

AGE FRIENDLY Manitoba

Creating communities committed to
healthy, active aging



Investing in Age-Friendly Communities

Our world is aging – it's a fact. As a result of the growing population of seniors, the World Health Organization, with participation from the Public Health Agency of Canada, embarked on a global age-friendly project. Manitoba is working with these organizations to create age-friendly communities that will contribute to the participation, health, independence and security of older Manitobans.

As of 2006, one in seven Canadians is age 65 or older. By 2036, seniors will account for one in four Canadians.



Age-Friendly Manitoba Initiative

Led by Seniors and Healthy Aging Secretariat, within the department of Healthy Living, Seniors and Consumer Affairs, the Age-Friendly Manitoba Initiative was launched in February of 2008. The initiative supports seniors in leading active, socially engaged, independent lives that contribute to healthy aging.

“*The depth and breadth of the benefits to an age-friendly community know no boundaries.*”
~ Jan Legeros, Village of Dunnottar



Age-Friendly is about RESPECT:

- **R**ecognizes the diversity among older Manitobans
- **E**ncourages healthy, active aging
- **S**upports the contributions of older Manitobans
- **P**romotes the participation of older Manitobans in all aspects of our community
- **E**ngages stakeholders in building age-friendly communities
- **C**reates accessible, safe environments for older adults
- **T**reats people of all ages with respect

“Age-friendly makes us all aware of the barriers that others face. Our communities should be barrier free to all. Let’s work towards this and we will all have better communities.”

~ Sharon Arnold, *The Pas*



Age-Friendly is Everyone's Responsibility

To make this initiative possible, Manitoba has partnered with the Association of Manitoba Municipalities, the Manitoba Chambers of Commerce, Rural Development Institute, the University of Manitoba's Centre on Aging, and seniors organizations such as Manitoba Association of Senior Centres. Together our work will support and optimize opportunities to enable older Manitobans to live in their communities, age-in-place.

“...everyone benefits when individuals, municipalities, businesses and non-profits stop to consider how they can make a difference in the lives of other people... That is what age-friendly means to us.”

~ The Age-Friendly Advisory Committee,
Portage la Prairie



What does an Age-Friendly Community look like?

In an age-friendly community, policies, programs and services are designed to make it easier for older adults to stay active and healthy, so they can continue to contribute in their communities. Since the launch of the Age-Friendly Manitoba Initiative in 2008, communities across Manitoba and globally have developed action plans to become more age-friendly, recognizing that every effort benefits citizens of all ages. Manitoba has been at the forefront of this movement.

“With the aging population, it is critical to look for ways to promote healthy aging. Making communities throughout Manitoba age-friendly is an exciting approach to help people age well and have high quality life into old age.”

~ Centre on Aging, University of Manitoba,
Dr. Verena Menec



Key Features of an Age-Friendly Community

- Pleasant, secure and physically accessible outdoor spaces and public buildings
- Well designed, affordable, appropriately located and secure housing choices
- Well-maintained and accessible roads and walkways
- Public transportation that is accessible and affordable
- Respectful relationships
- Supportive health and community services
- Opportunities to be socially active in leisure, social, cultural and spiritual activities with people of all ages
- Opportunities to participate in suitable volunteer, civic and employment positions
- Communication and information that is easy to find and understand

“...the ‘age-friendly’ initiative has caused us to look at projects through a different set of eyes. Whether we are designing buildings, parks, Community Centres, or simply walking paths, they are being designed with mobility in mind for all ages.

Our mobility challenged individuals are getting a sense of involvement as their voices are resonating through every project that is being discussed!

Making Winkler ‘age-friendly’ has made us a well rounded community!”

~ Martin Harder, Mayor, Winkler

How do you become Age-Friendly? One milestone-at-a-time...

As the Province of Manitoba continues to invite local governments to join the Age-Friendly Manitoba Initiative, it encourages communities to adopt the Milestone approach to support and sustain their efforts. Achievement of the Milestones is also required to be formally recognized as an Age-Friendly community by the World Health Organization, the Public Health Agency of Canada and the Province of Manitoba.

“We are pleased to see that many municipalities have attended the Age-Friendly workshop, have struck local committees and are working towards ensuring a vibrant and healthy environment for their residents.”

~ Eileen Clarke, Urban Vice-President,
Association of Manitoba Municipalities



The Milestone Approach to becoming Age-Friendly

Community engagement milestone

Establish an age-friendly Committee that includes active engagement of older adults.

Municipal council resolution milestone

Secure a local municipal council resolution to actively support, promote and work toward becoming age-friendly.

Action plan milestone

Establish a robust and concrete plan of action that includes a community consultation developed with older adults.

Public awareness milestone

Demonstrate commitment to action by publicly posting the action plan.

Measuring outcomes milestone

Commit to measuring activities and reporting publicly on action plan outcomes.

“ *The benefits of an age-friendly community are that it becomes an all inclusive community that works together for the common good of everyone.* ”

~ Darien Russell, Stonewall

The Age-Friendly Manitoba Resource Team

The Resource Team is available to support communities at every milestone and step of the way. Members of the team are available to:

- Facilitate community consultations
- Provide information
- Consult with community age-friendly committees
- Assist with action plans
- Work with communities to promote the age-friendly community concept

“*Inclusion, equal opportunities for all to enjoy and feel safe in our community.*”

~ Marsha Sheppard,
Pinawa

Contact the team:

Toll free: 1-800-665-6565

E-mail: resourceteam@agefriendlymanitoba.ca

Website: www.agefriendlymanitoba.ca

The Age-Friendly Manitoba Website

The Age-Friendly Manitoba website was developed to create a central point of information and resources where communities can connect, learn and stay current with age-friendly news and events. To learn more about the Age-Friendly Manitoba Initiative and age-friendly communities, please visit www.agefriendlymanitoba.ca



Manitoba Healthy Living, Seniors and Consumer Affairs Seniors and Healthy Aging Secretariat

Seniors Information Line

This toll free, bilingual telephone line gives seniors and their families quick, easy access to information about seniors' programs and services.

Please contact us at:

1610 - 155 Carlton Street, Winnipeg, MB R3C 3H8

Phone 204-945-6565 in Winnipeg

Toll free 1-800-665-6565

www.gov.mb.ca/shas