



Older Voices Matter: Age-Friendly Campaigning in the 2022 Municipal Election

In 2021, City Council approved the updated plan *Healthy Aging: City of Brantford Age-Friendly Strategy 2022-2024*. This plan was built on (1) consultation with over 700 older adults, caregivers, and service agencies that identified priorities for an age-friendly city; (2) an internal review of City policies, programs, and services; and (3) research on voting accessibility for older adults in Brantford.

While the City of Brantford does not take any part in the facilitation of candidate outreach, the information collected during the course of this project is important to the City's goal of running an accessible 2022 Municipal Election. Therefore, the feedback from the project regarding candidate outreach has been shared below for your consideration while planning your campaign. The recommendations relevant to candidates were as follows:

- Campaign information should include pictures, profiles, and platforms that are AODA compliant.
- Seniors are interested in meeting and getting to know their candidates. Offer a range of meet-and-greet sessions through public meetings, workshops, visits to local community spaces, visits to seniors housing sites, and door to door.
- Campaign information should be shared in community spaces frequented by seniors, including local community centers, businesses, libraries, and faith organizations.
- Mobilize volunteers to distribute campaign information, facilitate voter registration, and accompany older adults to voting locations.

More information on the City of Brantford's strategies to create an age-friendly city can be found in *Healthy Aging: City of Brantford Age-Friendly Strategy 2022-2024* and *Right Now: A Community Strategy to Prevent and Address Elder Abuse*.