



# CONNECTIONS

Working together for stronger, healthier communities.

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## COLLABORATION IS CENTRAL TO A HEALTHY COMMUNITY

Welcome to the latest issue of Age-Friendly Connections! Whether you're reading this with a warm drink in hand or squeezing in a few minutes between meetings, we're glad you're here. This time of year can feel like a long stretch of winter, so we're leaning into the good news, the practical ideas, and the people who are making community stronger every day. With Groundhog Day behind us, here's hoping we're heading toward warmer days ahead, starting with a heartwarming story! There are ripples of goodness happening in many of our communities!

### RIPPLES OF GOODNESS

All across Manitoba, small moments of connection are making a big difference. When communities come together, especially across generations, everyone benefits. Here's a wonderful story submitted by Joie Van Dongen, Chairperson, Age Friendly, Stonewall / RM Rockwood...

On a very cold day in January, 40 retired seniors and high school seniors gathered at the South Interlake 55+ Community Centre for a Seniors Café.

This intergenerational event was organized and funded by the Enhanced Transportation Committee made available through the Age Friendly 2.0, MB grant - Enhancing Transportation for Isolated Seniors. This committee works in collaboration with the Stonewall and Area Mobility Service (SAMS), South Interlake 55+, South Interlake Seniors Resource Council, Nav-CARE and Age Friendly Stonewall/RM Rockwood.

Together, we encourage seniors and others who may be lonely or socially isolated to come together via reliable accessible transportation to participate in social, and educational activities and events.

After a brief welcome by the Committee, the participants gathered into groups of four to six older seniors together with Grade 12 students from the Stonewall Collegiate Foods Class.

Through conversation and card games we got to know each other, including learning about older persons' activities and the students' plans after graduating. It is interesting to note that this Foods Class was mostly boys learning nutrition and cooking skills—and some of them volunteer to serve at the 55+ luncheons. Refreshments included tea, coffee, soft drinks, cookies, and snacks chosen by the students. Popcorn and chips were delicious. The sour candies and hot Cheetos gave us older persons a jolt on our taste buds. The students loved the cookies baked by a 55+ senior volunteer.

Throughout the event, a member of the Stonewall Strummers serenaded us with guitar music.



The response was very positive for both young and older persons. We look forward to more 'Senior & Senior Student Cafes'.



This campaign invites individuals, community groups, organizations, governments, and NGOs to come together to embrace and promote intergenerational practice in all its forms.



Have a story you'd like to share? We'd love to hear it! [Click here to submit yours!!](#)



## MARCH IS FRAUD PREVENTION MONTH - PREPARE TO SHARE!

Fraud and scams are increasingly sophisticated, targeted, and widespread, impacting Canadians of all ages, but particularly older adults. Fraudsters often exploit trust, urgency, fear, or loneliness to manipulate individuals into sending money, sharing personal information, or granting remote access to devices. While anyone can be a victim, older adults are frequently targeted because scammers assume they have savings, strong credit, and a tendency to be polite and responsive.

Common scams include impersonation fraud (pretending to be a government agency, bank, or police officer), grandparent scams (claiming a loved one is in trouble), tech support scams, romance scams, phishing emails or texts, and investment fraud. Many scams create a sense of urgency, “act now or face consequences” to prevent victims from verifying the information. Beyond financial loss, fraud can cause emotional distress, embarrassment, and a loss of confidence. It is important to remember that scams are crimes. Victims are not to blame: scammers are skilled manipulators who use psychology and technology to deceive.

Awareness and simple prevention strategies significantly reduce risk. Here are the top five things older adults can do to protect themselves:

- 1 Slow Down and Verify** - Never feel pressured to act immediately. Hang up, delete the message, or pause. Contact the organization directly using a phone number from an official website or statement—not the one provided in the message.
- 2 Guard Personal Information** - Do not share Social Insurance Numbers, banking details, passwords, or one-time security codes with anyone who contacts you unexpectedly. Legitimate organizations will not demand sensitive information by phone, text, or email.
- 3 Be Skeptical of Urgency and Secrecy** - Requests for secrecy (“Don’t tell anyone”) or urgent payment through gift cards, wire transfers, or cryptocurrency are major red flags.
- 4 Strengthen Digital Security** - Use strong, unique passwords and enable two-factor authentication when possible. Keep devices updated and install reputable antivirus software.
- 5 Talk About It** - Discuss suspicious calls or messages with family, friends, or a trusted professional. Reporting scams to local authorities or the Canadian Anti-Fraud Centre helps protect others.

**FRAUD ALERT**

Fraud prevention is not about mistrust, it is about informed caution. Staying connected, asking questions, and taking time to verify information are powerful tools in protecting both finances and peace of mind.

For more information visit [www.peam.ca](http://www.peam.ca), Prevent Elder Abuse Manitoba (PEAM), Lisa Tinley, Coordinator

### PARTNER HIGHLIGHT...

#### **BOSS: Businesses and Organizations Supporting Seniors**

BOSS was established to bring together like-minded businesses and organizations dedicated to enhancing the quality of life for seniors while maintaining an exceptional level of service at a competitive price. Our goal is to enrich the lives of seniors in the Greater Winnipeg area.

BOSS members provide essential services that contribute to the well-being of seniors. These services encompass health and mobility support, financial planning, homecare assistance and legal services. By offering these services, BOSS members enable Manitoba families to care for their seniors.

Since its inception in 2019, BOSS and its members have actively participated in various fundraisers, advocacy initiatives and the creation of educational content for families. We live our mission through our daily work.

For more information on BOSS, please contact our office at 204.963.7250.





# A SPOT LIGHT ON AGE FRIENDLY MANITOBA



## Embracing Age Friendly Access: Pinawa Beach Welcomes All with New MobiMat

The warmth and community spirit of Pinawa were on full display as Mayor Blair Skinner and a dedicated group of representatives gathered to celebrate the receipt of the Age Friendly Community Collaboration Grant. Spearheaded by Recreation Coordinator Madison Backer, the grant will fund the installation of a MobiMat at Pinawa Beach, enhancing accessibility for all residents and visitors alike.



The diverse group at the table, representing organizations such as the LGD of Pinawa, Two Rivers Senior Services, Pinawa Lions Club, the School District of Whiteshell with Pinawa's two schools, expressed their excitement for the positive impact the MobiMat will have on the community. This initiative aligns perfectly with Pinawa's commitment to being an Age Friendly Manitoba community, a dedication that has been upheld since the community's first Age Friendly Collaboration in 2008.

As a destination that triples in population during the summer months, Pinawa has always been a hub of activity and inclusivity. Families flock to the area to enjoy the lakeside amenities, like Hoopla Island inflatable play structures, and now with the addition of the MobiMat, even more individuals will be able to enjoy the summer fun.

With accolades such as being named Manitoba's Most Active Community in 2025 and achieving the Age Friendly Milestone designation, Pinawa is setting a high standard for creating an environment that is welcoming and accessible to residents of all ages. This commitment to inclusivity is evident in the community's efforts to address all aspects of being age-friendly, ensuring that everyone can fully participate in the vibrant life of Pinawa.

So, as summer approaches, make plans to experience the beauty and warmth of Pinawa Beach. Whether you're strolling along the trails, enjoying water sports, or simply relaxing by the water, rest assured that Pinawa is a place where everyone is welcomed and included. Come and experience the age-friendly charm of Pinawa Beach – you'll be glad you did.



L-R: Sarah Jane Nesbitt, Pinawa Two Rivers Seniors Services; Sandra McGonigal, Whitemouth Two Rivers Senior Services; Scott Smith, Principal, F.W. Gilbert, Pinawa; Doug Murray, LGD Pinawa Resident Administrator; Doris Anderstalt, President, Pinawa Lions Club; Jillian Chambers, Student Services Coordinator, School District of Whiteshell; Blair Skinner, Mayor, LDG Pinawa; Pat Porth, Lac du Bonnet Two Rivers Senior Services; Rhonda Henschell, Deputy Mayor, Chair, Two Rivers Senior Services, Lions member; Louise Hutton, Age Friendly Consultant, Manitoba Assoc of Senior Communities; Tracy Abraham, Pinawa Acute Care Director, IERHA; Tricia Tyerman, Director, Homecare, IERHA; Kim Minnis, Executive Director, Community & Transitional Health, IERHA; Janine Harcus, Manager, Health Services, Pinawa Hospital; Cyril Indome, Principal, Pinawa Secondary School. Missing: Madison Backer, Recreation Coordinator, Pinawa.



OVER THE RAINBOW  
A space for Two-Spirit, lesbian, gay, bisexual, transgender, queer, and questioning (2SLGBTQ+) folks aged 55+

[Upcoming Events](#)

[Newsletter](#)

[Facebook Group](#)

# SOCIAL PRESCRIBING IN ACTION



## What does a 'person-centered' approach look like in social prescribing?



When a Senior Resource Coordinator (SRC) receives a referral from a healthcare provider, they need to identify the patient / client's needs and circumstances, so that the person can be connected to the appropriate community resources. When the SRC uses a person-centred approach, the client is more likely to actually start using these resources. A person-centred approach means:

- **Building a trusting relationship with the client**, which may take time. For clients with complex needs, it may take several phone calls to make the person comfortable enough to disclose their personal situation with the SRC and accept recommendations for community resources.
- **Actively listening to the client.** This allows the client to feel valued and respected, which encourages them to open up about their needs.
- **Developing a personalized plan of action.** Each person has unique interests and needs. SRCs are not therapists or counsellors, but it is important that they have a sufficient understanding of the client's needs and interests to connect the person with the appropriate resources.

- **Helping the client overcome barriers.** For example, some clients may lack the confidence to attend a program that the SRC suggests. In that case, it can help if the SRC meets the person at the program the first time they attend it. Having access to transportation is a major challenge for many people, and there may be no easy solutions, given the lack of accessible, affordable transportation in many communities in Manitoba. For some clients looking for social connections, an option may be programs offered over the phone, like a Friendly Hello program (provided by some Support Services for Seniors Councils and the Red Cross) or the Seniors Centres Without Walls program offered by A&O Support Services for Seniors.

A person-centred approach takes time, skill, and knowledge. Let's acknowledge and value the important work SRCs do to help older Manitobansage well!

*Did You Know?* **WE HAVE A YOUTUBE CHANNEL!**




SUBSCRIBE

[http://www.youtube.com/@MASC\\_wpg](http://www.youtube.com/@MASC_wpg)

## OUR VOICE FOR OLDER MANITOBANS



### Welcoming Manitoba's New Seniors' Advocate

We're pleased to introduce Leigh Anne Caron, Manitoba's newly appointed Seniors' Advocate. This new role is just getting underway, and at MASC, we're excited about what it can mean for older Manitobans. We're also looking forward to building a strong, collaborative relationship with Leigh Anne as the position takes shape.

Leigh Anne's commitment to advocacy began early. Raised on a mixed grain and cattle farm in rural Alberta, she worked with seniors in long term care during her teen years and saw firsthand how accessibility gaps in small communities can isolate older adults. That experience helped shape her dedication to inclusion and improved supports.

Since relocating to Manitoba, Leigh Anne has built a career in community health and leadership, including roles with the Women's Health Clinic and SERC. Her post secondary education includes social work, an honours degree in Gender and Women's Studies and a Master of Public Administration (2024).

In her new role, Leigh Anne is focused on amplifying the voices of seniors and ensuring their needs are reflected in policy and service development. Her emphasis on partnership and collaboration aligns strongly with MASC's work across the province, and we look forward to working together to advance dignity, independence, and well being for older Manitobans.

Contact Information: [seniorsadvocate@seniorsadvocatemb.ca](mailto:seniorsadvocate@seniorsadvocatemb.ca) and 204-583-0187