

## STRATEGIC PLAN MAP 2025 - 2029

Priorities	Rationale	Objectives	Preferred Future	Vision
<b>Supporting the Well-Being of Older Adults</b>	Demographic and economic changes in Edmonton are creating challenges to the accessibility of services provided to diverse seniors, including those experiencing risk factors such as social isolation.	<p>Work with (cross)sector partners to:</p> <p><b>1.1 Increase the relevancy, inclusivity, and accessibility of services, supports, and policies to meet the needs of diverse older adults, especially those experiencing vulnerability.</b></p> <p><b>1.2 Develop approaches to help prepare older adults and/or their caregivers for changing life circumstances.</b></p> <p><b>1.3 Improve collaboration to reduce social isolation for seniors in Edmonton.</b></p>	<ul style="list-style-type: none"> <li>• Older adults have a voice in shaping services and supports for aging well.</li> <li>• Older adults experience inclusion, social connectedness, belonging, and well-being.</li> <li>• Community-based services are accessible, equitable and culturally safe for seniors in all their diversity.</li> <li>• Families and friends of older adults are supported in their caregiving roles.</li> <li>• CBSS organizations have the staff, volunteers, financial resources and infrastructure to provide effective person-centered care.</li> <li>• Resources and systems enable collaboration and communication across services.</li> <li>• Organizations share knowledge, assets, and resources to advance the whole CBSS sector.</li> <li>• There is robust collaboration and sharing of resources, assets, and expertise within the CBSS sector.</li> <li>• The CBSS sector adapts and responds to the changing needs and aspirations of older adults.</li> <li>• Collective advocacy for the CBSS sector and older adults is productive.</li> </ul>	<b>Every older adult is living their best life.</b>
<b>Supporting the Resiliency of CBSS (Community-Based Seniors-Serving Sector) Organizations</b>	Many CBSS organizations have capacity needs, which impact their ability to provide sustainable and effective services.	<p>Work with (cross)sector partners to:</p> <p><b>2.1 Identify the capacity needs of CBSS organizations in Edmonton.</b></p> <p><b>2.2 Develop collaborative approaches to bolster the capacity of CBSS organizations in Edmonton.</b></p>		
<b>Championing, Catalyzing, and Stewarding a Unified CBSS Sector</b>	Supporting aging in community requires collective action of organizations across the entire spectrum of services.	<p>Work with (cross)sector partners to:</p> <p><b>3.1 Develop an Edmonton CBSS Strategy that aligns with the sector development work being undertaken by allies.</b></p> <p><b>3.2 Develop ESCC's approach to advocating and communicating on issues impacting older adults in Edmonton.</b></p>		

### Key Drivers & Assumptions

Edmonton is experiencing rapid population growth and increased diversity due to immigration.	Societal awareness around equity and inclusion is increasing.	Inflation and rising costs are pressuring seniors, households, and organizations.	For many seniors poverty and social isolation are serious concerns.	Complex needs and increasing vulnerability of older adults contributes to growing pressure on those who care for seniors.	The CBSS workforce faces challenges related to wages, working conditions, staff attraction, retention, and burnout.	Nonprofits face sustainability challenges related to funding and to attracting and keeping volunteers and donors.
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