



Centenarian Recognition Plan

S.T.A.R.T

Services Targeting Adults Round Table

November 4, 2019



S.T.A.R.T. Model



The S.T.A.R.T. Model bring citizen volunteers together to contribute actionable outcomes that will make a difference in our community; experiencing "empowered engagement" in a reasonable timeframe and supported by city staff.

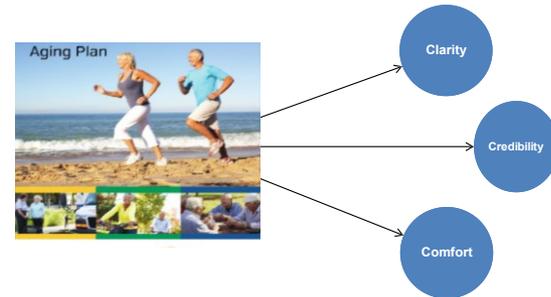




S.T.A.R.T = Empowered Engagement



BAAP: A valuable strategic resource





Call to Action

Page 34 BAAP

*“The Mayor and Council will celebrate the lives and achievements of older adults reaching significant milestones such as their **100th birthday** through formal recognition.”*



*All citizens should be **Aware, Celebrate** and preserve the **Legacy** of Burlington’s Centenarians.*



They have contributed to the strength and diversity and prosperity of our city.





Current Practices Research

Municipal Office of the Mayor (12 cities)

Provincial LGO or Premier Office

Federal GG or PMO

Global Queen of England Birthday Card



Retirement Home Research

"How should Burlington recognize 100?"

- Awareness low on Municipal Greetings Program
- "Sharing their Story" most important
- Recognition Events & Celebrations are valued
- Greetings are treasured (Queen, GG, LGO)
- Legacy of contributions not to be forgotten



Objectives

-  Raise Awareness & Engagement
-  Increase Requests to existing Greetings Program
-  Evolve Plan from Awareness to Celebration to Legacy



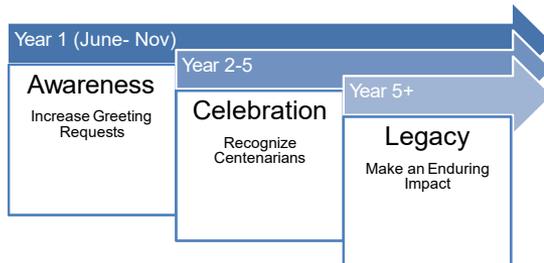
3 Phase Plan over 5+ years	Key Features
Awareness	<ul style="list-style-type: none"> • Greetings • Promotions
Celebration	<ul style="list-style-type: none"> • Storytelling • Events
Legacy	<ul style="list-style-type: none"> • Museum • Living Legacy Garden





Proposal Summary

5+ Year Campaign divided into 3 phases



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