

**Manitoba Seniors Directorate**

**Annual Report  
2003-2004**

**Manitoba** 

---

The Honourable John Harvard  
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, 2004.

Respectfully submitted,

Jim Rondeau  
Minister

Honourable Jim Rondeau  
Minister responsible for Seniors  
310 Legislative Building  
Winnipeg MB R3C 0V8

Dear Minister:

I am pleased to submit for your approval the 2003-2004 Annual Report for the Manitoba Seniors Directorate.

The Seniors Directorate continues to provide leadership to the province-wide strategy, *Advancing Age: Promoting Older Manitobans*. Throughout the year, the Directorate also sought input and active participation from provincial departments and key stakeholders, including seniors.

A one-time grant of \$80.0 was provided to four major seniors' organizations to enhance their capacity to assist the Seniors Directorate with the strategy. As part of the action plan, the Directorate began the collection of data for a government-wide inventory of programs and services for seniors.

A series of short-term action strategies and longer term planning and policy initiatives will be undertaken over the course of the next year and will help to ensure that Manitoba is well positioned to respond to the current, emerging and future needs of Manitoba's aging population.

The Elder Abuse Strategy has facilitated the design and development of regional and community-based response/monitoring teams, education and awareness resources, information, and referral through the Seniors Abuse Line for individuals seeking assistance. New brochures and posters were developed in 2003-2004 to increase public awareness of elder abuse.

At the Federal-Provincial/Territorial level, Manitoba is a signatory to the National Framework on Aging and the Seniors Directorate was actively involved in developing agenda items for the November 2003 meeting of Ministers responsible for Seniors.

The Manitoba Council on Aging continues to play a key role in bringing important issues affecting older Manitobans to the forefront. These included discussion papers on International Pharmacy Services, lifelong learning and taxation.

Respectfully submitted,

Milton Sussman  
Deputy Minister of Health & Healthy Living

# Table of Contents

---

	<u>Page</u>
Introduction	1
Mission and Role	1
Organization	2
Seniors Directorate	4
Manitoba Council on Aging	11
Financial Information	14
Historical Information	16

# 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

The Manitoba Seniors Directorate provides support to the Minister to ensure the needs and concerns of seniors are reflected through a co-ordinated and comprehensive framework of legislation, public policy and programs. The Minister and the Directorate work with all departments to create an environment within the Province of Manitoba that promotes the health, independence and well-being of all Manitoba seniors.

The overall responsibilities of the Seniors Directorate include:

- providing leadership to province-wide strategies that promote the interests of older Manitobans, including *Advancing Age: Promoting Older Manitobans* and the *Elder Abuse* strategy;
- 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; and
- providing research and administrative support to the Manitoba Council on Aging.

# Organization

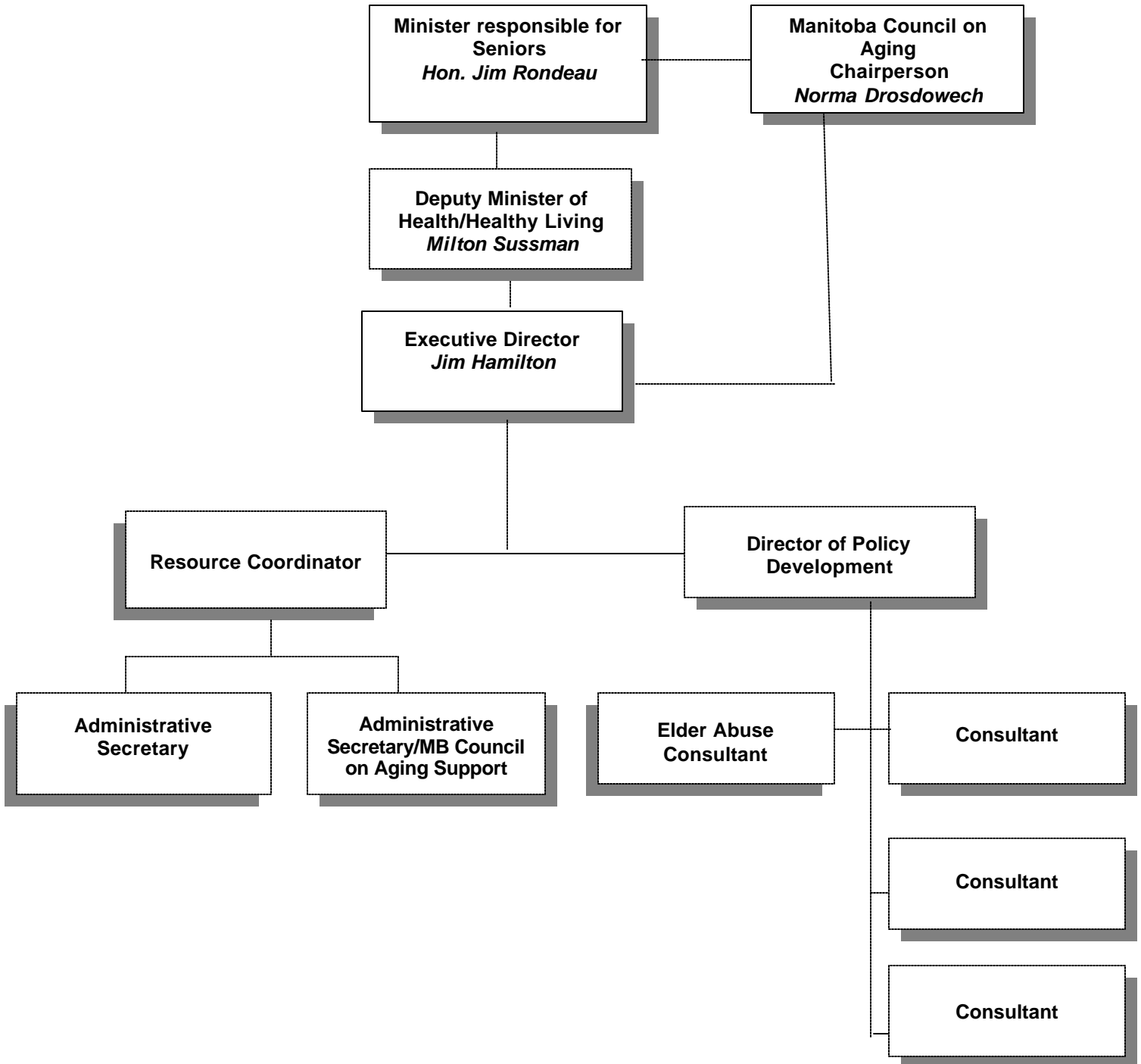
As of March 31, 2004, the Directorate staff consisted of the following nine positions: an Executive Director; a Director of Policy Development; three Consultants; an Elder Abuse Consultant; a Resource Coordinator; an Administrative Secretary and an Administrative Secretary/Manitoba Council on Aging Support 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, 2004)



# 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 2003-2004, the Directorate continued its work in this area through the following actions:

- progress on the 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; health care and related health issues, 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. As part of the *Advancing Age: Promoting Older Manitobans* action plan, the Directorate consulted with all government departments in the collection of data for a government-wide inventory of programs and services for seniors.
- 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>).
- continuing to provide leadership, using a multidisciplinary approach, to addressing elder abuse. Key components of the Directorate's strategy include the 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. New brochures and posters were developed to increase public awareness of elder abuse and the Directorate's initiatives in this area.

- 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.
- 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;*
- *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 Alzheimer Strategy Steering Committee;*
- *National Advisory Community for Community Care for Seniors;*
- *Senior Consultation, Winnipeg Regional Health Authority;*
- *Active Living Coalition of Older Adults (ALCOA);*
- *Brandon Regional Health Authority Innovative/Integrated Senior Housing;*
- *Seniors Home Security Working Group;*
- *The Emergency Response Information Kit (ERIK) Committee;*
- *Addictions Foundation of Manitoba – Seeking Solutions;*
- *Interdepartmental Working Group on Abuse of the Elderly;*
- *Active Living Alliance for Canadians with Disabilities;*
- *Family Violence Court Steering Committee;*
- *Winnipeg Committee to End Family Violence;*
- *Seniors' and Elders' Day Committee;*
- *CJOB Radio Advisory Committee; and*
- *Interdepartmental Advisory Committee on New Urban Development Agreement*

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 2003-2004, the Directorate:

- actively served on working groups in preparing background information and discussion papers or briefings for Ministerial consideration. Topics discussed at the *Seventh Meeting of Federal-Provincial/Territorial Ministers responsible for Seniors*, held November 27, 2003 in Halifax, included: the opportunities and challenges faced by Canada's aging population; ways to support healthy aging initiatives, planning for Canada's aging population; the abuse and neglect faced by many older adults and the ways to assist caregivers of seniors. The Ministers asked their officials to investigate further collaborative work in the areas of the cumulative impacts of policies and programs; the social isolation of older persons; housing and aging in place and seniors living in Northern and remote communities.
- 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 participated on a working group on exploring social isolation.

### **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 Awards* 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:

- |  |  |
|--|--|
| ❑ Fédération des aînés Franco-Manitobains Inc. | ❑ Manitoba Council on Aging                            |
| ❑ Manitoba Society of Seniors                  | ❑ Manitoba Association of Multi-Purpose Senior Centres |
| ❑ Age and Opportunity Inc.                     | ❑ Winnipeg Regional Health Authority                   |
| ❑ Regional Health Authorities of Manitoba      | ❑ Alzheimer Society of Manitoba                        |
| ❑ National Advisory Council on Aging           | ❑ University of Manitoba Centre on Aging               |
| ❑ Health Canada                                | ❑ 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 2003-2004. The following functions and services accomplished this:

### **Seniors Information Line**

The toll-free, bilingual Seniors Information Line received approximately 3,500 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 254 calls during 2003-2004, up from 154 in 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 presentations for government, academic, service groups and community-based organizations on various topics and issues as they relate to older adults. The elder abuse consultant conducted 37 presentations to over 1,000 participants throughout Manitoba on detection and services related to all aspects of elder abuse.

### **Consultations and Conferences**

Staff participated in conferences and consultations from a local to a national level throughout 2003-2004: The Executive Director attended and co-chaired meetings of the Federal-Provincial/Territorial (F-P/T) Committee of Officials (Seniors), attended the Canadian Institute on Health Research Forum on Seniors Research Priorities, and the Canadian Association of Gerontology Annual Scientific and Educational Meetings. Staff attended the Social and Economic Dimensions of an Aging Population (SEDAP) Conference *Moving Towards an Older Society*, the 2004 Ontario Elder Abuse Conference and a Statistics Canada Social Trends seminar.

In addition, staff attended meetings of the Manitoba Association of Multi-Purpose Senior Centres, the Winnipeg Regional Health Authorities Community Consultation, the Alzheimer Society Conference, the Centre on Aging Symposium, the Partners Seeking Solutions Forum, the Aging and Society Forum, the Manitoba Association of Gerontology Annual General Meeting and Workshop, 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*, 12<sup>th</sup> edition, published by the Manitoba Council on Aging was revised by the Seniors Directorate and reprinted in March 2004.
- *Questions to Ask Your Doctor and Pharmacist*, released in April 2003.
- *A Guide for the Caregiver*, released in April 2003.
- *Expect Respect* (an elder abuse pamphlet and poster for seniors).
- *Working Together to Address Elder Abuse* (an elder abuse pamphlet for professionals).
- *Safety for Seniors: What You Should Know* (fact sheet on elder abuse).
- 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.

## **Housing Registry**

In 2003-2004, 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 2003-2004, there were 37 presentations to over 1,000 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.

Seniors Directorate staff participated in the following seniors' public events in 2003-2004: the Annual General Meetings of the Fédération des des aînés franco-manitobains, Age & Opportunity, Creative Retirement, Manitoba Society of Seniors, Manitoba Association of Multi-Purpose Senior Centres and Centre on Aging.

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 2003.

## **Sustainable Development**

During fiscal year 2003-04, staff at the Seniors Directorate continued to use 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 2003/04 \$000</b>	<b>Estimate 2003/04</b>		<b>Variance Over (Under) \$000</b>	<b>Expl. No.</b>
		<b>FTE</b>	<b>\$000</b>		
Salaries and Employee Benefits	468.2	9.00	472.7	(4.5)	
Other Expenditures	247.6		247.8	(0.2)	
<b>Total Manitoba Seniors Directorate</b>	<b>715.8</b>	<b>9.00</b>	<b>720.5</b>	<b>(4.7)</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:

- identifying areas of opportunity for Government in adapting programs, policies and services to accommodate the age structures of Manitoba's population;
- increasing public awareness and understanding of the aging process and its implications for all age groups in Manitoba;
- reviewing and providing recommendations on projects, programs, proposals, and legislation to better reflect seniors' changing needs, issues and concerns as referred by the Minister; and
- providing opportunities 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.

The Council meets approximately four times annually or as requested by the Minister. The Council has met with the Minister to consider issues of importance to seniors. The Chair of Council meets regularly with 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 2003-2004 and undertook the following activities:

## **Policy & Issue Review**

### **Issues**

The Council addressed the following issues during 2003-2004: International Pharmacy Services; School Property Tax, core funding for non-profit seniors' groups; unpaid entitlements for financial benefits (government pension and income supplement programs); refundable tax credits; lifelong learning; low-income housing supports; health issues; ageism; *Advancing Age* strategy; addictions; access to rural health services; transportation; senior squalor syndrome; specific concerns of senior women.

Council established the following sub-committees during 2003-2004:

- |  |   |
|--|---|
| <input type="checkbox"/> Lifelong Learning               | <input type="checkbox"/> Housing                |
| <input type="checkbox"/> International Pharmacy Services | <input type="checkbox"/> Education/Property Tax |
| <input type="checkbox"/> Financial Benefits              | <input type="checkbox"/> Recognition Awards     |

## **Community Functions**

### **Committees**

Council members participated on the Manitoba Alzheimer Strategy Committee, Senior Inter-Agency Network, Seniors' and Elders' Day Planning Committee, Manitoba Diabetes Committee; consultation with Manitoba Women's Directorate; Federal Task Force on Active Living and Dignity for Seniors; Federal consultation on Planning for An Aging Population; Manitoba Roundtable of women activist re current issues; Manitoba Committee of Seniors; consultation on Seniors Recreation and Resource Centres; St. Vital Task Force on Housing; and the WRHA Consultation Committee.

### **Publications**

- Council revised and reprinted *The Manitoba Seniors' Guide*, 12<sup>th</sup> edition in March 2004.
- 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 Awards* were presented by the Minister responsible for Seniors and the Chair of the Council to eight recipients and Honourable mention to twelve. They included organizations, professional staff and individual seniors who have enhanced the quality of life for Manitoba seniors and who reflect a positive attitude towards Manitoba seniors.

## **Events**

Many members participated in the Seniors' and Elders' Day river walk and activities held at the Forks on the International Day of Older Persons, and special events held throughout the province during October, designated as Seniors' and Elders' Month.

## **Conferences**

In 2003-2004 Council attended the Canadian Association of Gerontology Conference *Bringing the Pieces Together: Research, Education, Policy and Practice* and a meeting of chairpersons of the F-P/T Councils on Aging, the Law Reform Commission, Canadian University Retirees Association of Canada, Manitoba Centre on Aging's Research Symposiums, Partners Seeking Solutions Workshop, Canadian Institute of Health Research – Prairie Consultation Forum, and the Winnipeg Regional Health Authority Community Consultation.

# Financial Information Section

## Seniors Directorate Reconciliation Statement

(\$000)

<b>Details</b>	<b>2003/04 Estimates</b>
2003/04 Main Estimates	723.6
Allocation from Internal Reform	6.3
<b>2003/04 Estimates</b>	<b>729.9</b>

## Seniors Directorate Expenditure Summary

for the fiscal year ended March 31, 2004  
with comparative figures for the previous fiscal year

Estimate 2003/04 (\$000)	Appropriation	Actual 2003/04 (\$000)	Actual 2002/03 (\$000)	Increase (Decrease) (\$000)	Expl. No.
<b>24-1 Seniors Directorate</b>					
472.7	(a) Salaries and Employee Benefits	468.2	415.8	52.4	1
247.8	(b) Other Expenditures	247.6	258.0	(10.4)	
<b>720.5</b>	<b>Total 24-1</b>	<b>715.8</b>	<b>673.8</b>	<b>42.0</b>	
<b>24-2 Amortization and Other Costs Related to Capital Assets</b>					
5.9	(a) Desktop	5.9	12.1	(6.2)	
3.5	(b) Amortization Expense	3.5	3.5	-	
<b>9.4</b>	<b>Total 24-2</b>	<b>9.4</b>	<b>15.6</b>	<b>(6.2)</b>	
<b>729.9</b>	<b>TOTAL EXPENDITURES</b>	<b>725.2</b>	<b>689.4</b>	<b>35.8</b>	

Explanations:

- Increase is due to a vacancy in 2002/03 as well as the General Salary increase in 2003/04.

# Historical Information

## Seniors Directorate

### Five-Year Expenditure and Staffing Summary

for years ending March 31, 2000 to March 31, 2004

(\$000)

APPROPRIATION		1999/00		2000/01		2001/02		2002/03		2003/04	
		FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
24-1	Seniors Directorate	9.75	916.4	9.00	770.0	9.00	694.7	9.00	673.8	9.00	715.8
24-2	Amortization		1.8		17.7		17.9		15.6		9.4
<b>TOTAL</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>	<b>9.00</b>	<b>725.2</b>