









Approved by Council October 9th, 2018



Message from the Chair, Prince Edward County Police Services Board

On behalf of the Prince Edward County Police Services Board, I am very pleased to present the Prince Edward County Community Safety and Well-being Plan, the culmination of three years of collaboration among many community partners.

In early 2015, the Police Services Board initiated a broad discussion about a Community Safety and Well- Being (CSWB) Plan. The Board had become aware that the provincial government intended to include a requirement for all municipalities to have such a plan as part of a revised Police Services Act. As well, the Board and the Prince Edward County Detachment of the Ontario Provincial Police were actively searching out new strategies to decrease the number of "calls for service" as a way of reducing policing costs in the County. Both the Board and the OPP believed a focus on crime prevention and community safety and well- being made very good sense, given that the majority of police calls in the County, as in most municipalities, are in response to social disorder situations (e.g. family/neighbour disputes, mental health issues) rather than criminal activity.

The Board applied successfully in 2015 for a grant of \$55,000 from the Proceeds of Crime Fund of the Ministry of Community Safety and Correctional Services. This grant supported both a number of community initiatives "to prevent crime through social development" and the first stages of development of a CSWB Plan. The Board shared its initial work with Municipal Council in February 2016 and received Council's endorsement for the concept of a CSWB Plan.

The Board has continued to work on plan development from 2016 until now with significant logistical support from the County Foundation, some financial support from Council and a great many hours of work contributed by representatives of the County's local social and human services agencies.

As part of its CSWB initiative, the Board also oversaw the establishment of a Situation Table in the fall of 2016. This Table brings agencies together, on a regular basis, to provide multi-agency intervention for individuals identified as being "at an acutely elevated level of risk." Since May 2018 the Community Safety and Well-being Advisory Committee, under the leadership of Chair Susan Quaiff, Project Manager Ann McIntosh, and four Team Leads has been meeting to consolidate three years' worth of work into a formal Community Safety and Well-being Plan. The Plan is also intended to dovetail with the work of Prince Edward Municipal Council and other community groups in the areas of housing and transportation.

The Police Services Board was again successful this year in its application to the 2018-20 Proceeds of Crime Fund (\$55,000) to support another project, *A Collaborative Approach to Mental Health in the County*, which will assist in addressing the mental health component of the CSWB Plan. Prince Edward County has a tradition of people working together to get things done. This Community Safety and Well-being Plan showcases - and strengthens - that spirit of collaboration. The Plan is intended to be a living document and to provide a focus for ongoing efforts to improve the safety and well-being of all County residents. Municipal Council, the Police Services Board, and all who contributed to its creation have a responsibility to monitor and support its implementation. Margaret Werkhoven

Message from the Advisory Team Chair

My name is Susan Quaiff, as a life long County resident, I have been able to raise a family, live, work and now as I turn toward retirement I am fortunate to call Prince Edward County home. In my role as Chair of the Community Safety and Well-being Plan Advisory Team, I was so interested in bringing this plan together for Prince Edward County.

My career of 28 years working with families in childcare and early education was important to inform this report. The impact of early identification, referral to services, warm hand-off and connections close to home is critical. When people have knowledge and connection when in need they feel a sense of belonging and this contributes to overall well-being. Connecting to services early has a long- term positive outcome in communities.

Prince Edward County is committed to providing programs and services that support health and well-being of all residents in our community. Our community has a high population of seniors, a strong agriculture base with a growing tourist industry attracted by burgeoning breweries, wineries, and fine culinary dining.

Our plan addresses four priority areas and highlights steps that will support all residents. This plan will help to enhance our ability to respond to issues in a coordinated manner and build on successful efforts that already exist. We wanted tangible measurable outcomes that our community could reflect upon.

On behalf of the Community Safety and Well Being Advisory Team, I would like to thank everyone for their efforts, honesty and sharing of data that informed this plan. Working together, we will strengthen this great community and make is the best place to live, work, raise a family and retire. Susan Quaiff

Acknowledgements

The Prince Edward County's Community Safety and Well-being Plan was developed by a joint Advisory Team led by Prince Edward County Police Services Board. The Advisory Team consisted of representatives from local service organizations who provided advice in the development of the Plan, its strategies for collaboration, planning and action. The Advisory Team would also like to thank members of the community that took part in the interviews and 'Community Conversations' process that has helped shape the Plan.

Vision: a safe and healthy community

Mission: to support actions to strengthen community safety and well-being

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Executive Summary

The first edition of the PEC CSWB Plan considers four priority areas, two with a focus on safety issues and the remaining two to enhance the well-being of our residents. The Advisory Team recognizes that these are not the sole issues facing our community, but selected these as being realistic and attainable, evidence-based strategies suitable for our inaugural action plan.

Safety Strategies

1. Emergency Response Strategy

Objective: Assist emergency responders in reaching their destinations in a quicker and safer manner. Strategies:

- i. Develop a 'Move Over' awareness campaign
- ii. Develop a "Flashing Green Lights mean move over too!" campaign

2. Senior Support Strategy

Objective: Reduce the incidents of seniors becoming targets of fraudulent behaviour.

Strategy: Develop a collaborative strategy to assist seniors, their family members, care-givers, and friends in discussing frauds and scams, to help recognize a potential crime situation and show how to reduce or remove the risk. In addition, encourage dialogue to dispel the stigma / embarrassment, and promote reporting by the victims.

Objective: Encourage and support seniors' safe mobility and independence.

Strategy: Develop a pedestrian education safety campaign that provides safety tips for both pedestrians and the safe and legal usage of mobility scooters.

Objective: Support for seniors to maintain their independence and social connections.

Strategy: Support aging drivers to maintain and/or upgrade their driving skills and update their knowledge of new technologies and recent changes to legislation.

Well-being Strategies

Poverty Reduction Strategy

Objective: Increase awareness by low income individuals of, and access to available federal, provincial, municipal and charitable funds, credits and services to support increased personal and family income.

Strategies:

- 1. Increase the number of free income tax and benefit screening clinics for low income residents, with a focus on financial empowerment and consumer protection.
- 2. Develop a municipally supported communication strategy that increases access to economic and community supports for vulnerable populations in Prince Edward County.
- 3. Develop a peer mentor network of persons with lived experience to act as coaches in navigating the system, identifying and accessing services, in addition to reducing the intimidation factor that may be associated with the process

2. Collaborative Mental Health & Addictions Strategy

Objective: As a community collaborative, develop an actionable strategy that:

- Improves the outcomes and experiences of people living with mental health and/or addictions issues (MHA) in Prince Edward County
- Reduces police involvement in mental health related incidents (non-criminal, prolific persons calls)

Introduction

The Safer Ontario Act, 2018 mandates that each municipality develop and implement a formal Community Safety and Well-being (CSWB) Plan. This allows communities to take the lead in defining and addressing specific local needs. The success of a CSWB Plan requires the collaboration among multiple partners, including: police services, local service providers in health care, social services and education to develop strategies to proactively address locally identified priority risks and/or populations. Essentially, CSWB is a concept that unites multiple human service sectors under a collaborative pursuit of shared outcomes. This approach aims to improve interactions between police and vulnerable residents by enhancing front-line responses.

This is the first three-year Community Safety and Well-being Plan for Prince Edward County and represents nearly three years of dedicated effort led by the Prince Edward County Police Services Board, The County Foundation and the County of Prince Edward. It offers a collective view of what is going well in our community, what needs to improve, and specific strategies to address priority risk areas. This Plan is informed by interviews with key professionals from local organizations, community feedback, local data, and research on effective practices in other municipalities. The result is an actionable, strategic planning document that provides a sound basis for implementing sustainable solutions for community safety and well-being in Prince Edward County.

Guiding Principles for developing the Plan

This Advisory Team acknowledges that the Plan must:

- Be adaptive to address emerging priority risks and vulnerable populations.
- Be specific, realistic and with defined outcomes.
- Recognize and support the excellent collaborative work that is already happening in Prince Edward County. Where possible, the intent is to expand these efforts to maximize their efficiencies and impact, while avoiding duplication.
- Be accountable by establishing measurable outcomes to effectively evaluate the strategic actions' results and their effectiveness.
- Have education and the creation of community awareness as cornerstones of the proposed actions.
- Acknowledge that this approach requires imagination and resourcefulness but must also be realistic in estimating the implementation costs.
- Be a collective enterprise success requires commitment, leadership, patience, and creativity.

The Community Safety & Well-being Approach¹

It is a long-term strategy to make safety and well-being a reality for vulnerable individuals, families, groups, and locations. A CSWB Plan includes strategies for community safety and well-being at four levels of intervention: social development, prevention, risk intervention, and emergency response.



Goals:

- 1. Reduce harms and victimization for all elements of community.
- 2. Decrease the upward trends in demand for, and costs of, *emergency response* (Red Zone). To achieve these goals, everyone must rally to the cause of safety and well-being for all. This is a collective enterprise. No single agency, or even handful of agencies, can achieve it alone. This will require commitment, leadership, patience, creativity, and above all, interest in learning new ways of working together on behalf of the whole community.

Successful planning for safety and well-being revolves around five principles that should influence every planning decision. They originate from research, experience, and lessons-learned about what works in community safety.

¹ Community Safety and Well-being Planning Framework, A Shared Commitment in Ontario, Booklet 2 - Ministry of Community Safety and Correctional Services

1. Commitment at the highest level

Safety and well-being are a community-wide initiative. As such it requires dedication and inputs from every agency, organization, group, and citizen. Sometimes it is difficult to get some of these constituents to the planning table. This is where leadership, vision, and even inspiration pay off. Get the highest-level authority to make a public stand for safety and well-being; and charge everyone to play their roles in the process of planning.

2. Collaborative

Safety and well-being are everyone's responsibility. This means all government offices, human services agencies, community-based organizations, businesses, neighbourhood groups, families, and individuals. It is multi-sectoral; multi-disciplinary; and it requires full transparency as everyone shares responsibility for the common good. Collaboration involves much more than just parallel attempts to influence the same condition. It requires much more than just 'working together' towards the same end.

Collaboration is not without its challenges, and as such should be addressed in a candid and trusting atmosphere. However, there is considerable evidence that collaboration can build capacity among the partners and broaden the understanding of an issue by bringing to light different philosophical contexts and conceptual schemes.

3. Risk-focused

To make everyone safer and healthier requires the identification of risks, threats or hazards to safety and well-being. This applies equally to all three planning levels. Risks appear obvious in the Amber Zone where harm is imminent; they may subtler in the Blue Zone where we are looking for opportunities to prevent harm; but they are most challenging in the Green Zone not the least because the requisite efforts to reduce them can seem daunting. Many risk factors are intertwined or connected and may have a multiplying effect on one another.

4. Asset-based

The soundest and most positive planning strategy presumes that every neighbourhood and municipality is full of assets that can be productively mobilized to achieve safety and well-being. This requires an "asset inventory." Important elements of that inventory are the individuals, families, community groups in marginalized neighbourhoods who possess lots of energy, skills, and strong desires to contribute to the collective goal of community safety.

Measurable Outcomes

In a good community safety plan, outcomes must be observable and measurable, like "lower rates of truancy." The Plan must draw upon the specialized knowledge and technical capacities of all our agencies and organizations, to specify objectives, set benchmarks, and measure outcomes. Establishing a community-wide profile will require inter-sectoral collaboration.

Community Overview²

An Aging Population

Prince Edward County is a picturesque agricultural community, with beautiful beaches that have attracted tourists and vacationers for nearly 200 years. Over the last 20 years the area has become known and celebrated as a wine, food, art, and culinary destination.

24,735 2016 census down 2.1% since 2011

Population

In addition, the region is becoming increasingly popular as a retirement location. The 2016 Census revealed that our resident population of 24,735 has declined slightly from 2011. In addition, we have a decidedly older population; nearly 30% of our residents are over 65 years of age compared to the provincial rate of 17%. With a median age of 54.5 years, the County has one of the oldest populations in Ontario. The

research and interview process indicated seniors as a priority population for this Plan. The concerns voiced included: social isolation, more susceptibility to victimization and financial fraud, mobility issues, limited access to services and increased demands on healthcare services and supportive housing.

Housing

In recent years housing prices have soared to nearly double, far higher than neighbouring communities. In addition, the supply of affordable housing (both for ownership and rental) has decreased. This decrease, coupled with increasing costs of living (hydro, taxes, etc.) has resulted in many young families, low income earners and seniors being unable to afford to live here. According to the 2016 Census, local renters are struggling to find affordable accommodations with 48.6% paying over 30% of their income (Canada Mortgage and Housing Corporation's affordability threshold). The municipality's Affordable Housing Task Team recently conducted a Rental Vacancy survey and found that the current rate is .81% - far below CMHC's reported rate.

\$395,000 median (2018 Quinte MLS)



Income Disparity

In the 2016-17 Business Retention + Expansion (B.R.+E.) Study conducted by the municipality, many employers stated that they anticipate growth, but the lack of attainable housing was a staffing concern in the hiring and retention of employees. This concern was further supported by participants in the Community Conversations. The 2016 Census indicated that over half of the local workers (6,414 of 12,480 total) work part time. For some this could be by choice, but for others it may be their only employment option.

Prevalence of Part Time Work PEC 51% ON 48%

² Greater detail is available in The County Foundation's 2018 Vital Signs Report



The 2016 Census median household income data for our community revealed that 50% of local households have income of less than \$60,000, which effectively removes them from purchasing in the current housing market. In addition, a recent McMaster University Study has drawn a correlation between precarious work and declining mental health.



Transportation

As a rural community with a sprawling geography, lack of public transportation poses a challenge for many. 'Transportation is the enabler for obtaining fresh food, learning and employment, and for staying connected socially and involved in the life of the community. Transportation barriers adversely affect not only individuals, but also Prince Edward County employers, retailers, and providers of services of all types that rely on the physical presence of the employee or client.'³ The impact is felt across the generations and intersects with social isolation, poverty, poor nutrition, unemployment and economic development.

'When transportation options are available they provide economic and social opportunities and benefits that result in positive effects such as better accessibility to markets, employment and additional investments. When transport systems are deficient they can have an economic cost such as reduced or missed opportunities and lower quality of life.'4



Safety

The Community Conversations and interviews indicated that most residents feel safe in our community. This feeling is supported by the local OPP Detachment's data which indicates that both violent and property crimes are trending downward. The reporting of Fraud remains relatively constant and is of concern, since the Canadian Anti-Fraud Centre estimated that only 5% of victims report this crime, and research indicates that seniors can be more vulnerable to these crimes.

The police are traditionally held responsible for addressing a wide array of issues - generally regarded as the agency of first call on matters that do not clearly fall within the scope of others and where an immediate response is required. Issues can become police responsibilities when other formal and informal mechanisms for controlling them have failed, leaving police in a reactive position.

Locally, the OPP are receiving increasing numbers of non-Criminal Code service calls. Often these are 'prolific persons' calls, meaning repeat calls for the same

³ Public Transit Plan and Business Case, Dillon Consulting, April 2018

⁴ Transportation and Economic Development, Dr. Jean-Paul Rodrigue and Dr. Theo Notteboom

individual. These individuals often have unresolved issues regarding mental health and/or homelessness. An effective early intervention could reduce or eliminate many of these calls.



Well-Being

Well-being refers to diverse and interconnected aspects of physical, mental, and social wellness that extend beyond the traditional definition of health. It includes choices and activities aimed at achieving physical vitality, mental alacrity, social satisfaction, a sense of accomplishment, as well as personal and financial fulfillment. A sense of well-being is a result of many inter-related factors that affect our feelings of safety and security. A recent McMaster University study revealed a causal connection between precarious work and mental health issues. ⁵



Mental Health & Addictions

The 2016 Census revealed a significant decline from 2008 in residents (12 years and older) self-rating of their mental health as either good or excellent. In fact, the County trails the provincial rating, 66.1% compared to 71.7% in this category.



Participants in the *Community Conversations* (public forums) and agency interviews identified mental health issues as a significant risk factor that can lead individuals to either engage in crime, social disorder incidents or activities and/or become victims of crime. Some noted that a significant service gap exists in this area, including a lack of emergency and transitional shelter/housing. In addition, some highlighted the need for additional resources for youth with mental health needs, to provide services early on in life.



It was also noted that addictions and substance abuse create additional challenges for those with mental health needs. The recent Homeless Count conducted by Prince Edward-Lennox & Addington Social Services revealed that 70% of participants declared a mental health issue while 50% also declared an addiction. These issues feature prominently at the PEC Situation Table since data reveals that in 100% of the cases brought forward, mental health was identified as a risk factor.

⁵ https://www.thestar.com/news/gta/2018/09/01/precarious-work-poses-serious-consequences-for-millennials-mental-health-report-says.html



The CSWB Plan Process at a Glance

Consultations with our community (170 participants) and interviews with 25 local service organizations identified priority areas as well as the populations considered most vulnerable to these risks. This consultation provided an initial action focus for the Plan.

Research of Community Safety and Well-being Plans in other municipalities and the Ministry of Community Safety & Corrections Services guidelines to identify best practices. Collection and analysis of local data and information from a variety of sources including the 2016 Census, the local B.R.+E., Economic Modelling System Inc. (EMSI) data.

Establish an Advisory Team consisting of representatives from local social and human service agencies/organizations, PEC Police Services Board, PEC OPP, The County Foundation, PE Fire Department, Hastings Quinte Paramedic Services, PEC County Council, healthcare and education. The Advisory Team identified four priority areas.

Implementation Teams tasked with developing strategic actions in four priority action areas. These were reviewed and approved by the Advisory Team.

The **CSWB** Plan is compiled and presented to Council for formal adoption.

Strategic actions begin.

Determining Our Priorities

A key aspect of the Plan process was to seek input on key safety and well-being issues to help inform an initial action focus for the Plan. Throughout the process, a wide-range of issues were identified, which affirmed the need for a flexible, multi-sector approach that can respond to issues that cross sectors and mandates.

March 17th, 2016 Stakeholder Workshop Cross section of community organizations identified four local Priority Domains (based on Canadian Index of Well-being standards) – Community Vitality, Education, Healthy Populations, and Living Standards.

March – April 2017 Stakeholder Surveys One-on-One interview style survey of key representatives from 25 community agencies. Within the broad range of issues that were identified, several high-level themes emerged.

- Priority Risks
 - Housing
 - Poverty
 - o Transportation
 - Mental Health & Addictions
- Priority Populations
 - o Children/Youth
 - Seniors
 - o Low-income earners

June 28th, 2017 CSWB Plan Workshop Representatives from 19 community agencies participated and confirmed four Priority Risks:

- Poverty (income inequity, job insecurity, seasonal employment)
- Housing (supply, affordable, limited housing options, lack of emergency housing)
- Mental Health & Addictions (access to services, stigma, housing)
- Transportation (lack of public transit, costs, infrastructure)

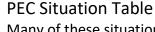
Nov. – Dec. 2017 Community Conversations The County Foundation, in partnership with the Tamarack Institute, hosted 13 *Community Conversations* throughout Prince Edward County with a diverse cross-section of community members. The purpose of these conversations was to identify and better understand the issues of greatest interest and concern to the people who live and work in the County. The top three issue areas from 170 participants were:

- 1. Housing
- 2. Employment and Work
- 3. Health

It is difficult to isolate safety and well-being from other community goals, such as food security and basic needs, housing, resilience, poverty prevention/reduction, and so on. They are pieces of a much larger picture of overall community vitality. Research shows that community-based approaches to safety and well-being can have a much greater impact than individual efforts. By taking joint action that brings in expertise and insights from all corners of the community, there is much greater potential for long-term, sustainable solutions. This broad- based support and mobilization of resources from across the community means that everyone has a stake in achieving results and feels pride in the efforts they undertake. As a result, the initiatives are much more likely to be sustained over the longer term.

What's Already Being Done

In many respects, the Plan formalizes the strong ethos of collaboration already existing in our community. It also documents, supports, and builds on successful initiatives already in place that improve safety and enhance the well-being of our community. The initiatives listed below are selected to highlight the initiatives in the priority areas identified in this Plan. The Advisory Team acknowledge that many other innovative collaborations are underway to improve the welfare of our residents.



Many of these situation tables across the province have been modeled after the 'Hub Model' in Saskatchewan⁶ and provide an integrated approach to reduce crime, emergency room visits and calls for service by addressing the needs of individuals and families at risk. All individuals involved in a Situation Table adhere to privacy principles. The Situation Table model has achieved greater coordination and collaboration on issues that result in demand on services that operate in the yellow (risk mitigation) and red (emergency response) zones.

Since October 2016 the PEC Situation Table has been collaboratively addressing community safety and well-being by identifying and supporting individuals at an acutely elevated risk of harm, committing an offence, or coming into contact with police or other crisis-driven services. The Situation Table seeks to develop evidence-based strategies to resolve such issues as expediently as possible, typically within 24 to 48 hours.

Intersection police serv

Intersections

Intersections is a voluntary program involving multi sectors of support and police services that works with young people and/or their families to reduce and prevent further contact with police services and improve well-being. The program is for young people who are at risk of becoming justice involved. After initial police contact, an Intersections Coordinator works with the young person and/or their families to discuss their needs and to navigate and coordinate appropriate services. Community Organized Support and Prevention (COSP) is the host agency for Intersections in Hastings and Prince Edward counties.

⁶ http://results4america.org/wp-content/uploads/2017/07/LandscapeCS_Canada_4.pdf



Housing Initiatives

In 2016, County Council identified affordable housing as a key pillar of its corporate strategic plan. In December of 2017 Council allocated \$250,000 for affordable housing in the 2018 budget and directed staff to bring forward recommendations for addressing this growing issue. For 2018, the Community and Economic Development Commission also asked staff to identify innovative options for addressing the affordable housing shortage in the County. Most recently, the County Foundation identified housing as its top priority for its upcoming 2018 Vital Signs update based on extensive consultation with community groups and agencies in the County. County Council recently formed the not-for-profit **Prince Edward Housing Corporation** to support the development of affordable housing in the community.



Attainable Housing Network

Prince Edward County Attainable Housing Network has approximately \$850,000 in commitments from various community members, with a target of \$1 million to develop a subdivision on the old arena site in Wellington. The plan is to build 26 houses — nine subsidized and 17 market value. The site plan shows 14 houses with parking behind, and an internal street for the other 12. Habitat for Humanity would build four of the houses. The profit from the market value houses is proposed to pay the \$816,000 predevelopment and \$798,000 infrastructure costs for the development so the subsidized units would absorb none of the costs.



The market value houses are proposed to be built at \$200-\$220 per square foot and sold at a 23 per cent markup; the subsidized houses at \$165-\$175 per square foot and sold at cost.

Lovesong

The Lovesong Project proposes to repurpose the former Pinecrest Memorial School in Bloomfield into a seniors housing development.



Poverty Roundtable Affordable Housing Group (PRTAHG)

This Group has a commitment to:

- Lobby and advocate for more affordable housing
- Lobby municipalities for changes to support the development of affordable housing.
- Support the housing first concept in our community
- Seek partners in the creation of affordable housing and in support of housing first principles
- Promote, monitor, critique and support 10-year housing and homelessness plan
- Identify ongoing strategies to end homelessness



Integrated On-Demand Transit

A proposed five-year strategy takes a coordinated approach which takes advantage of existing resources in the community and implements a service design that is tailored to the environment in which transit will operate. This coordinated approach balances the need for service improvements with effectiveness and cost recovery goals. Provincial funding has been approved to pilot the four strategies:

- Take advantage of the existing Quinte Access service to provide mobility for rural residents in the County of all ages and levels of mobility. This will be accomplished by implementing an integrated on-demand rural county transit service which co-mingles conventional transit passengers (adults and youth) with Quinte Access clients using Quinte Access vehicles.
- 2. Improve Integration and Inter-municipal connections to Belleville
- 3. Improve Local Connections within Picton.
- 4. Provide a new seasonal flex-route on weekends during the summer to help address growing summer employment needs.

This **Community Safety and Well-being Plan** establishes a course of action for community safety and well-being planning in Prince Edward County over the next three years. It provides a model for collaboration, planning and action to shape how we identify and respond to current and emerging issues through ongoing engagement with community stakeholders.

The Plan's Priorities

The following issues have been identified as priority action areas for Prince Edward County for this initial Plan:

Safety Priorities

- 1. Emergency Response Strategy
- 2. Senior Support Strategy

Well-being Priorities

- 1. Poverty Reduction Strategy
- 2. Collaborative Mental Health & Addictions Strategy

Safety Priorities

Emergency Response Strategy

Assist emergency responders in reaching their destinations in a quicker and safer manner.



Objective

Develop a 'Move Over' awareness campaign

Rationale

The geography of our county with long peninsulas and surrounded by water results in long, narrow rural roads with considerable distances between points. In addition, the seasonal attraction of tourists and summer visitors to the region results in some roads/areas being very congested (i.e. Sandbanks Provincial Park, urban main streets). The distances to the remote ends of the County and the traffic congestion can contribute to lengthier response times for first responders.

This delay is exacerbated when traffic fails to obey the 'Move Over' legislation.

Supporting Actions

- Create an awareness campaign (signage on emergency vehicles, radio, newspaper, flyers, social media, etc.) detailing the legislation, fines, and impact on emergency response times and safety
- Design and install highly visible signage/decals (entrance to County, Sandbanks Provincial Park entrance, washrooms, emergency vehicles) with clear direct messaging.
- Insert informational flyers in tax bills, etc.
- Recruit appropriate community partners to support awareness and education

Evaluation

Identify measurements for evaluation of the strategy's impact (i.e. numbers of flyers, signage, decals prepared and distributed, etc.)

Outcomes

Successful implementation of the media campaign and installation of signage and decaling should result in:

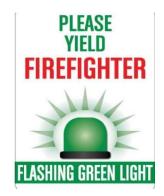
 Greater awareness and compliance with the legislation by both year-round residents and seasonal visitors

Lead

PEC OPP

Partners

PEC Fire Department, Hastings Quinte Paramedic Services, County of Prince Edward, local media, local businesses, community partners



Assist emergency responders in reaching their destinations in a quicker and safer manner

Objective

Develop a 'Flashing Green Lights mean move over too!' awareness campaign



When vehicles don't move over for fire fighters' green flashing lights on their personal vehicles, it hinders their ability to quickly reach either the station and/or the site of the emergency. Many people, both residents and visitors are unaware of the significance of the green flashing lights. While not legally in the 'Move Over' legislation, a greater understanding and compliance would assist in the faster and safer arrival of these first responders.

Supporting Actions

- Create an awareness campaign (radio, newspaper, flyers, social media, etc.) detailing the impact on emergency response time and safety
- Design and install highly visible signage/decals (entrance to the County, Sandbanks Provincial Park entrance, washrooms, emergency vehicles) with clear direct messaging.

Evaluation

Identify measurements for evaluation of the strategy's impact (i.e. numbers of flyers, signage, decals prepared and distributed, etc.)

Outcomes

Successful implementation of the media campaign and installation of signage and decaling should result in:

- Greater awareness of the significance of green flashing lights and improved compliance to yield the right of way
- Firefighters arrive safely at their destination with fewer delays

Lead

PEC Fire Department

Partners

PEC OPP, County of Prince Edward, community partners

Senior Support Strategy



Reduce the incidents of seniors becoming targets of fraudulent behaviour.

Objective

Develop a collaborative strategy to assist seniors, their family members, care-givers, and friends in discussing frauds and scams, to help recognize a potential crime situation and show how to reduce or remove the risk. In addition, encourage dialogue to dispel the stigma / embarrassment, and promote reporting by the victims.

Rationale

Older adults can be the most vulnerable to exploitation by institutions and individuals due to deteriorating health and declining cognitive abilities, as well as the reduction in social support. Additionally, many are at home for most of the day, they can be isolated and alone, and they tend to be trusting and want to help someone in need. Since thirty percent of Prince Edward County residents are over 65 years of age, with a median age 10 years older than Ontario, seniors represent a significant target population. PEC OPP report Fraud related incidents have had the largest increase with the majority being "scams" either through the phone or internet. The RCMP-led Canadian Anti-Fraud Centre estimates that only five percent of victims notify the centre.

Supporting Action

Develop an awareness campaign:

- Information sessions partner with community organizations to present the most recent information on scams, encourage open/frank discussions on abuse and reporting
- Develop a series of articles (newspaper, internet, social media) highlighting the risks and techniques of the fraudsters
- Information sessions to increase awareness of the County Seniors' Centre programming and other activities of The PEC Community Care for Seniors Association
- Radio spots encourage the local radio station to profile the issue

 $^{^{7} \, \}underline{\text{https://www.forbes.com/sites/nextavenue/2016/12/18/why-older-adults-are-so-susceptible-to-financial-fraud/<math>\#344e5c5f2770$ }

Evaluation

Identify measurements for evaluation of the strategy's impact (i.e. numbers of sessions/participants, increased reporting, etc.)

Outcomes

An effective information campaign will result in:

- Greater awareness and protection from financial fraud
- Decrease in successful scams/frauds
- Increased willingness to report fraud
- Understanding what fraud is and how it works
- Enhanced capacity to identify the signs of fraud and how to act on suspicions
- Knowledge of the most common scams
- Understanding of why and how seniors are targeted
- Knowledge of what to do if they are a victim of fraud

Lead

The PEC Community Care for Seniors Association

Partners

PEC OPP, PEFHT, CPA, community partners



Encourage and support seniors' safe mobility and independence.

Objective

- Provide education to encourage the safe and legal usage of mobility scooters.
- Develop a pedestrian education safety campaign that provides safety tips for both pedestrians and drivers.

Rationale

Mobility devices such as electric wheelchairs and mobility/medical scooters are an essential part of daily life for people with a mobility impairment. More and more seniors are using mobility devices every year. The higher prevalence of chronic conditions and subsequent disability among the elderly

also results in an increased use of these devices. In Ontario, the number of individuals aged 65 and older who received funding assistance from the Ministry of Health and Long-Term Care for power mobility devices through the Assistive Devices Program rose by 340% between 1995 and 2001. The proper care and usage of these devices is critical to the safety of the operators, pedestrians and motorists. In addition, users must be aware of their legal responsibilities associated with operating these devices.

Pedestrians are sharing the streets and roadways with a wide variety of motorized devices and vehicles. Any time a vehicle strikes a pedestrian it results in injury and possible death. It's important to raise awareness and improve behaviours of pedestrians, and those operating motorized devices and vehicles, and drivers to reduce accidents and injuries.

Supporting Actions

Presentations to current and potential electric wheelchair and medical scooter users on:

- Proper selection, maintenance and handling of devices
- Safe operation
- Legal responsibilities 'rules of the road'
- Applicable Municipal by-laws

Pedestrian Safety information (newspaper articles, presentations, increased enforcement) that provide advice and safety tips on:

- Proper usage of crosswalks and crossovers
- Right of way and rules of the road (vehicles, medical scooters, electric wheelchairs)
- Safety measures when there are no sidewalks
- Staying visible in bad weather or after dark

Evaluation

Identify measurements for evaluation of the strategy's impact (i.e. numbers of participants in event, numbers of violations/complaints/injuries, etc.)

Outcomes

Medical Scooter Participants will:

 Be better informed on the selection, care and maintenance of an appropriate device

⁸ Reasons for the increase in power mobility use by the elderly include technological advances resulting in suitable and effective means of mobility for individuals of all ages and ability level (Kirby et al., 1995) and the growing percentage of the population aged 65 and older (Rosenburg & Moore, 1997).

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- Have a greater understanding of their legal rights and responsibilities
- Potentially be safer operators (i.e. decrease in the incidence of collisions and/or injuries)

Pedestrian Safety participants will:

- Use crosswalks and crossovers properly and safely
- Develop solutions to avoid jaywalking

Reduction in the number of pedestrian-involved incidents/accidents

Decrease in traffic violations related to motorized mobility devices

Lead

The PEC Community Care for Seniors Association

Partners

PEC OPP, device manufacturers, Municipality, community partners

Support for seniors to maintain their independence and social connections.

Objective

Support aging drivers to maintain and/or upgrade their driving skills and update their knowledge of new technologies and recent changes to legislation.

Rationale

The ability to drive is important for many reasons. It allows people to reach other people, places, and services —including medical appointments, grocery stores, pharmacies, physical and social activities, and family events. There are benefits regardless of destination, including a sense of autonomy.

Many seniors have been driving for years without a serious collision. But as part of the natural process of aging, individuals begin to see changes in their hearing, vision and reaction time. Because these changes occur over time, it can be difficult to recognize how they affect personal driving abilities. A driver training program can assist seniors in compensating for these impairments.

Supporting Action

Promote the 55 Alive Mature Driver Refresher Course developed by the Canadian Safety Council and delivered locally by PEC Community Care to increase awareness of age-related risks, highlight specific driving conditions and situations that are most

	 hazardous to older drivers, and encourage strategies for coping with or avoiding these risky driving conditions Practice and review of materials needed to succeed in obtaining licence renewal Review of rules of the road – fundamentals of driving defensively, signs, signals, recent changes in legislation and driving technology Identify and correct bad driving habits
Evaluation	Identify measurements for evaluation of the strategy's impact (i.e. numbers of participants, etc.)
Outcomes	 Participants will have skills and strategies to adjust and accommodate for age-related changes in their driving abilities Potential for fewer accidents involving older drivers Extend older drivers' ability to drive safely
Lead	The PEC Community Care for Seniors Association
Partners	PEC OPP, PE Fire Department, Municipality, community partners

Well-being Priorities



Poverty Reduction Strategy

Increase awareness by low income individuals of, and access to available federal, provincial, municipal and charitable funds, credits and services to support increased personal and family income.

Objective

Increase the number of free income tax and benefit screening clinics for low income residents, with a focus on financial empowerment and consumer protection.

knowledge. Many people on low incomes are missing out on their benefits because they don't file their taxes. Others do file but are unable to take advantage of benefits available to them because they aren't aware they're eligible or don't know how to navigate the process to apply.

Financial poverty is lack of money and financial information, services and

Federal benefits, such as the Canada Child Benefit, Old Age Security, the Working Income Tax Benefit and GST/HST credit can cumulatively add up to thousands of dollars of additional income for families struggling to make ends meet. Provincial benefits, such as the Ontario Electricity Support Program, Ontario Disability Support Program, Ontario Trillium Foundation, rent supplements and the Community Homeless Prevention Initiative can support income stability. Charitable funds can assist individuals and families in financial crisis in creating financial stability plan and increasing quality of life (Hastings Prince Edward Learning Foundation, Quinte Children's Foundation).

As a result, assisting low income individuals in filing their taxes and screening for benefits can be a key strategy to support increased income stability. It's also a way to stimulate the economy in a community. Currently, The PEC Community Care for Seniors Association and Prince Edward Learning Centre (PELC) offer free tax filing services through the Community Volunteer Income Tax Program. In 2017, the existing programs recovered over \$1.5 million, improving financial conditions for many and boosting the local economy. This initiative would expand the offering of clinics across PEC, making use of municipal town halls and libraries. It would also expand the benefit screening capability of volunteers and staff through training.

Rationale

partners

Design information packages in a variety of formats (paper, electronic, etc.) to educate residents of the services and potential financial benefits. • Engage community partners to provide collaborative support in promoting free income tax clinics (flyers/leaflets in water bills, property tax notices, community centres, radio spots etc.) **Supporting Actions** • Develop a 'warm hand-off' style of referral from local Food Banks and social service agencies to encourage participation Locate accessible income tax clinics at a variety of sites in the County Recruit and train knowledgeable volunteers to prepare client tax returns and screen for benefits Teach interested individuals how to file their own taxes Identify measurements for evaluation of the strategy's impact (i.e. **Evaluation** numbers of clinics, participants, participating agencies and estimated amount of benefit and entitlements accessed) Participants in the tax clinics will have: Access to income and benefits **Outcomes** Improved knowledge of tax system Better understanding of local services Potential for lower stress Lead Prince Edward Learning Centre (PELC) Prince Edward Lennox & Addington Social Services (PELASS), Career **Partners** Edge, The PEC Community Care for Seniors Association, community



Increase awareness by low income individuals of, and access to available federal, provincial, municipal and charitable funds, credits and services to support increased personal and family income.

Objective

Develop a municipally supported communication strategy that increases access to economic and community supports for vulnerable populations in Prince Edward County.

Rationale

People living in poverty often find themselves trying to navigate confounding systems with next to no money to their name, stunned by a desperate, free-falling situation, often in an emotional spiral that makes it hard to think clearly.

While getting out of poverty is a long-term process, what can be done right now is to make existing services, such as emergency food distribution, a bit easier to access.

Supporting Action

- Develop, maintain and distribute an inventory (paper, electronic) of local services to service agencies
- Enhance 211 directory for Prince Edward County, by ensuring that every agency is included, and their listings are up-dated regularly
- Host events featuring a panel of professionals will provide information on local services, protocols for referrals and details on navigating the system.
- Encourage County Council to develop a formal Poverty Reduction Plan

Evaluation

Identify measurements for evaluation of the strategy's impact (i.e. numbers of calls to 211, PEC 211 listings and updates, client evaluation surveys on access to services, number of information sessions)

Outcomes

- Increased referrals from other agencies
- Improved knowledge of local services,
- Increased access to services
- Less frustration by clients and agency staff

Lead

Poverty Roundtable HPE

Partners

PELC, PELASS councillors, churches, corner stores, The PEC Community Care for Seniors Association senior dinners, Food Not Bombs

Objective

Develop a peer mentor network of persons with lived experience to act as coaches in navigating the system, identifying and accessing services, in addition to reducing the intimidation factor that may be associated with the process.



Rationale

Many individuals living in poverty feel isolated from a sense of community because they lack trust and social cohesion. Engaging with peers through productive and supportive community-led activities, such as social events, learning circles, support groups, and healthy activities, promotes healthy living, provides emotional support, builds trust, creates social cohesion, builds leaders, and encourages positive engagement in the community. Community support for individuals to stay on track with their goals is a necessary component for moving out of poverty and achieving self-sufficiency. Peer support groups are a valuable service and resource that brings together people affected by a similar concern, so they can explore solutions to overcome shared challenges and feel supported by others who have had similar experiences, and who may better understand each other's situation. Peer support groups are run by members for members, so the supports are directly based on their needs.

Not every person will be able to or want to meet up in person, so phone discussions, online forums, websites, and social media can be potential alternatives. Peer support services can be provided by different organizations. However, the value of using peer led support should be emphasized in terms of using their unique capacity to create a space for people to connect outside structured one-to-one or group interactions. Through this community organizing approach, people can form natural relationships with people of their choice in their environments, independent of any formal structures or settings.

Supporting Actions

Develop a strategic approach to forming a peer-led support group:

- Research best practices from other communities
- Identify needs or common purpose
- Recruit and train (if necessary) individuals with lived experience to act as peer mentors
- Provide accessible meeting spaces

Evaluation

Identify measurements for evaluation of the strategy's impact (i.e. numbers of events/participants, most significant change evaluation, # of people trained, # of people engaged, # of meetings)

Outcomes

The benefits of group peer support are wide-ranging and can include:

- The provision of a safe environment to freely express and share emotions and thoughts about one's current situation and challenges
- Sharing information, experiences and learning from others in similar situations that can help provide ideas and solutions to overcome challenges that group members are facing
- The opportunity to build new relationships and strengthen social support networks which helps to reduce isolation and feelings of loneliness
- Sharing of knowledge about available community resources and practical support to help group members access resources and support, for example, helping others complete administrative procedures to access social and disability benefits, employment programs and so on

Lead

Poverty Roundtable HPE

Partners

PELC, CAS, PELASS, The PEC Community Care for Seniors Association, Peer Support SE Ontario, Community Living Prince Edward, The Hub Child and Family Centre, Recreation Outreach Centre, community partners



Collaborative Mental Health & Addictions Strategy

As a community collaborative, develop an actionable strategy that:

- 1. Improves the outcomes and experiences of people living with mental health and/or addictions issues (MH&A) in Prince Edward County
- 2. Reduces police involvement in mental health related incidents (non-criminal, prolific persons calls)

Objectives

- Improving existing linkages and creating new ones between service providers including PEC OPP and first responders
- Expanding communication within agencies
- Enhancing access to services and recovery support
- Fostering collaboration
- Increasing awareness
- Building capacity (collectively build competencies and skills)

Mental health and well-being contribute to our quality of life and to our ability to enjoy life. Good mental health is associated with better physical health outcomes, improved educational attainment, increased economic participation, and rich social relationships. It is often stated that good health is not possible without good mental health.

Estimates suggest that, in any given year, about one in every five people living in Canada will experience diagnosable mental health problems or illnesses. These can occur at any time of life, affecting infants, children and youth, adults, and seniors. No one is immune – no matter where they live, what their age, or what they do in life. This means that just about every family in the country will be directly affected, to some degree, by mental illness.

Addiction to substances or unhealthy activities can lead to serious problems at home, work, school and socially. The causes of addiction vary considerably and are not often fully understood. They are generally caused by a combination of physical, mental, circumstantial and emotional factors.

The harms of substance use can range from mild (e.g., feeling hungover, being late for work) to severe (e.g., homelessness, disease). The harms of substance use can affect every aspect of a person's life.

Consultations with the community and local service agencies reveal that mental health & addictions and access to services are growing concerns. In addition, the PEC OPP indicate that their 'prolific persons' calls are primarily mental health related.

No single organization has the people, skills, knowledge or capacity to do everything; there is a shared responsibility to work together as a system to improve the outcomes, experiences and overall value for County residents living with mental illness and/or addiction.

Supporting Actions

Rationale

Establish a Mental Health & Addictions Advisory Committee to develop a comprehensive local Action Plan, includes representatives from a cross section of local agencies:

- Human services directly related to mental health/addictions
- Health care providers
- Social services to vulnerable groups (seniors, youth, unemployed, low income, persons with disabilities)
- First responders (fire, paramedics, police)
- Educators
- Families
- Persons with lived experience

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Outcomes

Upon implementation the following outcomes are expected:

- A Mental Health & Addictions Strategy for Prince Edward County
- Improved health and wellness outcomes for community members
- Efficiency through better integrated services
- Improved awareness of and access to services
- Easier navigation of the system
- Improved access to information
- Reduced stigma and discrimination
- Earlier detection, intervention and treatment
- Reduced police involvement in non-criminal calls

Lead

Peer Support South Eastern Ontario

Partners

PEC Police Services Board, PEC OPP, Addiction & Mental Health Services – Hastings Prince Edward (AMHS-HPE), Prince Edward Family Health Team, Victim Services, community partners

Next Steps - Implementation

A primary goal of this Plan is to strengthen how we work together to address issues currently affecting the safety and well-being of our community. It is equally important to remain well-positioned to identify and respond to emerging issues in a proactive manner by continuing to seek input and active participation from community partners. The local OPP Detachment has demonstrated a commitment to enhanced data collection and information-sharing to assist in identifying emerging issues.

This CSWB Plan articulates very specific community priorities and strategies necessary for improving the safety and well-being for residents in Prince Edward County. These strategies range from those that leverage existing initiatives and may realize immediate outcomes to strategies requiring innovative approaches with much longer-term commitments.

The Advisory Team discussions have already led to several actions being taken to address aspects of the priority issues. As always, the challenge remains to maintain the momentum and to ensure that these words become actions. It will require effort and commitment with an unwavering focus on the long-term goals.

Appendix

Advisory Team Members

Annette Keogh Prince Edward – Lennox & Addington Social Services (PELASS)

Brian Beiles The County Foundation (TCF)

Carl Bowker Hastings-Quinte Paramedic Services

Christine Durant HPE Poverty Roundtable

David Fox PEC Police Services Board (PEC PSB)

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Susan Stephenson Baker PEC PSB

Susan Treverton Community Living Prince Edward (CLPE)
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Implementation Teams

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John Hatch PEC OPP

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Advisory Team Governance Model



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