostering a sense of belonging.



Government of Canada, 2016 Census

Population Projections and Housing Needs Review, Urbanics Consultants for City of Penticton, Dec. 2017

Our Future: Seniors, Socialization, and Health, Columbia Institute, Oct. 2016



The Penticton Seniors' Drop-In Centre is an important community asset for those aged 50 and beyond. Our vision is to support healthy, active aging in an inclusive, caring, safe and affordable environment.

In order to achieve our vision, it is our mission to provide opportunities that encourage meaningful social interactions and connections while participants engage in recreational activities, learning opportunities and social events which have been planned, organized and implemented to meet the diverse demands of a changing aging population.

We recognize that seniors' interests, abilities and needs evolve as they grow older and that in order remain relevant and welcoming to all ages of seniors, the Penticton Seniors' Drop-In Centre must provide programs and opportunities that will engage and appeal to each age range.

Physical activities such as line dancing, belly dancing and table tennis attract those with energy and stamina while carpet bowling and chair yoga are more suited for those who want a gentler form of exercise.

Cards and games, such as cribbage, mah jong, scrabble and bridge draw those who want less activity and more mental stimulation and peer interactions. Providing a balanced palette of offerings is necessary so that all seniors will find a reason to come, interact and engage with others.

As a non-profit society, most of our services are provided by volunteers, with the exception of our full-time manager and our part-time cook. All others, including our activity leaders, our Listen & Learn presenters, those who bake or help with food prep and food service - all are volunteers. They give generously of their time, their energy and their enthusiasm in order to ensure that the Penticton Seniors' Drop-In Centre remains a valuable community resource for older adults.

Boom, Bust and Economic Headaches, The Globe and Mail, Nov. 2017

RDOS South Okanagan Regional Growth Strategy Bylaw No. 2770, 2017

Seniors Housing in BC, Office of Seniors Advocate May 2015

Community-Based Seniors' Services contributing to healthy, resilient aging.