



# Business Plan

2021–22

*Seniors*



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Departmental Business Plans  
Finance and Treasury Board  
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## Message from the Minister



I am pleased to present the 2021-2022 Business Plan for the Department of Seniors. Older adults in Nova Scotia continue to be leaders in their communities as volunteers, in their workplaces, and supporting family and friends. The COVID-19 pandemic revealed how much we rely on older Nova Scotians to support food banks, food security, community stability, and those who are isolated.

Through this pandemic, we also learned that there were challenges for some older adults accessing services and information. The Department of Seniors has responded by working with community partners, including Community Links and the Seniors Safety Programs, to assist older Nova Scotians in need.

The coming year will see the department building on the success of *Shift: Nova Scotia's Action Plan for an Aging Population* with a new three-year plan *Reimagining Aging Well in Nova Scotia*. The plan is a joint effort with provincial departments, community organizations, and older adults to value and support our aging population while combatting ageism and promoting equity.

The NSGovLab will continue to work with people from diverse populations, including older adults, to engage in collaborative learning processes to co-create solutions to challenges faced by older people in communities.

In 2021, we will be hosting the Silver Economy Summit in partnership with the Acadia Centre for Entrepreneurship. The Summit will be a virtual event that will bring together different stakeholders to learn about the many contributions of 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 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 their positive impact. By advancing these priorities, we will make Nova Scotia a better place to live for everyone.

***Original signed by Minister***

Honourable Kelly Regan, Minister  
Department of Seniors

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## Department Mandate

The Department of Seniors supports the social and economic well-being of older adults. The department provides leadership and policy coordination across government to help create and provide services for older adults. The department is also responsible for implementing the SHIFT strategy. The strategy addresses the needs of our aging population and creates inclusive communities so older adults can live healthy lives and age well in their communities.

Our responsibilities include:

- leading the implementation and monitoring of *SHIFT: Nova Scotia's Action Plan for an Aging Population*
- engaging stakeholders, creating partnerships, and providing funding to help older adults age well in safe, healthy, and age-friendly communities
- conducting research and providing policy advice for our aging population
- exploring new solutions to the challenges and opportunities of an aging population
- working together with partners and federal, municipal, and other provincial governments to share knowledge about aging populations

Collaboration is important for the department, with a goal to support Nova Scotians to actively and progressively age in safe, healthy, and age-friendly communities.

Over the past three years the department has led, coordinated, and monitored the implementation of *SHIFT: Nova Scotia's Action Plan for an Aging Population*. *Shift* has provided strategic direction to government and enabled the department to coordinate the development of policy options that advance the social and economic contributions of older Nova Scotians. Over the next three years the department will lead a new provincial plan *Reimagining Aging Well in Nova Scotia* which will build upon the success of *Shift* while continuing to value, promote, and support older adults and their contributions to the province.

## Priority Activities for 2021 - 2022

- **Implementation of *Reimagining Aging Well in Nova Scotia*:** Building on the original *Shift: Nova Scotia's Action Plan for An Aging Population*, this plan will comprise a series of provincial actions to value, promote, and support older adults and their contributions to the province, along with reflecting provincial priorities such as diversity, equity, inclusion, and combatting ageism. It will also address specific issues including housing, digital access and inclusion, and intergenerational food security. Several departments will lead initiatives for the plan, and the Department of Seniors will lead specific initiatives and the overall implementation of the plan.

- **Age-Friendly Communities Program:** Age-Friendly Community (AFC) planning is an internationally recognized best practice and approach to ensuring 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 of older adults, and to help them stay active, healthy, and engaged in their communities. In addition to the awarding of grants for AFC planning and community-based projects, the Department of Seniors will implement an age-friendly communities recognition program.
- **Nova Scotia GovLab:** The department is committed to continuing the work of this social innovation lab which aims to transform systems by getting at the roots of complex problems and involving a diverse range of stakeholders in the process. The Nova Scotia GovLab is currently in its fourth year of operation and has embedded explicit decolonial and anti-racist practices into the focus of its work. Over the past three years the GovLab has hosted several cohorts of “fellows” from across the province who have attempted to address larger issues facing older adults in Nova Scotia and have developed several prototypes. The GovLab has built an extensive network in many communities.
- **Community Partnerships and Support (Senior Safety Programs and Community Links):** The Department of Seniors will continue to engage Community Links and Senior Safety Programs in delivering supports and services to older adults in communities across the province. This includes funding for these organizations and providing direction and support. The department has had an on-going partnership with both organizations.
- **Stakeholder Engagement Plan:** The department will develop a plan with activities to engage stakeholders through federal and provincial committees, the Seniors Advisory Council, and other methods on issues concerning population aging.
- **Public education/social marketing:** The department will develop and deliver education and outreach activities to name and confront ageism, along with promoting positive attitudes concerning aging and older adults.
- **Supporting research and knowledge translation:** The department will support and collaborate on relevant research initiatives that incorporate not only academic expertise but also other ways knowing (for instance, Indigenous knowledge and two-eyed seeing) to understand emerging research trends, data, and knowledge concerning population aging. This will include partners from the post-secondary sector.
- **Silver Economy Summit:** The department will host this virtual event with the Acadia Entrepreneurship Centre to bring together members of the private sector, public sector, and other organizations to address economic issues facing the aging population, along with recognizing and supporting the contributions of older adults in our economy.

## Departmental Expenses Summary

<b>Departmental Expenses Summary (\$ thousands)</b>			
<b><u>Programs and Services</u></b>	<b><u>2020-2021 Estimate</u></b>	<b><u>2020-2021 Forecast</u></b>	<b><u>2021-2022 Estimate</u></b>
Office of the Deputy Minister	243	211	370
General Administration	348	429	410
Age Friendly	763	762	764
Safety For Seniors	684	676	692
Policy and Planning (renamed, was Seniors Programs)	160	139	160
Group of Nine	17	12	17
Social Innovation Lab	496	463	503
<b>Total - Departmental Expenses</b>	<b>2711</b>	<b>2692</b>	<b>2916</b>
<b>Ordinary Recoveries</b>	---	---	---
<b><u>Funded Staff (# of FTEs)</u></b>			
<b>Department Funded Staff</b>	9.00	9.26	9.50
<b>Note:</b>			
1. 0.50 FTE Budget transfer from Energy & Mines to Seniors approved.			
2. 2021-22 Estimate numbers are as per Preliminary targets received from TBO on 24 <sup>th</sup> Feb 2021.			