



CONNECTIONS

Working together for stronger, healthier communities.

COLLABORATION IS CENTRAL TO A HEALTHY COMMUNITY

RIPPLES OF GOODNESS

Welcome Readers!

Intergenerational Connections in Action

Last month, we highlighted the importance of creating opportunities for people of all ages to connect, learn from one another, and build stronger communities together.

This month, we are excited to share some of the inspiring reflections submitted through MASC's Intergenerational Grant Program - stories that demonstrate the powerful impact these connections can have on individuals and communities alike.

As consultants, we know that building age-friendly communities is about more than programs and services. It is about creating communities where all ages feel visible, valued, included, and connected. Intergenerational programming plays an important role in helping break down stereotypes around aging while creating opportunities for people of all ages to share experiences, skills, stories, and laughter.

These connections help foster understanding, reduce ageism, and remind us that older adults continue to make meaningful contributions to community life every day.

Across Manitoba, senior centres and community organizations are creating meaningful opportunities for generations to come together through activities such as bowling programs, pen pal projects, technology help sessions, cultural celebrations, swimming programs, music events, and community gatherings.

While every project looked a little different, the impact was remarkably similar: stronger relationships, increased confidence, greater understanding, and a deeper sense of belonging.

Many organizations shared how quickly barriers between generations disappeared once people simply had the opportunity to spend time together. The reports also highlighted opportunities for cultural sharing, recreation, literacy, creativity, volunteerism, and mentorship.

While organizations acknowledged challenges such as transportation, scheduling, and participation barriers, the overwhelming message remained clear: **intergenerational programming matters.**

The stories shared through this year's grant program are powerful reminders that when generations come together, communities become stronger, more welcoming, and more connected for everyone. We are proud to support initiatives that continue creating these meaningful moments across Manitoba.

THE IMPACT WE HEARD

Belonging

Laughter

Confidence

Respect

“

PEN PAL PROJECTS

"Students and adults alike are always excited to receive their latest letters."

“

SHARED JOY

"The room was filled with dancing and laughter across generations."

“

COMING BACK

"Children had so much fun that they asked if they could come back again."

“

FOR ALL GENERATIONS

"Events like this help shift perceptions and demonstrate that our Centre is truly for all generations."

WHY THIS MATTERS

Intergenerational programs help reduce ageism, build understanding, create friendships, and remind people of all ages that they belong.

WHEN GENERATIONS COME TOGETHER, COMMUNITIES GROW STRONGER, KINDER, AND MORE CONNECTED.

Standing Up for Seniors: Manitoba Marks World Elder Abuse Awareness Day on June 15

On June 15, communities around the world will recognize World Elder Abuse Awareness Day (WEAAD), a United Nations–designated day that raises awareness about the mistreatment of older adults and promotes their right to live with dignity, safety, and respect.

Elder abuse can take many forms, including physical, emotional, financial, and sexual abuse, as well as neglect. Warning signs may include unexplained injuries, changes in mood or behaviour, sudden withdrawal, or unusual financial activity.

In Manitoba, Prevent Elder Abuse Manitoba (PEAM) plays an important role in raising awareness, providing education, and sharing resources to help protect and empower older adults.

How you can support WEAAD:

- Wear purple on June 15 and share your support using #WEAAD2026.
- Host or attend an educational session about elder abuse prevention.
- Encourage your community or local officials to recognize WEAAD and support the rights and safety of older adults.



PEAM offers a variety of supports aimed at reducing elder abuse across the province. Their work includes:

- **Training & Presentations:** PEAM provides educational sessions for professionals, caregivers, and community members to help recognize and respond to elder abuse.
- **Online Resource Hub:** Their website, www.peam.ca, features a wealth of information including prevention tips, downloadable materials, and guidance on where to seek help.

To request a presentation, email coordinator@peam.ca.

To learn more and access resources, visit www.peam.ca. Together, we can help end elder abuse and promote dignity for all older Manitobans.



PARTNERSHIP HIGHLIGHT - HEART & STROKE FOUNDATION....

Heart & Stroke has launched [Risk Screen](#), a free tool designed to help Canadians understand their heart and brain health risks and support them to take action to reduce or manage their risks, including by having meaningful conversations with healthcare providers.

This evidence-based and expert-informed tool is free and easy to complete. In just a few minutes,

Risk Screen provides

- A personal risk profile
- An action plan with steps they can take to reduce or manage risks
- A detailed report they can save or discuss with you
- Follow-up emails with tips, information, and resources to support behaviour change



Over 70,000 people have completed Risk Screen to take charge of their health. Empower yourself to better understand and manage their heart and brain health by sharing this valuable tool.

- [Try Risk Screen](#) and share it with your clients/community members.
- [Download a poster](#) for your community to help raise awareness.



A SPOTLIGHT ON AGE FRIENDLY MANITOBA



Welcome, RM of Reynolds – Manitoba's 99th Age-Friendly Community!

There's a special kind of excitement that comes with new beginnings, and the RM of Reynolds has embraced theirs with energy and enthusiasm. In January, the RM proudly joined the Age Friendly Manitoba movement and truly hit the ground running. With Council's resolution in place and leadership from Economic Development Officer Cyndie Mitchell, the focus quickly turned to what matters most, engaging residents and building connections.



As Manitoba's largest rural municipality by land mass, Reynolds is home to several small, unique communities spread across a beautifully treed landscape. On April 28, residents gathered in the welcoming community centres of Ste. Rita, Hadashville and Rennie. Thirty participants representing seven communities came together to share ideas, stories and hopes for the future. The conversations flowed naturally across the eight Age Friendly dimensions, celebrating the many strengths of rural living while identifying opportunities to better support the evolving needs of older adults.

One theme shone especially bright: **Communication and Information**. Participants spoke passionately about the importance of staying connected...to learn about local activities, check in on neighbours, discover ways to stay active and healthy, and strengthen social ties. Communication touches every part of community life, from transportation and accessibility to outdoor spaces and public buildings, to building supportive networks that reduce isolation, enhance health services, and encourage civic and volunteer engagement. At its heart, strong communication helps people remain respected, valued and able to age in the place they call home.

The next step is an exciting one. The RM will review the consultation report and set priorities for action using the Age Friendly Milestone approach, a meaningful framework that recognizes progress and celebrates impact. Through collaboration, partnerships and shared commitment; Council, stakeholders and residents are building a vibrant path forward.

Age Friendly Manitoba is proud to stand alongside the RM of Reynolds. We look forward to celebrating the connections, accomplishments and community spirit that lie ahead.

-Submitted by Louise Hutton, Consultant

The Neepawa Handi-Van: Strengthening Community Through Collaboration and Connection



The Neepawa Handi-Van is more than a transportation service, it is a collaborative community asset that helps residents stay active, independent, and connected.

In a rural region where transportation gaps can limit participation, the Handi-Van works alongside local partners to ensure older adults, people with disabilities, and families can access the services and activities that matter most.

Through a collaboration lens, the Handi-Van does not operate in isolation. It builds relationships, identifies shared goals, and works with community partners to solve real challenges. One of the most pressing needs that emerged recently is the growing number of seniors struggling to get to and from the grocery store. Many are living on tighter budgets, and transportation barriers make it harder to shop affordably and regularly.

In response, the Handi-Van partnered with the Neepawa-Gladstone Co-op to launch Seniors Tuesdays, a dedicated weekly service that helps older adults access groceries safely, comfortably, and at a lower cost. This partnership reflects a shared commitment to supporting seniors' independence and ensuring that rising costs do not rely on the Handi-Van as a trusted partner. Together, these collaborations show what makes Neepawa strong: neighbours working together, shared solutions to shared challenges, and a commitment to ensuring everyone can participate fully in community life.

-Submitted by Serena Bittner, Consultant

SOCIAL PRESCRIBING IN ACTION



Social Prescribing is Taking off in the Northern Health Region!

Colleen Collins (Regional Manager, Homecare Operations & Senior Supports) is excited that Social Prescribing has started in the Northern Health Region. It's only been in place for a few months, but there have already been some referrals from medical clinics to a Senior Resource Coordinator, she says.

There are currently two Senior Resource Coordinators in the Northern Health Region. Like their counterparts in other Regions, they are an information and referral hub. They also facilitate programming for older adults. For example, the Coordinator in Thompson approaches restaurants to provide meals at a reduced cost for seniors. "One restaurant a week agrees to participate and provide a meal at a reduced rate for the seniors to get together and meet to have lunch", says Collins.

Many other programs and services are also available for older adults that the Coordinators can refer clients to, such as exercise programs, pickle ball, educational presentations, card games, and much more. Having programs and services for older adults is increasingly important in the North because, like Manitoba as whole, the population is aging. In the past, some people moved south after retiring, Collins says. But this has changed, more older adults now want to age in their place of choice.

Social Prescribing referrals have led to positive interactions between the Senior Coordinator and clients, Collins notes. Clients have been excited to find out about programs, events, groups, and services in communities that they were not aware of. It's a first step to promote their wellbeing.



Collins has worked hard to make medical clinics aware of Social Prescribing. She plans to raise awareness among other organizations and healthcare professionals going forward. "My next step is to present and educate our home care team, and our mental health clinicians that interact with older adults", she adds.

OUR VOICE FOR OLDER MANITOBANS



Recently, Connie Newman, Executive Director attended a Canadian Drug Agency (CDA) patient engagement session in Toronto. The group learned about their 5-year plan for how they work with pan-Canadian partners to improve appropriate use of medications through collective impact.


The CDA goals are to:


- Support the public, patients, and caregivers to make informed chooses about medication use
- Equip clinicians with evidence-informed tools to support appropriate prescribing
- Support policy makers and decision makers in implementing evidence-informed appropriate use policies and programs
- Strengthen health system sustainability
- Collaborate with partners across the health system

Do you know the 5 questions to ask your health care provider?


Ask with confidence.




1 
What is the purpose of each of my medications? In plain language.

2 
Could I be experiencing any side effects or drug interactions?

3 
Could lifestyle changes also improve my well-being?

4 
Are all my medication s needed?

5 
What other information should I know about my medications?