

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

The World Health Organization and the United Nations launched the Decade of Healthy Aging in 2021 – **Manitoba is on the right track.**

With the development and launch of the Manitoba Senior Strategy in February 2023, MASC followed the outline of the WHO, which stated we need to change how we think, feel and act towards age and ageing, including:

- develop communities in ways that foster the abilities of older people;
- deliver person-centred, integrated care and primary health services that are responsive to older people; and
- provide older people access to long-term care when they need it.

As communities (cities, towns, villages) continue on the path of becoming more age-friendly, there is a recognition that success is a shared responsibility. Working together, collaboration, partnerships and intergenerational solidarity are key ingredients in developing new resources and breaking down existing barriers.

Age Friendly communities will be eligible to apply for a Community Collaboration Grant! Up to ten grants of up to \$10,000.00 each will be offered annually, with enhanced eligibility for Milestone communities or Indigenous representative organizations and their communities.

Grants will be considered for projects that bring local government and three or more community organizations together in a project that impacts two or more Age-friendly domains.

As a reminder, to reach the Milestone recognition, a municipality must:

- host a community engagement meeting and establish an Age Friendly Committee
- secure a municipal council resolution to actively support, promote and
- work towards becoming more age friendly. Many communities are already doing many age friendly projects/activities
- establish an action plan that includes community consultation
- publicly post the action plan
- commit to measuring activities and report publicly on the action plan with its outcomes.

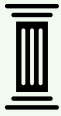
Our consultants are available to assist communities on their age friendly path.

AND, do you know that if your municipality accomplishes the Milestones, that could result in WHO/PHAC/ Manitoba Government recognition, a \$2,500.00 AF grant and enhanced eligibility for a Community Collaboration Grant.





Two of the Eight Pillars of an Age Friendly Community



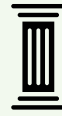
Civic Participation

Older people are an asset to the community, and they continue contributing to their communities after retirement. An age-friendly community provides ample opportunities for older people to do so, be it through voluntary or paid employment, and keeps them engaged in the political process.

Older people can gain fulfilment from active involvement in voluntary activities or work, as it provides satisfaction and keeps them socially engaged. A wide range of volunteer and employment opportunities caters to seniors' diverse preferences, needs and skill sets, and awareness on the vacancies available connects seniors to these opportunities. Age-friendly urban and transport infrastructure removes any physical barriers seniors may face in accessing the volunteer or job opportunity. Continued training for seniors also helps them remain relevant and connected. Entrepreneurial opportunities are another way to support seniors' participation in the workforce and ensure their sustained self-sufficiency.

There have been reports of age discrimination in the workplace. Building up employers' positive attitude towards retaining and recruiting older workers would help to ensure employment opportunities for seniors. The workplace can continue to be made more welcoming for seniors to put their experience and expertise to good use.

Older people's participation in the political process must be facilitated. Seniors may be involved through platforms to voice their concerns and views to government officials, or through participating in interest groups. They should also be involved in decision-making on issues that may impact them.



Housing

The housing conditions of older people are often linked to their quality of life and whether they are able to age independently and actively in their community. Appropriate housing design and its proximity to community and social services allow older residents to live comfortably and safely, while housing affordability gives them peace of mind.

The cost of housing and related utilities influences where older people live. High housing costs can discourage older people to move to more appropriate, age-friendly housing.

A home with age-friendly features, such as elevators, wide passages to accommodate wheelchairs, etc, allows older residents to live comfortably. Conversely, a home layout impeding mobility, such as stairs and uneven floors, can be barriers for seniors. In these cases, the ability to modify one's home through affordable and accessible home modification would ensure that seniors are able to continue living well in their current place of residence. It is also important that seniors feel safe and secure in their own homes.

Locating social and health facilities close to seniors' homes is crucial in ensuring seniors have access to such services when they need it. Older people also wish to remain close to their family and community. Providing a range of housing options would cater to seniors' diverse needs.



Age-friendly World - adding life to years!



CONTACT OUR CONSULTANTS

Connie Newman
Jim Hamilton

Serena Bittner
Karyn Heindrik

Roberta Bishop
Louise Hutton

Linda Brown
Mary Mitchell

Don Fletcher
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



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

To read our past newsletters, click here: www.agefriendlymanitoba.com/newsletters-resources-faq/