



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.

CRITICAL LINKAGES – THE ISOLATED PERSON AND THE PLACE THEY LIVE

As highlighted in our December 2021 newsletter, we are collaborating with a few selected communities to undertake a demonstration project titled Critical Linkage – the Isolated Person and the Place They Live. There are people (of all ages) in all communities, who are more isolated than others. Information is power! Access to information may allow a person to become better connected and therefore less isolated.

Communication and Information is one of eight age-friendly community domains as identified by the World Health Organization. Another two of the domains focus on social connection and the importance of respect, inclusion, and social participation of older people.

Through consultation and community collaboration, we are working with community leaders to:

- engage and better connect key players to each other
- identify and assess existing communication mechanisms and their intended audience
- determine if older people are receiving the information and resources they need to feel and be connected.
- identify and address barriers and resources that impact communication in the community

As the project concludes over the coming months, we will be able to share experiences with communities across Manitoba, based on what we heard and lessons we learned. We would like to acknowledge and thank all of the folks working with us from the demonstration communities, which include: City of Thompson, Town of Swan River, Municipality of Bifrost-Riverton, Town of Melita, Municipality of North Norfolk, Municipality of Glenboro-South Cypress, Rural Municipality of Piney and the Town of Ste. Anne with participation from the RM of Ste. Anne and the RM of La Broquerie.



AGEISM HAS TO GO!

Ageism is a barrier in ensuring a better quality of life for older adults.

Despite the many contributions of older people to society and their wide diversity, negative attitudes about older people are common across societies and are seldom challenged.

Ageism refers to the stereotypes, prejudice and discrimination directed towards others or oneself based on age Global Report on Ageism – United Nations.

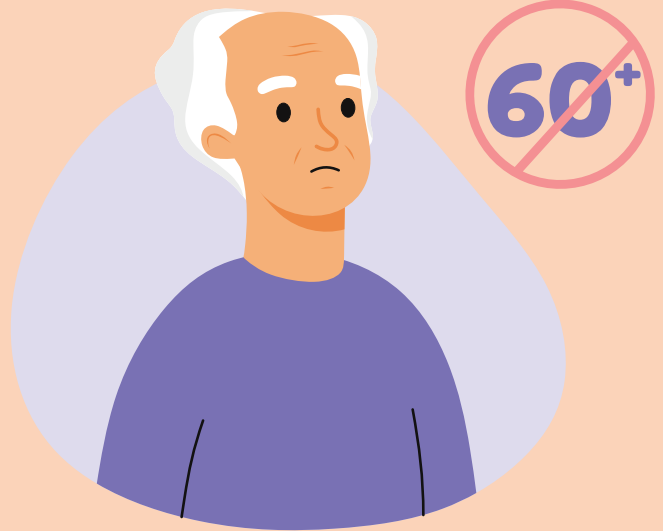
Stereotyping (how we think), prejudice (how we feel), discrimination (how we act) towards people on the basis of their age is ageism. Ageism affects people of all ages but has particularly deleterious effects on the health and well being of older people." ...World Health Organization

Everyone is aging, it is inevitable. Longevity is here to stay. Ageism, unlike aging, is not inevitable. Ending ageism benefits us all. Unfortunately, there is evidence that ageism is growing. The review of international research tells us that the status and perceived value of older people is in decline, and that this is having negative impact on attitudes and behaviours. Why ageism?

"Canadians need to confront the reality that, every day, its older citizens deal with the most widely tolerated form of social prejudice in the country: ageism." – Hazel McCallion (former Mayor of Mississauga).

AGEIST CONCEPTS – REALLY? WHY?

- You don't look 72!
- You are so young at heart.
- Older people don't have many opportunities for touch, so hug them.
- Wow! She's 78 and still takes on-line classes.
- This super skin cream will stop aging in its tracks!
- Doctor to Bill (age 81) and Tom (his son). Tom, your dad has an early stage prostate cancer. It grows slowly so we probably won't do radiation or surgery.



- "Hi Granny – time to get up for breakfast."
- I am over 65 but I don't want to be called a senior.

"Once you're conscious of ageism you see it everywhere. Old people are still unthinkingly stereotyped and mocked and rejected for their age alone. For me, the first, worst, and toughest call was when I recognised in myself the very same contempt for old people. That puzzled me, and I still find it both weird and unacceptable. Doing my best to change my own attitude and other people's!" ... Rachel McAlpine

We can all do our part in changing the face of ageism in our society. A good place to start is recognizing our own ageist attitudes and take steps to change them. Start seeing the ageism in and around you, embrace a more nuanced and accurate view of the years ahead. Never underestimate an older or younger person! Push back and spread the word!

AGING - EVERYBODY'S DOING IT! BE BOLD VALUE OLD!

Let's end ageism | Ashton Applewhite

Ted Talk:

https://www.youtube.com/watch?v=WfjzkO6_DEI

Brenda Tonn, Consultant, Manitoba Association of Senior Centres

SELKIRK RE-IGNITES THE 2022 MANITOBA 55+ GAMES JUNE 7-9TH

March, 2022 – Active Aging in Manitoba (AAM) is pleased to announce that Selkirk will act as the official host community for the Manitoba 55+ Games, June 7-9, 2022. Active Aging in Manitoba (AAM) coordinates these annual games through partnerships with the provincial 55+ Games Committee and the Host committee from Selkirk, as a celebration of healthy living and proof that Manitobans of all ages can lead active, engaged, and healthy lives. The games emphasize recreational activities combined with social and cultural experiences.



Athletes from across the province will gather in Selkirk, MB to participate in the largest 55+ multi-sport event in Manitoba. Offering age-friendly competition in over 15 events ranging from Bowling to Pickleball and Slo-Pitch. The games are open to anyone 55 years of age or older, with many participants in their 80's and 90's.

Selkirk was onboard in 2020, but the 55+ Games had to be put on hold due to the pandemic. The community is excited to re-kindle the spirit of the Games and move forward with hosting the event this summer. With events and volunteers in place all set to go in 2020, Selkirk is re-grouping to ensure everything is in place for an exciting 3 days this June 2022.

The Selkirk host community has joined forces with the Gordon Howard Senior Centre to deliver the games. Gerry Hamm, Host Committee Chair states, "It's a tremendous honour to continue the tradition of the Games as the host city and we know the entire community is looking forward to welcoming athletes and visitors to Selkirk."

The Gordon Howard Executive Director, Lee Hanson says "These games will provide an excellent opportunity for Selkirk to strengthen its local economy as it showcases our city and its sport and recreation facilities to visitors and participants."



CONTINUED ON PAGE 4

Safety is top of mind. AAIM and the Selkirk Host Committee will ensure a safe environment, making some adjustments to events and activities, abiding by the current public health guidelines

AAIM's Executive Director, Karin Whalen relays, "We were very impressed with the passion and continued commitment from the Selkirk Host Committee and the city of Selkirk, and we are confident that the fine people in the community will set the stage for a memorable experience in June!"

Last year was inception of the 55+ Virtual Games, a resounding success with over 45 communities taking part. On the heels of the in-person Games in Selkirk, a month long set of Virtual Games, June 10 – July 10, 2022, will take place for anyone interested in continued participation or just joining in; allowing for greater capacity, reach, inclusion, and needed motivation to move!

Manitoba 55+ Games staff or former Games participants can be available for interview and photos.

For details contact:

Gordon Howard Centre 204-785-2092 or AAIM: 1-866-202-6663 | MB 55+ Games office: 204-261-9257

| www.activeagingmb.ca



Let No One Be Alone
A WEEK OF AWARENESS
MAY 1-7, 2022

Now is always a good time to make a difference!
www.facebook.com/LetNoOneBeAlone



CONTACT OUR CONSULTANTS

Don Fletcher
Mary Mitchell

Jim Hamilton
Connie Newman

Louise Hutton
Brenda Tonn



Through MASC - Connie Newman at (204) 792-5838 or info@manitobaseniorcentres.com
and hello@agefriendlymanitoba.com or visit our website: www.agefriendlymanitoba.com

