



Riches de nos aînés
MRC Matawinie

Rawdon, Age-Friendly Municipality (MADA)

Action Plan
2022-2024

Rawdon, Age-Friendly Municipality (MADA) 2022-2024 Action Plan



Respect and social inclusion



Social participation



Leisure



Housing and living environment



Outdoor spaces and buildings



Security



Transportation and mobility



Information and communication



Health and social services

Aging and thriving in Rawdon

To help seniors age in good health, the municipal administration recently revised its Age-Friendly Municipality policy (MADA) and tabled its 2022-2024 action plan. The latter puts the actions to be undertaken in the next few years on the table; concrete measures to ensure their active aging and to offer an optimal quality of life to the population of Rawdon!

Defined by nine major objectives, this action plan takes into consideration the needs indicated by the survey responding citizens, to enable them to take an active part in municipal life

Objective 1 Respect and social inclusion

Considering that seniors are sometimes victims of subtle ageism, and that this can keep them from thriving, actions to curb this are planned. With this initiative, the municipal administration wishes to offer seniors a pleasant living environment which will allow them to live in Rawdon with complete peace of mind.

Actions	Timeline		
	2022	2023	2024
Collaborate in the « Vieillir dans une communauté tricotée serrée » by the AQDR.		●	●
Have the municipal council adopt a charter to promote positive treatment in the Municipality of Rawdon.	●	●	
Highlight International Seniors' Day to ensure active aging and to offer the population of Rawdon an optimal quality of life!	1 ^{er} oct. 2022	1 ^{er} oct. 2023	1 ^{er} oct. 2024

Objective 2 Social participation

Seniors are not always aware of the opportunities to become involved socially. Thus, to enable them to better take part in municipal life, it is a matter of promoting and enhancing citizen participation.

Actions	Timeline		
	2022	2023	2024
Support the TRCAL project of creating an ACCORDERIE and determine whether this project is applicable to the Rawdon community.	●	●	●
Present a Voisins solidaires project alongside Espace Muni.	●	●	●
Offer a welcome, integration and support kit to volunteers and to organizations hosting volunteers.		●	●
Monitor other municipalities of the RCM and Quebec, to draw inspiration from their best practices.	●	●	●

Objective 3 Leisure

Because seniors also want to have fun, they expressed their needs in terms of activities. To achieve this, it is important to put the appropriate programming and infrastructure in place.

Actions	Timeline		
	2022	2023	2024
Set up a seniors' fitness trail at de la Roseraie Park.		●	●
Broadcast an education program for seniors (Université du 3e âge, ECOL).		●	●
Promote the Accès-Loisirs program.	●	●	●
Integrate activities for seniors into the regular program of events.		●	●

Objective 4 Housing and living environment

To strengthen our citizens' sense of security, especially when it comes to their active transportation, we are planning improvements to the municipal infrastructure. Also, considering that the social and material deprivation index stands at 24.8% in Rawdon, it is important to ensure improvement to food security and availability of affordable housing adapted to the needs of seniors.

Actions	Timeline		
	2022	2023	2024
Establish a housing cooperative in Rawdon.	●	●	●
Broadcast information on the types of housing available to the population and organizations supporting seniors.	●	●	●
Broadcast information regarding the financial support programs available to adapt housing and the resources to help file applications.	●	●	●
Distribute the directory of home support services updated by the Table SAD Matawinie.	●		●

Objective 5 Outdoor spaces and buildings

Improvements to the infrastructure, such as streets, sidewalks, pedestrian crossings and bicycle paths are planned to allow seniors to move about easily and safely in Rawdon. Special attention must be paid to the accessibility of premises for people with reduced mobility.

Actions	Timeline		
	2022	2023	2024
Join the Vivre en Ville program: Environmental development for an aging population.		●	●
Initiate a public consultation process in order to collaborate and support all organizations in identifying the needs and finding solutions related to access to premises.		●	●
Ensure that the services offered in the Citizen's Quarter meet seniors' needs.		●	●
Purchase and install public benches in the town centre.	●	●	●
Take stock of our premises in relation to accessibility improvement needs.		●	
Seek resources to fund the targeted improvements.			●
Carry out work to improve accessibility to our premises.			●

Objective 6 Security

To allow seniors to remain active in the city and thus encourage their daily trips, actions must continuously be taken to improve their safety, and that of all citizens of Rawdon. In addition, to provide them with a peaceful living environment, actions are planned to promote the positive treatment of seniors and prevent abuse.

Actions	Timeline		
	2022	2023	2024
Establish a speed limit on our streets.	●	●	●
Organize a welcoming activity for newcomers.		●	●
Promote the organization of Neighbours' Day activities (logistical support, loan of tables).	●	●	●
Present videoclips on the signs of abuse at the Seniors' Fair (abuse, fraud, mistreatment).	●	●	●
Organize meetings between the Sûreté du Québec and organizations to raise awareness among seniors (and their families) about fraud, abuse and mistreatment.		●	●
Promote the Senior Abuse Help Line and community resources.	●	●	●

Objective 7 Transportation and mobility

Considering that the majority of our survey respondents use walking as means of getting to appointments, shops and their leisure activities, it is imperative to improve pedestrian crossings on the busiest streets to help ensure their mobility.

Actions	Timeline		
	2022	2023	2024
Broadcast the information regarding available transportation (Taxibus, paratransit, etc.)	●	●	●



Objective 8 Information and communication

Considering that seniors get a lot of information from the municipal bulletin and the Municipality's website, the municipal administration intends to continue the information process to reach as many seniors as possible and thus include them more in municipal life.

Actions	Timeline		
	2022	2023	2024
Organize a Seniors' Fair every two years.	Sept. 2022		Sept. 2024
Ensure the individualized distribution of municipal information in seniors' residences and at the OMH.	•	•	•
Explore the possibilities of our new Department of Recreation and Culture application, to create sub-groups in order to reach seniors.	•	•	•
Produce a special edition of the municipal bulletin « Seniors' Special ».		•	•

Objective 9 Health and social services

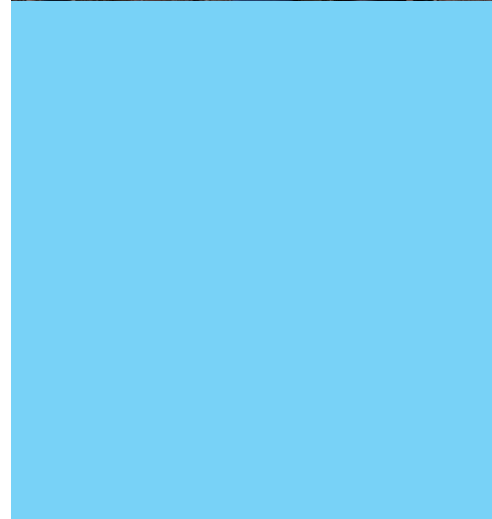
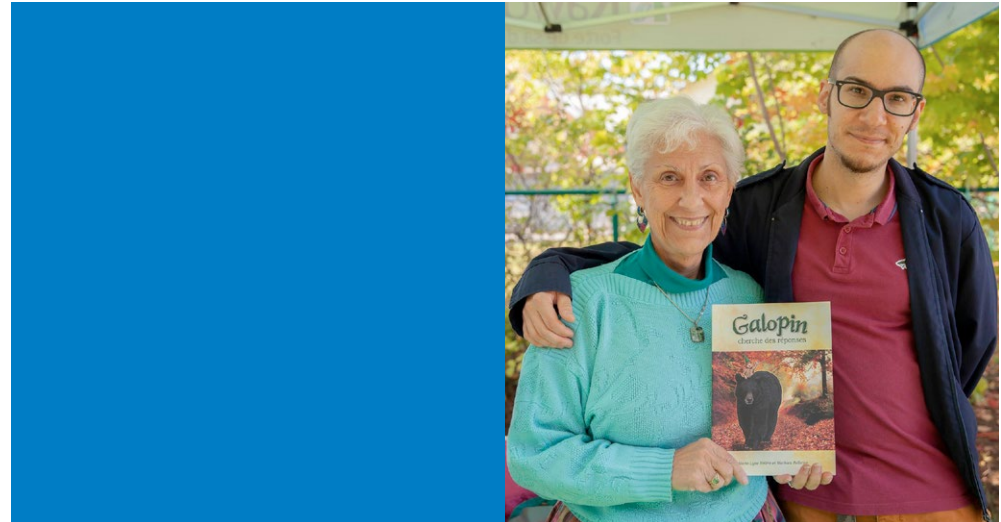
To help Rawdon seniors age in good health, integrating healthy lifestyle habits is essential. It is important to continue working on promoting a healthy lifestyle and to share existing resources to encourage it.

Actions	Timeline		
	2022	2023	2024
Broadcast information on the activities, services and infrastructure available to seniors, to encourage healthy lifestyle habits.	•	•	•
Organize a workshop as part of the Seniors' Fair, to facilitate the search for information on the Municipality's website.	•		•



For more information on the Rawdon Age-Friendly Municipality (MADA) policy, visit rawdon.ca. A great big thank you to our survey respondents and to the committee members for their meaningful contribution!

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Strength through diversity