



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.

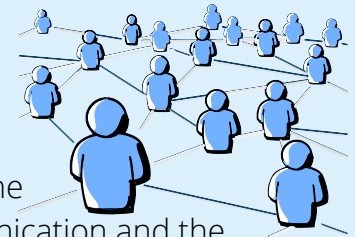
Critical Linkage – the Isolated Person and the Place They Live

As highlighted in earlier newsletters, we collaborated with a few communities of various sizes and locations, 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.

Through consultation and community collaboration, we worked with community leaders to identify and assess existing communication mechanisms and to consider barriers and resources that impact communication in the community. In one or more of the communities that participated, these are a few examples of what we heard and what we learned:

- The most critical learning from this project is the importance of networking among community organizations, demonstrated both during initial consultations and community meetings. It is important to engage organizations such as churches, legions, service clubs and multicultural groups that may have connections to people not served by other organizations. Networking and collaboration could help maximize financial and human resources.

- Generally, organizations are working toward increased use of web sites, social media, email, and other computer-based communication methods. However, not all residents access information from these sources due to cost and access to equipment, to the internet and to cellular services.
- Local radio stations, newspapers, and flyers are an important information sharing tool. So too are telephones and regular phone call networks.
- Municipal governments are an important link among organizations and are a source of valuable and timely information.
- Local services directories, both print and online, including 211 Manitoba, are important tools which need to be maintained, updated and promoted.



This project raised awareness among organizations regarding the value of effective communication and the importance of looking at barriers that may stand in the way of reaching more isolated residents. If you are interested in more findings from the project, a summary report will be posted on our [website](#) in the coming weeks.

We are now in the early stages of a new project that will look at the role of communication and information sharing, related to safety, security, and emergency planning.



The Manitoba Age Friendly Initiative is under the umbrella of MASC. To recognize MASC's ever-growing envelope of assistance and interactions with older adult groups, organizations and corporations, it is important to have our ByLaws reflect everything we do. Not only a "physical" presence as suggested in the formerly used word "Centres," but a more all-inclusive change to Manitoba Association of Senior Communities. We have included a vision statement that manifests today's MASC ..."*Empowered communities proactively addressing the needs of older Manitobans.*"



**ADVANCE NOTIFICATION!
FUNDING OPPORTUNITY -
GET READY NOW!**

On September 21, 2022, the Government of Canada will launch the New Horizons for Seniors Program (NHSP) 2022-23 Call for proposals (CFP) funding community-based projects across Canada. This program is offered by Employment and Social Development Canada (ESDC).

Please note that the online Application for Funding Form and the Applicant Guide will only be available on the NHSP Funding Page as of September 21, 2022. It is important to note that you cannot submit your application before the CFP is officially launched. The information on the NHSP Funding Page will help you learn more about this funding opportunity.



**September 17 is World Patient Safety Day:
Let's prevent medication overload**



Photo: iStock

Did you know? Around the globe, September 17 is the World Health Organization World Patient Safety Day. This year's theme is Medication Safety: Medication Without Harm and Manitoba Association of Senior Communities is excited to be helping spread the word to promote the safe use of medications.

Medications can help us in many different ways. But medications can also cause us harm. When we take more medications than we need, it is called medication overload. Medication overload also means taking too many medications that, together, cause more harm than good.

Medication overload can cause drug interactions and harmful side effects such as falls and fractures, memory loss, hospitalizations and even death. Medication overload affects a lot of people: did you know that 1 in 10 hospital admissions in older adults are the result of a medication side effect?

Find out how to prevent medication overload by checking out this short and engaging brochure : [click here to access the brochure](#). Help us prevent medication overload: share this resource with your friends and family!

You can also check out deprescribingnetwork.ca to discover other medication safety resources.



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