



# Municipality of Campbell's Bay

Senior-Friendly Municipality (MADA) Policy 2024 - 2029



Famille et Aînés  
Québec





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## Preamble

In 2009, aware of the growing need for adapted family policies, the municipalities of the Pontiac MRC joined forces. This collaboration led to the hiring of a rural agent within the Pontiac CLD, tasked with developing a collective response to the needs of families and seniors. At the same time, they adopted the Municipalité Amie des Aînés (MADA) approach, affirming their commitment to all citizens. Structured by sector of similar communities, the municipalities have developed specific family policies, reinforcing their commitment to the region's families and seniors.

In 2021, the Municipality of Campbell's Bay undertook an update of its policy, focusing exclusively on actions in favour of seniors and the MADA approach. The purpose of this update is to draw up a precise assessment of the initiatives deployed for this segment of the population, as well as the collaborative actions benefiting both families and seniors. For the sake of clarity and conciseness, actions specifically dedicated to families are not covered in this update.

The MADA approach offers a framework conducive to the development of a culture of social inclusion, where the age or abilities of individuals are no barrier. In line with World Health Organization (WHO) guidelines, policies, services and infrastructure related to social and built environments must be designed to support seniors and encourage them to remain active as they age.

As part of the specific approach led by the Municipality of Campbell's Bay, four areas of intervention have been identified for greater convergence of actions:

- Autonomy and dignity
- Active participation
- Accessibility
- Support and solidarity

These fields are linked to the responsibilities of the municipality, which, as the public stakeholder closest to the citizen, plays a front-line role in the quality of life of seniors.



## A word from the mayor

On behalf of the Municipality of Campbell's Bay, we are pleased to present the Seniors' Friendly Municipal Policy.

By adopting our Elder-Friendly Municipal Policy and its action plan, the municipal council confirms its decision to create the right conditions for our municipality's seniors to age happily in their own homes. This policy will serve as a tool for ongoing planning to improve the living conditions of our seniors and keep them close to us. We are committed to encouraging the participation of seniors in our community and to taking their needs into account.

On behalf of myself and the municipal council, I would like to congratulate all those who have contributed in any way to the development of this policy and action plan.

Raymond Pilon

Mayor and friend of seniors





## A word from the advisor in charge

Dear citizens,

As the municipal councilor responsible for the MADA policy, I am honored to be working to improve the quality of life of our seniors in our community. Our goal is to make our municipality a welcoming, inclusive place adapted to the needs of our seniors, where they can age in health, safety and dignity.

We are committed to promoting policies and initiatives that foster the well-being, autonomy and social participation of our seniors. We value their past, present and future contributions to our community, and strive to create an environment where they feel respected, supported and listened to.

Together, let's work hand in hand to build a better future for all residents of our municipality, whatever their age. Please do not hesitate to contact me to share your ideas, concerns or suggestions. Your voice counts, and together we can make our municipality a better place to live for all.

Thank you for your confidence and support.

Sincerely yours,

Jean-Pierre Landry,

Municipal councilor in charge of MADA policy





## History of the approach

In 2009, the population of the Pontiac MRC and local stakeholders initiated a strategic planning process to redefine the region's socio-economic future. This initiative followed the forestry crisis and transformations in the agricultural sector, two of the county's main economic drivers.

One of the tools identified to support municipalities in their revitalization is the municipal family policy. With the support of a CLD Pontiac rural agent, the municipality of Campbell's Bay applied to the Ministère de la Famille et des Aînés for financial and technical support to develop a Municipal Family Policy (PFM).

In spring 2010, the program was enhanced with the addition of the MADA approach. At that time, according to 2011 data from Statistics Canada, the average number of residents aged 55 and over was 29%.

In 2018, the Quebec government launched a second action plan stemming from the aging and living together (VVE) policy, the 2018-2023 action plan and a development of a 3rd government action plan in 2024-2029 "A Quebec for all ages". This plan includes measures to increase support for municipalities in their efforts to adapt to an aging population.



## Steering committee members

- Jean-Pierre Landry, Senior Advisor
- Jessica Nilsson, Director - Special Projects Coordinator
- Michael Mackid, Senior Representative
- Dale Mccuaig, Senior Representative
- Mavis Kluke, Golden Age Club Representative





## Definition and measures already in place

At Campbell's Bay, we are committed to promoting the MADA approach. Our approach aims to create an inclusive environment adapted to all ages, with particular emphasis on the needs and aspirations of our seniors.

- **Creation of a dedicated committee:**  
A specific committee was formed, bringing together municipal representatives, community players and seniors to coordinate MADA-related efforts.
- **Needs assessment:**  
Consultations were held with seniors to understand their specific needs in terms of services, infrastructure and programs.
- **Development of adapted programs:**  
Programs were put in place to meet identified needs, such as adapted leisure activities, transportation services and training workshops.
- **Urban planning:**  
Physical improvements have been made to make the municipality more accessible to seniors, including automatic doors, improved street lighting and the development of an intergenerational park.
- **Communication and engagement:**  
Open communication is maintained with seniors through meetings, a newsletter and online platforms to ensure their involvement in the decision-making process.

By implementing these measures, we aim to make Campbell's Bay a community where seniors are integrated and supported in their daily lives.



## Vision of the senior policy

The MRC Pontiac has the oldest population of any community in the Outaouais region, with an average age of 46.9 and a median age of 51.4. The vision of the Municipality of Campbell's Bay's seniors' policy is to create an inclusive and dynamic community where seniors are fully integrated and valued. This vision includes several aspects:

1. **Autonomy and dignity:** Ensuring that seniors can live independently and with dignity, with access to the services and resources required to meet their needs.
2. **Active participation:** Encourage the active participation of seniors in community life, by offering opportunities for social, cultural and economic involvement.
3. **Accessibility:** Ensure that infrastructures, public spaces, services and programs are accessible and adapted to the needs of seniors, thereby promoting their mobility and well-being.
4. **Support and solidarity:** Provide social and community support for seniors, as well as a network of solidarity between generations, to prevent isolation and foster a sense of belonging.

In implementing this vision, the Municipality of Campbell's Bay aspires to create an environment where seniors can age actively, feeling fully integrated and supported by their community.



## Guiding principles

The guiding principles of the Municipalité Amie des Aînés are based on the values of inclusion, participation, respect and autonomy for seniors. Here are the principles put forward in the Municipality of Campbell's Bay's MADA initiatives:

- **Respect:** Recognize the value and contribution of seniors to society, guaranteeing them respectful treatment and protecting their dignity.
- **Safety and well-being:** Ensure the safety and well-being of seniors by implementing policies and programs to prevent abuse, protect health and promote mental and physical well-being.
- **Social inclusion:** Ensure that seniors feel fully included in Pontiac community life and have access to all aspects of social, cultural and economic life.
- **Active and community participation:** Encourage seniors' participation in community life by providing opportunities for engagement, volunteering and leadership, and by creating community support networks. This also includes strengthening intergenerational ties and providing home support services and wellness programs.
- **Autonomy and independence:** Promote the autonomy and independence of seniors by providing them with the resources and support they need to make decisions and live independently.
- **Ease of access:** Ensure that physical, social and information environments are accessible to seniors, taking into account their needs in terms of mobility, communication and access to services.

These guiding principles form the basis for the planning and implementation of MADA initiatives in municipalities, aimed at creating environments where seniors can age with dignity, security and quality of life.



## Portrait of the Municipality of Campbell's Bay

Campbell's Bay was incorporated in 1904 following its detachment from Litchfield Township. The municipality is named after Donald Campbell, a lieutenant in the Scottish Regiment who received a substantial allocation of land for services rendered. With its railway station in the center of the village, Campbell was chosen as the county seat in 1927. It has also housed the courthouse since 1926, replacing the Bryson courthouse which was destroyed by fire in 1914.

Front Street, the main commercial thoroughfare, gives the village its distinctive character. Businesses are located on one side of the street only, facing the regional linear park, Cycloparc PPJ, designated Route Verte in 2010, which is the legacy of the former Pontiac Pacific Junction (PPJ) railroad that was discontinued in 1959 and dismantled in 1984. Campbell's Bay is part of the Community of the MRC of Pontiac Center, along with the municipalities of Bryson, Île-du-Grand-Calumet and Litchfield.

In 2021, the population of Campbell's Bay was estimated at 705, representing a slight decrease of 5.2% compared to 2016.

The working-age population (15-64) represents 58.9% of the total population, slightly below the national average of 64.8%. However, this suggests an active and dynamic labor pool, ready to contribute to local economic development.

Seniors aged 65 and over represent 26% of Campbell's Bay's total population. This proportion, higher than the national average of 19.0%, highlights the importance placed on the well-being and respect of seniors within the community.

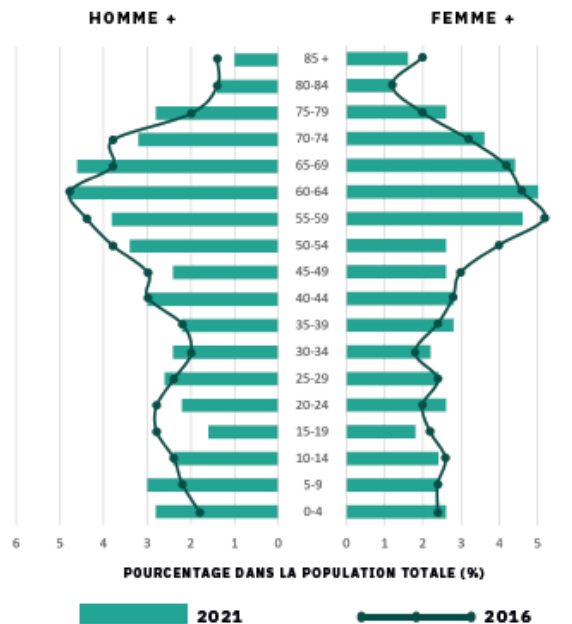
As a result, Campbell's Bay stands out as a welcoming and dynamic municipality, where demographic diversity coexists with an exceptional quality of life, offering its residents a place where they can flourish and prosper in a preserved natural environment.

## ÉVOLUTION DE LA POPULATION, TAILLE ET STRUCTURE

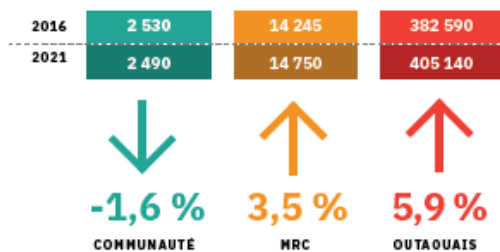
L'évolution de la taille et de la structure de la population est une variable qui nous renseigne sur le dynamisme d'une communauté et sur ses perspectives d'avenir. Cette variable, qui est étroitement liée aux enjeux sociaux et au marché du travail, est très utile à analyser pour planifier le développement.

La pyramide des âges ci-contre illustre la répartition de la population de la communauté par groupe d'âge et par genre, et son évolution de 2016 (ligne) à 2021 (bâtonnets).

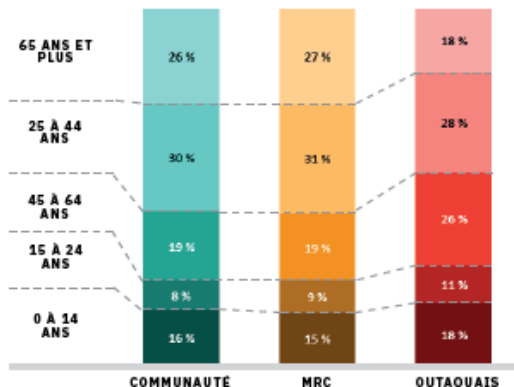
PYRAMIDE DES ÂGES SELON LE GENRE POUR LA COMMUNAUTÉ, COMPARAISON 2016 ET 2021



POPULATION TOTALE PAR TERRITOIRE ET ÉVOLUTION, 2016 ET 2021



COMPOSITION DE LA POPULATION PAR GROUPE D'ÂGE, DONNÉES COMPARATIVES PAR TERRITOIRE, 2021



1. Demographic and socio-economic indicators for the community of Litchfield, Île-du-Grand-Calumet, Campbell's Bay, Bryson in the Pontiac MRC ( <https://odooutaouais.ca/wp-content/uploads/2024/01/04-litchfield-lile-du-grand-calumet-campbells-bay-bryson.pdf>)



## General guidelines and objectives

1. **Inclusion and diversity:** Promote a culture of inclusion and respect for diversity within the community, recognizing the value of every individual, whatever their origin, age or socio-economic status.
2. **Quality of life:** Improve residents' quality of life by providing a safe, healthy environment conducive to physical, mental and social well-being. The cost of living remains affordable thanks to moderate prices for home purchase, heating costs and property taxes.
3. **Infrastructure and services:** Improve public infrastructure and municipal services to meet the changing needs of the population, ensuring equitable access to quality services for seniors.
4. **Culture and Recreation:** Enhance the cultural wealth and recreational activities of our municipality by supporting artistic, cultural and sporting initiatives. These actions strengthen the sense of belonging and contribute to the well-being of the community. Our small municipality benefits from an infrastructure that fosters an active community life.
5. **Citizen participation:** Encourage citizen participation and civic engagement by actively involving residents in decision-making and promoting transparency and open communication.
6. **Safety and prevention:** To ensure the safety of residents by implementing measures to prevent accidents, to combat crime and to protect the environment.

In pursuing these orientations and general objectives, the Municipality of Campbell's Bay aims to create a dynamic, inclusive and prosperous environment for its residents, where everyone can reach their full potential and contribute to the well-being of the community.



## Action Plan

<b>MUNICIPAL ORGANIZATION</b>			
<b>Objectives</b>	<b>Coures of action</b>	<b>Responsible (s)</b>	<b>Results</b>
Supporting the Family and Seniors Committee	Hold meetings in coordination with the MRC.	<ul style="list-style-type: none"> <li>• MRC Pontiac</li> <li>• Municipality of Campbell's Bay</li> </ul>	Collaboration between the MRC Pontiac and the Municipality is ongoing and will continue on specific projects. This includes collaboration on the downtown revitalization plan and support for the Mural Park Committee.
Improve information and communication to families and seniors.	Website Activities newsletter (programming) Family resource directory Seniors' resources directory in BIG print	<ul style="list-style-type: none"> <li>• Municipality of Campbell's Bay</li> </ul>	<ul style="list-style-type: none"> <li>• The Municipality of Campbell's Bay has created a bilingual website and Facebook page.</li> <li>• She also promoted the "Cafés des aînés", organized by the Table of seniors of the Pontiac, where seniors learned how to use a tablet, surf the Internet and create a Facebook page.</li> <li>• At least once a year, the Municipality publishes a municipal newsletter that is printed and distributed to all residences, to reach those who do not have access to the Internet.</li> </ul>



<b>LEISURE, SPORTS, CULTURE</b>			
<b>Objectives</b>	<b>Courses of action</b>	<b>Responsible (s)</b>	<b>Results</b>
Support partnerships with community organizations.	Participate in MRC Pontiac volunteer and senior recognition policies and events.	<ul style="list-style-type: none"> <li>• MRC Pontiac</li> <li>• Municipality of Campbell's Bay</li> <li>• Golden Age Club</li> </ul>	<ul style="list-style-type: none"> <li>• In partnership with the Golden age club, the Municipality is organizing a free wine and fromage for seniors.</li> </ul>
Increase leisure activities (physical and sports activities).	Organize programming for children, families and seniors in conjunction with the MRC. Family picnic day	<ul style="list-style-type: none"> <li>• Municipality of Campbell's Bay</li> <li>• MRC Pontiac</li> </ul>	<ul style="list-style-type: none"> <li>• The Municipality makes an annual financial contribution to the activities of the Golden age club. This contribution enables us to maintain our program of activities for seniors.</li> </ul>
Promoting access to culture and the arts.	Offer a specific hour of programming for seniors.	<ul style="list-style-type: none"> <li>• Municipality of Campbell's Bay</li> <li>• Golden Age Club</li> </ul>	<ul style="list-style-type: none"> <li>• The municipality offers opportunities for intergenerational cultural outings: open-air cinema in summer and a program of musical performances at the Campbell's Bay Summer festival.</li> </ul>



<b>HEALTHY LIVING</b>			
<b>Objectives</b>	<b>Courses of action</b>	<b>Responsible (s)</b>	<b>Results</b>
Enhancing public health	Support the dissemination of information on the Public Health Department's "societal" campaigns.	<ul style="list-style-type: none"><li>• Municipality of Campbell's Bay</li></ul>	<ul style="list-style-type: none"><li>• On its website, the Municipality promotes, among other things, the resources available for reporting elder abuse or for receiving help.</li><li>• The Municipality shares Quebec government news on the web and Facebook.</li></ul>



<b>TRANSPORT</b>			
<b>Objectives</b>	<b>Courses of action</b>	<b>Responsible (s)</b>	<b>Results</b>
Check the speed limit.	Identify speed limit zones on Front Street.	<ul style="list-style-type: none"> <li>• Municipality of Campbell's Bay</li> <li>• Sûreté du Québec (SQ)</li> </ul>	<ul style="list-style-type: none"> <li>• Des panneaux de signalisation pour les passages piétons ont été achetés.</li> <li>• La municipalité dispose des panneaux et la population locale sera consultée.</li> </ul>
Improve road markings and crosswalks.	Identify crosswalks and "senior crossings" in identified traffic zones	<ul style="list-style-type: none"> <li>• Municipality of Campbell's Bay</li> </ul>	Crosswalk signs have been purchased. The Municipality has the signs and the local population will be consulted.
<b>HOUSING</b>			
<b>Objectives</b>	<b>Courses of action</b>	<b>Responsible (s)</b>	<b>Results</b>
Promote housing quality and safety.	Setting up a home visit program for volunteer firefighters	<ul style="list-style-type: none"> <li>• S.S.I. Campbell's Bay, Litchfield</li> </ul>	<p>The fire chief is required to carry out annual home inspections.</p> <p>In times of crisis, firefighters go door-to-door, particularly during power failures or floods.</p> <p>An evacuation simulation is organized at Le Manoir, a seniors' residence, to reassure residents and teach them good evacuation practices in the event of an emergency.</p>



<b>TOWN PLANNING, DEVELOPMENT</b>			
<b>Objectives</b>	<b>Courses of action</b>	<b>Responsible (s)</b>	<b>Results</b>
Park development and improvement planning	Additions of adult modules, benches, accessories. Creation of a multi-generational park.	<ul style="list-style-type: none"> <li>Municipality of Campbell's Bay</li> </ul>	Every year, the Municipality of Campbell's Bay invests in the development and improvement of its outdoor infrastructures: development of the "de la murale" park with installation of benches, acquisition of outdoor games for seniors, development of water games with installation of benches in a shaded area.
Encouraging active travel for seniors	Establish safe corridors	<ul style="list-style-type: none"> <li>Municipality of Campbell's Bay</li> </ul>	Encouraging citizen participation Installation of sidewalk drop-offs, acquisition of a tractor to spread sand on sidewalks during winter, marking of a safety lane on the ground, regular inspection of street lighting. Changing the speed limit and installing a crosswalk for seniors.



<b>PUBLIC SAFETY</b>			
<b>Objectives</b>	<b>Courses of action</b>	<b>Responsible (s)</b>	<b>Results</b>
Encouraging citizen participation	Promoting the <b>Good Neighbor Good Eye</b> program	<ul style="list-style-type: none"><li>• Municipality of Campbell's Bay</li></ul>	<p>The Municipality has subscribed to the Telmatik program: automated calls in case of emergency. However, the Municipality can program this system and use it for other situations.</p> <p>The <b>Good Neighbor Good Eye</b> program is still active on the territory. Signs are still in place.</p>



## Resources and organizations

- Pontiac Seniors' and Retirees' Table
- Campbell's Bay Golden Age Club
- Transport Action Pontiac
- Les amis(e)s du manoir Saint-Joseph (meals-on-wheels, respite care, private lodging, activities)
- Resource Centre connections
- Western Québec Literacy Council (106 Rue Front): Borrow A Let's Play & Talk Kit
- Campbell's Bay Lion's Club
- Campbell's Bay Recreation Association
- Center intégré de santé et de services sociaux (CISSS)
- Loisirs sports Outaouais
- AutonHomme Pontiac
- L'Entour'Elle
- Services Québec
- Service Canada
- Bouffe Pontiac





## Thanks

The editorial team would like to express its gratitude to the municipalities of L'Île-aux-Allumettes and Saint-Jean-sur-Richelieu, whose MADA policies inspired the development of the Campbell's Bay policy. We would also like to extend our warmest thanks to Stéphane Rodier, Planning, programming and research agent at the Directorate of Support for the Autonomy of Elderly People – Accommodation, at the Outaouais Integrated Health and Social Services Center, for his valuable assistance at the start of our research and for guiding us in the right direction. Finally, we would like to thank the Campbell's Bay Senior Citizens Club for their time and listening during the presentation of our action plan.

