

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.



Did you know that your **social life** is a **determinate of health**?

The impact that loneliness and social isolation can have on the physical, mental and social health of isolated older people is well documented. Your close relationships and how well you are socially integrated are strong predictors of longevity!

The medical system can only do so much to support and treat those that are suffering the medical effects due to the lack of social participation. Enhanced community connections can play a huge part in the prevention of these associated illnesses AND be integral in promoting healthy and fulfilling lives to all community members throughout their entire lifespan.

Check out these Resources:

[Social Participation & It's Benefits](#)

[Targeting Isolation](#)

[f Let No One Be Alone](#)

Since 2012, The Let No One Be Alone week of awareness has always been promoted the first full week in May. It's about connecting with people, especially those that are alone. Not only during the awareness week, this time is meant to serve as reminder to all, the importance of real connections and to nurture them all year long.

**NOW is ALWAYS a good time to make a difference!**

In celebrating this week of awareness, MASC is inviting all organizations, community/service groups and businesses to participate in this years challenge.....



Ways you can participate...

- Create a community directory ensuring that it is shared with isolated older adults
- Host an event that is targeted to reach those living alone
- Host a community educational event on the value of social participation
- Develop a service or create a new platform that helps to bring community together
- Be innovative!

We'd love to hear work being done in your community to strengthen connections & reach the isolated!

Share with us how you participated in this challenge for a chance to win \$100.00. [Email for details!](#)

## LETTER FROM MINISTER SCOTT JOHNSTON

Dear Friends,

It has now been just over one year since I was sworn in as the Minister of Seniors and Long-Term Care. I remained honoured that Premier Stefanson selected me for this role – the first of its kind in Manitoba. I have thoroughly enjoyed my time as minister, learning and addressing the needs of Manitoba seniors.

I have made it an utmost priority to initiate, develop, and implement a Seniors Strategy which will deliver concrete results and change for Manitoba's seniors. With the help of my incredible colleagues in government, I am honoured to say that we officially launched the Seniors Strategy on February 22 at an event at the Manitoba Legislature.

*Manitoba, A Great Place to Age: Provincial Seniors Strategy*, is a guide to follow as our government addresses the challenges faced by some older adults, their families and caregivers, to support all Manitobans in their aging journeys, and to value the significant contributions older adults have made and continue to make in our province.

The seniors strategy framework categorizes numerous action-oriented initiatives across seven strategic focus areas:

- safe, inclusive, accessible communities;
- navigation;
- high-quality services;
- financial security;
- reducing ageism and ableism;
- Indigenous engagement and co-design; and
- collaboration and accountability.

Since the release of the strategy, I've been pleased to announce the first of many initiatives that will support more Manitobans

at home and in the community to live fulfilling and empowered lives:

- Expanding the Self and Family Managed Care (SFMC) program, with a \$12.6 million increase in funding, which offers the flexibility and autonomy to directly arrange the home care services that support 1,200 seniors in maintaining their independence in the community.
- Expanding palliative care services with a \$1.3 million in Southern Health-Santé Sud, that will enhance access to palliative care approach to care for people affected by life-limiting illness at home.
- Supporting the Rainbow Resource Centre's Over the Rainbow (OTR) program with \$300,000 over three years as they aim to reduce social isolation among 2SLGBTQ+ seniors.
- Accelerating Habitat for Humanity Manitoba's ability to modify, renovate or rehabilitate existing housing for older Manitobans with an investment of \$450,000 which will help seniors stay in their homes longer.
- Creating a new \$12.6 million hearing aid grant program, that will assist eligible older Manitobans experiencing hearing loss to cover the expense of testing, fitting and purchasing new hearing aids.

Further initiatives in line with the seven strategic focus areas will be announced within the coming weeks. We look forward to continuing to engage with the input of Manitobans.

This new seniors strategy maps out a plan to support older Manitobans through filling gaps in services, making it easier to navigate services and supports, finding affordable options, supporting unpaid caregivers, and reducing ageism and ableism.

Scott Johnston,  
Minister of Seniors and Long Term Care



### 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@manitobaseniorkommunities.ca](mailto:info@manitobaseniorkommunities.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.