

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.

**Communities  
Committed to  
Healthy Active Aging**

## CONGRATULATIONS!



October 26, 2022 saw a team begin its 4 year journey in policies and procedures municipally.

Across Manitoba there are new mayors, reeves and councilors and in several areas returning members to the municipal council.

We wish you all well as deliberations begin in your local municipality and beyond.

This is a perfect opportunity for our team to introduce/or refresh the Age Friendly Manitoba initiative with you!

### What is an Age-Friendly Community?

In an Age-Friendly community, policies, programs and services are designed to make it easier for older adults to stay active and healthy, so they can continue to contribute economically and socially.

The Age-Friendly Manitoba Initiative is a province-wide multifaceted approach to address the needs of a growing senior population. It is built on the World Health Organization's (WHO) healthy aging framework and impacts the social and environmental factors that support older adults.

### An Age-Friendly community:

- R**ecognizes the diversity among older Manitobans
- E**ncourages healthy, active aging
- S**upports the contributions of older Manitobans
- P**romotes the participation of older Manitobans in all aspects of our community
- E**ngages stakeholders in building age-friendly communities
- C**reates accessible, safe environments for older adults
- T**reats people of all ages with respect

### Age-Friendly benefits the whole community:

- Secure neighborhoods are safe for all ages.
- Older adults receive services and supports they need to age in place.
- Barrier-free buildings and streets enhance the mobility for people of all abilities and ages.
- The whole community benefits from the participation of older persons in volunteer or paid work and civic activities.
- Active aging reduces the need for health care services.
- Enhanced communication processes for older adults benefits the whole community

## What is happening with Age Friendly in Manitoba?

Since 2008, Municipalities have been invited to join the Age-Friendly Initiative and assess their current age-friendliness based on eight areas or “pillars:” Outdoor Spaces, Transportation, Housing, Respect & Social Inclusion, Communication & Information, Social Participation, Civic Participation, and Community Support & Health Services. Broad-based community organizations work together to address issues to help make their communities more age-friendly.

Communities are encouraged to achieve Age-Friendly Milestones to be recognized by the WHO, the Public Health Agency of Canada (PHAC), and the Province of Manitoba. These Milestones include having a local government resolution that endorses

and supports the age-friendly initiative and a publicized plan of action based on community consultation. The community then monitors and evaluates progress in improving age-friendliness.

## Age Friendly Benefits All Ages

Stewardship for the Manitoba Age-Friendly Initiative is with the Manitoba Association of Senior Communities (MASC) with support from the Province of Manitoba. MASC has a resource team of consultants able to work with communities. MASC works with several organizations including the Association of Manitoba Municipalities, Manitoba Municipal Administrators Association, Manitoba Chambers of Commerce, the Association of Senior Support Coordinators, the Centre on Aging (U of M), and Regional Health Authorities.



## Volunteer Opportunity: Dementia-Friendly Community Presentations

The Alzheimer Society of Manitoba is currently recruiting volunteers aged 55+ to visit community groups to share information about dementia-friendly communities between December 2022 and March 2023.

Under the direction of the Dementia-Friendly Community Program Manager, volunteers will travel to various organizations to provide 1-hour presentations on how to make businesses and communities more accessible to people living with dementia.

Mileage costs are covered for volunteers. Times, dates, and locations of presentations will vary.

For more information, please contact Nicole McDonald at [nmcdonald@alzheimer.mb.ca](mailto:nmcdonald@alzheimer.mb.ca).



## 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@manitobaseniorcommunities.ca](mailto:info@manitobaseniorcommunities.ca) and [hello@agefriendlymanitoba.com](mailto:hello@agefriendlymanitoba.com) or visit our website: [www.agefriendlymanitoba.com](http://www.agefriendlymanitoba.com)



Like this newsletter? Please share it with others in your community.