



2026 — 2030

**POLICY
AND ACTION PLAN
FOR AGE-FRIENDLY
MUNICIPALITIES**

BEDFORD REGION

Bedford Township
Notre-Dame-de-Stanbridge
Saint-Armand
Saint-Ignace-de-Stanbridge
Stanbridge East
Town of Bedford



Municipalité
amie des aînés

En partenariat avec :

Québec  





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Mona Beaulac
President of the regional MADA committee
Bedford Region



A WORD FROM THE PRESIDENT OF THE REGIONAL MADA COMMITTEE

I am proud to present our MADA (*Municipalité amie des aînés*) initiative for Age-Friendly Municipalities in our region. This initiative reflects our collective commitment to recognizing the immense value that seniors bring to the community, while creating living environments that are safe, inclusive, and adapted to all generations.

Over the past two years, the steering committee has worked to analyse statistics, carry out in-person consultations, conduct a survey, and develop an action plan.

The MADA approach is based on engagement, collaboration, and action. It allows us to better understand the realities facing our ageing population, identify priority issues, and take real action to promote social participation, autonomy, and an enhanced quality of life. It also engages all community members—elected officials, organizations, partners and citizens—around a common goal: building a community where it is good to grow old.

I'd like to thank the municipalities that responded positively to this collaborative effort:

Town of Bedford

Bedford Township

Notre-Dame-de-Stanbridge

Stanbridge East

Saint-Armand

Saint-Ignace-de-Stanbridge

INTRODUCTION

In 2024, the six municipalities of the Bedford region, including Bedford Township, Notre-Dame-de-Stanbridge, Saint-Armand, Saint-Ignace-de-Stanbridge, Stanbridge East and the Town of Bedford, met to organize MADA's third coordinated effort and renew their commitment to seniors in their communities. This created an opportunity to update the policy for age-friendly communities, the collective regional action plan, and local action plans for all six municipalities. The goal was to address the context and issues with an overall vision, while considering the specific needs of each municipality.

The 2026-2030 Policy and Action Plan for Age-Friendly Municipalities (MADA) in the Bedford Region, including the municipalities of Bedford Township, Notre-Dame-de-Stanbridge, Saint-Armand, Saint-Ignace-de-Stanbridge, Stanbridge East and Town of Bedford is the result of this collective, coordinated effort. It is based on the needs expressed by seniors of the Bedford region, as well as on the research and considerations of the regional and local steering committees. It reflects the importance that each of the municipalities

in the Bedford region puts on improving quality of life for local seniors. The municipalities are committed to remaining actively engaged in this effort for years to come.

This document begins with an explanation of the process that was carried out. Next, Chapter 2 includes a statistical profile that provides important information about the population, and more specifically the ageing population, in the Bedford region and the six municipalities involved.

Chapter 3 highlights the foundations of the policy, including the definition of a senior, the values, guiding principles, and focus areas for 2026-2030.

The sections that follow present the collective five-year action plan for the regional MADA committee as well as local action plans for each of the six municipalities.

The document concludes with the mechanisms planned for the implementation and follow-up of the action plans as well as acknowledgements.



PROCESS

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REGIONAL MADA STEERING COMMITTEE

It is important to emphasize that the process was carried out in close collaboration with the community to ensure its success. This collaboration was first realized through the regional MADA steering committee, whose mandate was to carry out the work and engage stakeholders in the community. The regional MADA steering committee met on several occasions to understand the realities facing seniors in the Bedford region, identify the main issues and to prioritize action to be implemented at a regional level. Here is the list of committee members, listed in alphabetical order:

Mona Beaulac

Municipal councillor, official responsible for family and seniors' affairs (RQFA), Town of Bedford

André Beaumont

President, Club FADOQ de Bedford (seniors' organization)

Daniel Boulet

Municipal councillor, official responsible for seniors' affairs (RQA), Municipality of Saint-Armand (2024-2025)

Carole Dansereau

Municipal councillor, official responsible for seniors' affairs (RQA), Municipality of Notre-Dame-de-Stanbridge

Caroline Devost

Municipal councillor, official responsible for seniors' affairs (RQA), Municipality of Saint-Ignace-de-Stanbridge (2025-2026)

Myriam Falcon

Municipal councillor, official responsible for seniors' affairs (RQA), Municipality of Saint-Ignace-de-Stanbridge (2024-2025)

Marcus Flynn

Municipal councillor, official responsible for seniors' affairs (RQA), Municipality of Stanbridge East (2024-2025)

Mélissa Gagnon

Coordinator for recreation, culture and community life, Town of Bedford

Tanya Garrick Rhicard

Mayor and official responsible for seniors' affairs (RQA), Municipality of Stanbridge East (2025-2026)

Sophie Langlois

ITMAV - *Initiatives de travail de milieu auprès des aînés vulnérables* (outreach worker initiatives for vulnerable seniors), CABBE - *Centre d'action bénévole de Bedford et environ* (volunteer action centre for the Bedford region) Volunteer action centre for the Bedford region (CABBE)

Christine La Roche

Municipal councillor, official responsible for seniors' affairs (RQA), Municipality of Bedford Township

Catherine Lizotte

Community organizer, Estrie Public Health Department, Centre intégré universitaire de santé et de services sociaux de l'Estrie – Centre hospitalier universitaire de Sherbrooke (CIUSSSE-CHUS)

Jacinthe Lussier

Health Promotion Advisor, Estrie Public Health Department, Centre intégré universitaire de santé et de services sociaux de l'Estrie – Centre hospitalier universitaire de Sherbrooke (CIUSSSE-CHUS)

Samantha Morin

Partner communications and cultural outreach facilitator, Avante Women's Centre

Bernard Philie

Director general, Diabète Brome-Missisquoi (diabetes association)

Melissa Plett

Municipal councillor, official responsible for seniors' affairs (RQA), Municipality of Saint-Armand (2025-2026)

Local MADA steering committees were also created in each of the six municipalities to identify their respective priorities and actions.

WORK ACCOMPLISHED

The first step of the process allowed the six municipalities involved to review their previous MADA action plan. Next, a community assessment was developed, including:

- a statistical profile of the population, and more specifically of the ageing population in the Bedford region;
- an inventory of resources and services offered to seniors in the Bedford region;
- consultation activities to identify seniors' needs.

Regarding the last point in particular, various consultation activities were carried out in the Bedford region in the spring of 2025, including:

- a survey, available online and in hard copy, which reached a total of 266 respondents aged 60 and over throughout the six communities involved;
- four group discussions, each lasting two hours, in which a total of 40 seniors from the Bedford region were consulted. These four sessions took place in different municipalities within the region; three were held in French, one in English (one of the municipalities involved has bilingual status).

The seniors who participated were able to share their needs and concerns regarding the following topics, which were covered in all the consultation activities:

- Outdoor spaces and buildings;
- Housing and living environments;
- Transport and mobility;
- Social participation;
- Recreation;
- Social inclusion and respect;
- Information and communication;
- Health and social services;
- Safety.

The needs and opinions expressed by the individuals consulted were the focus of the work that followed for the regional and local MADA steering committees. Through this process of reflection and analysis, challenges were identified and prioritized, leading to the objectives and actions that are included in the 2026-2030 collective regional action plan, as well as in the local action plans for the six municipalities involved.

The following data is from Statistics Canada's 2021 census.

KEY FACTS ABOUT THE POPULATION OF THE BEDFORD REGION

About the general population of the Bedford region:

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Population decline in the Bedford region of almost 1% between 2006 and 2021, but only -0.2% between 2016-2021.

- Population decline in Bedford Township (-10.3%), Notre-Dame-de-Stanbridge (-5,2%) and in the Town of Bedford (-2.2%).
- Population growth in Saint-Armand (5.1%), Saint-Ignace-de-Stanbridge (7.8%) and Stanbridge East (0,2%).

Population is mostly bilingual (53.2 %). Unilingual francophones make up 37.9% of the population, 8.8% are unilingual anglophones, and 0.2% speak neither French nor English.

The Bedford region has 2,880 households within its territory, of which 330 allocate 30% of more of their income toward housing expenses.

2,050 households are homeowners, 825 are tenants, and 55 live in subsidized housing.

- Homeowners spending 30% or more of their income on housing expenses are in the municipalities of Saint-Armand (14%), Saint-Ignace-de-Stanbridge (13%) and the Town of Bedford (16.7 %).
- Only the Town of Bedford (29.1%) has tenant households (non-subsidized housing) that allocate 30% or more of their income on housing expenses.

In the Bedford region, the rate of households with pressing needs—that is, whose housing is both unaffordable and either too small or in need of significant renovations, and for whom moving would cost 30% or more of their income—is nearly double that of the regional rate, accounting for a quarter of the households in the area.

Citizens of the Bedford region are mostly couples who are married or in a civil union, except in the Town of Bedford, where 42.9% of households are single-occupant.

Concerning seniors in the Bedford region:

The percentage of people aged 65 and over in 2021 in each of the municipalities of the Bedford region is as follows:

- **Notre-Dame-de-Stanbridge:** 21,3% (150 seniors);
- **Saint-Ignace-de-Stanbridge:** 19,3% (130 seniors);
- **Town of Bedford:** 28,2% (725 seniors);
- **Bedford Township:** 28,3% (195 seniors);
- **Saint-Armand:** 29,7% (355 seniors);
- **Stanbridge East:** 26,2% (220 seniors).

In the entire Bedford region, in 2021, there was a total of 1,775 people aged 65 and over, which represents 26.7% of the population of the area.

In 2021, the Bedford region was home to 1,235 people aged 70 and over, including 420 aged 80 and over.

Apart from Notre-Dame-de-Stanbridge (-3.2%), every municipality in the Bedford region experienced growth in their population aged 65 and over between 2016 and 2021 (increases ranging from 3.6% and 25.7%).

In 2021, the median age in the Bedford region is 49.6 years (compared to 43.2 years for the rest of Quebec and 49.6 years for Brome-Missisquoi). The median age varies by municipality:

- **Notre-Dame-de-Stanbridge:** 42.8 years (decreasing since 2016);
- **Saint-Ignace-de-Stanbridge:** 42.4 years (decreasing since 2016);
- **Town of Bedford:** 50.4 years (decreasing since 2016);;
- **Bedford Township:** 56 years (increasing since 2016);
- **Saint-Armand:** 55.2 years (increasing since 2016);
- **Stanbridge East:** 50.8 years (increasing since 2016).

Between 2021 and 2041, all six of the municipalities of the Bedford region will see a significant increase in the population aged 65 and over, particularly in Saint-Ignace-de-Stanbridge, with a projected increase of 62.1%.

Among the 1,400 people living in low-income situations in the Bedford region in 2021, there are 480 individuals aged 65 and over, which represents 33.3% of the population. Notre-Dame-de-Stanbridge (42.8%), Stanbridge East (40%), Town of Bedford (38%) and Saint Armand (36.4%) have the highest percentage of residents aged 65 and over living in low-income situations.

FOUNDATIONS OF THE POLICY

DEFINITION OF A SENIOR

A senior is a full-fledged citizen living in a community where they interact with all generations. Their knowledge, life experience, and activities enrich their communities.

The designation of a "senior" encompasses many different realities, which can vary depending on health more than age. Seniors are active participants in community life, regardless of language, age, gender, culture, or interests.

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VALUES

The development of this policy was based on the following values:

- **Integration and inclusion of all seniors**
- **Citizen participation**
- **Mutual support and solidarity**
- **Support for autonomy**

The main objective of this initiative is to encourage active ageing and citizen participation among all seniors.

GUIDING PRINCIPLES

The role of the municipalities is to:

- think and act in consideration of older adults;
- serve as leaders in implementing actions within their respective areas;
- adapt services and infrastructure to meet the needs of an ageing population;
- work in close collaboration with the municipalities concerned by this MADA policy and organizations in the area.

Through this policy, the municipalities of the Bedford region embrace the principles of active ageing. These municipalities are committed to helping strengthen opportunities for good health, participation, and safety to improve the quality of life for local seniors so that they remain involved in community life for as long as possible.

FOCUS AREAS

Within the framework of this MADA policy, the following focus areas were prioritized for the Bedford region, in light of current issues and the needs expressed by the seniors consulted. The 2026-2030 local MADA action plans are based on these focus areas:

1. **Housing and living environments**
2. **Recreation and social participation**
3. **Information and communication**
4. **Mobility and safety**
5. **Health and well-being**

REGIONAL – FOCUS AREA 1

HOUSING AND LIVING ENVIRONMENTS

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
1 Contribute to the diversification of housing options for local seniors	No regional action planned									
2 Enhance (increase, diversify, and promote) home support services	2.1 Promote existing services locally	•	•	•	•	•	Regional MADA committee	Community groups with services for seniors <i>Coopérative de soutien à domicile du Pays des Vergers</i> (home care co-operative) CIUSSE-CHUS employees	\$	A list of existing services is created Information is available to seniors through different means A promotional campaign is carried out
	2.2 Support the opening an Accorderie ¹		•	•			Regional MADA committee	Community Development Table for the Bedford Region	Grant from the Fondation Lucie et André Chagnon	An Accorderie is established
	2.3 Support the opening of a Men's Shed ²	•	•				Regional MADA committee	<i>Association des Shed du Québec</i>	A location	A Men's Shed is established
	2.4 Promote the service employment paycheque with the goal of expanding the pool of available service providers.	•	•	•	•	•	Regional MADA committee	CIUSSE-CHUS Service employment paycheque program <i>Centre d'action bénévole de Bedford et environ</i> Outreach workers	\$	Service employment paycheque is promoted every year during Seniors' Week Increased number of available providers (1 more per municipality)
3 Improve visitor experience in parks and green spaces	No regional action planned									

¹ An Accorderie is a community time-exchange network, where members exchange services according to their skills and know-how. The currency for exchanges is time; an hour of services rendered entitles a member to an hour of services received, no matter the service or skills required. Source: Réseau Accorderie, www.accorderie.ca

² Men's Sheds are spaces where older men are welcome to gather to work on projects, develop new skills, discover new interests, and make new friends. Source: Men's Sheds Canada, www.mensshedsCanada.ca

REGIONAL – FOCUS AREA 2

RECREATION AND SOCIAL PARTICIPATION

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
4 Adapt the recreational activities offered to better meet the needs of seniors	4.1 Increase awareness of existing recreational activities	•	•	•	•	•	Committee for economic revitalization in Bedford region	Municipalities of the Bedford region Regional MADA committee	\$	A regional calendar of upcoming recreational activities is created and delivered by mail
5 Promote volunteer involvement	5.1 Increase awareness and promote different volunteer opportunities	•	•	•	•	•	Regional MADA committee	Community Development Table for the Bedford Region <i>Centre d'action bénévole de Bedford et environ</i> Community groups Municipalities	\$	Lists of volunteers More volunteers for all groups A conference on the benefits of volunteering is organized A regional event celebrating volunteers is hosted

REGIONAL – FOCUS AREA 3

COMMUNICATION AND INFORMATION

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
6 Adapt communication methods according to the needs of seniors	6.1 Use communication methods that are favoured by older citizens (paper, email)	•	•	•	•	•	Regional MADA committee	ITMAV Municipalities Community groups	\$	Paper is the preferred means of communication
	6.2 Teach seniors to use new communication technology	•	•	•	•	•	Regional MADA committee	FADOQ seniors' club CABBE Community groups	\$ Instructor Computer equipment	Training is offered annually, and at least 25 seniors receive training
7 Improve information outreach regarding local services and resources available to seniors	7.1 Strengthen the relationship between the municipalities and senior outreach workers		•	•			Regional MADA committee	CABBE Municipalities Social geriatrics of Brome-Missisquoi Community Development Table for the Bedford Region	\$	A meeting is held between the municipalities and senior outreach workers
	7.2 Compile and distribute a directory of services and resources available to seniors in the area, including sections listed by municipality	•	•	•	•	•	Regional MADA committee	Community Development Table for the Bedford Region Municipalities Community groups	\$ Instructor Computer equipment	A directory is compiled, distributed, updated, and made available in key locations (pharmacies, CLSC, GMF, ITMAV, etc.)
	7.3 Continue to promote the 211 service ⁴	•	•	•	•	•	Regional MADA committee	Municipalities Community groups <i>Réseau de développement social Brome-Missisquoi</i> (social development network)	\$	The 211 service is promoted during various activities Information is available on municipal websites

⁴ The 211 service is an information and referral service for social and community resources available in every region of Quebec.

REGIONAL – FOCUS AREA 4

MOBILITY AND SAFETY

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
8 Facilitate safe and active transportation for seniors	8.1 Learn more to better support and promote existing transportation initiatives or future alternatives			●	●	●	Regional MADA committee	Centre d'action bénévole de Bedford et environ MRC Community groups	\$	Initiatives are more widely understood More available options from the Carrosse d'or transportation service and volunteer action centre
9 Promote services aimed at ensuring safety for seniors, especially those living alone at home	9.1 Raise awareness of the SécuriCAB program ⁵	●	●	●	●	●	Regional MADA committee	Centre d'action bénévole de Bedford et environ CIUSSSE-CHUS Municipalities	\$	The program is promoted Information is available on municipal website Promotional magnets are distributed
	9.2 Work with partners to offer the STAND-UP! program (PIED - Programme Intégré d'Équilibre Dynamique) ⁶	●					CIUSSSE-CHUS Diabète Brome-Missisquoi	Community Development Table for the Bedford Region Seniors' table Municipalities	A location	The STAND-UP! program is offered to older adults
10 Help combat abuse and fraud against seniors	10.1 Promote the mistreatment helpline and information/awareness sessions offered by various groups	●	●	●	●	●	Regional MADA committee	Community groups Municipalities Community Development Table for the Bedford Region Sûreté du Québec Outreach workers FADOQ seniors' club		The mistreatment helpline is promoted Information sessions provided by various stakeholders are publicized

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⁵ The SécuriCAB program, led by the Fédération des Centres d'action bénévole du Québec (volunteer action centres federation), provides an automated safety call to seniors to ensure their well-being in the comfort of their home. Source: SécuriCAB, www.securicab.org

⁶ The STAND-UP! program (PIED - Programme intégré d'équilibre dynamique) is a Quebec government program aimed at preventing falls among older adults. The program involves exercise and information sessions led by trained, qualified professionals. Source: Institut national de santé publique du Québec, www.inspq.qc.ca/securite-prevention-de-la-violence-et-des-traumatismes/prevention-des-traumatismes-non-intentionnels/dossiers/chutes-chez-les-aines/prevenir-les-chutes-chez-les-aines-vivant-domicile/volet-communautaire

REGIONAL – FOCUS AREA 5

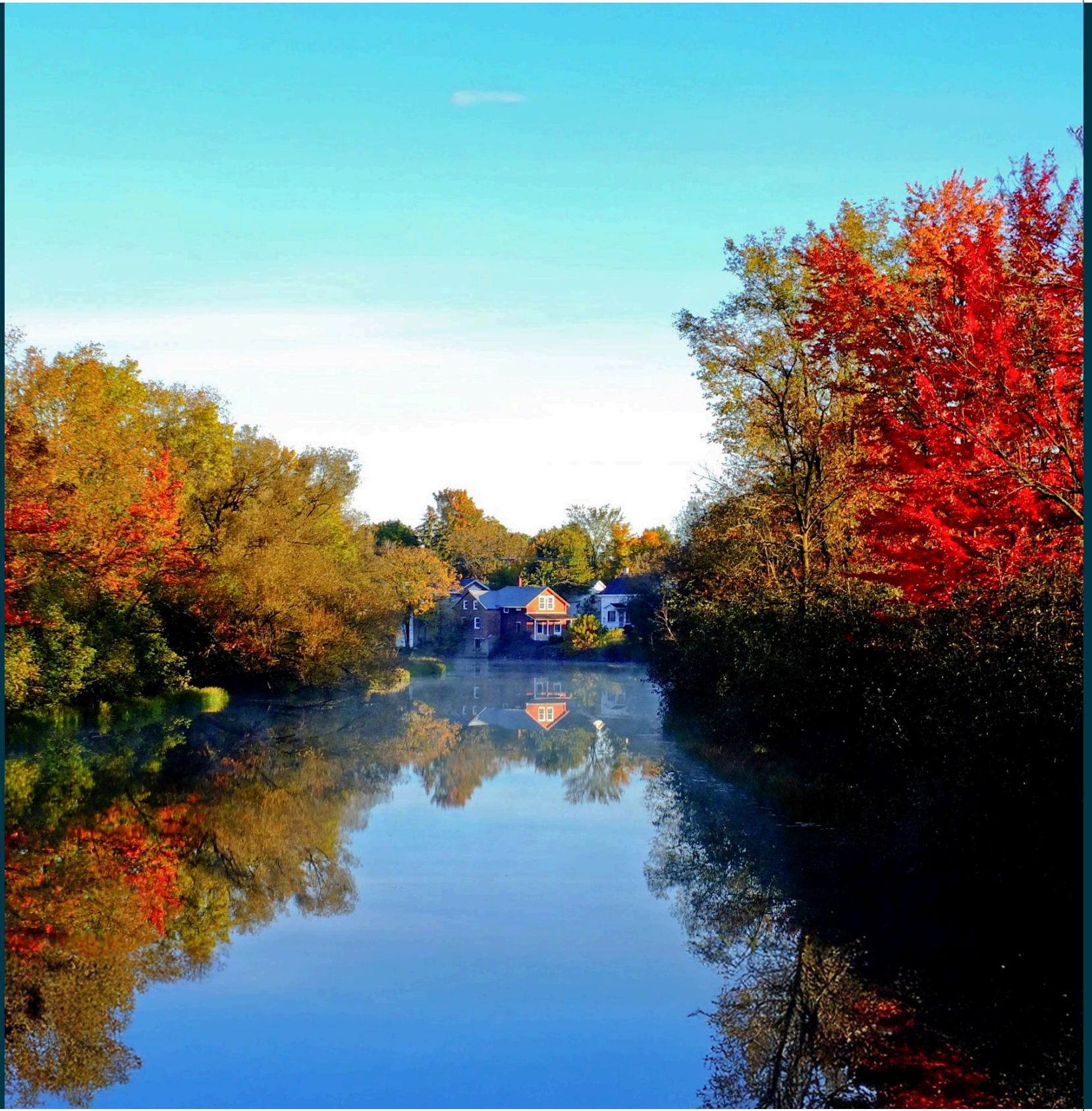
HEALTH AND WELL-BEING

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
11 Promote healthy lifestyle habits among seniors	No regional action planned									
12 Increase access to fresh fruit and vegetables	No regional action planned									
13 Improve support for the most vulnerable seniors	No regional action planned									
14 Contribute to improving access to health services	14.1 Support the actions of the citizen health committee of the Bedford region (Comité Citoyen Santé du Pôle de Bedford) ⁷	•	•	•	•	•	Regional MADA committee	Community groups Municipalities Committee for economic revitalization in Bedford region		Health services in the Bedford region are maintained Existing services are promoted

⁷ The purpose of the citizen health committee of the Bedford region (CCSPB - Comité Citoyen Santé du Pôle de Bedford) is to maintain, develop, and improve local health services. It advocates with decision-makers and elected officials, and engages with the public and its representatives to address local needs. Source: Comité Citoyen Santé du Pôle de Bedford

LOCAL MADA ACTION PLAN 2026-2030

Stanbridge East



A WORD FROM THE MAYOR



Tanya Garrick Rhicard

Mayor of the Municipality
of Stanbridge East

Official responsible
for seniors' affairs (RQA)

Stanbridge East has always been the embodiment of a strong and united community with deeply rooted family values. Our citizens are proud and committed, and a great number participated in the public consultation on the goals and challenges relating to the needs of our seniors, who are a cornerstone of this wonderful municipality.

Since 2013, Stanbridge East has been an active participant, along with neighbouring municipalities in the Bedford region, in the development and implementation of a policy and action plan tailored to the realities of an ageing population. Thanks to the involvement of our experienced local committee members, which include citizens and council members, this MADA policy and action plan reflect our municipality's strong desire and commitment to helping seniors thrive alongside the next generation.

I am truly thankful to everyone who took the time to get involved and work together to put this MADA strategy for age-friendly communities into motion.



STANBRIDGE EAST – FOCUS AREA 1

HOUSING AND LIVING ENVIRONMENT

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
1 Contribute to the diversification of housing options for local seniors	1.1 Raise awareness of the existing regulations on intergenerational housing and accessory dwelling units (ADUs)	•	•	•	•	•	Administration Urban planning			An information tool is created and available to the community
2 Enhance (increase, diversify, and promote) home support services	2.1 Organize social activities for seniors to introduce them to the services available	•	•	•	•	•	Local MADA committee Municipal council Sports Association	CIUSSE-CHUS Community groups		Themed social activities are planned in connection with home support services
	2.2 Promote the service employment paycheque ⁸ and explain how to access it	•	•	•	•	•	Local MADA committee Sports Association	CIUSSE-CHUS		The service employment paycheque is promoted and explained
3 Improve visitor experience in parks and green spaces	3.1 Add accessible street furniture (benches, picnic tables, shade structures, etc.) in public spaces		•	•	•		Administration Municipal council		Grant research \$\$\$	Street furniture is installed
	3.2 Keep up to date on opportunities for grants aimed at improving universal accessibility in public spaces	•	•	•	•	•	Administration Municipal council	General Director	Grant research \$\$\$	Ongoing grant research
	3.3 Continue to regularly organize park activities for seniors	•	•	•	•	•	Sports Association Local MADA committee	Sports Association Local MADA committee	\$	An activity for seniors is organized at least once a year

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⁸ The service employment paycheque program allocates a certain number of hours to a person with a loss of autonomy, during which they can benefit from a range of home care services. The service employment paycheque is a tool for processing transactions related to the remuneration of workers who provide home care services under the program. Source: Appui pour les proches aidants, www.lappui.org

STANBRIDGE EAST – FOCUS AREA 2

RECREATION AND SOCIAL PARTICIPATION

Objectives	Actions	Timeframe					Timeframe	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
4 Adapt the recreational activities offered to better meet the needs of seniors	4.1 Continue to promote existing recreational activities, especially on the municipal website	•	•	•	•	•	Sports Association Administration	Community groups		Recreational activities are promoted
	4.2 Maintain existing recreational activities for seniors	•	•	•	•	•	Sports Association Local MADA committee	Citizens	\$	Existing recreational activities for seniors are maintained
5 Promote volunteer involvement	5.1 Continue to support intergenerational initiatives that involve all age groups	•	•	•	•	•	Administration Municipal council	Administration Municipal council	\$\$	Intergenerational initiatives are supported
	5.2 Continue to host annual volunteer appreciation event	•	•	•	•	•	Sports Association Administration Municipal council		\$\$	A volunteer appreciation event is held annually
	5.3 Compile a list of community volunteers who offer transportation/accompaniment services		•	•	•	•	Local MADA committee	Administration		A list of volunteers offering transportation/accompaniment services is compiled and made available to the community

STANBRIDGE EAST – FOCUS AREA 3

COMMUNICATION ET INFORMATION

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results	
		2026	2027	2028	2029	2030					
6 Adapt communication methods according to the needs of seniors	6.1 Use communication methods preferred by seniors (paper, email)	•	•	•	•	•	Administration Local MADA committee		\$	Methods of communication preferred by seniors are used	
	6.2 Increase bilingual communications, especially via the municipal website	•	•	•	•	•	Administration			Bilingual communications are prioritized	
	6.3 Continue teaching seniors to use new communication technology	•	•	•	•	•	Sports Association	Yamaska Literacy Council			Seniors are taught how to use new communication technology
7 Improve information outreach regarding local services and resources available to seniors	7.1 Distribute the directory of services and resources available to seniors in the area			•	•	•	Administration		\$	The directory is posted on the website and published in a paper format	
	7.2 Further promote the 211 ⁹ service	•	•	•	•	•	Administration	Sports Association			The 211 service is promoted on the website and during themed activities for seniors
	7.3 Keep the municipal website updated more regularly and improve content to provide more complete information for seniors	•	•	•	•	•	Administration	Local MADA committee Community groups	\$		The website is improved and kept up to date

⁹ The 211 service is an information and referral service for social and community resources available in every region of Quebec.

STANBRIDGE EAST – FOCUS AREA 4

MOBILITY AND SAFETY

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
8 Facilitate safe and active transportation for seniors	8.1 Promote all existing options for public transportation (medical transportation, MRC regional public transit service, etc.)	•	•	•	•	•	Administration Local MADA committee	Sports Association Community groups MRC		Existing public transit options are promoted
	8.2 Make roads safer for active transportation		•	•	•	•	Municipal council	<i>Sûreté du Québec</i>	\$\$	Traffic speed sensors are installed in high-risk areas
9 Promote services aimed at ensuring safety for seniors, especially for those living alone at home	9.1 Share information on the services available (at the town hall, library, post office, depanneur, etc.)	•	•	•	•	•	Administration	Fire Department Sports Association Community groups CIUSSE-CHUS MRC	\$	Information on available services is shared
10 Help combat abuse and fraud against seniors	10.1 Promote the mistreatment helpline and information/ awareness sessions offered by various groups	•	•	•	•	•	Administration Local MADA committee	Regional MADA committee <i>Sûreté du Québec</i> CIUSSE-CHUS Sports Association		Information is promoted locally A meeting with a community police officer is organized for seniors
	10.2 Adopt and promote the MRC charter for the respectful treatment of seniors (Charte de la bienveillance envers les aînés)	•	•	•	•	•	Municipal council Administration	MRC		The charter for the respectful treatment of seniors is adopted and published on the municipal website and social media accounts

STANBRIDGE EAST – FOCUS AREA 5

HEALTH AND WELL-BEING

Objectives	Actions	Timeframe					Groups Responsible	Partners	Resources	Expected Results
		2026	2027	2028	2029	2030				
11 Promote healthy lifestyle habits among seniors	No targeted local action planned									
12 Increase access to fresh fruit and vegetables	No targeted local action planned									
13 Improve support for the most vulnerable seniors	13.1 Further promote groups and services available to the most vulnerable seniors	•	•	•	•	•	Administration	Community groups CIUSSE-CHUS	\$	Available groups and services are promoted
	13.2 Promote initiatives by the food security committee (community fridge, collective and community gardens, volunteer action centre solidarity grocery store, etc.)	•	•	•	•	•	Local MADA committee Municipal council Administration	Sports Association Community groups	\$	The initiatives of the food security committee are promoted to seniors
	13.3 Set up a local food bank, organized by seniors and accessible to the whole community		•				Local MADA committee Municipal council	Community groups Citizens Businesses Farmers	Searching for sponsors	A community fridge/freezer is available
	13.4 Promote the importance of supporting food security initiatives (by donating food, etc.)	•	•	•	•	•	Local MADA committee Sports Association	Community groups Fire Department		An annual food drive is organized
14 Contribute to improving access to health services	No targeted local action planned									

IMPLEMENTATION AND FOLLOW-UP OF ACTION PLAN

To ensure the successful implementation an efficient follow-up and of this MADA policy and its action plans, regional and local follow-up committees have been created. Under the responsibility of the elected officials in charge of seniors' affairs in the six municipalities of the Bedford region, these committees have the mandate to:

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- **oversee the implementation of the regional and local actions plans;**
- **support and participate in the implementation of the actions;**
- **provide the population and partners with an annual progress report on the implementation of the actions.**

The follow-up committees will meet at least twice a year.

The implementation of these action plans is a shared responsibility that requires strong partnership and sustained commitment from the municipalities of Bedford Township, Notre-Dame-de-Stanbridge, Saint-Armand, Saint-Ignace-de-Stanbridge, Stanbridge East, and the Town of Bedford, as well as community groups and organizations. It is through a united, collective effort that our community will be able to think and act in the best interests of seniors in the Bedford region.

CONCLUSION AND ACKNOWLEDGEMENTS

In conclusion, I would like to commend all the contributors to this initiative for their commitment and collaboration. Their involvement is essential to ensuring sustainable, meaningful results. Together, we affirm our collective responsibility to enhance seniors' well-being and make our region a welcoming, supportive, and respectful place to live.

I would also like to thank the secretary for seniors (*Secrétariat aux aînés du Québec*) for their financial support, Espace MUNI for its collaborative professional consulting, and the community organizer of the CIUSSSE-CHUS, who has supported us throughout the process.

It was a pleasure working with all of you!

I encourage the community to get acquainted with this policy and to get involved. Together, we will build a future that reflects our values based on empathy, inclusion, and the well-being of every citizen.

Mona Beulac

President of the regional MADA committee
Bedford Region



En partenariat avec :

Québec 



2026 — 2030

BEDFORD REGION

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