

**Manitoba Seniors Directorate**

**Annual Report  
2002-2003**

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**Manitoba** 

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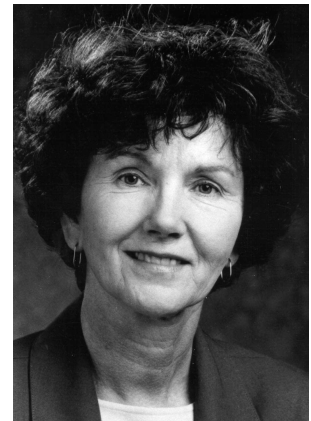
The Honourable Peter M. Liba  
Lieutenant Governor of Manitoba  
Room 235 Legislative Building  
Winnipeg MB R3C 0V8

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, 2003.

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 2002-2003 Annual Report for the Manitoba Seniors Directorate.

During 2002-2003, the Seniors Directorate successfully advanced the interests of seniors, both within and outside government, by promoting policies, programs and services to address their needs and concerns. To ensure that Manitoba is well positioned to respond to the current, emerging and future needs of Manitoba's aging population, a province-wide strategy titled *Advancing Age: Promoting Older Manitobans* was developed. The strategy will be a collaborative effort to address issues of aging and stimulate initiatives across government and within the seniors community, recognizing the needs and interests of seniors are diverse.

The Seniors Directorate also enhanced its commitment to addressing elder abuse in 2002-2003, by establishing the Manitoba Seniors Directorate Elder Abuse Strategy as a permanent program. Two staff have been dedicated to this important initiative which involves a toll-free elder abuse phone line and the development of community-based response mechanisms. In addition, an exciting new partnership with the RCMP and Addictions Foundation of Manitoba was established to create a new *Seniors Safety and Security* badge for Girl Guides.

A new satellite office initiative began in 2002 to increase the presence of the Seniors Directorate in rural and Northern Manitoba. Staff traveled to 14 rural and Northern communities to promote a better understanding of aging, enhance the profile of seniors and facilitate interventions at the community level to address regional needs. In addition, the *Senior Inter-Agency Network*, established in 2001 and chaired by the Directorate, continued to provide an essential link between government and community.

At the Federal-Provincial/Territorial level, Directorate staff served as provincial Co-Chair of the Committee of Officials (Seniors), as well as Chair of the Working Group on Seniors Safety and Security. These committees have been active, leading the country in planning for an aging population and addressing the issue of elder abuse.

The Manitoba Council on Aging continues to play a key role in bringing important issues affecting older Manitobans to the forefront. A number of concerns were addressed and significant research was conducted in the areas of federal government entitlements, life long learning and education tax policy.

The Seniors Directorate continues to support Manitoba's capacity to address issues related to Manitoba's aging population through its ongoing work on a number of community and government led initiatives. In addition, our Advancing Age Strategy will further support our efforts in providing leadership within government, to promote older Manitobans.

Respectfully submitted,

Jim Hamilton  
Executive Director

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# 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 objectives of the Seniors Directorate are:

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

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 research and administrative support to the Manitoba Council on Aging.

# Organization

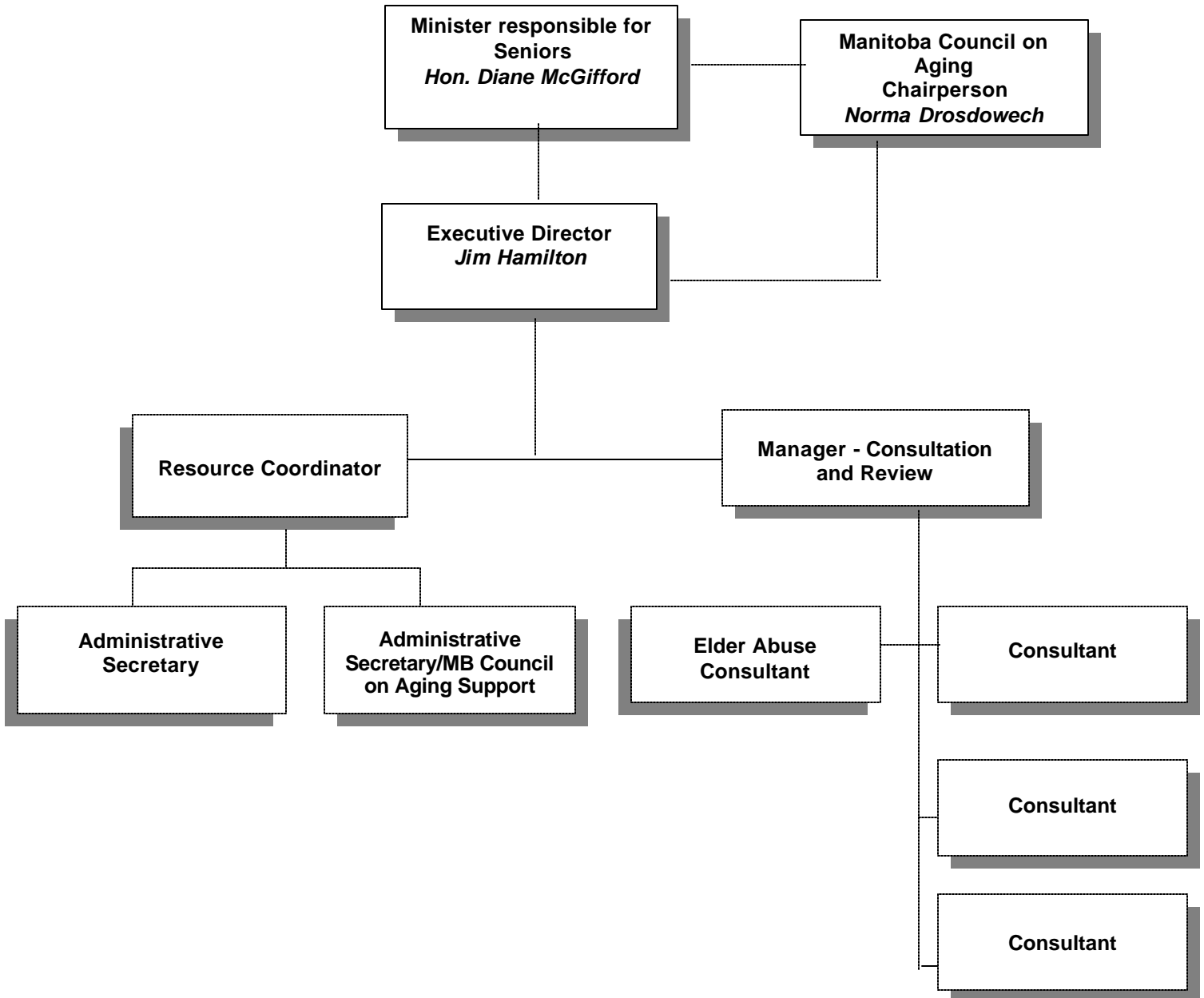
As of March 31, 2003, the Directorate staff consists of the following nine positions: an Executive Director; a Manager of Consultation and Review; three Consultants; an Elder Abuse Consultant; a Resource Coordinator; an Administrative Secretary and an Administrative Secretary/Manitoba Council on Aging Support person. See the organization chart on page 3.

The Manitoba Council on Aging, an advisory body to the Minister responsible for Seniors, reports to the Minister. The Council receives research and administrative support services from the Directorate. For further information, see ***Manitoba Council on Aging*** on page 11.

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, 2003)



# Seniors Directorate

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

## Consultation and Review

Consultation and review is important to government planning and program delivery for seniors. During 2002-2003, the Directorate continued its work in this area through the following actions:

- development of a province-wide strategy titled *Advancing Age: Promoting Older Manitobans*. The strategy will ensure that Manitoba is well positioned to respond to the current, emerging and future needs of Manitoba's aging population. It will help identify priority areas for further action using a collaborative effort across government and within the seniors community, recognizing the needs and interests of seniors are diverse.
- provision of briefings and analysis for the Minister responsible for Seniors on a range of issues including: safety and security; elder abuse; property taxes; government pensions and pension legislation; the federal commission on the future of health care and demographics and planning for an aging population.
- liaison with provincial departments in developing policy and evaluating programs where delivery impacts seniors, including the Departments of Manitoba Health, Family Services and Housing, Justice, and Finance.
- continuation of its work with representatives from various government departments to continually update the Seniors Policies and Programs Database (SPPD), a web-based tool of the *National Framework on Aging* (<http://www.sppd.gc.ca>).
- provision of an information base to departments on topics such as abuse of older adults, aging, demographic changes, and active living, including sharing the results of the *Manitoba Seniors Directorate Consultation* concluded in 2002 by the University of Manitoba Centre on Aging.
- continuing to provide leadership, using a multidisciplinary approach, to addressing elder abuse. Key components of the Directorate's strategy include services of an elder abuse consultant, the Seniors Abuse Line, new materials for education and awareness, and the development of community-based response/monitoring teams, with six rural regional health authorities, namely: Assiniboine; Brandon; Parkland; Burntwood; North Eastman and South Eastman. The elder abuse consultant also worked in partnership with the RCMP and Addictions Foundation of Manitoba to develop a new *Seniors Safety and Security* badge for Girl Guides. A component of the badge addresses elder abuse.

- consultation with Regional Health Authorities, all levels of government and community organizations to assist in identifying seniors' needs and concerns, including a new satellite office initiative. The initiative enabled travel to 14 rural and Northern communities to conduct meetings and do presentations with professionals and seniors. The communities included: Thompson; The Pas; Flin Flon; Dauphin; Brandon; Virden; Souris; Gimli; Wawanesa; Portage la Prairie; Steinbach; Vita; Fisher Branch and Arborg.
- 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:

- *Senior Inter-Agency Network*, established and chaired by the Directorate
- *Seniors Transportation Working Committee*;
- *City of Winnipeg Handi-Transit Policy Advisory Committee*;
- *Seniors Crime and Safety Network*;
- *Aboriginal Seniors Continuing Care Committee, Winnipeg Regional Health Authority*;
- *Food and Nutrition Policy Strategy*;
- *Manitoba Caregiver Network*;
- *Manitoba Alzheimer Strategy Steering Committee*;
- *National Advisory Community for Community Care for Seniors*; and
- *Senior Consultation*, Winnipeg Regional Health Authority

Most committees 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**

Federal-Provincial/Territorial Ministers responsible for Seniors meet biennially 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 2002-2003, the Directorate:

- actively served on working groups in preparing background information and discussion papers or briefings for Ministerial consideration. Topics discussed at the *Sixth Meeting of Federal-Provincial/Territorial Ministers responsible for Seniors*, held June 27, 2002 in Toronto, included: planning for Canada's aging population; healthy aging and seniors wellness; family/informal caregiving; and safety and security for seniors – elder abuse.

- attended regular meetings of Federal-Provincial/Territorial Seniors' Officials and the Directorate's Executive Director continued in the role of Co-chair.
- acted as lead for the Federal-Provincial/Territorial Working Group on Safety and Security – Elder Abuse, and an ad hoc working group on mechanisms for interjurisdictional work.

### **Manitoba Council on Aging**

The Manitoba Seniors Directorate provided research and administrative 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.

### **Senior Inter-Agency Network Committee**

The Directorate continued to coordinate and chair scheduled meetings of representatives from the following seniors' organizations and government agencies to discuss timely issues of common concern. The organizations represented on the committee are:

- |   |  |
|---|--|
| <input type="checkbox"/> Fédération des aînés Franco-Manitobains Inc. | <input type="checkbox"/> Manitoba Council on Aging                             |
| <input type="checkbox"/> Manitoba Society of Seniors                  | <input type="checkbox"/> Manitoba Association of Multi-Purpose Seniors Centres |
| <input type="checkbox"/> Age and Opportunity Inc.                     | <input type="checkbox"/> Winnipeg Regional Health Authority                    |
| <input type="checkbox"/> Regional Health Authorities of Manitoba      | <input type="checkbox"/> Alzheimer Society of Manitoba                         |
| <input type="checkbox"/> National Advisory Council on Aging           | <input type="checkbox"/> University of Manitoba Centre on Aging                |
| <input type="checkbox"/> Health Canada                                | <input type="checkbox"/> Creative Retirement Manitoba                          |

### **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 2002-2003. The following functions and services accomplished this:

#### **Seniors Information Line**

The toll-free, bilingual Seniors Information Line received approximately 3,600 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 154 calls during 2002-2003. 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.

## **Web site**

The Directorate continues to maintain its own web site providing accurate and accessible information to seniors and their families, organizations and professionals in the field of aging. Web site: [www.gov.mb.ca/sd](http://www.gov.mb.ca/sd)

## **Presentations, Workshops and Training**

The Directorate continued to provide speakers for government, academic, service groups and community-based organizations. Topics included financial benefits for a group of retired or soon-to- retire persons and emerging issues for an aging society. The elder abuse consultant conducted presentations to approximately 900 participants throughout Manitoba on detection and services related to all aspects of elder abuse. Staff conducted two sessions of *Balancing Work and Older Family Responsibilities*, a training workshop for Manitoba civil servants in 2002-2003.

## **Consultations and Conferences**

Staff participated in conferences and consultations from a local to a national level throughout 2002-2003. These included the *Ontario Conference on Elder Abuse*, hosted by the Ontario Network for the Prevention of Elder Abuse in Toronto; the annual research symposium, *Dialogue on Aging*, hosted by the Centre on Aging at the University of Manitoba; *Aging and Society: Taking Charge of the Future*, Canadian Association of Gerontology Conference held in Montreal; the Institute of Public Administration of Canada's 2002 Annual Conference and the *2002 Active Living Coalition for Older Adults Forum* held in Regina, Saskatchewan.

In addition, staff attended meetings of the Manitoba Association of Multi-Purpose Seniors Centres, various seniors' organizations, support service agencies and regional health authorities throughout Manitoba. The meetings resulted in sharing of information on services and discussion regarding the role of the Seniors Directorate.

## **Publications and Materials**

The Directorate updated several booklets and developed new educational materials on elder abuse, as follows:

- *The Manitoba Seniors' Guide*, 11<sup>th</sup> edition, published by the Manitoba Council on Aging was revised by the Seniors Directorate and reprinted in March 2003.

- *A Guide for Seniors: Questions to Ask your Doctor and Pharmacist* was revised and reprinted with financial assistance from Manitoba Health in March 2003.
- *A Guide for the Caregiver* (formerly published as *Eldercare and You: A guide for the eldercaring employee*) was revised and reprinted with financial assistance from Manitoba Health in March 2003.
- Four new educational materials to address elder abuse were developed and printed in March 2003. They included a fact sheet, two pamphlets and a poster.
- The Directorate continued to distribute the following educational materials:
  - “*Protect Yourself*” a door decal and educational pamphlet on crime prevention and safety tips targeted to rural Manitoba seniors;
  - *Using Technology? Positively!* a series of fact sheets to provide readers with a better understanding of using everyday technologies;
  - *A Best Practices Guide for the Prevention of Falls Among Seniors Living in the Community (2001)* and *An Inventory of Canadian Programs for the Prevention of Falls Among Seniors Living in the Community (2001)*;
  - *The Older and Wiser Driver (1999)* published in partnership with Manitoba Transportation & Government Services, Manitoba Public Insurance, Canadian Automobile Association Manitoba and Creative Retirement Manitoba; and
  - other printed materials on topics such as active living and wellness, health care directives, a legal guide, and emergency information.

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.

The Directorate conducted an evaluation of the *Seniors Are Cool!* video distributed to all Manitoba middle year schools during the International Year of Older Persons in 1999. A newly developed Resource Guide and the video was piloted to senior serving organizations to enable them to offer intergenerational programming, with the intention of reducing intergenerational fears. Pilot findings indicate that there is a need and desire to partner between schools and senior serving organizations.

### **Housing Registry**

In 2002-2003, callers continued to access the Directorate’s *Provincial (Rural) Housing Registry for Seniors* through the Seniors Information Line. The registry contains information on all types of seniors housing available in rural Manitoba. Information on Winnipeg housing is available from Age and Opportunity, Inc.

## **Elder Abuse**

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 2002-2003, there were 40 presentations to approximately 900 participants.

The Directorate continues to provide an annual grant in the amount of \$60.5 to Age and Opportunity, Inc., which provides elder abuse counselling to older victims of abuse, their family members and support persons in Winnipeg.

## **Seniors' Events**

Seniors' groups were assisted to organize Seniors' & Elders' Day celebrations throughout the province during the month of October. In Winnipeg, the Seniors' & Elders' Day Committee organized a river walk at the Forks.

The Directorate participated in other seniors' public events including the *Health Fair 2002* (an exhibition hosted by the Brandon Seniors for Seniors Co-op, Inc.), *MSOS 55 Plus Games* in Morden, and others.

The Directorate provided a grant of \$5.0 to Manitoba Society of Seniors (MSOS) as a contribution toward cost of sponsoring the *MSOS 55 Plus Games* in June 2002.

## **Sustainable Development**

During fiscal year 2002-03, staff at the Seniors Directorate formed part of the Department of Culture, Heritage & Tourism's committee to develop an Organizational Plan to oversee the implementation of the Sustainable Development Goals.

The Seniors Directorate used recycled paper for the photocopier and fax machines, as well as the printer. The toner cartridges for this equipment were also returned for recycling. All used office paper was sent to the Records Centre for shredding. Newspapers and telephone books were also collected and recycled. Whenever possible, double-sided photocopying was encouraged. In order to reduce utility use, lights were turned off in offices when not in use.

**24 Seniors Directorate:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2002/03 \$000</b>	<b>Estimate 2002/03</b>		<b>Variance Over (Under) \$000</b>	<b>Expl. No.</b>
		<b>FTE</b>	<b>\$000</b>		
Salaries and Employee Benefits	415.8	9.00	473.5	(57.7)	
Other Expenditures	258.0		249.7	8.3	
<b>Total Manitoba Seniors Directorate</b>	<b>673.8</b>	<b>9.00</b>	<b>723.2</b>	<b>(49.4)</b>	

# 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 the 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 2002-03, two new members were appointed to fill vacant positions and a new chairperson was selected. There was one vacant position as of March 31, 2003.

The Council meets approximately four times annually or as requested by the Minister.

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

Council receives research and administrative support from the Seniors Directorate.

The Council held four meetings during 2002-2003 and undertook the following activities:

## **Policy & Issue Review**

### **Issues**

The Council addressed the following issues during 2002-2003: unpaid entitlements for financial benefits (government pension and income supplement programs); refundable tax credits; education property taxes; low-income housing supports; lifelong learning; core funding for non-profit seniors' groups; employment insurance premiums for seniors; timely access to health services; and information about services and benefits.

Council established the following subcommittees during 2002-2003:

- Housing
- Lifelong Learning
- Education Property Tax
- Council on Aging Recognition Awards

## **Community Functions**

### **Committees**

Council members participated on the Manitoba Alzheimer Strategy Committee, Senior Inter-Agency Network, Manitoba Health Ministerial Advisory Committee on Diabetes, and the Seniors' and Elders' Day Planning Committee.

### **Publications**

- Council revised and reprinted *The Manitoba Seniors' Guide*, 11<sup>th</sup> edition in March 2003.
- Council continued to provide its *Fact Sheets for Manitoba Seniors* online at [www.gov.mb.ca/sd](http://www.gov.mb.ca/sd) and to mail copies upon request.

### **Projects**

The *Manitoba Council on Aging Recognition Award* was presented to nine worthy recipients at an award ceremony held in October 2002. The Awards recognize services and initiatives that reflect a positive attitude towards Manitoba seniors.

### **Events**

Many members participated in the Seniors' and Elders' Day river walk and signing of the *Province of Manitoba Proclamation for Seniors' & Elders' Month*. A member of Council also volunteered at a day-long phone campaign entitled *Hang-Up on Fraud*, calling seniors in their homes to raise awareness of phone fraud and how to address it.

### **Conferences**

Council attended *Aging in Manitoba: Longitudinal Study Celebrating 30 Years of Study*; *Aging and Society: Taking Charge of the Future Conference* hosted by the Canadian Association of Gerontology in Montreal and the annual meeting of federal-provincial Councils on Aging.

# Financial Information Section

## Seniors Directorate Reconciliation Statement

(\$000)

<b>Details</b>	<b>2002/03 Estimates</b>
2002/03 Main Estimates	739.0
<b>2002/03 Estimates</b>	<b>739.0</b>

## Seniors Directorate Expenditure Summary

for the fiscal year ended March 31, 2003  
with comparative figures for the previous fiscal year

Estimate 2002/03 (\$000)	Appropriation	Actual 2002/03 (\$000)	Actual 2001/02 (\$000)	Increase (Decrease) (\$000)	Expl. No.
<b>24-1 Seniors Directorate</b>					
473.5	(a) Salaries and Employee Benefits	415.8	402.8	13.0	
249.7	(b) Other Expenditures	258.0	291.9	(33.9)	
<b>723.2</b>	<b>Total 24-1</b>	<b>673.8</b>	<b>694.7</b>	<b>(20.9)</b>	
<b>24-2 Amortization and Other Costs Related to Capital Assets</b>					
12.2	(a) Desktop	12.1	17.9	(5.8)	
3.6	(b) Amortization Expense	3.5	-	3.5	
<b>15.8</b>	<b>Total 24-2</b>	<b>15.6</b>	<b>17.9</b>	<b>(2.3)</b>	
<b>739.0</b>	<b>TOTAL EXPENDITURES</b>	<b>689.4</b>	<b>712.6</b>	<b>(23.2)</b>	

# Historical Information

## Seniors Directorate

### Five-Year Expenditure and Staffing Summary

for years ending March 31, 1999 to March 31, 2003

(\$000)

APPROPRIATION	ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES									
	1998/99		1999/00		2000/01		2001/02		2002/03	
	FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
24-1 Seniors Directorate	9.75	668.3	9.75	916.4	9.00	770.0	9.00	694.7	9.00	673.8
24-2 Amortization		-		1.8		17.7		17.9		15.6
<b>TOTAL</b>	<b>9.75</b>	<b>668.3</b>	<b>9.75</b>	<b>918.2</b>	<b>9.00</b>	<b>787.7</b>	<b>9.00</b>	<b>712.6</b>	<b>9.00</b>	<b>689.4</b>