

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.



We All Need Accessibility

Nearly every Manitoban either has a disability, knows someone with a disability or will develop a disability in the coming years. Disabilities have no social, economic or educational boundaries. They can occur at any stage of life and be temporary or permanent. Improving accessibility isn't only the right thing to do, it became law in Manitoba with the introduction of The Accessibility for Manitobans Act (AMA) in December 2013. This landmark legislation provides a process to remove barriers affecting people with disabilities and many other citizens.



The AMA affects all Manitobans – people who confront barriers every day, as well as those in a position to identify, remove, and prevent barriers to accessibility. In developing accessibility standards, the Manitoba government works with representatives from the disability community, as well as the public and private sectors.

Accessibility standards are building blocks for making real, measurable, and effective changes to accessibility. Each standard outlines specific requirements and timelines for organizations that have a responsibility to comply with the AMA.

Manitoba's Accessibility Standards Focus on Five Key Areas of Daily Living

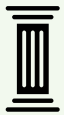
- 1. The Accessibility Standard for Customer Service** addresses business practices and training requirements to provide better customer service to people with disabilities. This standard came into force for all organizations on November 1, 2018.
- 2. The Accessibility Standard for Employment** addresses practices related to employee recruitment, hiring and retention. This standard has been in force for all organizations since May 1, 2022.
- 3. The Accessibility Standard for Information and Communications** addresses barriers to accessing and providing information. This includes information provided in print, in person, on websites, or in other formats. This standard is in force for the Manitoba government and comes into force for all other organizations over the next two years.
- 4. The Accessibility Standard for Transportation** applies to public transportation to address barriers Manitobans might encounter while getting to work or school, shopping, socializing and other aspects of daily life. This standard is currently in development.
- 5. The Accessibility Standard for the Design of Outdoor Public Spaces** focuses on access to areas outside the jurisdiction of The Manitoba Building Code. This includes sidewalks, pathways, parks, and other aspects of the environment that we design and construct. This standard is currently in development.

To learn more about The Accessibility for Manitobans Act, access resources and to learn about Compliance deadlines, please visit [AccessibilityMB.ca](https://www.accessibilitymb.ca).

Article provided by the Manitoba Accessibility Office



The Pillars of an Age Friendly Community

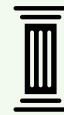


Communication & Information

Staying connected with events, news and activities with timely, accessible and practical information is a key part of active ageing. Technology can be tapped on to spread information quickly, but also plays a role in social exclusion. Communities must provide access to information to seniors in an accessible format, and bear in mind the wide range of needs and resources older people have.

The media are instrumental in communicating information to the wider community. Older people tend to receive information through traditional print and broadcast media, and through direct personal contact such as telephone calls, service centres in community facilities and clinics, etc. Seniors' access to information must be kept affordable so that cost does not become a prohibitive factor. Governments and organizations must ensure that information on policies and issues affecting the elderly can reach them in a timely, effective and accessible manner, through the communication channels seniors are familiar with. Making information accessible when older people experience vision and hearing loss is also crucial to ensure their full understanding.

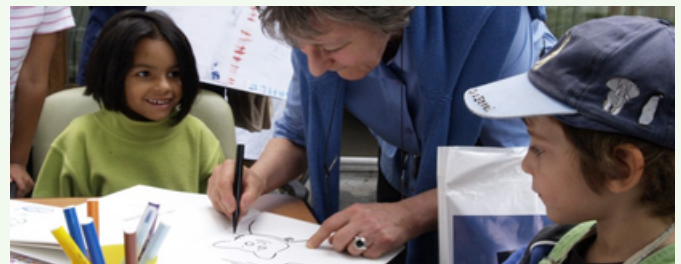
The growing conversion of services and documentation to computer technology could be alien to seniors, increasing social exclusion. Older people may also be deterred from picking up computer skills due to the cost of computers and their unfamiliarity with technology. Affordable access to computers for seniors in community facilities can play an important role in building technological literacy in seniors, together with computer training adapted to seniors' needs and pace of learning.



Respect & Social Inclusion

An inclusive society encourages older people to participate more in their city's social, civic and economic life. This, in turn, promotes active ageing.

While respect for seniors is mostly healthy in many cities and communities, negative preconceptions of ageing still exist. There is a need to facilitate intergenerational interactions to dispel such notions. Education about ageing should also begin early to raise awareness on ageing and associated issues, so that people learn to appreciate their elderly.



Social engagement can contribute to seniors' esteem. Age-friendly initiatives to involve all seniors in activities where they have experience can keep them engaged with the community, and help them feel valued in their community. Older people should always be consulted on decisions concerning them.



Seniors Of The Year Awards
Nominations are NOW OPEN
Deadline: 4 pm on June 23, 2023
[**CLICK HERE TO LEARN MORE!**](#)



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