
Manitoba 

**Annual Report
2001-2002**

Seniors Directorate

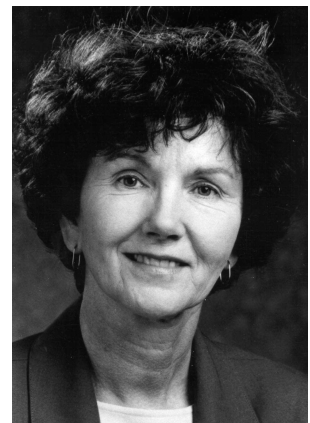
The Honourable Peter M. Liba
Lieutenant Governor of Manitoba
Room 235 Legislative Building
Winnipeg MB R3C 0V8

May It Please Your Honour:

I have the privilege of presenting the Annual Report of the Manitoba Seniors Directorate
for the year ended March 31, 2002.

Respectfully submitted,

Diane McGifford
Minister



Honourable Diane McGifford
Minister responsible for Seniors
156 Legislative Building
Winnipeg MB R3C 0V8

Dear Minister:

I am pleased to submit for your approval the 2001-2002 Annual Report for the Manitoba Seniors Directorate.

During 2001-2002, the Directorate continued to provide a central source of information and referral for seniors and their families, seniors' organizations and government. Staff continued to advance seniors' interests by promoting policies, programs and services that are sensitive to their needs and concerns.

The Directorate's organizational structure changed with the recruitment of a new Executive Director and the addition of some new staff. Diverse planning initiatives were undertaken, resulting in a new mission of *"leading government in creating an environment that promotes health, independence and well-being for all Manitoba seniors"*. As part of this planning, the Directorate established stronger working relationships with provincial departments, Regional Health Authorities and other governments, and increased its presence in rural and Northern Manitoba.

The Directorate continued to provide strong leadership for a multidisciplinary approach to addressing elder abuse. Key components of its strategy include an elder abuse consultant, an elder abuse coordinator, the Seniors Abuse Line, education and awareness, and the development of community-based response/monitoring teams.

The Directorate was actively involved in many committees, including: the Provincial Strategy on Physical Activity; Manitoba Caregiver Network; Minister of Health's Advisory Committee on Diabetes; Aboriginal Continuing Care Committee; Manitoba Alzheimer Strategy Steering Committee; Senior Transportation Working Committee; and the Seniors Crime and Safety Network. At the national level, Directorate staff served on federal/provincial/territorial working groups addressing issues such as elder abuse, safety and security, and technology.

The Directorate continued to provide administrative and research support to the Manitoba Council on Aging. It assisted Council with their Recognition Award celebrations, which acknowledge individuals and organizations for their exemplary acts toward seniors. The Directorate also assisted seniors' groups to organize Seniors' and Elders' Day events throughout the province.

To assist with planning, the Directorate contracted the University of Manitoba's Centre on Aging to undertake province-wide consultations during January and February 2002. The final report from this process identified priority areas and key issues for action. At the same time, Directorate staff are aware of the challenges associated with preparing for an aging society. In less than twenty years, one third of Manitobans will be fifty-five years and older.

The Seniors Directorate is committed to promoting the healthy aging of our population and is working diligently within and outside government to promote the interests and plan for the needs of our older citizens, now and in the future.

Respectfully submitted,

Tom Carson
Deputy Minister



Table of Contents

	<u>Page</u>
Introduction	1
Mission and Role	1
Organization	2
Seniors Directorate	4
Manitoba Council on Aging	10
Financial Information	13
Historical Information	15

Introduction

The Annual Report is organized according to the Directorate's appropriation structure, which reflects the Directorate's authorized votes approved by the Legislative Assembly.

The Report includes the following information concerning the Directorate and the Manitoba Council on Aging: mandate, organization, main expenditures at the appropriation level and a five-year historical table indicating expenditures and staffing.

Mission and Role

Established in 1988, the Manitoba Seniors Directorate provides support to the Minister in the development, implementation and review of policies and programs related to seniors' issues. The Minister and the Directorate work with all departments to promote an environment within the Province of Manitoba that allows Manitoba seniors to enjoy a high quality of life by improving their health, independence and well-being.

The overall responsibilities of the Seniors Directorate include:

- acting in an advisory capacity to government departments;
- liaising between the provincial government, other levels of government, and organizations serving seniors;
- performing an education, information and referral function on a wide variety of topics and in differing formats;
- providing leadership in the delivery of a province-wide elder abuse strategy; and
- providing administrative and research support to the Manitoba Council on Aging.

Organization

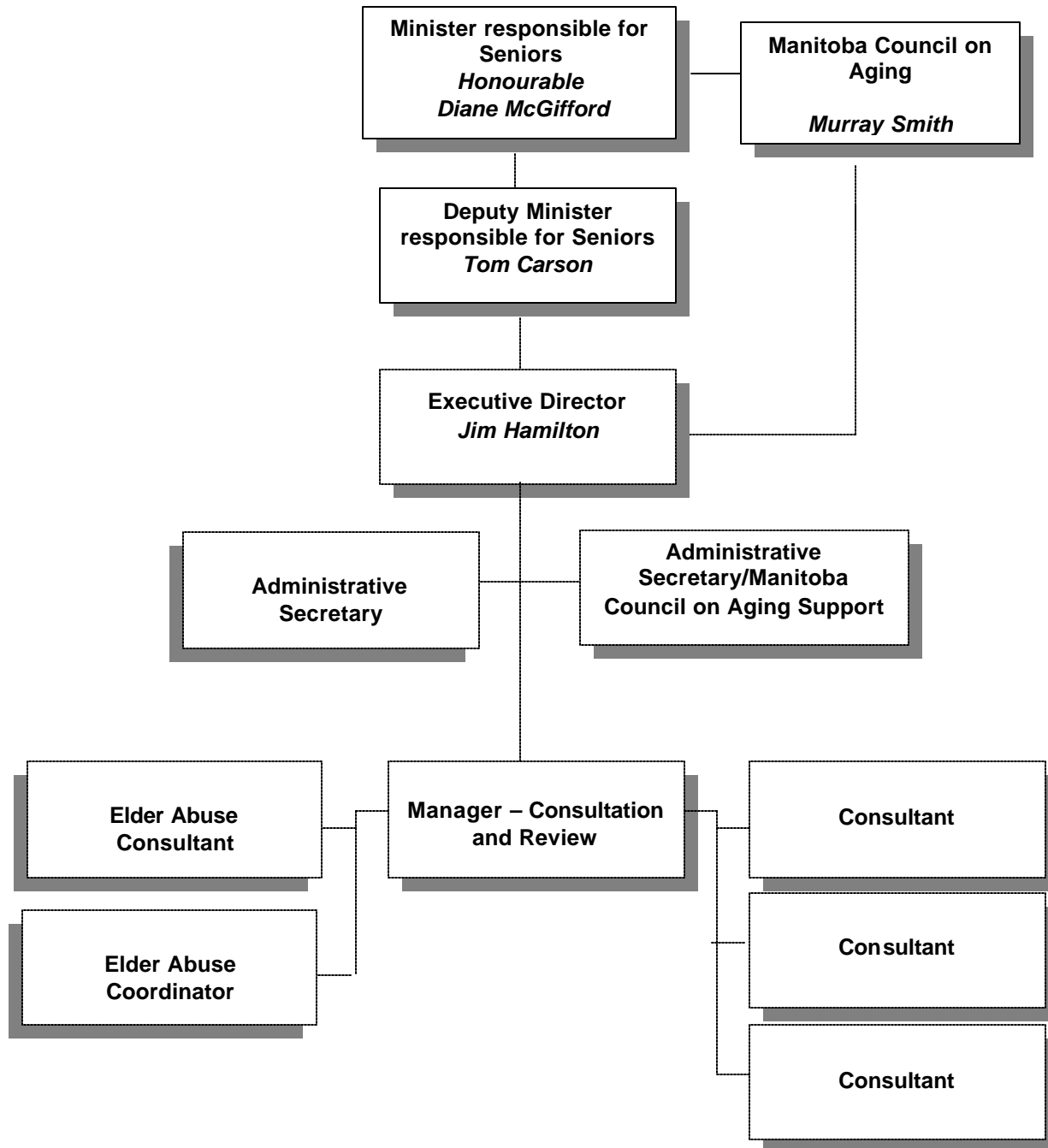
The Seniors Directorate's organizational structure is as follows: Directorate staff consists of an Executive Director, Manager - Consultation and Review, three Consultants, an Elder Abuse Consultant, an Elder Abuse Coordinator, an Administrative Secretary and an Administrative Secretary/Manitoba Council on Aging Support.

The Manitoba Council on Aging, appointed by the Minister responsible for Seniors, reports to the Minister and receives administrative support services from the Directorate. For further information, see ***Manitoba Council on Aging*** on page 10.

The Seniors Directorate and the Manitoba Council on Aging are not governed by specific legislation.

Seniors Directorate/Council on Aging Organization Chart

(as at March 31, 2002)



Seniors Directorate

The Seniors Directorate's two key functions are policy review and development, and community support and development.

Policy Review and Development

Policy review and development is important to government planning and program delivery for seniors. During 2001-2002, the Directorate continued its work in this area through the following actions:

- provision of briefings and a analysis for the Minister responsible for Seniors on a range of issues including: safety and security, health care, elder abuse, housing, transportation, financial security, services for seniors, consumer concerns, and demographics of aging.
- collaboration with provincial departments in developing policy and evaluating programs where delivery impacts seniors.
- provision of strong leadership in its multidisciplinary approach to addressing elder abuse. Key components of the Directorate's strategy include an elder abuse consultant, an elder abuse coordinator, the Seniors Abuse Line, education and awareness, and the development of community-based response/monitoring teams.
- continuation of its work with representatives from various government departments to further develop the Seniors Policies and Programs Database (SPPD), a tool of the *National Framework on Aging*.
- provision of an information base to departments on topics such as abuse of older adults, aging, demographic changes, retirement issues, and active living concepts.
- updated statistical information on Manitoba seniors utilizing data from resources including: Statistics Canada, Manitoba Health, Manitoba Bureau of Statistics, and Health Canada, Division of Aging and Seniors.
- consultation with Regional Health Authorities, all levels of government and community organizations to assist in identifying seniors' needs and concerns.
- province-wide consultations through a contract with the Centre on Aging, University of Manitoba, which helped to identify priority areas for further action.
- keeping current and involved in issues impacting seniors through various methods including: participation on committees, work with other jurisdictions, and support to the Manitoba Council on Aging.

Committees

The Directorate's government and non-government committee involvement includes:

- Seniors Transportation Working Committee;
- City of Winnipeg Handi-Transit Policy Advisory Committee;
- Seniors Crime and Safety Network;
- Aboriginal Seniors Continuing Care Committee;
- Provincial Strategy on Physical Activity;
- Food and Nutrition Policy Strategy;
- Minister of Health's Advisory Committee on Diabetes;
- Manitoba Caregiver Network;
- Support Services to Seniors Review Committee;
- Manitoba Alzheimer Strategy Steering Committee; and
- National Advisory Community for *Community Care for Seniors: Helping Family Caregivers of Seniors Overcome Barriers to Using Services*

Most committees, including the Senior Inter-Agency Network which is chaired by the Directorate, involve direct interaction with seniors and key seniors' organizations, which contributes to the fulfillment of the Directorate's mandate.

Federal/Provincial/Territorial (F/P/T) Work

F/P/T Ministers responsible for Seniors meet regularly to discuss issues of mutual concern that cross jurisdictions and sectors. These meetings enable Ministers to share information on current initiatives and to explore and engage in collaborative measures to address the needs and challenges of an aging population. F/P/T officials worked cooperatively with other jurisdictions on selected issues in preparation for these meetings. In 2001-2002, the Directorate:

- actively served on F/P/T working groups in preparing background information and drafting discussion papers for Ministerial consideration. Some of the topics reviewed by Ministers responsible for Seniors in 2001 included: challenges and planning for an aging society, safety and security for seniors, technology and aging, informal caregiving, and an inventory of Canadian programs and best practices for the prevention of falls among seniors.
- attended regular meetings of F/P/T Seniors' Officials and the Directorate's Executive Director assumed the role of Co-chair.

Manitoba Council on Aging

The Manitoba Seniors Directorate provided administrative and research support to the Manitoba Council on Aging. The Directorate supported Council at its meetings, researched material for position papers and agenda items, and assisted in the preparation of minutes, correspondence and briefings. Additionally, Directorate staff revised Council's *Manitoba Seniors' Guide*, continued to distribute its educational *Fact Sheets*, and assisted Council members with their *Recognition Award* program.

Community Support and Development

The Seniors Directorate continued to provide a central source of information and referral for seniors and their families, seniors' organizations and government during 2001-2002. The following functions and services accomplished this:

Seniors Information Line

The toll-free, bilingual Seniors Information Line received approximately 4,400 calls from across the province. Staff offers callers a specialized knowledge of resources and programs for seniors, as well as prompt and individual assistance, where required.

Seniors Abuse Line

The toll-free, bilingual Seniors Abuse Line received approximately 169 calls from across the province. The line allows seniors, family members, service providers and the community-at-large to access information on existing resources, receive assistance in accessing those resources, while respecting the older person's right to self-determination.

Long-Term Care Complaint/Referral Line

In June 2001, the Seniors Directorate transferred the Long-Term Care Complaint Line to Manitoba Health. During the transfer process, Directorate staff worked with Health's Protection for Persons in Care Office to ensure that callers had uninterrupted access to register their concerns/complaints about care and services delivered in personal care homes and that they continued to receive sensitive and efficient responses to their concerns.

Presentations, Workshops and Training

The Directorate continued to provide speakers for government, academic, service groups and community-based organizations. This included various faculties at University of Manitoba and Red River College, numerous women's groups, community resource councils, financial institutions, personal care homes, and the media. Topics included physical access for older persons, communication, portrayal of seniors in the media, elder care, the aging process, the older worker, implications of an aging society, positive/active living, retirement issues, board development and community resources of benefit to seniors.

The Directorate continued to market *Through Other Eyes: A Vision for Customer Service*, a training workshop that enables retailers, service-providers and students to experience the daily challenges faced by many seniors. Knowledge gained through workshop participation helps management/staff improve their own workplace environments, services and products for seniors. The Seniors Directorate is the exclusive licensee in Manitoba and has certified staff and volunteers to deliver the program. In 2001-2002, staff delivered training to universities, community colleges, and community resource councils.

Consultations and Conferences

Staff participated in conferences and consultations from a local to a national level throughout 2001-2002. These included the Manitoba Association on Gerontology, the Centre on Aging Symposium, Active Living Coalition of Older Adults (ALCOA), Provincial Strategy on Physical Activity, the 2001 World Congress - Canadian Association on Gerontology, Alzheimer Society, and *Community Response Networks – Community in Action*.

In addition, staff attended meetings of the Manitoba Association of Multi-Purpose Seniors' Centres, seniors' organizations, support service agencies and Regional Health Authorities throughout Manitoba. The meetings resulted in sharing of information on services and views/concerns from seniors in the area and discussion regarding the role of the Seniors Directorate.

Publications and Materials

The Directorate updated two guides and participated in several new educational initiatives:

- *The Manitoba Seniors' Guide*, 10th edition (MB Council on Aging) was revised and reprinted in March 2002.
- *A Legal Information Guide for Seniors: Wills and Estates, Power of Attorney, Health Care Directives*, prepared jointly with the Community Legal Education Association (CLEA) and Manitoba Justice (the Public Trustee), was revised and reprinted in March 2002.
- The Directorate partnered with the Manitoba Consumers Bureau and the RCMP to develop the "*Protect Yourself*" door decal and educational pamphlet, which provides crime prevention information and safety tips to rural Manitoba seniors.
- As part of a Federal/Provincial/Territorial (F/P/T) initiative, the Directorate printed a series of fact sheets entitled *Using Technology? Positively!* that were developed in partnership with the Nova Scotia Centre of Aging, Mount Saint Vincent University. The fact sheets provide readers with a better understanding of using everyday technologies.

The Directorate also promoted two F/P/T publications on falls. *A Best Practices Guide for the Prevention of Falls Among Seniors Living in the Community* provides information on effective fall interventions and strategies and *An Inventory of Canadian Programs for the Prevention of Falls Among Seniors Living in the Community* identifies fall prevention programs offered in Canada.

The Directorate distributed other printed materials on topics such as active living and wellness, health care directives, eldercare, housing, and its publications on:

- *The Older and Wiser Driver* (1999) published in partnership with Manitoba Transportation & Government Services (Division of Driver and Vehicle Licencing), Manitoba Public Insurance, Canadian Automobile Association Manitoba and Creative Retirement Manitoba.
- *Respect Our Seniors – They've earned it* (1999)
- *Emergency Information for Seniors*

Directorate staff continued to make its library of educational videos available on loan to seniors, service providers, professional groups and students. The tape collection addresses a range of issues including housing design, myths about aging, falls and how to prevent them, telephone fraud and how to recognize and prevent financial abuse.

Housing Registry

In 2001-2002, callers continued to access the Directorate's *Provincial Housing Registry for Seniors* through the Seniors Information Line. The registry contains information on apartments, condominiums, cooperatives, life leases and other facilities available to seniors in rural Manitoba. Printed lists are mailed upon request. Information on Winnipeg housing is provided by Age and Opportunity.

Abuse of the Elderly

The Directorate's Elder Abuse Consultant provides education and awareness sessions and customized training on elder abuse to professional organizations, students and seniors groups. The consultant is also involved in the development of community-based response/monitoring teams to ensure that services and supports for older adults are available and accessible in their own communities. During 2001-2002, there were 52 presentations and 22 consultations to approximately 1800 participants.

Seniors' Events

Seniors' groups were assisted to organize Seniors' & Elders' Day celebrations throughout the province during the month of October. In Winnipeg, the International Year of Volunteers and Seniors' & Elders' Day Committee collaborated to organize a River Walk from The Forks to the Legislative Building.

The Directorate participated in other seniors' public events including the Health Fair 2001 (an exhibition hosted by the Brandon Seniors for Seniors Co-op, Inc.), 55 Plus Games in Selkirk (sponsored by the Manitoba Society of Seniors), Time of Your Life 2001 (an exhibition for people 50+ sponsored jointly by Age and Opportunity and Manitoba Blue Cross), and many others celebrating International Year of Volunteers activities.

24 Seniors Directorate:

Expenditures by Sub-Appropriation	Actual	Estimate		Variance Over (Under)	Expl. No.
	2001/2002 \$	FTE	\$		
Salaries and Employee Benefits	402.8	9.00	476.8	(74.0)	
Other Expenditures	291.9		292.0	(0.1)	
Total Manitoba Seniors Directorate	694.7	9.00	768.8	(74.1)	

Manitoba Council on Aging

The Manitoba Council on Aging is an advisory body to the Minister responsible for Seniors. The Council ensures that a senior's perspective is reflected in government programs and policies that relate to seniors.

The overall responsibilities of the Council include:

- identify areas of opportunity for Government in adapting programs, policies and services to accommodate the age structures of Manitoba's population;
- increase public awareness and understanding of the aging process and its implications for all age groups in Manitoba;
- review and provide recommendations on projects, programs, proposals, and legislation to better reflect seniors' changing needs, issues and concerns as referred by the Minister; and
- provide an opportunity for dialogue through appropriate meetings with relevant organizations, groups and individuals to fulfil its mandate.

The Advisory Council originally reported through the provincial gerontologist to the Minister of Health. In May of 1994, Council began reporting directly to the Minister responsible for Seniors. The change was made to consolidate activities related to seniors and to reflect the broader range of issues, beyond the health care sector, relevant to seniors in Manitoba.

The Council is composed of up to fifteen members including a Chairperson and Vice-Chairperson appointed by the Minister responsible for Seniors for a two-year term. Members are drawn from a cross-section of geographic, ethnic and community-service backgrounds in Manitoba. In April and November of 2001, 13 new members were appointed to the Manitoba Council on Aging.

The Council meets approximately every second month or more often as need arises, or as directed by the Minister.

Committees are formed in response to emerging issues or concerns that affect seniors.

Council receives administrative and research support from the Seniors Directorate.

The Council held five meetings during 2001-2002 and undertook the following activities:

Policy & Issue Review

Issues

The Council explored the following issues during 2001-2002: financial programs and benefits – specifically, Manitoba seniors not receiving Guaranteed Income Supplement; education and property taxes; housing; lifelong learning; geriatric services; transportation; and, seniors and poverty.

Liaison with Agencies

Council members met with, or heard presentations from, representatives of the following agencies/departments: Creative Retirement Manitoba, Department of Finance, Manitoba Teachers' Society, Manitoba Real Estate Board, National Advisory Council on Aging, and the Winnipeg Regional Health Authority.

Community Functions

Committees

Council members participated on the International Year of Volunteers Steering Committee, Manitoba Alzheimer Strategy Committee, Seniors Transportation Working Group, Senior Inter-Agency Network, Manitoba Caregivers Network, Diabetes Prevention Working Group, the Manitoba Council on Aging Recognition Award Committee, and the Seniors' and Elders' Day Committee.

Publications

- Council revised and reprinted *The Manitoba Seniors' Guide*, 10th edition in March 2002.
- Council has distributed *Fact Sheets for Manitoba Seniors* on the following topics:

Apartment Security;
Replacing Lost I.D. Cards;
Safety Tips to Prevent Purse Snatchings;
Manitoba Council on Aging: Identifying the Needs of Seniors;
Making Things Easier for Those You Leave Behind;
Seniors and Active Living; and
Safety in Your Vehicle.

Projects

The *Manitoba Council on Aging Recognition Award* was presented to four worthy recipients at an Award ceremony held in October 2001. The Awards recognize services and initiatives that reflect a positive attitude towards Manitoba seniors.

Events

Council members participated in a number of events in the community including *Time of your Life 2001*, and the Centre on Aging Symposium. Many members participated in the Seniors' and Elders' Day River Walk and signing of the *Province of Manitoba Proclamation for Senior Citizens' Month*. Members also attended a number of conferences on issues related to seniors and aging, and a number of annual meetings of various seniors' organizations.

Financial Information Section

Seniors Directorate

Reconciliation Statement

(\$000)

Details	2000/01 Estimates
2001/02 Main Estimates	787.5
2001/02 Estimates	787.5

Seniors Directorate

Expenditure Summary

for the fiscal year ended March 31, 2002
with comparative figures for the previous fiscal year

Estimate 2001/02 (\$000)	Appropriation	Actual 2001/02 (\$000)	Actual 2000/01 (\$000)	Increase (Decrease) (\$000)	Expl. No.
24-1	Seniors Directorate				
476.8	(a) Salaries and Employee Benefits	402.8	474.1	(71.3)	
292.0	(b) Other Expenditures	291.9	295.9	(4.0)	
768.8	Total 24-1	694.7	770.0	(75.3)	
24-2	Amortization of Capital Assets				
18.7	Amortization of Capital Assets	17.9	17.7	0.2	
18.7	Total 24-2	17.9	17.7	0.2	
787.5	TOTAL EXPENDITURES	712.6	787.7	(75.1)	

Historical Information

Seniors Directorate

Five-Year Expenditure and Staffing Summary

for years ending March 31, 1998 to March 31, 2002
(\$000)

APPROPRIATION	ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES									
	1997/98		1998/99		1999/00		2000/01		2001/02	
	FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
24-1 Seniors Directorate	7.00	517.7	9.75	668.3	9.75	916.4	9.00	770.0	9.00	694.7
24-2 Amortization		-		-		1.8		17.7		17.9
TOTAL	7.00	517.7	9.75	668.3	9.75	918.2	9.00	787.7	9.00	712.6