

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.



AGE FRIENDLY 2.0

In keeping with Manitoba, A Great Place to Age: Provincial Seniors Strategy, the Province has allocated \$300,000 in new and ongoing funding to MASC, to expand and enhance the Age-Friendly Manitoba Initiative. Age-friendly communities across the Province will benefit from funding invested in three key areas: Community Outcomes; Promotion and Celebrations; and Regional and Provincial Engagement.

Our Age-friendly Resource Team is now better positioned to offer community-based consultations to support efforts in becoming even more age-friendly. Team members will be assigned to specific communities to offer support, consultation and to share promising practices. Communities will also be encouraged and supported in their efforts to meet Age-friendly Milestone objectives, which include community action planning and sharing outcomes. Ultimately, accomplishing the five milestones opens the door for recognition and inclusion in the World Health Organization's Global Network of Age-Friendly Cities and Communities.

Becoming a more age-friendly community is a shared responsibility. A new "community collaboration grant" will offer communities the opportunity to apply for funding to support a project that impacts multiple age-friendly domains and which engages the local government and community organizations in a partnership.

Learning from each other remains central to the age-friendly movement globally, and in Manitoba. Communities are encouraged to share their success stories and promote the value, benefits, and positive outcomes of collaborative efforts. Communities will also have the opportunity to come together once again through a "connecting communities' day", to share and to learn from each other.

The Resource Team will continue to focus efforts at the regional and provincial levels. Funding will enhance opportunities to connect key players, strengthen alliances, and better integrate front line services. Building a greater collaborative impact through this work will support the interests of older Manitobans to age in the right place with fewer barriers.

Communities new to the age-friendly initiative will be encouraged to join, and all participating communities will have opportunities to explore how they can become more dementia-friendly, where people living with dementia are better understood, respected, and supported.

An age friendly team consultant will be in touch in May. How do we support you in your Age Friendly journey?



Check out the Age Friendly website for information and upcoming opportunities for communities...: <https://agefriendlymanitoba.com>

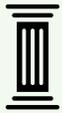
There is a contact form on the website.



The Pillars of an Age Friendly Community



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. Read on to learn about two of these pillars....



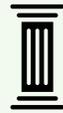
Social Participation

It is well documented that one's social participation has a huge impact on longevity.

Making existing communities more age friendly involves physical and social infrastructure changes that enable older adults to pursue lifelong activities, meet their basic needs, maintain significant relationships, participate in the community in personally and socially meaningful ways, and develop new interests and sources of fulfilment. Such efforts can enhance bonding, bridging and linking services, and thereby promoting social inclusion.

A large part of understanding social participation opportunities, is gaining a strong understanding of who the influential players are in your community. Consider building connections with your...

- Regional Health Authority
- Community Senior Support Coordinator
- Recreation Director
- Senior Centres
- Service Clubs & Organizations
- Immigration Services
- and more!



Community Support & Health Services

Accessible and affordable community and health services are crucial in keeping seniors healthy, independent and active. This involves an appropriate supply of aged care services conveniently located close to where older people live.

The World Health Organization defines person centered care as “empowering people to take charge of their own health rather than being passive recipients of services.” This care strategy is based on the belief that patient views, input, and experiences can help improve overall health outcomes. In turn, person centered care benefits communities...

- improved access to care, particular for marginalized groups
- improved health outcomes and healthier communities, including greater levels of health seeking behaviour
- better ability for communities to manage and control infectious disease and respond to crises
- greater influence and better relationships with care providers that build community awareness and trust in care services



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 and hello@agefriendlymanitoba.com or visit our website: www.agefriendlymanitoba.com



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