



# AGE FRIENDLY Manitoba

Communities committed to  
healthy, active aging

**Mission:** To facilitate healthy aging by providing leadership and encouraging collaboration in creating age-friendly places (communities) that optimize the ability of all older Manitobans to do the things they feel are important.

## WEBSITE LAUNCHED JANUARY 2021

# agefriendlymanitoba.com

- **EXPLORE** – how an Age-Friendly community provides benefits for all its citizens, young and old.
- **LEARN**– what it means to use an age-friendly lens to view the eight key Age-Friendly domains in your community.
- **SHARE** – in the positive aspects of what has been learned within our communities and beyond so we can continue to thrive and age where we wish to live, work and play.
- **ACT** – through collaboration and the building of partnerships, so that moving forward together, the local government, organizations, businesses and residents would be beneficiaries of the age-friendly approach.

This new and fresh website was built to share Age-Friendly background, information and insight to improve the quality of life for all Manitobans. We've learned that Manitobans want to live in communities, whether rural or urban, where they can enjoy good health, age safely and securely, participate in social activities that include intergenerational events, as well as keep informed with civil activities, and to support their community organizations, services, businesses and industries.

This is the go-to website for Age-Friendly updates and ideas and offers an opportunity to envision a stronger community. On the Resources pages you will find current Age-Friendly Manitoba Newsletters that highlight



those that champion age-friendly and the successes of our age-friendly communities. Six recent Made in Manitoba videos highlight the age-friendly process and activities as told by those who have walked the age-friendly walk and have helped to move Age-Friendly Manitoba forward. They support collaboration and partnerships within the community and identify actions toward accomplishing outcomes that would benefit all community members.

The Age-Friendly Resource Team can be contacted to consult with current age-friendly communities and to assist communities interested in becoming more age-friendly. The Age-Friendly Resource Team encourages networking to bring people together to begin and continue the process of becoming more age-friendly.

Please visit the Age-Friendly Manitoba website at:  
**agefriendlymanitoba.com**

*The Age-Friendly Manitoba website is supported by the Manitoba Association of Senior Centres.*



# CITY OF BRANDON AGE FRIENDLY COMMITTEE

Early in the Age-Friendly movement, a City of Brandon Policy Analyst did a basic assessment of Brandon's age-friendliness. In 2012, a steering committee composed of City management and citizen champions did a more comprehensive assessment. A partnership with Brandon University Bachelor of Nursing program compiled and presented the assessment report. As a result, Council passed a motion to establish the Age Friendly Committee of Council in June 2013. Its inaugural meeting was on August 27, 2013. Its guiding principles are to build awareness of age-friendly priorities and actions and to support age-friendly initiatives throughout the community.



The Committee has nine members; eight Council appointments and a representative of Prairie Mountain Health. Of the eight, two are Council members and six are citizen representatives, each for a two-year term. The Committee holds scheduled monthly meetings and is fortunate to have support from City staff.

Age Friendly Brandon developed an Action Plan structured on the World Health Organization's Age Friendly Cities Framework of eight domains. All Committee members are actively involved in all aspects of the work. However, subcommittees relative to each of the domains allow one or two members to focus attention on more specific projects. Being a Committee of Council further extends its valuable resource network by inviting citizens-at-large to sit on subcommittees, as is the case with the Social Participation Subcommittee. It also collaborates with other organizations such as the multi-stakeholder committee leading the **Health Checks – There's a Whole Lot of Living Left To Do initiative.**

The Age Friendly Committee's being a Committee of Council demonstrates the City's commitment to the Age-Friendly initiative. It benefits from the direct line of communication to Council and consultation with City departments ensures age-friendly principles are considered in all municipal planning processes and policy development. Collaboration with community leaders will facilitate the process of making Brandon a community committed to healthy aging and a healthy environment for all ages.

## Expanding Partnerships - a Road to Success for Age Friendly Brandon

Guiding principles of Age Friendly Brandon include developing partnerships to foster cooperation and collaboration among individuals, groups and organizations. We respect differences in culture, values and circumstances and work to engage the larger community. We believe that shared decision-making is integral to positive working relationships and success in achieving outcomes.



One of the most valuable relationships is with the Brandon University Bachelor of Nursing program. The inter-generational approach brings students and older adults together on projects to advance an age-friendly community and provides learning opportunities for students. In 2017 & 2018 they assessed the age-friendliness of the built environment in three City wards which provided a framework for action recommendations. In 2019, students in association with local seniors as end-users assessed buildings in the city. They assessed 18 structures and based on their perception,

65% were considered age-friendly, while 35% failed to achieve this goal. The Age Friendly Committee intends to build on this project with additional assessments and developing a self-assessment tool for businesses.

In 2018 the Age Friendly Brandon Committee engaged with University of Manitoba graduate city planning students. The overall result of the efforts of the students, Brandon City Planners, Council, community members and Brandon Transit, was planned alteration of bus stops to enhance accessibility.

The 2020 COVID-19 outbreak increased social isolation and loneliness for all age groups. The Brandon Age Friendly Respect and Social Inclusion Subcommittee created a list of programs, services, activities and outreach for socially isolated older adults. On October 1, 2020, the Brandon Age Friendly Telephone Information Line was launched to support older adults to get easy-to-access information and referrals for local activities and community resources.

Another venture with Brandon University is the Welcome to Brandon Guide for Seniors. This resource helps older adults considering relocating from rural communities to Brandon prepare for a major life transition.

Over the past three years Age Friendly Brandon has collaborated with the "Health Checks - There's a Whole Lot of Living Left To Do" Committee to organize a free one-day event based on a multisectoral approach to ageing in place themes. It provides older adults the opportunity for prevention and early health-related intervention as well as important information about programs and services that support health. The event includes oral presentations, information display booths and individual health assessments. The 2020 event was delivered virtually but 2021 plans include a hybrid in-person and virtual model.

We must also recognize the valuable partnerships that exist from the work of past and current volunteers and many other organizations with which we network. Their work, time and achievements showcase Brandon as an age-friendly community.

Any of these partnership models could be adapted to fit the local environment of any Age-Friendly committee or community. For more detailed information any of these projects please email [agefriendly@brandon.ca](mailto:agefriendly@brandon.ca).

## Team Member HIGHLIGHT



### LOUISE HUTTON

Hello, I am Louise Hutton, I live in the friendly RM of Headingley and have been involved with Age-Friendly Manitoba since 2008. I have had the pleasure of travelling to Manitoba communities and meeting with many of you to start your RM, town, village or city on its Age-Friendly journey. We've learned and shared so much together about how the eight key dimensions of Age-Friendly can make a positive impact in our lives. I

know I look through the age-friendly lens often and I have been impressed how Age-Friendly actions have made a positive difference to help us live better in our communities in so many ways. I enjoy working with my fellow Resource Team members and I look forward to meeting many of you again.



## CONTACT OUR CONSULTANTS

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