

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

## GLOBAL VISION IGNITES LOCAL ACTION!

Age Friendly communities, a global plan driven by the World Health Organization (WHO), has gained significant traction across Manitoba. Ninety-three municipalities officially joined this initiative and are on the pathway to reduce barriers and enhance resources, making their community more age friendly for residents of all ages.

The WHO developed the Age Friendly model and continues to engage and connect communities and countries around the world through its Decade of Healthy Ageing 2021-2030.

Manitoba Association of Senior Communities (MASC) recently launched Age Friendly Manitoba 2.0 to continue its support for healthy aging and social inclusion of older Manitobans. With funding from the Province of Manitoba, MASC offers leadership, support, and resources to communities as they continue their journey to become more age friendly.

Communities on the age friendly pathway were recently eligible to apply for funding through the new Community Collaboration Grant Program. It encouraged three or more community organizations and their local municipality to deliver a project that impacts two or more age friendly domains.

Jeanette Edwards, MASC President noted that *“our organization is excited to see the collaborative impact of community organizations working together, and we are pleased to announce that ten grants of \$10,000.00 each are being awarded to support a project in the following communities:*

- **Chalmers Neighbourhood Renewal Corp (Winnipeg)**
- **City of Brandon - Age Friendly Committee of Council**
- **Rural Municipality of Prairie Lakes**
- **Municipality of Harrison Park**
- **Town of Carberry**
- **Town of Powerview-Pine Falls**
- **Municipality of Emerson-Franklin**
- **Norfolk Treherne Development Corporation**
- **Municipality of Cartwright-Roblin**
- **Municipality of Russell-Binscarth**

In addition to the Community Collaboration Grant, which will be offered again, the Age Friendly 2.0 initiative welcomed seven new municipalities to its Milestone Recognition Program. Benefits of accomplishing the Milestones include a \$2,500.00 award, and recognition at the national and international levels.

*“The AMM commends the municipalities across Manitoba that have been recognized for advancing age-friendly initiatives within their communities. Their efforts not only showcase a commitment to the well-being of all community members, but create more inclusive and supportive environments for people of all ages,”* stated Association of Manitoba Municipalities (AMM) President Kam Blight.



## Dementia-Friendly Communities

Dementia-friendly communities include and support people living with dementia in the places they work, live and play. People living with the disease feel supported by their community members whether they are at post offices, retail outlets, using transportation or enjoying hobbies out in the community.

A dementia-friendly community focuses on stigma reduction and the inclusion of people living with dementia. People are educated about the disease and know that a person living with dementia may sometimes experience the world differently. In a dementia-friendly community, people living with dementia feel supported by their community.

The term “community” can mean a location like a neighborhood or city, but can also include groups of people with shared interests or features, such as professional groups, religious organizations or businesses. This means that cities and towns can become dementia-friendly communities, as can your book club, your business, a local coffee shop, a faith group or grocery store.

Dementia-friendly communities are defined by both their social and physical characteristics. These attributes can help support people with dementia by reducing anxiety, stigma or frustration.

### What does a dementia-friendly social environment look like?

Community members who are dementia-friendly recognize that:

- A person living with dementia is more than their diagnosis.
- Dementia can affect a person’s cognition, behaviour, emotions and physical capabilities.
- Everyone has a role to play in recognizing people living with dementia as a part of their community and supporting their independence, value and inclusion.

## What can your community do?

- Request dementia education to help community members understand dementia and learn how to offer appropriate assistance.
- Include people living with dementia in community or organizational programming.
- Encourage staff in your city, town or municipality – whether at libraries or community centers, or parking and by-law officers, police and firefighters – to be educated about dementia and be able to communicate effectively with a person living with dementia.
- Work with others in the community, such as shopkeepers, bank tellers and bus drivers, to receive dementia education specific to their job.

Did you know that there is a free **Building dementia-friendly communities online course**? For more information on this and more, check out <https://alzheimer.mb.ca/>



L-R: Leilani Esteban-Villarba, Kendall Pratap, Michel Durand-Wood, Connie Newman, Councillor Jason Schreyer, Janice Stuyck, Jon Stuyck and Joy Matsubara.

**CHALMERS NEIGHBORHOOD RENEWAL CORP** is one of the successful Community Collaboration \$10,000 grant recipients!

Together Elmwood East Kildonan, The City of Winnipeg and the Glen Elm Neighbourhood Assoc. are partnering to enhance the lives and build a strong sense of community for older adults by fostering social participation, economic growth and improvement to public spaces!



**Our consultants are ready to work with you!**

Connect with 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)



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