

**Manitoba Seniors and
Healthy Aging Secretariat**

**Annual Report
2005-2006**

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 and Healthy Aging Secretariat, and the Annual Report of the Manitoba Council on Aging for the fiscal year 2005/06.

Respectfully submitted,

Theresa Oswald
Minister responsible for Seniors

Honourable Theresa Oswald
Minister responsible for Seniors

Dear Minister:

I am pleased to present the Annual Report of the Manitoba Seniors and Healthy Aging Secretariat for the fiscal year 2005/06.

Supporting a vision for health, independence and well-being of all Manitoba seniors, the Seniors and Healthy Aging Secretariat has focused on developing partnerships within government and the community. As a result, significant progress has been made in addressing a wide range of issues affecting seniors in this province.

The department continued to develop the capacity of key seniors organizations through the *Advancing Age: Promoting Older Manitobans* strategy. Aboriginal seniors issues and the transportation and mobility challenges facing rural and northern seniors are now better understood.

Together with partnering seniors organizations, the Secretariat has begun to better address the information needs of seniors. The Senior Access program will ensure that key stakeholders, professionals and volunteer seniors will be better equipped to assist seniors in accessing the programs and services to which they are entitled.

An exciting new partnership between the Secretariat, the World Health Organization and the Public Health Agency of Canada's Division of Aging and Seniors strives to enhance the quality of life for older citizens in Manitoba and internationally. Plans for projects in Manitoba and Canada are underway which will provide an opportunity for governments across the world to develop both age-friendly communities and to recognize the needs of vulnerable seniors in emergency planning.

Respectfully submitted,

Arlene Wilgosh

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Introduction

The Annual Report is organized in accordance with the Manitoba Seniors and Healthy Aging Secretariat's appropriation structure, as set out in the Main Estimates of Expenditure of the Province of Manitoba for the fiscal year ending March 31, 2006.

The Report includes the following information concerning the Secretariat: its mission and role; consultation and review; community support and development; and the main expenditures at the appropriation level and a five-year historical table indicating expenditures and staffing. Also included is the Annual Report for the Manitoba Council on Aging describing its mandate, organization, policy and issue review and community functions.

Mission and Role

The Manitoba Seniors and Healthy Aging Secretariat 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 Secretariat 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 and Healthy Aging Secretariat 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

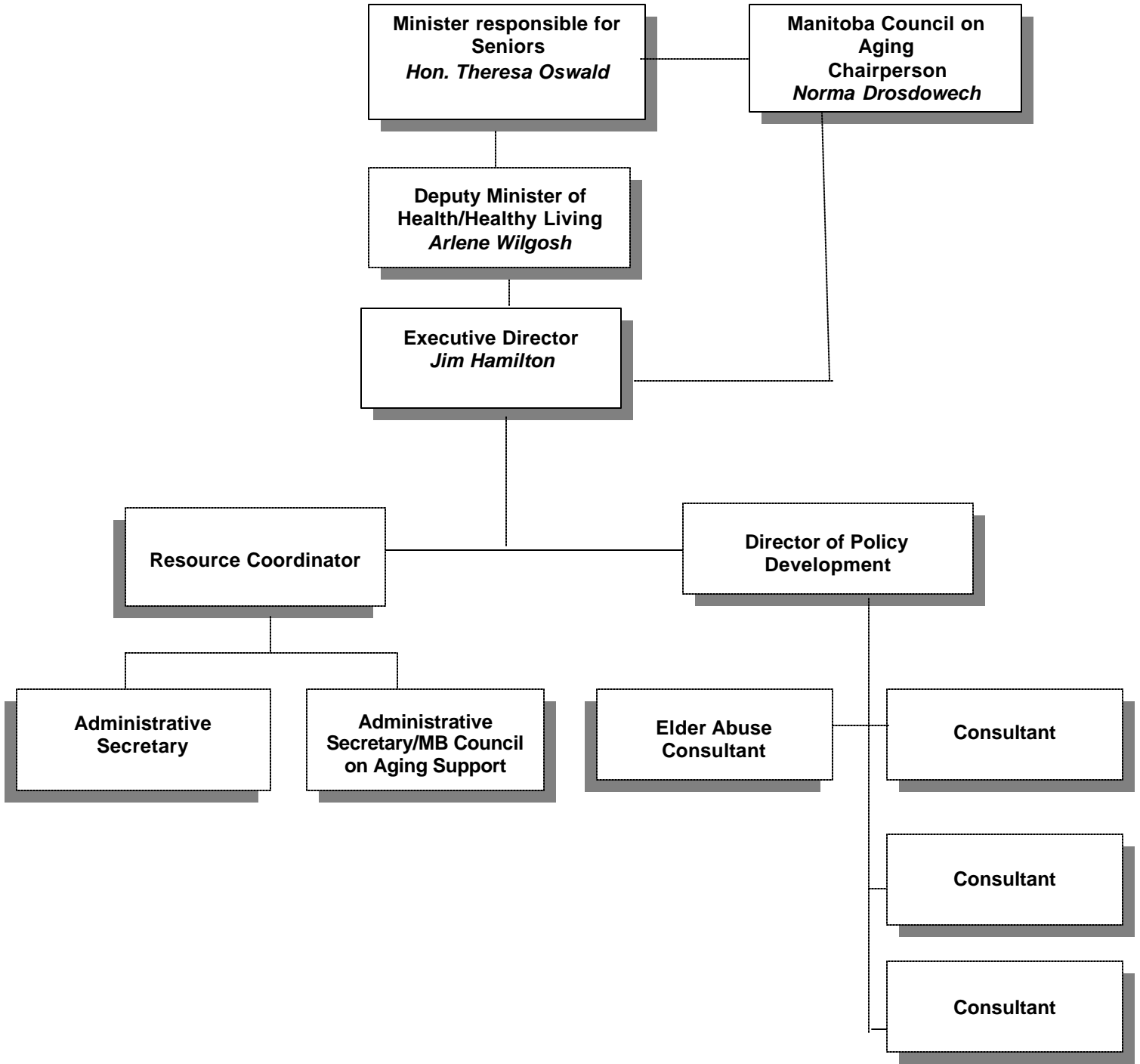
As of March 31, 2006, the Secretariat staff consisted of the following nine positions: an Executive Director; a Director of Policy Development; three Consultants; an Elder Abuse Consultant; a Resource Coordinator; an Administrative Secretary and an Administrative Secretary/Manitoba Council on Aging Support person. See the organization chart on page 9.

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 Secretariat. For further information, see ***Manitoba Council on Aging*** on page 33.

The Seniors and Healthy Aging Secretariat is not governed by specific legislation. However, in June 2005, Bill 8 - *The Manitoba Council on Aging Act* was proclaimed. The legislation continues the work of the Manitoba Council on Aging and further supports the efforts of Council in providing advice to the Minister.

Seniors and Healthy Aging Secretariat Organization Chart

(as at March 31, 2006)



Accomplishments 2005-2006

The provincial strategy, *Advancing Age: Promoting Older Manitobans*, now in its third year, continues to seek input and active participation from provincial departments, other levels of government and seniors organizations, selected seniors known for specific expertise, the academic/research community, and the Manitoba Council on Aging (MCA). The strategy is a collaborative effort to address issues and stimulate initiatives within government and the seniors' community.

The Secretariat, through its work on the Seniors Transportation Working Group, has begun to identify transportation and mobility options for older adults throughout Manitoba.

The Secretariat provides administrative and research support to the Manitoba Council on Aging. The Secretariat assists with the Council's yearly Recognition Awards celebration, which acknowledges individuals/organizations for their exemplary acts toward seniors.

As well, the Secretariat supported the development of Bill 8 – *The Manitoba Council on Aging Act*, which received Royal Assent in June 2005. This legislation will ensure the MCA remains an integral part of government and that input from Manitoba seniors will continue.

As a result of collaboration between the Seniors and Healthy Aging Secretariat and Manitoba Health, an increase to the funding for the Support Services to Seniors Program (SSSP) was announced in Spring 2005. New program development within the SSSP received \$492,500 across Manitoba.

The Secretariat has initiated the Senior Access program with funding of \$224,000 over three years. This initiative is a partnership with the Manitoba Society of Seniors and Creative Retirement Manitoba that will address the information needs of seniors about the benefits to which they are entitled. Components of the program include: working with seniors organizations, community resource councils, seniors as peer navigators and key stakeholders to create greater awareness and enhanced access to services.

As part of the Secretariat's work to initiate a province-wide, multidisciplinary Elder Abuse strategy, a public awareness campaign entitled "Expect Respect" has been implemented. More than 20,000 pamphlets and posters have been distributed to date. In addition, the Secretariat was involved with organizing the upcoming World Elder Abuse Awareness Day on June 15, 2006.

In partnership with Manitoba Justice, Manitoba Health, and Age and Opportunity, the Secretariat has been involved in the expansion of *SafetyAid*; a program that provides low-income seniors with free basic safety devices. Items such as peepholes and deadbolts as well as forgivable loans for minor home security improvements are provided. The program has now been expanded to include Brandon, Portage la Prairie and all of Winnipeg. Fall prevention materials are also now included in the program information.

Steps have been taken to ensure that seniors are aware of how to protect themselves against frauds and marketplace scams. The Protect Yourself Fraud Prevention campaign includes a 2006 Fraud Awareness calendar which was distributed to seniors groups and organizations throughout Manitoba.

The Secretariat celebrated Seniors' and Elders' Month in October 2005 with an active living/wellness approach, including an event at the Crescentwood Community Centre. Once again, the committee produced a Seniors' and Elders' Month calendar of events. Many seniors and seniors groups have continued this wellness focus in their Seniors' and Elders' Month celebrations.

Working relationships were further developed with provincial departments, regional health authorities, other levels of governments, and the Senior Inter-Agency Network. The Secretariat also increased its presence in rural and Northern Manitoba through the satellite office initiative. Staff conducted over 21 meetings and presentations in rural and Northern Manitoba during the past year.

Seniors and Healthy Aging Secretariat

The Secretariat'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 2005-2006, the Secretariat continued its work in this area through the following actions:

- The Seniors and Healthy Aging Secretariat has progressed with the province-wide strategy, *“Advancing Age: Promoting Older Manitobans”*. Now in the third year of the strategy, the Secretariat has continued to seek input and active participation from provincial departments, other levels of government; seniors organizations, selected seniors known for specific expertise; the academic/research community; and the Manitoba Council on Aging. The strategy is a collaborative effort to address issues and stimulate initiatives within government and the seniors community. The Secretariat developed key partnerships and moved policy issues affecting older Manitobans forward under *Advancing Age: Promoting Older Manitobans*.
 - The compilation of a preliminary and comprehensive government-wide Inventory of programs and services for seniors was undertaken. The results of this Inventory are being used within government to illustrate the range of programs and services for seniors across the continuum, as individuals move from independent living to different levels of dependency.
 - The strategy is continuing to address topics within three theme areas: Health Care; Community Living; and Safety and Security. Specific issues include: health care, housing, economic status, transportation, elder abuse, age discrimination, technology and lifelong learning, seniors wellness/healthy aging, safety and security, and caregiving.
 - In 2005-2006, \$90,000 was provided to seven organizations to further enhance their capacity to assist the Secretariat with the strategy. Service Agreements have been developed with Age & Opportunity Inc., Creative Retirement Manitoba, la Fédération des aînés franco-manitobains, Manitoba Society of Seniors, the Manitoba Association of Multi-Purpose Senior Centres and for the first time the Aboriginal Seniors Resource Centre and the Seniors Transportation Working Group.
- provision of briefings and analysis for the Minister responsible for Seniors on a range of issues including: elder abuse; legal issues; financial issues; property taxes; housing and shelter benefits; health care and related health issues; emergency preparedness; demographics and planning for an aging population.

- liaison with provincial departments, including the Departments of Health; Family Services and Housing; Justice; and Finance, in developing policy and evaluating programs where delivery impacts seniors.
- continuing to provide leadership, using a multidisciplinary approach to address elder abuse. Key components of the Secretariat's strategy include the services of an elder abuse consultant, the Seniors Abuse Line, materials for education and awareness, and the development of community-based response/monitoring teams with the following Regional Health Authorities (RHAs): Assiniboine; Brandon; Parkland; Burntwood; North Eastman; South Eastman; Central; Interlake; Nor-Man; and Winnipeg. Brochures and posters were developed to increase public awareness of elder abuse and the Secretariat's initiatives in this area.
- consultation with RHAs, all levels of government and community organizations to assist in identifying seniors needs and concerns.
- remaining current and involved in issues impacting seniors through participation on committees, work with other jurisdictions, and support to the Manitoba Council on Aging.

Committees

Most committees involve direct interaction with seniors and key seniors organizations, which contribute to the fulfillment of the Secretariat's mandate. Participation on these committees affords the Secretariat the opportunity to offer a senior's perspective on a number of issues. Direct interaction with seniors organizations ensures that the Secretariat has opportunities to gain a broader understanding of seniors' issues.

- *Active Living Alliance for Canadians with Disabilities*
- *Active Living Coalition of Older Adults (ALCOA)*
- *ADM Committee on the Cory Moar Inquest Report (also 2 sub-committees: Awareness & Education re: Client/Patient Abuse and Education and Awareness of Elder Abuse Sub-Committee)*
- *Brandon Community Health Partners*
- *Canadian Network for the Prevention of Elder Abuse (CNPEA)*
- *Elder Abuse Awareness Day Committee*
- *Interdepartmental Advisory Committee on New Urban Development Agreement*
- *Intergenerational Literacy Links Advisory Group*
- *Manitoba Alzheimer Strategy Steering Committee*
- *Manitoba Caregiver Network*
- *Manitoba In Motion*
- *Manitoba Road Safety Coordinating Committee*
- *National Advisory Community for Community Care for Seniors*
- *New Horizons Regional Review Committee (RRC)*
- *Older Driver Education Committee*
- *Partners Seeking Solutions with Seniors*
- *Physical Activity Coalition of Manitoba*
- *Policy Developers Network*
- *Protect Yourself Calendar Committee*
- *SafetyAid Working Group*

- *Senior Consultation, Winnipeg Regional Health Authority*
- *Senior Inter-Agency Network*
- *Seniors Crime and Safety Network*
- Seniors Home Security Working Group
- Seniors Transportation Working Group
- Seniors' and Elders' Day Committee
- University of Manitoba, Gerontology Certificate Program Committee
- University of Manitoba, Centre on Aging – Symposium Committee
- University of Manitoba, Centre on Aging – Advisory Committee
- *Will Week: Estate Planning for your Future Committee*
- *Winnipeg In Motion*

Federal-Provincial/Territorial (F-P/T) Collaboration

Federal-Provincial/Territorial Ministers responsible for Seniors meet annually 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. In 2005-2006, the Secretariat worked cooperatively with other jurisdictions on selected issues in preparation for the next meeting of Ministers.

- Working groups focused on issues including healthy aging and wellness, social isolation, safety and security (with a focus on abuse of older adults), and planning for Canada's aging population.
- Staff attended regular meetings of Federal-Provincial/Territorial Seniors Officials. The Secretariat's Executive Director completed a term in the role of Co-chair.
- Staff acted as lead for the Federal-Provincial/Territorial Working Groups on Healthy Aging, as well as Safety and Security – Elder Abuse, and participated on a working group addressing social isolation.

Manitoba Council on Aging

The Seniors and Healthy Aging Secretariat provided research and administrative support to the Manitoba Council on Aging. The Secretariat supported the Council at its meetings, researched material for position papers and agenda items, and assisted in the preparation of minutes, correspondence and briefings. Additionally, Secretariat staff reprinted 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

The Secretariat continued to coordinate and chair scheduled meetings of representatives from a variety of seniors organizations and government agencies to discuss timely issues of common concern.

Community Support and Development

The Seniors and Healthy Aging Secretariat continued to provide a central source of information and referral for seniors and their families, seniors organizations and government during 2005-2006. The following functions and services accomplished this:

Seniors Information Line

The toll-free, bilingual Seniors Information Line received approximately 3,279 calls from across the province. Staff offer callers a specialized knowledge of resources and programs for seniors, as well as prompt and individual assistance, where required. Of the 3,279 calls, 41% requested pamphlets or brochures, 25% had questions regarding community living (housing, services for seniors, transportation, legal issues and home repair/maintenance), 24% inquired about financial security and 10% had questions about health care.

Seniors Abuse Line

The toll-free, bilingual Seniors Abuse Line received approximately 294 calls in 2005-2006. This is up from 274 calls in 2004-2005 and 254 calls during 2003-2004. 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 Secretariat continued to maintain its own web site providing accurate and accessible information to seniors and their families, organizations and professionals in the field of aging. The Secretariat received 93,244 hits from April 1, 2005 to March 31, 2006. Web site: www.gov.mb.ca/shas

Presentations and Workshops

The Secretariat continued to provide presentations for government, academic, service groups and community-based organizations on various topics and issues such as ageism, caregiving, active living, elder abuse and programs and services for seniors.

Consultations and Conferences

Staff participated in conferences and consultations from a local to a national level throughout 2005-2006. The Executive Director attended and co-chaired meetings of the Federal-Provincial/Territorial Committee of Officials (Seniors).

In addition, staff attended the following Conferences:

Partners in Care Conference (Alzheimer's Society); the Centre on Aging Symposium; the Annual Canadian Association on Gerontology Scientific and Educational Conference "Aging – Navigating the Winds of Change"; the World Conference on Prevention of Family Violence 2005; 1st Canadian Conference on Elder Law.

Staff also attended meetings and consultations including: Western Canada Law Reform Agencies Consultation on Enduring Powers of Attorney - Areas for Reform; Advance Care Planning – Public Education Strategy; Protection for Persons in Care Act Consultation; Panel of Experts : Emergency Preparedness and Seniors, hosted by the Public Health Agency of Canada and the World Health Organization; Partners Seeking Solutions for Seniors Workshop; and Applied Suicide Intervention Skills Training (Winnipeg Police Service).

The meetings and consultations resulted in sharing of information on services and discussion regarding the role of the Seniors and Healthy Aging Secretariat.

Publications and Materials

- The Secretariat updated several booklets and developed new educational materials as follows:
 - *The Manitoba Seniors' Guide*, 13th edition, published by the Manitoba Council on Aging was reprinted by the Secretariat in March 2006.
 - *A Legal Information Guide for Seniors*, revised and reprinted in March 2006.
- The Secretariat continued to distribute the following educational materials:
 - *Questions to Ask Your Doctor and Pharmacist*
 - *A Guide for the Caregiver*
 - *Emergency Information for Seniors*
 - *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)
 - *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, and health care directives.

Secretariat 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 2005-2006, callers continued to access the Secretariat'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 Secretariat identified the need for a concerted, multidisciplinary approach to addressing elder abuse.

Key components of the strategy include:

- an elder abuse consultant
- the Seniors Abuse Line
- education and awareness
- consultation with communities/regions
- an elder abuse resource coordinator

The 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 2005-2006 there were 19 presentations to over 700 participants.

The Secretariat continues to provide an annual grant in the amount of \$60,500 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

Information and support was provided to seniors groups to organize Seniors' & Elders' Day celebrations throughout the province during the month of October. In Winnipeg, the Seniors' & Elders' Day Committee organized a celebration at Crescentwood Community Centre.

Secretariat staff participated in a number of seniors events including 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 Secretariat provided a grant of \$5,000 to Manitoba Society of Seniors (MSOS) as a contribution toward cost of the *MSOS 55 Plus Games* in June 2005.

Sustainable Development

During fiscal year 2005-2006, staff at the Manitoba Seniors and Healthy Aging Secretariat 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. A recycling bin for plastic and aluminum was placed in the lunch room and staff were encouraged to make use of this recycling opportunity. In order to reduce utility use, lights were turned off in offices when not in use.

24-1 Manitoba Seniors and Healthy Aging Secretariat

Expenditures by Sub-Appropriation	Actual 2005/06 \$(000's)	Estimate 2005/06 FTE	Estimate 2005/06 \$(000's)	Variance Over(Under) \$(000's)	Expl. No.
Salaries and Employee Benefits	546.6	9.00	548.5	(1.9)	
Other Expenditures	199.4		179.0	20.4	
External Agencies	164.9		185.5	(20.6)	
Total Sub-Appropriation	910.9	9.00	913.0	(2.1)	

Costs Related to Capital Assets

This appropriation is responsible for the provision of the amortization of capital assets, and for interest expense related to capital investment borrowing.

24-2 Costs Related to Capital Assets

Expenditures by Sub-Appropriation	Actual 2005/06 \$(000's)	Estimate 2005/06 \$(000's)	Variance Over(Under) \$(000's)	Expl. No.
Desktop Services	4.5	4.5	0.0	
Amortization Expense	3.5	3.5	0.0	
Total Sub-Appropriation	8.0	8.0	0.0	

Financial Report Summary Information

Manitoba Seniors and Healthy Aging Secretariat
Reconciliation Statement
April 1, 2005 - March 31, 2006

DETAILS	2005-06 ESTIMATES (000's)
2005-06 Main Estimates:	\$921.0
Main Estimates Authority Transferred From:	Nil
Main Estimates Authority Transferred To:	Nil
2005-06 Estimate	\$921.0

**Manitoba Seniors and Healthy Aging Secretariat
Expenditure Summary**

for fiscal year ended March 31, 2006

Estimate 2005/06 \$(000s)	Appropriation	Actual (1) 2005/06 \$(000s)	Actual (2) 2004/05 \$(000s)	Increase (Decrease) \$(000s)	Expl. No.
24-1 Manitoba Seniors and Healthy Aging Secretariat					
548.5	-A Salaries and Employee Benefits	546.6	504.9	41.7	
179.0	-B Other Expenditures	199.4	154.9	44.5	3
185.5	-C External Agencies	164.9	65.5	99.4	4
913.0	Total Appropriation 24-1	910.9	725.3	185.6	
24-2 Costs Related to Capital Assets					
4.5	-A Desktop	4.5	4.5	-	
3.5	-B Amortization Expense	3.5	3.5	-	
8.0	Total Appropriation 24-2	8.0	8.0	-	
921.0	TOTAL APPROPRIATION 24	918.9	733.3	185.6	

Footnote:

- (1) Actuals for 2005/06 are based on year-end expenditure analysis report dated May 12, 2006.
- (2) Prior year's comparative figures have been restated, where necessary to conform with the presentation adopted for the fiscal year ending March 31, 2006.
- (3) Funds to support the Seniors Access Program.
- (4) Increased funding to support community based seniors organizations.

Historical Information

Manitoba Seniors and Healthy Aging Secretariat
Five Year Expenditure and Staffing Summary by Appropriation (\$000)
 for years ending March 31, 2002 to March 31, 2006 ^(1, 2)
 \$(000's)

Appropriation	2001/02		2002/03		2003/04		2004/05		2005/06	
	FTE	\$(000)	FTE	\$(000)	FTE	\$(000)	FTE	\$(000)	FTE	\$(000)
24-1 Manitoba Seniors and Healthy Aging Secretariat	9.00	694.7	9.00	723.2	9.00	715.8	9.00	725.3	9.00	910.9
24-2 Costs Related to Capital Assets		17.9		15.8		8.0		8.0		8.0
Total Expenditures	9.00	712.6	9.00	739.0	9.00	723.8	9.00	733.3	9.00	918.9

Explanatory Notes:

- (1) Actuals for 2005/06 are based on year-end expenditure analysis report dated May 12, 2006.
- (2) Prior year's comparative figures have been restated, where necessary to conform with the presentation adopted for the fiscal year ending March 31, 2006.

SENIORS AND HEALTHY AGING SECRETARIAT

The 2005-06 reporting year is the first year that a standardized Performance Measurement section appears in Departmental Annual Reports. This section is another step in our process to provide Manitobans with a more complete picture of the activities of government and their impacts on the province. That process was begun in 2005 with the release of the document, *Reporting to Manitobans on Performance, 2005 Discussion Document*, which can be found at www.gov.mb.ca/finance/performance.

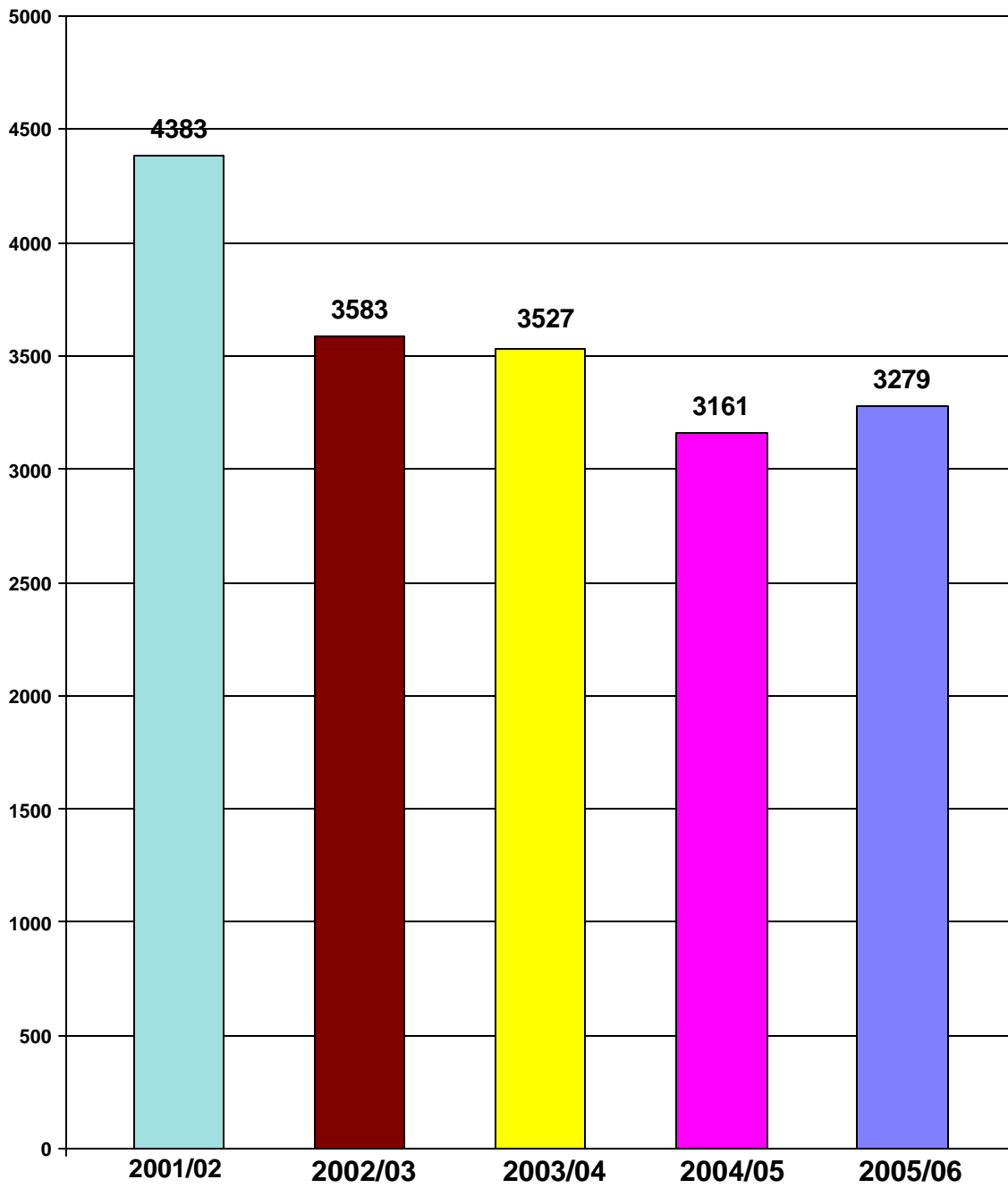
Performance indicators in departmental Annual Reports are intended to provide Manitobans with meaningful and useful information about government's activities, complementary to financial results. Some measures incorporate data collected by the provincial government, while others show data that are collected by external agencies. A range of existing, new and proposed measures may be reported in subsequent years, as the process continues to evolve.

Your comments on performance measures are valuable to us. You can send comments or questions to mbperformance@gov.mb.ca.

What is being measured and how? (A)	Why is it important to measure this? (B)	What is the most recent available value for this indicator? (C)	What is the trend over time for this indicator? (D)	Comments/recent actions/report links (E)
Public awareness of the Seniors and Healthy Aging Secretariat (SHAS) and our services, by measuring the Manitoba Seniors Information Line, and the type of information requested.	To ensure we maintain current, helpful information on hand to respond to calls and direct people to appropriate services/resources. To know how effectively we are reaching seniors in Manitoba.	In the fiscal year 2005-2006, the Seniors Information Line received 3279 calls; requests for SHAS material and information on financial benefits were the most frequently recorded types of calls.	There has been a <i>stable/consistent number of calls</i> since 2001. See Table A, which indicate data from the years 2001-2006. As well, more recent data collection has incorporated a narrative component in order to assess the complexity of the calls. Table B outlines the type of information requested.	SHAS is a central point of contact. It is important to ensure seniors receive timely information, referral and support on issues, services and resources, allowing for informed decision making.
The effectiveness of our older adult focus groups by surveying user departments on the extent to which the focus groups influenced change. Our older adult focus groups were intended to ensure that older adults' voices are heard and used in public policy in Manitoba.	To evaluate how successful we have been in trying to ensure that government departments have access to the opinions and insights of seniors, senior organizations and other key stakeholders.	The Secretariat has facilitated over twelve focus groups/meetings between departmental staff and older adults from 2002-2006. Some of the focus groups have resulted in program/policy adaptations. For example, Reverse Mortgage Disclosure Document, Manitoba's Aging in Place Strategy, Manitoba Council on Aging Act.	Since 2002, Government feedback has been extremely positive. A more formal evaluation process is in development.	The growth in Manitoba's seniors population has significant implications for government legislation, policies and programs, thus it is vital to ensure planning is informed by seniors.

<p>Public awareness of the Manitoba Seniors Abuse Line, by measuring the number of calls, the types of elder abuse reported through the Line, and the nature of the caller.</p>	<p>It is important to understand if our outreach and education efforts are generating greater awareness.</p> <p>Analysis of the types of calls we receive also provides us useful, current information regarding the many types of elder abuse, which we use to inform policy and programming decisions</p>	<p>In 2005/06 the Manitoba Seniors Abuse Line received 294 calls. Financial and emotional are the most frequently reported.</p>	<p>Since the inception of the Manitoba Seniors Abuse Line in 1999, the Secretariat has recorded a <i>steady increase in the number of abuse calls</i>.</p> <p>See Tables C and D for a breakdown and analysis of the abuse calls received and types of abuse reported on the Manitoba Seniors Abuse Line from 2001-2006.</p>	<p>Canadian prevalence rates suggest that 4 to 10% of Canadian seniors are abused. By extrapolating this percentage to Manitoba, it is estimated that between 6,000 and 15,000 seniors in Manitoba are victims of elder abuse each year.</p> <p>SHAS leads government efforts to address the abuse of older adults in Manitoba.</p> <p>Key elements include the development of a concerted, multidisciplinary approach involving enhanced education and awareness and the establishment of regional and community based response/monitoring teams throughout the province.</p>
<p>The reach of the Seniors & Healthy Aging Secretariat into rural and northern Manitoba by measuring the growth in consultation, grants and community/regional meetings held in or related to rural and northern communities</p>	<p>It is important to measure our reach into rural and Northern Manitoba, because older adults in those communities have some issues that differ from those in urban centres. It is important for us that we have a positive impact on all seniors in Manitoba, regardless of where they live.</p>	<p>In 2005/06, through the Advancing Age Strategy, we provided seven senior organizations with grants. Three of the organizations' work through these grants, included issue perspectives in rural Manitoba and building the organizations' capacity in rural communities; as well in 2005/06 our Elder Abuse program was involved in the development of 4 regional community-based response/monitoring teams.</p> <p>Satellite office hours are held outside of Winnipeg on an ongoing basis.</p>	<p>We have recorded an increase in the requests for SHAS staff involvement in rural meetings, and satellite office hours.</p> <p>We have seen a steady increase in the development of Elder Abuse response/monitoring teams.</p> <p>The grants provided to senior organizations continue to reach into rural and northern communities.</p>	<p>The growth in Manitoba's seniors population has significant implications to government and society.</p> <p>Issues for aging populations in rural and northern communities differ in some ways from those in urban areas and it is important that all of rural, urban and northern voices continue to be heard.</p>

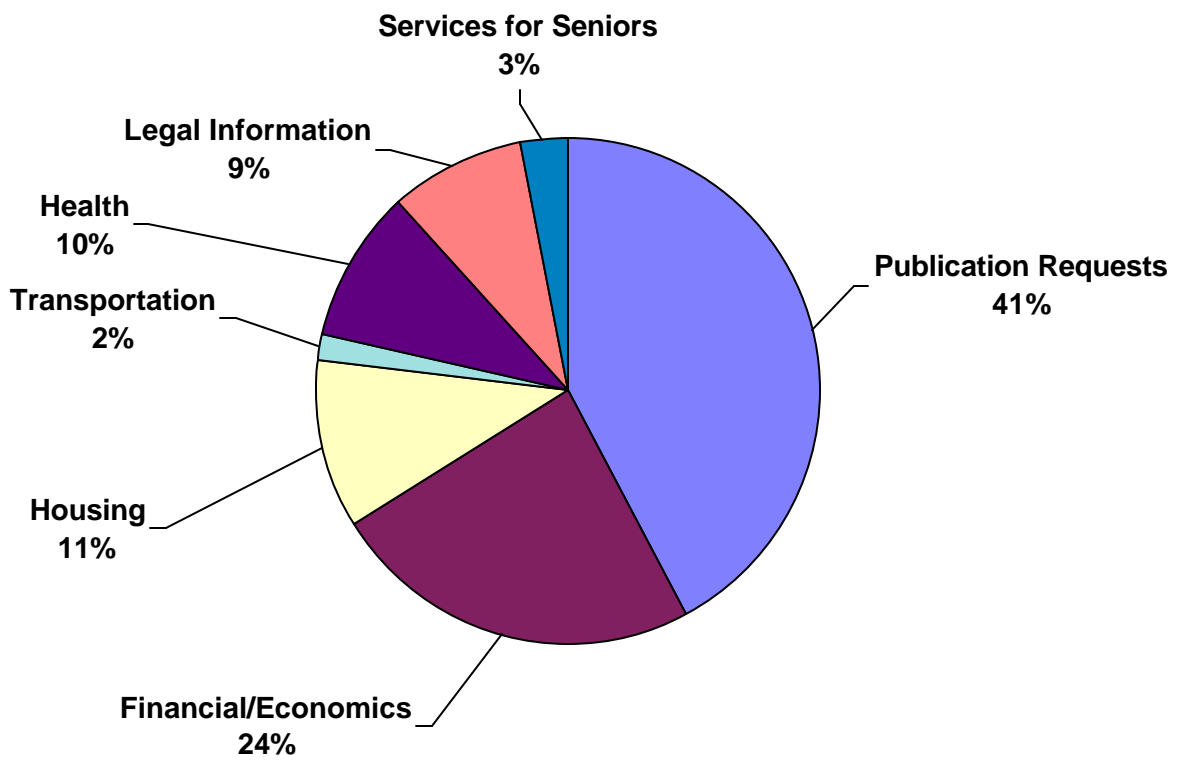
**TABLE A
SENIORS INFORMATION LINE**



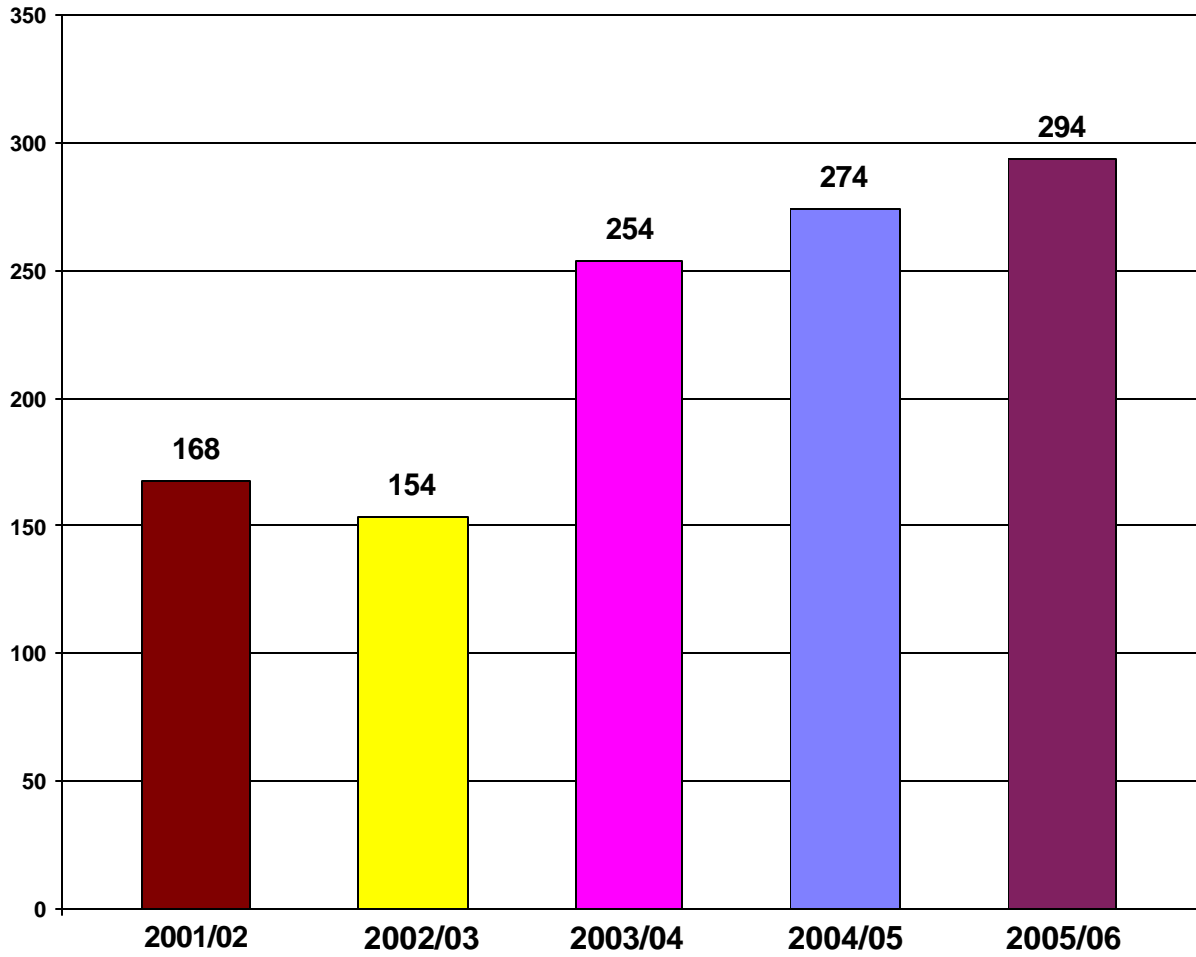
**Number of
Calls**

YEAR

TABLE B
SENIORS INFORMATION LINE 2005/06



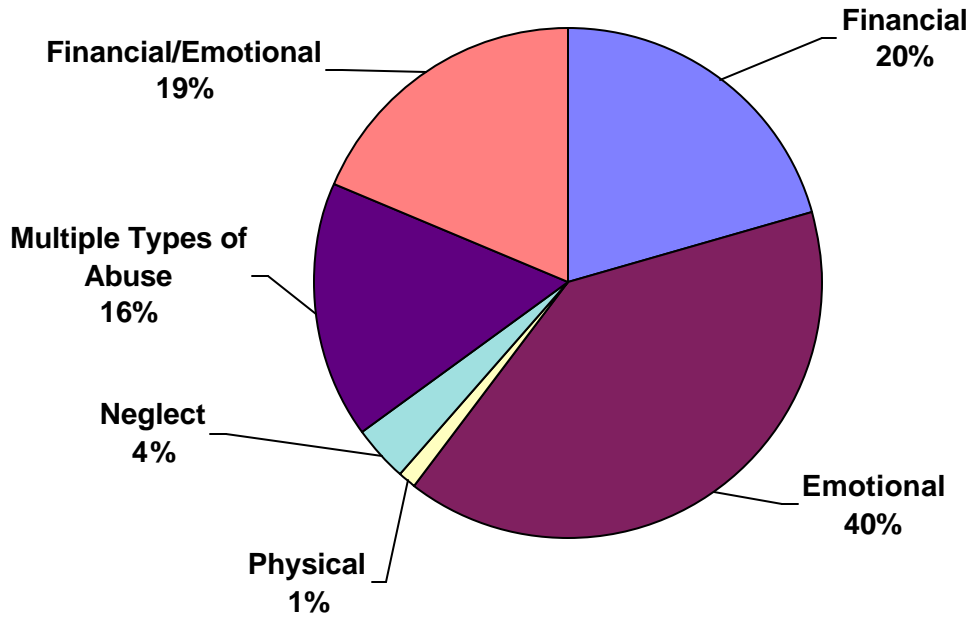
**TABLE C
SENIORS ABUSE LINE**



**NUMBER OF
CALLS**

YEAR

TABLE D
TYPES OF ABUSE 2005/06



Manitoba Council on Aging

**Annual Report
2005-2006**

Honourable Theresa Oswald
Minister responsible for Seniors
310 Legislative Building
Winnipeg MB R3C 0V8

Dear Minister,

I am pleased to present the Annual Report of the Manitoba Council on Aging for the fiscal year 2005/06.

In June, 2005, Royal Assent was given to *The Manitoba Council on Aging Act*. Members of the Council and seniors across Manitoba welcomed this strong commitment to the importance of the seniors voice in policy and program planning, now and in the future.

As Chair of the Council, I am aware of the dedicated effort of Council members to serve as advisors to the Minister responsible for Seniors. Members are active in seniors organizations within their communities and are advocates for seniors across Manitoba. We were pleased to welcome eight new members in February 2006 at a two day meeting which included the introduction of our newly developed Manitoba Council on Aging Handbook. We thank those members whose terms came to an end in December 2005 for their dedicated service with the Council.

The Council has made recommendations to Government on key issues and has worked closely with the Secretariat to address seniors concerns through publications, including the Manitoba Seniors Guide. I have appreciated my involvement with provincial and national organizations and volunteers who are working to ensure the health and well-being of our aging population.

Council members appreciate the ongoing support it receives from the Minister responsible for Seniors and her staff. On behalf of Council, I also want to thank the staff of the Seniors and Healthy Aging Secretariat for their commitment to the work of the Manitoba Council on Aging. It is important work that we do together.

Respectfully submitted,

Norma Drosdowech
Chair, Manitoba Council on Aging

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 Council is responsible for

- (a) providing the Minister with information and advice about
 - (i) the aging process and its implications for all age groups in Manitoba, and
 - (ii) programs, services, policies and legislation that relate to the aging process and the needs and interests of older Manitobans; and
- (b) promoting awareness and understanding of the aging process and its implications for all age groups in Manitoba.

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 Manitoba Council on Aging Act received Royal Assent in June 2005 and provides a legislative foundation for the work of the Council. This legislation ensures that government continues to seek input from Manitoba seniors and that the Manitoba Council on Aging will remain an integral part of government planning and decision making in the future.

The Council is composed of up to fifteen members, including the chairperson and vice-chairperson, appointed for a two-year term by the Minister responsible for Seniors. Members are drawn from a cross-section of geographic, ethnic and community-service backgrounds in Manitoba.

The Council holds at least five meetings per year. The Council has met with the Minister to consider issues of importance to seniors and the Chair of Council meets regularly with the Minister.

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

During this year, Council received research and administrative support from the Manitoba Seniors and Healthy Aging Secretariat totaling \$93,700.

The Council held five meetings during 2005-2006, including one meeting in rural Manitoba, and undertook the following activities:

Policy and Issue Review

Issues

The Council addressed the following issues during 2005-2006: International Pharmacy Services; the relationship of Property Taxes to education; core funding for non-profit seniors groups; lifelong learning; seniors housing needs; health issues; ageism; *Advancing Age* strategy; addictions; access to rural health services; transportation; senior squalor syndrome; specific concerns of senior women and immigrant issues.

Council established the following sub-committees during 2005-2006:

- | | |
|--|---|
| <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 |
| | <input type="checkbox"/> Immigrant Seniors Issues |

The Council has submitted papers on a number of these issues to the Minister responsible for Seniors and will continue to make recommendations to the Minister by letter, memo and through discussion papers.

Community Functions

Committees/Conferences

Council members participated on the Manitoba Alzheimer Strategy Committee; Public Trustee consultations; Centre on Aging Spring Symposium; Senior Inter-Agency Network; Seniors' and Elders' Day Planning Committee; Manitoba Diabetes Committee; Partners Seeking Solutions; the Seniors Advocacy Committee; Winnipeg Regional Health Authority Consultation Committee; Federal Task Force on Active Living and Dignity for Seniors; Federal consultation on Planning for An Aging Population; Manitoba Committee of Seniors; Consultation with Social Development Canada together with the Seniors and Healthy Aging Secretariat; Budget consultations with UNPAC on senior women and the economy; consultation with the Women's Advisory Council; World Elder Abuse Planning Committee; Presentation to the University Women's Club. In addition, the Chair participated in the Aging in Place consultations; the Centre on Aging's Research Proposal Committee and its Spring Symposium Planning Committee.

Publications

- Council reprinted *The Manitoba Seniors' Guide*, 13th edition in March 2006.
- Council continued to provide its *Fact Sheets for Manitoba Seniors* online at www.gov.mb.ca/shas and to mail copies upon request.
- Council has developed a handbook for members of the Manitoba Council on Aging.

Projects

The *Manitoba Council on Aging Recognition Awards* were presented by the Minister responsible for Seniors and the Chair of the Council. There were nine award winners and twenty-five Honourable mention recipients. 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.

This year marked the first presentation of the Murray R. Smith award. Murray Smith was the chair of Manitoba Council on Aging from 2001-2002. The award was created in honour of his many years of distinguished community service and advocacy on behalf of seniors.

Events

Many members participated in the Seniors' and Elders' Day celebration at Crescentwood Community Centre along with special events held throughout the province during Seniors' and Elders' Month in October. Council members attended the Creative Retirement luncheon, the Good Neighbours Fundraising dinner and the annual general meetings of different organizations in their communities. Council members and invited guests enjoyed a reception at the Legislature which celebrated the 25th Anniversary of the Manitoba Council on Aging.