

FAMILY POLICY & SENIOR-FRIENDLY MUNICIPALITY

MUNICIPALITY OF MATAPEDIA

November 2013



TABLE OF CONTENTS

The Mayor's message	2
Message from the family delegate	2
The family committee	3
The approach	3
A regional Portrait	4
The role of the municipality	7
The mission	7
Our values to share	7
Our definition of the family	8
Main objectives	8
The fields of intervention	9
Follow-up mechanisms	10
Bibliography	10
Acknowledgments	10



THE MAYOR'S MESSAGE



Dear fellow-citizens,

It is with pleasure and pride that we present to you today the family policy and the senior-friendly municipality approach.

This policy is the result of an important reflection and consultation which took place for several months and aims to be the reflection of your needs, expectations and concerns.

It establishes the guiding principles which will influence the decisions of the municipal council in dealing with the future provisions of a secure, healthy, dynamic and environment-friendly policy for the benefit of all the population.

I sincerely thank all of you, who contributed to the elaboration of this policy either by their participation to the survey, the activities of the family committee, the project manager and drafting of the document.

Louis Michaud, mayor

MESSAGE FROM THE FAMILY DELEGATE



As councillor responsible for the family policy and senior-friendly municipality approach, it is my pleasure to present the result of the work that will serve our community for years to come. Developed in cooperation with the family committee and the contribution of the general population, this document reflects our situation and how we see the future for our youth and seniors.

An African proverb says "It takes a village to raise a child", and it is in this context that our committee also worked to integrate the importance of intergenerational exchanges. Having a multicultural history, our community was able to integrate values of respect and support over the years and these are reflected in our family policy.

I take this opportunity to thank the people who responded to the invitation of the committee to submit their comments, the committee members, the «Action municipale et famille» and of course our project manager responsible for the development of this policy. Finally, with an integrated process for monitoring and updating this policy at the City Council, it is important that everyone get involved and remain vigilant so that this policy will become reality in our beautiful village.

David LeBlanc, responsable for family matters

THE FAMILY COMMITTEE

The Family Committee of eleven (11) members representing the diversity of families and seniors of Matapédia. This committee has for primary mandate to assure the elaboration of the family policy and the senior-friendly municipality approach by being attentive to the needs and expectations of the population and by recommending projects concerning the diverse life cycles.



Front row: India LeBlanc, Sandra Pineault, Nicole Meynieu, Monique Denis.

Back row: David LeBlanc (councillor adviser responsible for the PFM-MADA), Tammy Fitzgerald, Frédérick Lagacé, Nicole Lagacé and Annette LeBlanc (project manager).

Absent on photo: Faye MacNaughton and Anne-Marie Bérubé (Mimi).

THE APPROACH

A commitment to families and seniors

While placing families (from the newborn to seniors) in the center of the survey and by giving them the opportunity to express themselves, the municipality of Matapédia, with the financial support of the Ministry of the Family and Seniors of Quebec, began in January, 2012 its family policy and the Municipality senior-friendly approach (SFA).

Accompanied by a municipal representative (RQF) and with a project manager, a committee, consisting of citizens and representatives of different organizations, is formed to develop this policy. Following a reflection on diverse elements of the policy and the elaboration of a regional portrait, a drawing competition was held for the students of the primary school sector so that they could provide us with a visual identity to promote the family policy activities.

In autumn, questionnaires were sent to all the homes to find out the needs of families and seniors. A survey was also distributed to the young people of the primary and secondary school sector. Following this consultation, concrete actions were proposed. This initiative allowed the elaboration of a three-year action plan. The municipal administration will be inspired by this policy in the future for decisions and actions affecting families and seniors.

PORTRAIT OF THE REGION

Presentation

Matapédia is situated at the junction of the Matapédia and Restigouche rivers which is known world-wide for its salmon fishing and defines its unique charm. It bears its name admirably “the meeting place”. A footprint of *multiculturalism*, this area has inherited a rich heritage from the Micmac’s, Scots, English, Irish, French Canadians and Acadians, who have all participated in their own way in the molding of the great mosaic that one can find here.



POPULATION

The municipality of Matapédia extends over a territory of 72, 49 km². According to Statistics Canada, the population of Matapédia was 664 inhabitants in 2011. The demographic trend of the last years follows that of eastern Quebec, which is in diminution. Indeed, in 2006, the population was 696 inhabitants; which corresponds to a rate of 4, 6 % decrease in five years.

Population of Matapédia since 1951

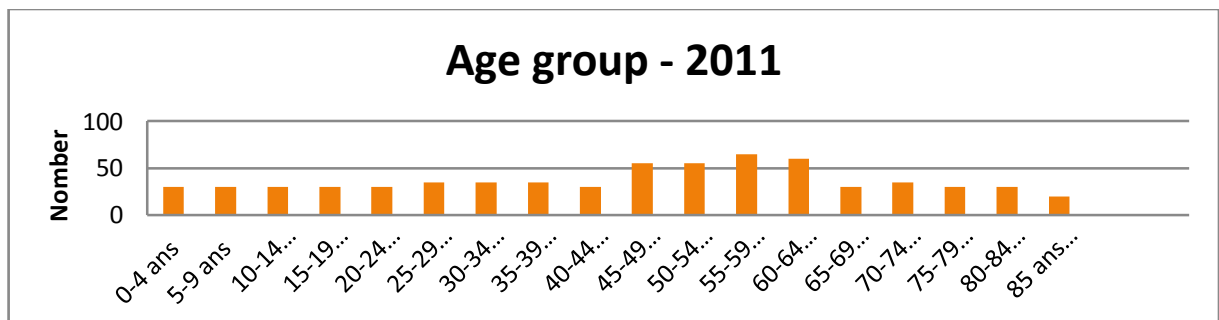
	1951	1961	1971	1981	1985	1991	1996	2001	2006	2011	Variation 2006 -2011
Matapédia	1 042	982	974	845	830	786	749	707	696	664	- 4,6 %

Source: directory of the municipalities of Quebec (2006) and Statistics Canada. 2011

The population of Matapédia decreases at a faster rate than in the entire MRC of Avignon (-3, 5%) but it is less than in the Matapédia/ Les Plateaux sector (-10, 2 %).

As in other area of Quebec, the population of Matapédia is ageing. In 2011, the largest age group being between 55 and 59 years of age. Thus the ageing population will not stop increasing during future years. As for our young people they are in decrease. From 2006 to 2011 we see a loss of 20 young people from 0 to 19 years of age on our territory.

Population of Matapédia by age group

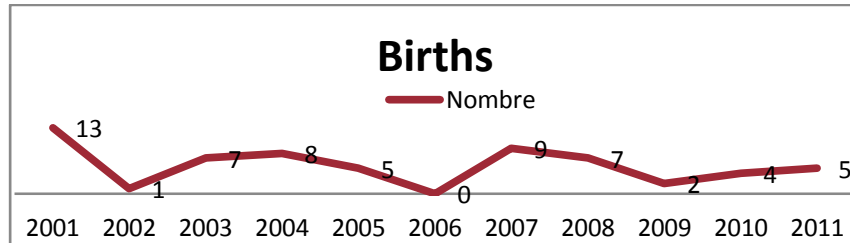


Statistics Canada, 2011

BIRTHS

Since 2006, we count an average of 5 births a year in Matapédia.

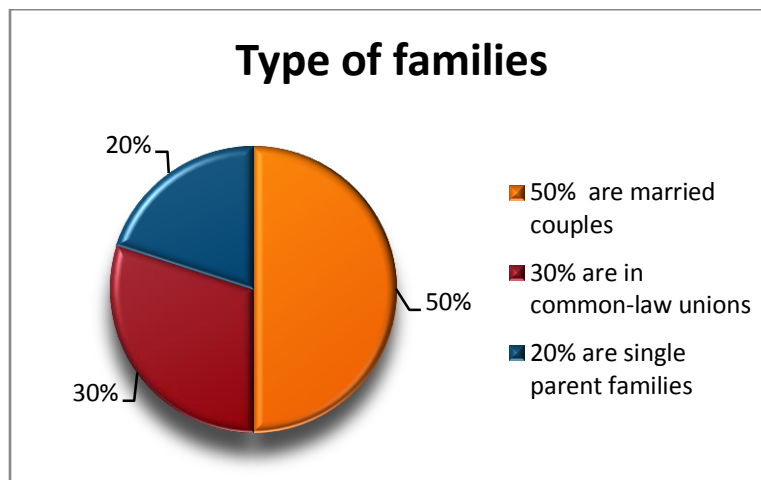
Births in Matapédia



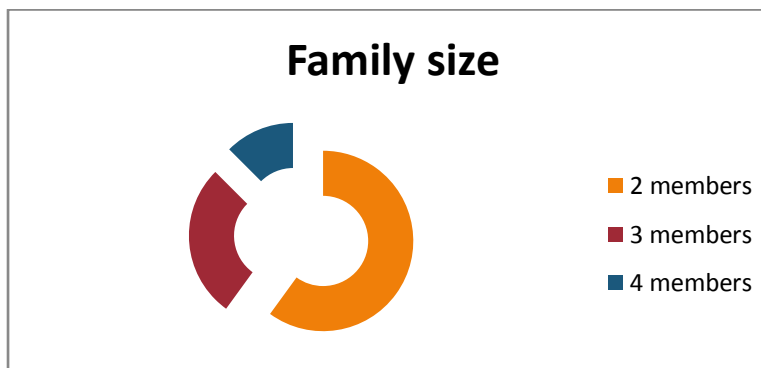
Statistics Canada, 2011

FAMILIES

Presently, we count 200 families in Matapédia. Families without children increase while families with children decrease.



Statistics Canada, 2011



Statistics Canada, 2011

OUR SENIORS AND ACTIVE AGEING

Our seniors age in better health and some have access to their pension before the age of 60. They are dynamic elements and enrich the family and community life. In Matapédia, 31 % of the population is over 60 years of age.

OTHER INTERESTING STATISTICS

In 2011, the median age* of the population of Matapédia is 49, 7 compared to MRC D'Avignon; 47.1 | Gaspésie/Les Îles: 49 | Province of Québec: 41.9

86.6% of the population is 15 years and older

The spoken language in the municipality of Matapédia is mostly French; 23 % are English speaking.

According to statistics Canada of 2011:

- ✚ Matapédia counts 311 private dwellings occupied by usual residents. Of this number 69% are occupied by the owners and 31% by tenants.
- ✚ Labor market
 - Activity rate, 55.7%
 - Jobs, 40.6%
 - Unemployment rate 27.1%
- ✚ Education
 - 24.5 % of the population of 15 and over does not detain a certificate, diploma or rank;
 - 22.64% detains a secondary diploma or equivalent;
 - 51.8% have a certificate

In 2013, the land evaluation rate is 1, 03; the lowest of the MRC of Avignon

**A median age is the point midway between the lowest and highest stated ages. If an advertiser is looking at the "18 to 34 year old" market, the median age of that group is 26*

FOCAL POINTS FROM THE SURVEY

During year 2012-2013, Matapédia surveyed its population. Here is a brief summary of the consultations:



A very high percentage of young people of the primary and secondary school sector like living in Matapédia. First and foremost, the young people wish a place of gathering.

Most important needs of families and seniors are: housing, cultural and leisure activities, entertainment, meeting places and welcoming newcomers.

The main reasons why respondents live in Matapédia are: the natural environment, employment, the closeness of the family and friends, the rivers and tranquillity.

The main reasons why respondents would leave Matapédia are: losing their job or lack of services.



ROLE OF THE MUNICIPALITY

The municipality will be called to play several roles in the realization of the initiatives which compose the municipal family policy and senior-friendly Municipality action plan. This commitment will be translated by being:

- Leader: master in the realization of the project
- Partner: offer its collaboration to a project introduced by its community
- Facilitator: support the realization of an initiative
- Ambassador: represent the interests of families and seniors

THE MISSION OF THE FAMILY POLICY

THE MUNICIPAL FAMILY POLICY AND THE SENIOR-FRIENDLY MUNICIPALITY OF MATAPEDIA HAS FOR MISSION TO OFFER A FRAME OF REFERENCE TO THE ELECTED MUNICIPAL REPRESENTATIVES AND TO ALL THE CITIZENS WITH THE AIM OF IMPROVING THE QUALITY OF LIFE AND FAVORING SELF-FULFILLMENT OF FAMILIES, YOUNG PEOPLE AND SENIORS OF MATAPEDIA.

IT WILL DIRECT THE INTERVENTIONS AND THE DECISIONS OF THE ELECTED REPRESENTATIVES SO THAT ALL CITIZENS RECEIVE SERVICES BETTER ADAPTED TO THEIR NEEDS.

OUR VALUES TO SHARE



The family policy of Matapedia leans on values which will guide its implementation:

RESPECT

The family policy is based on equity between all. Respect is essential to the mutual aid between the generations and knowledge transmission.

SAFETY

This value recommends the feeling to be comfortable, quiet, and in trust; it is to feel secure and without risks. It is an individual and collective right and objective.

WELCOMING

This contributes to opening to others and encourage the integration of the families that wish to become established in Matapedia. It defines a community. Welcoming is also accepting differences.

SUSTAINABLE DEVELOPMENT

The village of Matapedia is surrounded by nature. The policy thus recommends protecting the environment for the health and the greater well-being and to promote development which answers the present needs of the citizens without compromising the future generations.

MUTUAL AID

Mutual aid expresses itself by solidarity. It is a link of commitment. This value contributes in maintaining a social, economic and community balance. It is also the motor of community development and a good way to develop partnerships.

Matapedia bears its name admirably «the meeting place», where the Matapedia and Restigouche rivers meet. As our rivers, the family is a meeting place: sometimes soft and quiet, sometimes enlivened and shaken, it criss-crosses and leaves a trail and history.

The family underwent numerous changes during the last decades. The committee worked on the elaboration of a common definition taking into account the evolutionary character of the family.

OUR DEFINITION OF THE FAMILY



***The family is the basic unit of the society.** Based on love, it promotes values such as trust, solidarity, respect and mutual aid. It appears as being the first place of communication, dreams and apprenticeship. It evolves in a relation of support, commitment, sharing and dialogue. It unites its members and forges links from one generation to the other over the years.*

THE MAIN OBJECTIVES

The family policy focuses on eight main objectives:

- Supply a frame of reference and intervention to the municipal administration in favour of families and seniors;
- Increase the feeling of belonging in the municipality and favor the retention and welcoming of young families and seniors ;
- Encourage dialogue, partnership and participant diversity on the territory in all cases having an impact on families and seniors;
- Spread the information relative to the diverse resources and the services offered to families and seniors on the territory;
- Promote the emergence of projects which support active ageing and intergenerational activities;
- Be attentive and supply the young people supervised activities which meet their needs;
- Develop "Think, Act Family-Seniors " reflex during decision-making by the municipal elected representatives ;
- Adopt a responsible attitude taking into account the capacity to pay of citizens.

FIELDS OF INTERVENTION

To answer needs expressed during the consultations, the Family Committee of Matapedia retained the following fields of intervention:

LEISURE ACTIVITIES, SPORTS AND CULTURE

Leisure, sport and culture are important components of the quality of life and these play a determining role in the choice of families to live in a municipality. The citizens of Matapedia consider important to have diversified services; entertainment, sports and cultural activities.

HOUSING

Interventions of the municipality regarding housing can have important consequences on the exodus of families and seniors that is why the citizens consider important to develop services adapted to the needs of families and seniors.



SAFETY

A secure environment means the freedom to get around without fear. It is also the feeling to evolve confidently in our environment. Promoting a secure and reassuring environment for seniors and families is a priority for the citizens of Matapedia



PLANNING AND ENVIRONMENT

This axis makes reference to a healthy environment for the greater well-being of families and seniors. To stimulate the implication of the citizens of Matapedia in the protection of the environment and in the development is important to assure a healthy living environment.

COMMUNITY LIFE AND SOCIAL INCLUSION

Participation of families and seniors in the community life is a way of strengthening the links and creating networks of mutual aid. The citizens of Matapedia consider that newcomers should be welcomed adequately to facilitate their integration and develop their feeling of belonging.



MUNICIPAL ADMINISTRATION AND COMMUNICATIONS

Communication aims to make the information accessible about the programs, the services or the available resources but also allows the expression of the population. To reach these goals, it becomes a priority that information is accessible to all generations.

FOLLOW-UP MECHANISMS

To assure the follow-up and the implementation of the action plan Family-Seniors, the municipality of Matapedia plans to:

- Appoint a committee responsible for the follow-up of the Family-Seniors action plan;
- Maintain a person in charge of the family-seniors file within the City Council with the mandate to assure the follow-up of the actions to realize in association with the follow-up committee;
- Hold a minimum of 2 meetings a year with the follow-up committee;
- Specify the schedule and the resources necessary for its implementation;
- Revise the action plan to include the financial needs in the municipal budget.

BIBLIOGRAPHY

- Carrefour action municipale et famille. MFP and SFM Tools.
- MRC d'Avignon. Regional portrait from la MRC d'Avignon.
- Statistic Canada. Community profile of 2006 and 2011.
- Québec. Statistic Institute. Regional profile.

ACKNOWLEDGEMENTS

The municipality of Matapedia thanks

- The Family Committee members for their work and their implication in the elaboration of this policy;
- The citizens and the various participants during the consultations;
- Alexandra Parent for the conception of the logo;
- The teachers and students of the elementary school sector for their participation in the drawing competition;
- The Québec ministry of Family and Seniors (MFS) for its financial contribution to the realization of this policy as well as the Carrefour Action Municipale et Famille for its professional expertise.

Redaction : Annette LeBlanc • Translation: Mimi Bérubé • Drafting: Monique Richard

Photos : Paul LeBlanc, Jocelyne Gallant, Annette LeBlanc et Nature Aventure

Drawings: Alex Savoie, Janel Bourgoin, Isa Lagacé, Jérémy Ouellet, Élodie Martin and Analie Chabot;



«It takes a whole village to raise a child»

FAMILY POLICY & SENIOR-FRIENDLY MUNICIPALITY

MATAPEDIA



8, rue Macdonell
Matapédia (Québec) G0J 1V0
418.865.2917

munmata@globetrotter.net | www.matapedialesplateaux.com