Annual Accountability
Report for the Fiscal Year
2006-2007

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountability Statement</td>
<td>3</td>
</tr>
<tr>
<td>Message from the Minister</td>
<td>4</td>
</tr>
<tr>
<td>Introduction</td>
<td>5</td>
</tr>
<tr>
<td>Description of the Senior Citizens' Secretariat</td>
<td>6</td>
</tr>
<tr>
<td>Goals and Functions</td>
<td>7</td>
</tr>
<tr>
<td>Progress and Accomplishments</td>
<td>9</td>
</tr>
<tr>
<td>Additional Significant Accomplishments</td>
<td>15</td>
</tr>
<tr>
<td>Budget Information</td>
<td>17</td>
</tr>
<tr>
<td>Performance Measures</td>
<td>18</td>
</tr>
</tbody>
</table>
Accountability Statement

This accountability report of the Senior Citizens' Secretariat for the year ended March 31, 2007, is prepared pursuant to the Provincial Finance Act and government policies and guidelines. These authorities require the reporting of outcomes against the Senior Citizens' Secretariat business plan information for the fiscal year 2006-2007. The reporting of Senior Citizens' Secretariat outcomes necessarily includes estimates, judgements, and opinions by Senior Citizens' Secretariat management.

We acknowledge that this accountability report is the responsibility of Senior Citizens' Secretariat management. The report is, to the extent possible, a complete and accurate representation of outcomes relative to the goals and priorities set out in the Senior Citizens' Secretariat business plan for the year.

Signatures

[Signatures]

Minister - Honourable Carolyn Bolivar-Getson

Deputy Minister - Rosalind Penfound

CEO - Valerie White

Note: Nova Scotia Department of Seniors

On September 10, 2007, Premier Rodney MacDonald announced the creation of a new Department of Seniors. The Senior Citizens' Secretariat, the committee of government ministers that coordinates government services and programs for seniors, remains intact and will continue to be chaired by Minister Bolivar-Getson. This committee of ministers will now be supported by the new department led by Deputy Minister Rosalind Penfound.
Message from the Minister

It is my pleasure to present the 2006-2007 Accountability Report for the Senior Citizens’ Secretariat. With its unique focus on seniors, the department reinforces the Government of Nova Scotia’s ongoing commitment to seniors, now and into the future.

As Minister of Seniors, I am proud of our role and the initiatives and progress we made this year. The staff of the Senior Citizens’ Secretariat is unmatched in their dedication to finding solutions to issues that face seniors, as well as promoting and valuing the participation of seniors in our province.

This document accounts for many accomplishments during the 2006-2007 fiscal year. The overriding connection among these initiatives is the culmination of a significant amount of work and dedication on the part of department staff and the many partners with whom we work.

Strong, viable partnerships don’t just happen. They need to be understood, properly developed and well maintained. Skills, knowledge, and experience are required when we bring people together to form useful and productive partnerships. The Senior Citizens’ Secretariat has some great partnership successes within and outside of government, whether it is working with the interdepartmental group addressing the societal goals outlined in the Strategy for Positive Aging in Nova Scotia or collaborating with community partners on the implementation of our provincial Elder Abuse Awareness and Prevention Strategy.

Our connections to other government departments remain firm as shown by our strong linkage with the Department of Health Promotion and Protection to prevent falls among seniors and with the Department of Education to improve seniors’ literacy and learning opportunities and initiate a joint award for seniors’ literacy partnerships. This year we also initiated the Lieutenant Governor’s Intergenerational Award that brings together people across generations and from a variety of organizations.

While the initiatives mentioned are critical to achieving our goals, they reflect only a small number of our activities and accomplishments in 2006-2007. This will become clear as you read through this report.

Honourable Carolyn Bolivar-Getson
Minister of Seniors
Introduction

The content of this accountability report is based on the goals, priorities and outcomes described in the 2006-2007 business plan of the Senior Citizens’ Secretariat. The report describes the accomplishments and progress the agency has made in meeting those goals and priorities. It is intended to update the public and members of the legislative assembly on the Secretariat’s activities.

It is suggested that the Secretariat’s 2006-2007 business plan and this accountability report be read together in order to provide a full picture of the agency’s goals, activities and results. Click here for an electronic link to Secretariat’s website - http://www.gov.ns.ca/scs/ Then, click Publications to find the 2006-2007 Business Plan.

Performance measurement is an important component of the business planning and accountability reporting cycle. Performance measures indicate how well we are meeting our objectives. As last year was the first year the Secretariat was required to complete an accountability report of its own (in previous years the Secretariat information was included within the Department of Health’s report), the Secretariat’s performance measurement system is still in the early stages of development. As the system matures, new measures will be identified, existing measures will be improved, and relevant data collection instruments will be developed.

For ease of use and readability, this report is structured around the priorities identified under each of the Secretariat’s core business areas:
- Intra-governmental, interdepartmental, and government-wide collaboration and policy development
- Stakeholder consultation and collaboration
- Planning and coordinating programs and services
- Communications and information sharing.
Description of the Senior Citizens' Secretariat *

Mandate
The Senior Citizens' Secretariat facilitates the planning, development, and coordination of policies, programs, and services for seniors in partnership with government departments, seniors, and voluntary seniors' groups. It also serves as a single entry point to the Government of Nova Scotia – providing information on programs and services for seniors and responding to seniors' issues and concerns.

Structure
The Senior Citizens' Secretariat consists of the Minister of Seniors, Minister of Health, Minister of Community Services, Minister of Education, Minister of Service Nova Scotia & Municipal Relations, Minister of Health Promotion and Protection, and Minister of Justice. The Minister of Seniors serves as the Chairperson of the Secretariat. The Secretariat is staffed by a Chief Executive Officer (CEO) and six permanent employees.

Vision
Nova Scotia is an inclusive society of caring communities that supports the well-being of seniors and values their contributions (Strategy for Positive Aging in Nova Scotia, 2005).

* See note re Nova Scotia Department of Seniors on Page 3.
Goals and Core Functions

Goals
In 2006-2007, the Secretariat’s strategic goals supported the province’s corporate priorities, particularly its commitment to protect what Nova Scotians value – seniors and families in need.

1. To provide leadership in the planning, development, and integration of policies and programs for seniors.
   The Senior Citizens’ Secretariat coordinates the efforts of provincial government departments and agencies to meet the current and future needs of seniors, as identified in the Strategy for Positive Aging in Nova Scotia. Through its promotion of the Strategy, the Secretariat encourages individuals, communities, business, labour, the voluntary sector, and all levels of government to work together to meet the challenges and capitalize on the advantages of an aging population.

2. To seek the input and views of older Nova Scotians to assist in public policy development and ensure seniors have a strong voice in planning their future.
   The Senior Citizens’ Secretariat uses a variety of methods to consult with seniors and ensure their views are considered by the province in the development of policies, programs, and services.

3. To inform and educate on aging issues, programs and services for seniors, and the contributions of seniors to family and community life.
   The Senior Citizens’ Secretariat provides information to seniors, their families, and service providers through a variety of means including telephone access, publications, and a website. By promoting the guiding principles for positive aging (dignity, fairness, participation, respect, safety, self-determination, self-fulfillment, and security) it strives to eliminate ageism and foster a greater understanding of seniors, their personal goals, and needs.

Core Business Areas
The Secretariat’s core business areas and associated priorities contributed to the attainment of the Government’s corporate priorities for 2006-2007 and the Secretariat’s strategic goals.

Intergovernmental, Interdepartmental, and Government-Wide Collaboration and Policy Development
The Secretariat promotes collaboration across the Nova Scotia government and between levels of government in identifying and addressing the needs of seniors and leading/contributing to relevant corporate initiatives. This involves advising the Minister of Seniors and other Ministers of the Senior Citizens’ Secretariat of the concerns and priorities of seniors, as well as formulating strategies to address the challenges and opportunities presented.
The Secretariat also produces information materials, such as the *Nova Scotia Seniors’ Statistical Profile*, to assist government partners in policy and programming. Participation in the Federal/Provincial/Territorial (FPT) Ministers Responsible for Seniors Forum is also a focus.

**Stakeholder Consultation and Collaboration**
The Secretariat promotes quality and evidence-based decision making in the development of aging-related policies and plans through consultation and collaboration with various government and non-government stakeholders. Its staff consults extensively with seniors and seniors’ groups in order to inform its research and policy work.

**Planning and Coordinating Programs and Services**
The Secretariat collaborates with various government and non-government stakeholders to develop senior-friendly programs and coordinate service delivery. It also develops and implements new or emerging seniors’ programs, as required. It involves seniors in organizing and supporting initiatives such as the 50+ Expo, implementation of the Nova Scotia Elder Abuse Prevention Strategy, Seniors’ Art and Photo Gallery, and Seniors’ Literacy and Learning Programs, to name a few.

**Communications and Information Sharing**
The Secretariat informs and educates on aging issues, programs and services for seniors, and the Strategy for Positive Aging. It promotes the contributions made by seniors to family and community life and works to ensure information produced is useful, of high quality, and easily-accessible for seniors, their families, and those who work with seniors. The Secretariat uses a variety of methods to create awareness about its role and the services it provides.

The aging of Nova Scotia’s population is creating an unprecedented interest in seniors’ issues. The Secretariat expects public demands for information to steadily increase as the projected population of seniors doubles in Nova Scotia by 2026. In anticipation, the Secretariat works to continually enhance its ability to provide consistent and regular information to seniors, stakeholders, and the general public.
Progress and Accomplishments
2006-2007

Core Business Area: Intra-governmental, Interdepartmental, and Government-wide Collaboration and Policy Development

Priority: Federal/Provincial/Territorial (F/P/T) Ministers Responsible for Seniors Forum
Nova Scotia’s Minister of Seniors participated in the ninth meeting of the F/P/T Ministers Responsible for Seniors held in Charlottetown, Prince Edward Island, September 11th and 12th, 2006. Agenda items included: social isolation, cumulative impacts on seniors, healthy aging and seniors’ wellness, safety and security (elder abuse), planning for an aging population, and a special focus on the challenges and opportunities of an aging population.

The Secretariat’s Chief Executive Officer (CEO) played an active role in the work of this forum by serving as provincial/territorial co-chair of both its Committee of Officials and Committee of Deputy Ministers. Secretariat staff represented the province on F/P/T working groups focused on safety and security (elder abuse), healthy aging and planning for an aging population.

As the lead agency for the Task Force on Aging initiative, the Secretariat is overseeing the implementation of the Strategy for Positive Aging – and encouraging collaborative action by individuals, communities, business, labour, the voluntary sector, and all levels of government to address the opportunities and challenges presented by Nova Scotia’s aging population.

The Strategy for Positive Aging in Nova Scotia was released in December 2005. During this first full year of implementation, the major focus was on providing leadership where needed and working closely with partners to advance specific societal actions in the strategy that will serve as important building blocks for addressing other actions.

Promotion and Communication – Activities to promote and inform potential partners throughout province about the Strategy were the focal point this year. An “awareness tour” was undertaken to highlight audience-specific aspects of the Strategy to stakeholders such as municipal governments, District Health Authorities (DHAs), Community Health Boards (CHBs), Chambers of Commerce, seniors groups, and service clubs. The success of these efforts led to additional requests for presentations about the strategy from within and outside of government. Thirty-two speaking engagements pertaining to the Strategy were completed in 2006-2007.

Strategy for Positive Aging Action Plan – Accommodating the many requests for speaking engagements and identifying new actions the Secretariat would undertake pertaining to the Strategy affected its progress on other planned activities such as the development of government’s positive aging action plan. Despite these challenges, 15 departments and agencies appointed a representative to serve on the Action Plan for Positive Aging (APPA) Working Group which is poised to undertake this work in 2007-2008.
Reporting on Progress – A template to track progress being made across government in implementing the 190 societal actions contained in the Strategy for Positive Aging was developed. Members of the Action Plan for Positive Aging Working Group will assist the Secretariat in tracking this information in 2007-2008.

Other Initiatives – In 2006-2007, the Secretariat identified new areas of opportunity related to the Strategy for Positive Aging which focused on the economic impacts of an aging population and creating supportive communities.

Efforts this year focused on the business opportunities associated with the aging marketplace and the contributions older workers can make to Nova Scotia’s economy. It also involved collaborating with the Public Service Commission on its Diversity Roundtable and with the Department of Education on its Changing Demographics Study Technical Team. The Secretariat was also a major sponsor and participant in the Tools for Life conference, organized by the Valley Disability Partnership Society.

Additionally, the Secretariat engaged provincial and municipal officials and residential construction industry representatives in a discussion to determine ways to expand the number and variety of seniors’ housing options available to low and middle-income seniors. It also collaborated with the Department of Economic Development on its Community Development Advisory Group and participated in the joint federal-provincial sustainable communities initiative.

Core Business Area: Stakeholder Consultation and Collaboration

Priority: Consultations with Seniors and Nova Scotia’s Seniors’ Network

Regular forums and consultations with seniors were held throughout the year to facilitate the involvement of seniors in public policy consultation and information sharing.

Group of IX Nova Scotia Seniors Organizations – this advisory body to the Secretariat had 10 full-day meetings with Secretariat staff in 2006-2007. These meetings featured guest speakers and briefings on topics of concern to seniors.

In-depth information about the seniors pharmacare program informed the Group’s annual recommendations to the Minister of Health on this important issue. As well, there were regular briefings and informal consultations on the development of the continuing care strategy. Other topics addressed included Strategy for Positive Aging progress, elder abuse, 50+ Expo, oral health, legislation pertaining to issues of competency and substitute decision making, caregiving, osteoporosis, and the wait time management system.

Senior Citizens’ Secretariat Accountability Report, 2006-2007 10
Consultations with Seniors’ Organizations – In 2006, day-long Spring and Fall consultations and information-sharing sessions with seniors organizations and senior-serving agencies from across the province were held in Dartmouth. Approximately 75 representatives attended each session. A wide-range of topics were discussed and organizations had the opportunity to update Secretariat staff and others on their activities and to discuss emerging issues.

Core Business Area: Planning and Coordinating Programs and Services

Priority: Elder Abuse Awareness and Prevention Strategy
With the release of the Nova Scotia Elder Abuse Strategy: Towards Awareness and Prevention in November 2005, government, seniors and other community partners have the direction needed to focus efforts to prevent and address the abuse of older adults. The Secretariat continued to lead the implementation of the strategy in 2006/2007, focusing on its key strategic areas of education and awareness, preventing financial abuse, community networks, and resources and supports.

Education and Awareness – Extensive activities were undertaken to increase awareness of senior abuse, including:
• recognizing Nova Scotia's second annual Elder Abuse Awareness Day on June 15, in conjunction with the first World Elder Abuse Awareness Day
• numerous speaking engagements, education sessions, and articles about abuse;
• extensive distribution of awareness materials
• creating fact sheets on a number of special elder abuse topics
• translating the elder abuse brochure into French, thus increasing access to information for Acadian and francophone seniors and their families
• initiating the development of a new senior abuse awareness campaign, including a social marketing plan, research, and content development.

Preventing Financial Abuse – A new section of the Secretariat’s elder abuse webpage was developed with a specific focus on financial exploitation, including the development of five new fact sheets. The Secretariat also hosted a Roundtable on Financial Exploitation of Older Adults that brought together more than 20 key stakeholders to explore and identify common issues and identify opportunities for action.

Community Senior Abuse Networks – Building on the cross-jurisdictional and local research conducted on models of community networks last year, the Secretariat made contact with community stakeholders across the province and developed a preliminary inventory of community-based resources. Kings County and Cape Breton were selected as the first two sites where the Secretariat is working with and supporting local individuals, service providers, seniors, and other community groups to come together to identify issues and priorities for action within their communities.
Resources and Supports – In addition to contributing to initiatives led by some of its partners, the Secretariat continued to provide direct support, information, and referral to 59 individual seniors and others who called with questions and concerns about abuse. A review of various telephone-based support services across the country was conducted to ascertain the feasibility and utility of such a resource for those affected by senior abuse in Nova Scotia.

Priority: Community-based Volunteer Networks for Seniors Initiative
To enable seniors, particularly new retirees, to continue using the skills, expertise, and experience they have developed over the years, the Secretariat has continued the work of strengthening community-based, peer support, and volunteer networks for seniors.

In 2006-2007, the Secretariat undertook a literature review in order to create a “profile” of baby boomers for use in developing initiatives and communications strategies aimed at encouraging this age group to return to volunteering. In addition to this work, best practices in employer-sponsored volunteerism were also investigated.

The Secretariat also collaborated with a diverse range of departments and agencies represented on the Volunteerism Interdepartmental Coordinating Committee (VICC), led by the Department of Health Promotion and Protection, to support volunteerism as a new corporate priority. This committee is utilizing the community development lens as the framework to guide the establishment of government’s first action plan to grow and support volunteerism. The Secretariat initially intended to lead the development of a model or strategy itself, however, when this interdepartmental committee was struck, it made sense to combine efforts in this exciting work.

Priority: Encourage Healthy Active Living for Seniors Initiative
The Secretariat continued to collaborate with the Department of Health Promotion and Protection and Recreation Nova Scotia on this multi-year initiative designed to encourage seniors to be active and encourage the development of new community-based approaches to active healthy living for seniors.

Connecting Seniors to Active Living Project – In 2005-2006, Recreation Nova Scotia undertook a project entitled Connecting Seniors to Active Living, with support from the Secretariat and Health Promotion and Protection. The project included a stakeholder survey and focus groups with seniors throughout the province; identification of useful active living resources; and development of recommendations and suggested next steps for increasing the activity levels of older Nova Scotians. The final report and executive summary will be available in September 2006. Information in the report will form the basis of an inventory of active living programs and services for seniors in Nova Scotia and further work to increase the physical activity levels of Nova Scotia’s seniors.
Nova Scotia 55+ Games Society – The Secretariat continued to support the Nova Scotia 55+ Games Society and its efforts to coordinate Team Nova Scotia’s participation in the Canadian Senior Games, held August 28 to September 1, 2006 in Portage la Prairie, Manitoba; and to prepare for the 2007 Nova Scotia 55+ Games being held in the Truro area, September 27 - 30, 2007. These increasingly popular and friendly competitions promote the participation of seniors in active leisure and social activities.

Other Initiatives – *Physical Activity Enhancement Grants* provided by the Department of Health Promotion and Protection continued to provide direct funding to seniors physical activity programs in various parts of the province.

Priority: Seniors’ Literacy Initiatives
The Secretariat recognizes that literacy is an important determinant of health. There is ample evidence that adults with lower literacy levels have less knowledge about disease management and health promotion, are less likely to use preventive services, and experience poorer health. Throughout the year, the Secretariat continued to liaise with seniors and stakeholder groups at the provincial and local levels to promote seniors’ literacy.

Health Literacy Manual – The Secretariat completed work on the development of a health literacy manual to be used with older adult learners. The manual, funded by the National Literacy Secretariat, will be the focus of *Seniors’ Literacy and Learning Grants* projects for the coming year.

Seniors’ Literacy and Learning Initiative – The Secretariat continued to work collaboratively with the Department of Education, Skills and Learning Branch, to address the literacy skills of seniors through the *Seniors’ Literacy and Learning Initiative* initiated in 2005-2006. The goal of the grants was to continue to foster partnerships between seniors’ organizations and community-based learning organizations in the delivery of specially tailored, senior-friendly, literacy and learning programs.

In 2006-2007, six communities received funding to provide literacy programs for seniors. In total, 76 seniors were reached through the initiative, 30 more seniors than the year before. An evaluation of the programs clearly showed the positive impact on participants.

The success of the initiative has led the Department of Education, Skills and Learning Branch to increase the amount of funding available per project in the 2007-2008 year.
Core Business Area: Communications and Information Sharing

Priority: 50+ Expo
The 18th annual 50+ Expo was held June 9th and 10th at Exhibition Park in Halifax to celebrate the energy and vitality of the 50+ generation. This year’s consumer trade show and entertainment venue for the 50+ crowd and their families, attracted over 6,000 people. The exhibition featured 103 information booths, main stage entertainment, informative presentations on a variety of topics, a travel salon, and demonstrations of arts, crafts, and hobbies. Volunteers, including many seniors, contributed numerous hours to hosting the Expo.

Seniors’ Week in Nova Scotia, proclaimed at the Expo each year, featured the theme: Celebrating Seniors: Changing Images for Positive Aging. Additionally, the Nova Scotia Remarkable Seniors Awards were presented to four deserving Nova Scotia seniors.

Priority: Enhanced Communications
As the aging population continues to grow in Nova Scotia, there is an increased interest in seniors’ issues. The Secretariat has been working to provide consistent and regular information to seniors, stakeholders, and the general public this year as its communications position was increased to a full-time Communications Director.

Communications support for the Secretariat is provided by Communications Nova Scotia. In 2006-2007, additional assistance was provided by public relations co-op students from Mount Saint Vincent University. Gaps in service and turnover in communications staff significantly hampered the Secretariat’s efforts to strengthen its communications functions this year. Plans got underway for the senior abuse campaign to increase awareness of elder abuse. Work was started with a designer to create posters and brochures to raise awareness and educate Nova Scotians on the issue.

The production, publication, and distribution of the Seniors News continued, with the publication being available in print and online via the Secretariat website.

Plans to update the Secretariat’s website were pushed forward to the summer of 2007 due to unanticipated staffing challenges among communications staff.
Additional Significant Accomplishments

This section describes other significant events and accomplishments not identified as priorities in the 2006-2007 Business Plan.

Age-Friendly Cities Initiative – Work with the Public Health Agency of Canada and the World Health Organization (WHO) was begun just before the end of fiscal 2006-2007. It involved a series of focus groups in Halifax Regional Municipality (HRM) to determine its age-friendliness. The project complements the government’s work on the Strategy for Positive Aging in Nova Scotia as it is well-recognized that making our communities age-friendly is one of the most effective policy approaches for responding to an aging population. Research on the initiative will be completed in 2007-2008 and a report submitted to WHO to inform the development of a ‘global guide’ for creating age-friendly cities.

Seniors Art and Photo Gallery – The Secretariat, with the assistance of senior volunteers, provides artists and photographers from across the province with an opportunity to display and sell their works. All proceeds from the paintings and photographs sold go directly to the artist or photographer. In 2006-2007, approximately 175 artists displayed their work. The number of pieces sold was 21, with a total value of $2,857.

Committees and Projects – A key function of the Senior Citizens’ Secretariat is to serve as a resource to seniors and other government and non-government stakeholders on aging policies, programs, and services. This role includes participating on issue-specific standing committees of government and non-government agencies – a role that, although labour intensive, is key to achieving the Secretariat’s vision. This year, representatives of the Secretariat participated on more than 35 such committees (either convened by the Secretariat or its partners) focused on issues that include: aging with disabilities, community development, diversity, challenging behaviours, continuing care services, crime prevention, disaster preparation, abuse in health facilities, energy rebates and conservation, falls and injury prevention, active living, volunteerism, women’s economic security, inclusive and community-based transportation, health literacy, medication awareness, early detection of skin cancer, mental health, oral health care, seniors’ housing, and seniors’ safe driving.

Information Resource Centre – The Centre provides Secretariat staff, committee members, seniors, government departments and others with an interest in aging with access to the latest resources on aging. It also maintains copies of close to 50 publications from various sources and all publications mentioned in Programs for Seniors as being available from the Secretariat. The centre librarian also circulates information about aging issues reported in the media.

New activities for 2006-2007 included preparing a list of holdings on caregiving to be published in the Public Service Commission e-newsletter and creating a PDF document which lists the Centre’s collection on elder abuse and neglect to be included on the Elder Abuse page of the Secretariat’s website.
Directories of Programs and Services – In order to contribute to the knowledge and understanding seniors have about the programs and services available to them, the Secretariat updated and distributed new editions of the Programs for Seniors guide and the Directory of Senior Citizens' Councils, Clubs, Centres and Organizations. The distribution of Programs for Seniors across the province totals 60,480 copies. Primary distribution points are public libraries, pharmacies, clubs, councils, and seniors’ organizations, and family physicians.

French-language Services Plan – At the end of 2006-2007, the Secretariat completed its first French-language Services plan. The document sets out the Secretariat’s goals for 2007-2008 and includes specific measures related to communicating in French, consulting and working with the Acadian and francophone community, as well as increasing and promoting services available in French.

Seniors’ Falls Prevention Initiatives – The Secretariat was a key partner in the government’s efforts to prevent fall-related injuries among seniors – work being led by the Department of Health Promotion and Protection and supported by many government and non-government partners. A strategic falls prevention framework, entitled Preventing Fall-Related Injuries Among Older Nova Scotians: A Strategic Framework was released by Health Promotion and Protection, in March 2006, to guide implementation of the falls prevention plan.

The Secretariat also sponsored and served on the organizing committee for the provincial seniors’ falls prevention conference entitled, Steady as You Go; participated on the Preventing Falls Together Management Committee and Provincial Intersectoral Falls Prevention Committee; and in November, participated in efforts to recognize Falls Prevention Day.

Lieutenant Governor’s Intergenerational Award – The Strategy for Positive Aging highlights the importance of expanding opportunities for inter-generational interaction to increase the knowledge and understanding between generations, reduce misconceptions and fears, and foster a culture of caring. This year, the Secretariat, in conjunction with the Lieutenant Governor’s office, began to develop the Lieutenant Governor’s Intergenerational Award to be awarded in 2007-2008.
Financial Results

In 2006-2007, the Nova Scotia Senior Citizens’ Secretariat had an approved budget allocation of $1,119,000. Actual net 2006 - 2007 expenditures totaled $1,060,400 (95% spent).

The following table provides a breakdown of estimates versus actual expenditures of the Senior Citizens’ Secretariat.

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<th>Budget Context Chart</th>
<th>Nova Scotia Senior Citizens’ Secretariat</th>
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<td>Net Program Expenses</td>
<td>$1,119,000</td>
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<td>Funded Staff (FTEs)</td>
<td>6.8</td>
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* Decrease: Overall decrease due to realized efficiencies in programs, meeting expenses, and bulk printing.

** FTE decrease due to reallocation of positional funding to support consultant.
Performance Measures

Performance Measure: Number of collaborative initiatives, projects and publications of the F/P/T Forum

One of the Secretariat’s core business areas is Intergovernmental, Interdepartmental, and Government-Wide Collaboration and Policy Development. Such collaboration informs the work of the Secretariat with best practices and shared understandings gained from its F/P/T partners.

What does this measure tell us?
This measure, new to the 2006-2007 business plan of the Secretariat, provides us with a sense of both the Secretariat’s involvement at the F/P/T level and, subsequently, the opportunities it has had to inform its work based upon best practices and lessons learned from previous work of the Secretariat’s F/P/T partners.

Where are we now?
From 2004 - 2007, the Secretariat was involved in 13 collaborative projects of the F/P/T Forum. Available data did not lend itself to a comparison from year-to-year.

Where do we want to be?
This measure will be reassessed to determine its suitability.

Performance Measure: Measure Related to the Completion of the Positive Aging Action Plan.

It was intended in 2006-2007 that a number of measures would be put in place related to the Positive Aging Action Plan. All of the measures depended upon the completion of the Action Plan. As explained earlier in this report, the Action Plan was not completed as intended as more time, than originally anticipated, was dedicated to accommodating the many requests for speaking engagements and identifying new actions the Secretariat would undertake pertaining to the Strategy. As the target date for completing the Action Plan was moved ahead, the related measures will be reviewed and reported on when possible.
Performance Measure: Satisfaction Level of Group of IX Seniors' Organizations

What does this measure tell us?
It tells us to what degree our stakeholders are satisfied with the opportunities they have to provide advice on policy issues. High rates of satisfaction would indicate these stakeholders feel they have such opportunities. This measure is based on self-reports through a survey.

The Group of IX Seniors’ Organizations is an advisory committee to the Secretariat which, through its membership represents over 100,000 Nova Scotia seniors.

Where are we now?
The Group of IX Seniors’ Organizations generally reports being satisfied with the opportunities to provide advice on public policy issues. Eight members (53%) reported a ‘high’ level of satisfaction, six members (40%) reported a ‘medium’ level, and 1 member (7%) reported ‘mixed/unknown’.

Where do we want to be?
The target for this measure is to increase the Group of IX members’ rating of “high overall satisfaction” with opportunities to provide advice, to 70% in 2008-2009. A future target to measure the satisfaction of the Secretariat’s Fall and Spring consultations with seniors’ organizations will be developed.

Performance Measure: Number and type of key partners identifying and addressing the needs of seniors.

It has become evident that the reliability of this measure is uncertain. Therefore, the measure has been discontinued.

Performance Measure: Number and type of standing committees the Secretariat participates in.

What does this measure tell us?
This measure informs us of the linkages made with government and non-government partners to identify and address seniors issues.
Where are we now?
In 2006-2007, Secretariat staff participated on 35 committees. These committees cover a range of topics from literacy, employment, research and fact finding, health and active living, safety and security, government-wide policy, transportation, and community development.

Where do we want to be?
Gathering this data over the last year helped the Secretariat to identify areas where it was dedicating significant time and staff resources. While the Secretariat will continue to be responsive to requests for collaboration, it will revise the original measure so the Secretariat is better able to determine how participation on committees contributes to achieving priorities within core business areas. Thus, the measure will be revised during 2007-2008.

Performance Measure:  Satisfaction level with current communications vehicles.

What does this measure tell us?
This measure informs us how senior-friendly the Secretariat’s communications vehicles are, e.g. readability, layout and design.

Where we are now?
Some activities intended for action this year will be carried over to next in anticipation of greater consistency in communications staff. These activities include the development of a communications strategy aimed at improving the Secretariat's current communication mechanisms and tools.

Where do we want to be?
The Secretariat’s new communications director will review the existing measures and identify changes/further development during 2007-2008.
Performance Measure: Greater Public Awareness of the Secretariat

What do these measures tell us?

These multiple measures inform us of awareness activities undertaken by the Senior Citizens’ Secretariat in 2006-2007.

Where are we now?

Number of media stories related to the Secretariat:
It was determined that this measure does not accurately reflect the Secretariat’s performance and has been discontinued.

Number of speaking engagements/events the Secretariat participated in:
Secretariat staff engaged in 76 events including speaking engagements, public presentations, or trade shows.

Number of visits to the Secretariat’s website:
Data is available from August 1, 2006 to March 31, 2007. The total number of visits was 39,061. On average that is 4,883 visits a month. Based upon this average, an estimate for the entire fiscal year is 58,593 visits.

Number of Seniors’ News newsletters distributed:
There were 1,553 print copies of each of the four editions of the newsletter distributed over the year, resulting in a total of 6,126.

Number of calls on the Seniors’ Information Line:
In 2006-2007, there were 2,797 calls to the Secretariat’s Seniors’ Information Line. Although staff tries to be diligent in recording all calls, this number reflects only those actually recorded. It is important to note that this total does not include the elder abuse calls managed by the office.

Number of Programs for Seniors directories distributed/requested:
There were 60,480 Programs for Seniors directories distributed in 2006-2007.

Number of library requests, inquiries and internal/external requests for holdings:
There were 47 internal (within government) requests for information, 28 internal circulations, 8 external (public) requests/inquiries from the public and 13 actual external circulations (not including journals).

Number of Nova Scotians who self-report having knowledge of the Senior Citizens’ Secretariat:
The Secretariat did not participate in a multi-client survey of Nova Scotians in 2006-2007 due to inconsistencies with its communications staff. This measure will be eliminated next year due to the creation of the Nova Scotia Department of Seniors.
Where do we want to be?

**Number and location of speaking engagements/events the Secretariat participated in:**
In 2006 - 2007, a substantial “awareness tour” for the *Strategy for Positive Aging* took place which may have increased the number of these events over previous years. The target is to maintain a similar number of speaking engagements/events into 2007-2008.

**Number of visits to the Secretariat’s website:**
Recognizing that the Secretariat’s website is undergoing an extensive re-design we are anticipating a modest increase in use in 2007-2008 and have set a target of 70,000 visits to the site for the fiscal year 2008-2009.

**Number of Seniors’ News newsletters distributed:**
The Secretariat will maintain its current print distribution. Efforts will be made in 2007-2008 to promote its on-line version of the newsletter and to track usage.

**Number of calls on the Seniors’ Information Line:**
Our target is to increase the number of calls to the Secretariat’s *Seniors’ Information Line* each year.

**Number of Programs for Seniors directories requested:**
Our target is to distribute 75,000 copies of *Programs for Seniors* in 2007-2008.

**Number of library requests, inquiries and internal/external requests for holdings:**
The low usage of these specific services offered by the Information Resource Centre (IRC) will be examined.