

**Manitoba Seniors and
Healthy Aging Secretariat**

**Annual Report
2007 - 2008**



**MINISTER RESPONSIBLE
FOR SENIORS**

Legislative Building
Winnipeg, Manitoba, Canada
R3C 0V8

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 2007/08.

Respectfully submitted,

Kerri Irvin-Ross
Minister responsible for Seniors





Health and Healthy Living
Deputy Minister of Health and Healthy Living
Winnipeg MB R3C 0V8

Honourable Kerri Irvin-Ross
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 2007/08. 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 Secretariat has strategically enhanced support for the province's aging population through the Age-Friendly Manitoba Initiative. The 'Age Friendly Rural and Remote Communities: A Guide', developed with the leadership of Manitoba Seniors and Healthy Aging Secretariat at the Federal-Provincial/Territorial Ministers responsible for Seniors table has been gifted to the World Health Organization to assist communities around the world in becoming more age-friendly. This resource is also in use in many of Manitoba's own rural and northern communities to enhance quality of life for older adults.

The *Advancing Age: Promoting Older Manitobans* strategy has continued to allow the department to develop the capacity of key seniors organizations and begin to address the issue of transportation through key informant interviews and a comprehensive stakeholder workshop. Here global recommendations were reviewed and prioritized with an eye to creating a provincial strategy to address the transportation/mobility needs of older Manitobans.

The Healthy Aging strategy work is now in its second phase increasing access for older adults to affordable, appropriate physical activity programs that are designed to improve the overall health of Manitoba seniors and reduce the risk of falls.

New initiatives in the Elder Abuse strategy include developing in partnership with community organizations, a provincial network, a safe suite program, a toll-free counseling line, and a peer helping program. The Secretariat continues to provide strong leadership across the province in recognizing World Elder Abuse Awareness Day.

Respectfully submitted,



Arlene Wilgosh
Deputy Minister of Health and Healthy Living

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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, 2008.

The Report includes the following information concerning the Secretariat: its vision, 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 leads government in creating an environment that promotes health, independence and well-being for all Manitoba seniors.

The Manitoba Seniors and Healthy Aging Secretariat provides support to the Minister responsible for Seniors to ensure the needs and concerns of seniors are reflected through a coordinated 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, the Elder Abuse strategy, and the Healthy Aging strategy; and enhancing support for the province's aging population through the Age-Friendly Manitoba Initiative.
- 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 research and administrative support to the Manitoba Council on Aging.

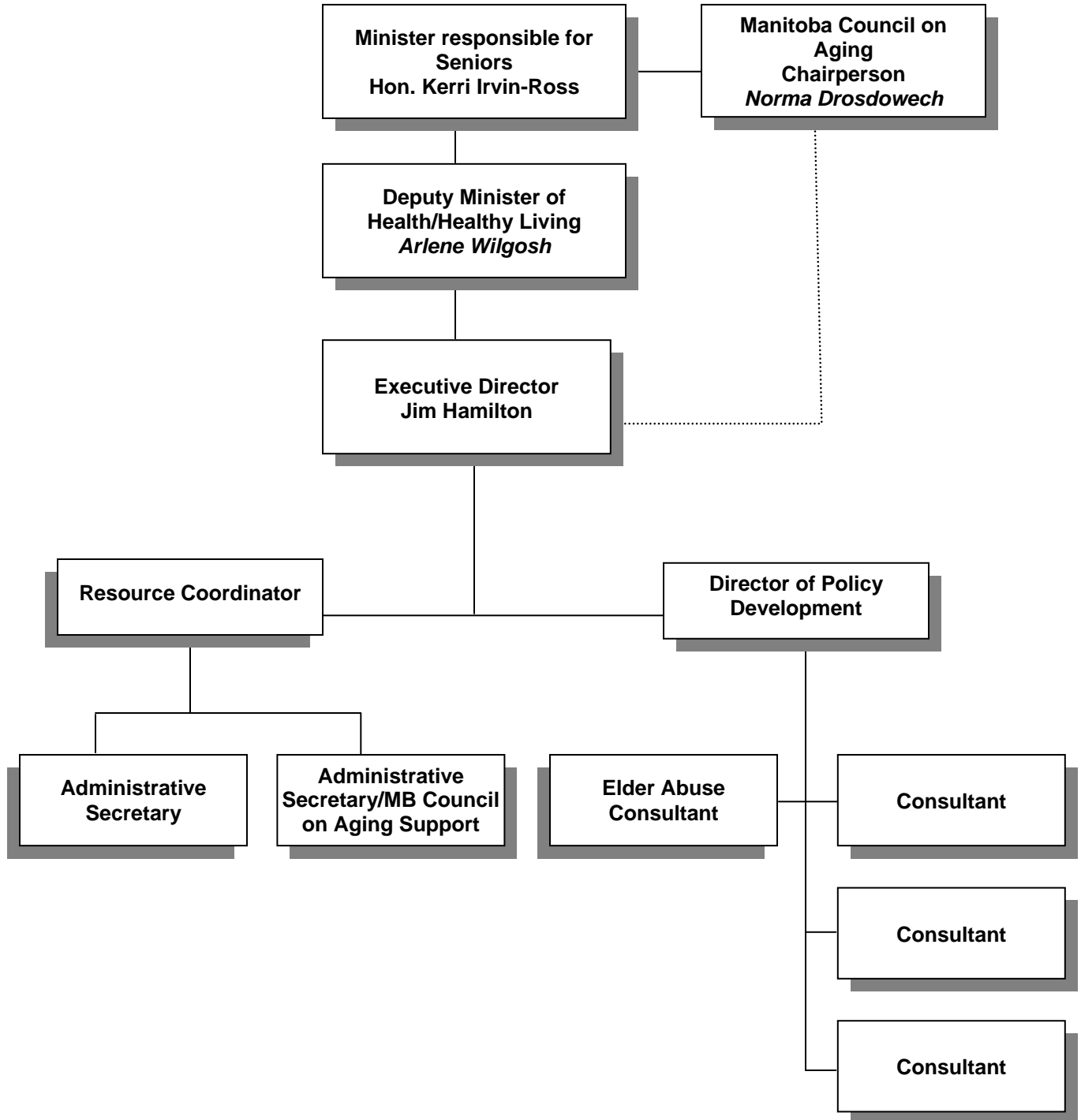
Organization

As of March 31, 2008, 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 8.

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 (Effective March 31, 2008)**



Accomplishments

With the Manitoba Seniors and Healthy Aging Secretariat's leadership, Manitoba is on its way to becoming Canada's most Age-Friendly province. The Age-Friendly Manitoba Initiative, launched in February 2008, is an opportunity for strategic enhancement of support to the province's aging population.

Building on previous international and national work, Manitoba provided leadership at the Federal-Provincial/Territorial Ministers responsible for Seniors table through the Canadian Age-Friendly Rural and Remote Community Initiative to develop 'Age-Friendly Rural and Remote Communities: A Guide'. The guide has been gifted to the World Health Organization to assist communities around the world in becoming more age-friendly. This guide is currently being employed by Manitoba rural and northern communities to assess the age-friendliness of their communities.

The provincial strategy, *Advancing Age: Promoting Older Manitobans*, now in its fifth 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. The strategy is a collaborative effort to address broad-based issues and stimulate initiatives within government and the seniors' community.

To build on the issues identified for community partners under the *Advancing Age* strategy, the Secretariat continued to address the issue of transportation. The Institute of Urban Studies was contracted to organize and facilitate a groundbreaking workshop which provided a unique opportunity for key stakeholders to come together to review and prioritize global transportation/mobility recommendations. This workshop will contribute to the development of next steps in creating a provincial strategy addressing transportation/mobility issues affecting older adults and exploring projects in both rural and urban Manitoba.

The Secretariat continued to provide leadership to a province-wide, multidisciplinary Elder Abuse strategy. New initiatives included: the development of a provincial network to raise awareness of elder abuse through public education; professional training and service coordination; an elder abuse safe suite initiative to provide a safe haven for older adults leaving an abusive relationship; a pilot, province-wide elder abuse counseling line; and a partnership with Age & Opportunity and Partners Seeking Solutions with Seniors on a seniors peer helping program to support older adults affected by elder abuse, addictions and other mental health challenges. The Secretariat continues to lead and support events and activities throughout the province to recognize World Elder Abuse Awareness Day.

In partnership with Manitoba Justice, Manitoba Health and Healthy Living, 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 been expanded and now includes Brandon, Portage la Prairie, Winnipeg, Dauphin, Steinbach and surrounding areas. Fall prevention materials are also now included in the program information.

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Under the Healthy Aging strategy, the Active Living Coalition for Older Adults in Manitoba in partnership with the Wellness Institute at Seven Oaks General Hospital, worked with the Manitoba Fitness Council to support and expand the 'Steppin' Up and Steppin' Out with Confidence' peer-led fitness programs within Winnipeg and in rural Manitoba. The Healthy Aging strategy supports community based delivery of programs and services, enhances education and awareness, and actively engages seniors in physical activity, volunteerism, lifelong learning, falls prevention, and social interaction.

Building on the momentum gained from the Winnipeg International Workshop on Seniors and Emergency Preparedness held in Winnipeg in February 2007, the Secretariat worked with stakeholders to host the Manitoba Forum on Seniors and Emergency Preparedness in January 2008. This Forum brought together seniors and community organizations from across the province to educate about emergency preparedness, the emergency management structure in Manitoba and the need to integrate seniors into local emergency planning.

The Secretariat supported the provincial celebration of Seniors' and Elders' Month in October 2007 with an active living/wellness approach as well as many multicultural and intergenerational components. The Minister issued a Proclamation and a province-wide invitation to over 1,250 senior serving organizations to join in the recognition of the contributions of older adults. Over 50 events were hosted across the province, including the Winnipeg kick-off celebration held at the MTS Centre with over 700 people in attendance.

Working relationships were further developed with provincial departments, regional health authorities, and other levels of governments. The Secretariat also increased its presence in rural and northern Manitoba through the satellite office initiative. Staff conducted over 30 meetings and presentations in rural and northern Manitoba during the past year.

Seniors and Healthy Aging Secretariat

The Manitoba Seniors and Healthy Aging Secretariat's two key functions are consultation and review, and community support and development.

The objectives were:

- To enhance the contributions of Manitoba seniors by launching the Age-Friendly Manitoba Initiative (AFMI).
- To support government's interest in planning for the current, emerging and future needs of older Manitobans by promoting the Cabinet-endorsed province-wide seniors strategy, *Advancing Age: Promoting Older Manitobans*.
- To promote the interests of seniors to ensure their needs and concerns are reflected through a coordinated and comprehensive framework of legislation, public policy and programs.
- To provide a central source of information and referral for seniors and their families, seniors organizations and government.

Consultation and Review

The expected and actual results for 2007/08 included:

1. Provide leadership within government, within a holistic approach, to respond to the challenges and opportunities of Manitoba's aging population.
 - The Age-Friendly Manitoba Initiative launched this year is a comprehensive strategy developed to help forward the vision to make Manitoba the most age-friendly province in Canada. That is, a province where policies, services and structures related to the physical and social environment are designed to support and enable older people to live in security, enjoy good health and participate fully in society (*Health and Aging: A Discussion Paper*, WHO 2002).
 - ♦ The implementation of AFMI across Manitoba will assist and facilitate communities to identify features that promote healthy, active living. Identifying and addressing physical/social barriers will enable communities to further enhance quality of resources available for seniors.
 - The Manitoba Seniors and Healthy Aging Secretariat has progressed with the province-wide strategy, *Advancing Age: Promoting Older Manitobans*. Now in the fifth 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. Manitoba Seniors and Healthy Aging Secretariat developed key partnerships and moved policy issues affecting older Manitobans forward under *Advancing Age: Promoting Older Manitobans*. This approach has led to successes in the following:
 - ♦ the development of a Healthy Aging strategy.
 - ♦ the development of a Falls and Injury Prevention Strategy in partnership with Manitoba Health and Healthy Living.
 - ♦ more responsive legislation to better meet the needs of seniors.
 - ♦ design and distribution of the *Senior Access Resource Manual* to enhance access to government programs and services.
 - ♦ the completion of a comprehensive inventory of provincial programs and services for seniors.

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- ♦ progress in a number of areas including transportation, elder abuse, isolation and economic issues.
 - ♦ \$90,000 was provided to seven organizations to further enhance their capacity to assist the Secretariat with the *Advancing Age* strategy. Service agreements were developed with the Aboriginal Seniors Resource Centre, Inc., Age & Opportunity Inc., Creative Retirement Manitoba, la Fédération des aînés franco-manitobains, Manitoba Society of Seniors, Manitoba Association of Multi-Purpose Senior Centres and the Institute of Urban Studies.
 - The Healthy Aging strategy engages seniors in health promotion strategies, coordinates provincial efforts to promote healthy lifestyles for older adults, builds community capacity and fosters collaboration. It focuses on the positive contributions of older adults and increases awareness of the importance of active living, healthy eating, smoking cessation, falls prevention, and social connectedness in healthy aging.
 - ♦ Manitoba has maintained its partnership with the Active Living Coalition for Older Adults in Manitoba (ALCOA-MB) in support of peer-led physical activity programs such as the Steppin' Up with Confidence Programs and SMART (Seniors Maintaining Active Roles Together). These programs train seniors to lead physical activity programs for other older adults of varying mobility levels, including those who are at risk of a fall.
 - Manitoba Seniors and Healthy Aging Secretariat also provided leadership, using a multidisciplinary approach to address elder abuse. Key components of the Secretariat's strategy include the services of an elder abuse consultant, providing leadership in 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. Brochures and posters were developed to increase public awareness of elder abuse and the Secretariat's initiatives in this area. Expansion of the Elder Abuse strategy includes further support services (ex: safe suite initiative, a toll-free counseling line, and a peer helping program, in partnership with Age & Opportunity and Partners Seeking Solutions with Seniors), and the development of a provincial elder abuse network.
2. Generate opportunities for effective delivery of services, integrated and comprehensive legislation, public policy and programming, and centralized access to information and referral for seniors resources.
- Manitoba Seniors and Healthy Aging Secretariat consulted with provincial departments, including Advanced Education and Literacy; Competitiveness, Training and Trade; Culture, Heritage, Tourism and Sport; Health; Healthy Living; Family Services and Housing; Infrastructure and Transportation; Intergovernmental Affairs and Trade; Justice; Labour and Immigration; and Finance; as well as Manitoba Housing Authority and Manitoba Public Insurance, in developing policy and evaluating programs where delivery impacts seniors.
 - The Secretariat provided briefings and analysis for the Minister responsible for Seniors on a range of issues including: aging in place; assisted living; demographics and planning for an aging population; elder abuse; emergency preparedness; employment services; financial issues; health care and related health issues; housing and shelter benefits; legal issues; long term care; property taxes; and transportation.

Community Support and Development

The expected and actual results for 2007/08 included:

1. Enhanced quality of life for seniors who are better informed and able to access services within government and the community, enabling greater independence and healthier lifestyles.
 - The Manitoba Seniors and Healthy Aging Secretariat continued to provide a central source of information and referral for seniors and their families, seniors organizations and government.
 - The toll-free, bilingual Seniors Information Line offers callers a specialized knowledge of resources and programs for seniors, as well as prompt and individual assistance. Of the 2,841 calls (a 12.5% increase over last year), 26% requested pamphlets or brochures, 45% had questions regarding community living (housing, services for seniors, transportation, legal issues and home repair/maintenance), 16% inquired about financial security, 11% had questions about health care, and 2% were miscellaneous requests.
 - The toll-free, bilingual Seniors Abuse Line received approximately 328 calls which is a 13% increase over the previous year. 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.
 - The Secretariat updated several booklets and developed new educational materials as follows:
 - ♦ *The Manitoba Seniors' Guide*, 15th edition, published by the Manitoba Council on Aging was reprinted. It included *Questions to Ask Your Doctor and Pharmacist*, *A Guide for the Caregiver* and *Emergency Information for Seniors*.
 - ♦ *A Legal Information Guide for Seniors*.
 - The Secretariat developed the Senior Access Resource Manual, 2nd module in partnership with the Manitoba Society of Seniors. This initiative addresses 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 centres and other stakeholders to create greater awareness and enhanced access to services.
 - The Secretariat continued to distribute the following educational materials:
 - ♦ Seniors' and Elders' Month calendar
 - ♦ *A Guide for the Caregiver*
 - ♦ *Expect Respect* (an elder abuse pamphlet and poster for seniors)
 - ♦ *Working Together to Address 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
 - ♦ other printed materials on topics such as active living and wellness, and health care directives
 - Steps have been taken to ensure that seniors are aware of how to protect themselves against frauds and marketplace scams. The Secretariat continues to partner on a consumer "Protect Yourself" calendar which was distributed to seniors groups and organizations throughout Manitoba.

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- 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.
 - 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.
 - The Secretariat continued to maintain its own web site, www.gov.mb.ca/shas, providing accurate and accessible information to seniors and their families, organizations and professionals in the field of aging. The Secretariat received 155,929 hits from April 1, 2007 to March 31, 2008.
 - To further enhance the implementation of the Age-Friendly Manitoba Initiative and achieve the vision of making Manitoba become the most age-friendly province in Canada, an Age-Friendly brochure and Age-Friendly Website was developed. Both tools serve as a resource to highlight the benefits and advantages of developing age-friendly communities conducive to healthy, active aging – not only for older Manitobans, but for all.
2. Encourage age-friendly communities in design and services provided, and facilitate the capacity of the community to represent the interests and celebrate the contributions of older adults throughout Manitoba, with particular attention to rural and Northern Manitoba, and Aboriginal and Francophone communities.
- The Age-Friendly Manitoba Initiative was officially launched at the Age-Friendly Summit on Monday, February 11, 2008 in Portage la Prairie.
 - ♦ Ten communities were selected to participate in the first phase of the initiative. For the next 3-5 years, additional communities will be selected to join the initiative. To participate in the age-friendly community initiative, the communities have agreed to:
 - establish a community advisory group
 - identify a “community champion” who will guide the process over the next year or two
 - commit to using the age-friendly guide in a facilitated community meeting
 - identify community representatives to participate in the Age-Friendly Manitoba Summit
 - agree to share their experiences so other communities can learn from them
 - ♦ To assist and encourage communities in their efforts to create age-friendly environments conducive to healthy, active aging, the government committed financial support in the amount of \$2.0 to each of the participating communities.
 - ♦ The Secretariat has met with rural and northern communities specifically, to discuss AFMI and promote the development of communities conducive to healthy, active living for all, but particularly for seniors.
 - 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 the MTS Centre.
 - The second World Elder Abuse Awareness Day event was held on June 15, 2007 at West End Senior Centre. In addition, the Secretariat supported many other activities and events throughout the province.
 - The Secretariat provided a grant of \$15,200 to Manitoba Society of Seniors (MSOS) as a contribution toward the cost of the 2007/08 MSOS 55 Plus Games and strategic planning to ensure future sustainability.
 - The Secretariat continued to provide satellite office opportunities throughout rural and Northern Manitoba.

- The Secretariat consulted on a regular basis with RHAs, all levels of government and community organizations to assist in identifying the specific needs and concerns of older adults in the rural and Northern communities.
 - The Advancing Age strategy provided support to the Aboriginal Seniors Resource Centre, la Fédération des aînés franco-manitobains, the Seniors Transportation Working Group, and the Manitoba Association of Multi-Purpose Senior Centres to focus on issues/concerns of the rural, Aboriginal and Francophone communities.
 - The Secretariat is working collaboratively with the Public Health Agency of Canada and the Rural Secretariat to support and promote the active participation of seniors in the development of sustainable and healthy rural, remote and northern communities by developing a Rural Working Group for older Manitobans.
3. Increase awareness of the issues related to abuse of older adults, including intervention, prevention and the development of strategies to monitor and respond at the community level.
- The Secretariat continued to focus on a concerted, multidisciplinary approach to addressing elder abuse. Key components of the strategy include:
 - ♦ an elder abuse consultant
 - ♦ an elder abuse resource coordinator
 - ♦ the Seniors Abuse Line
 - ♦ education and awareness
 - ♦ consultation with communities/regions
 - ♦ support for elder abuse counseling and safe housing services
 - ♦ support for the development of a provincial elder abuse network
 - The elder abuse consultant provided 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 the fiscal year, there were 45 presentations to over 1,935 participants.
 - In 2007, Manitoba's Elder Abuse strategy further expanded to include support services such as the safe suite program, a toll-free counseling line, and a peer helping program in partnership with Age & Opportunity, and the development of a provincial elder abuse network. The Secretariat continues to provide an annual grant in the amount of \$62,900 to Age and Opportunity, Inc. to support their elder abuse programs and services.
4. Improve understanding and awareness of aging, emerging societal issues, and gerontological research amongst the community, government departments and individuals working in the field of aging.
- In 2007, Federal-Provincial/Territorial Ministers responsible for Seniors met to discuss issues of mutual concern that cross jurisdictions and sectors. This meeting enabled Ministers to share information on current initiatives and to explore and engage in collaborative measures to continue addressing the needs of seniors.
 - ♦ Working groups focused on issues including healthy aging and wellness, positive images of aging, social isolation and safety and security (with a focus on abuse of older adults).
 - ♦ Staff attended regular meetings of Federal-Provincial/Territorial Seniors Officials. The Director of Policy Development co-chaired the committee on Healthy Aging and Manitoba Seniors and Healthy Aging Secretariat staff participated on the Positive Images of Aging, Safety and Security, and Financial Issues Working Groups.

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- The Secretariat continued to provide expertise from a local to national and international level (International Federation on Aging; representatives from the Brazilian government; World Health Organization) for government, academic and community-based organizations, and service groups on various topics and issues such as ageism, caregiving, active living, elder abuse, emergency preparedness, and programs and services for seniors.
- Moreover, the Secretariat continued to coordinate and chair meetings of representatives from a variety of seniors organizations and government agencies to discuss timely issues of common concern.
- Staff conducted/attended approximately 150 meetings, presentations, conferences, etc. during the past year, almost half of which were in rural and Northern Manitoba.
- Working relationships were further developed with provincial departments, regional health authorities, and other levels of governments.
- Manitoba Seniors and Healthy Aging Secretariat remained current and involved in issues impacting seniors through participation on committees, work with other jurisdictions, and support to the Manitoba Council on Aging. Most committees involve direct interaction with seniors and key seniors organizations, which contribute to the fulfillment of the Secretariat's mandate. Direct interaction with seniors organizations ensures that the Secretariat has opportunities to gain a broader understanding of seniors' issues. Participation on these committees affords the Secretariat the opportunity to offer a senior's perspective on issues, provide advice, and respond to inquiries:
 - ♦ Active Living Alliance for Canadians with Disabilities
 - ♦ Active Living Coalition of Older Adults - Manitoba
 - ♦ Age-Friendly Manitoba Initiative Advisory Committee
 - ♦ Assisted Living Consultation Group
 - ♦ Canadian Centre for Disability Studies
 - ♦ Canadian University Research Alliance
 - ♦ College of Licensed Practical Nurses of Manitoba's Healthy Aging Conference Advisory Committee
 - ♦ Coming of Age Committee
 - ♦ *Condominium Act* Review Group
 - ♦ Elder Abuse Video Committee
 - ♦ Elder Abuse Working Group
 - ♦ Ethnocultural Seniors Committee
 - ♦ Family Violence Court Steering Committee
 - ♦ Federal-Provincial/Territorial Committee of Officials (Seniors) Working Groups: Healthy Aging, Positive Images of Aging, Safety and Security, Financial Issues
 - ♦ Flin Flon Elder Abuse Committee
 - ♦ Gay, Lesbian, Bi-sexual, Transgender and Two-Spirited Education Committee
 - ♦ Healthy Aging Strategy Advisory Committee
 - ♦ Injury Free Manitoba Conference Planning Committee
 - ♦ Injury Free ADM Advisory Committee
 - ♦ Long Term Care Strategy Committee
 - ♦ Manitoba Age-Friendly Committees
 - ♦ Manitoba Alzheimer Strategy Overview Committee
 - ♦ Manitoba Association of Multi-purpose Senior Centres
 - ♦ Manitoba Elder Abuse Network
 - ♦ Manitoba Caregiver Network
 - ♦ Manitoba Falls Prevention Network
 - ♦ Manitoba In Motion
 - ♦ Manitoba Road Safety Coordinating Committee
 - ♦ New Horizons Elder Abuse Awareness Funding Review Committee
 - ♦ New Horizons Regional Review Committee

- ◆ Partners Seeking Solutions with Seniors
- ◆ Physical Activity Coalition of Manitoba
- ◆ Police Academy Advisory Committee
- ◆ Policy Developers Network
- ◆ Provincial Elder Abuse Conference Planning Committee
- ◆ Rural Working Group for Older Manitobans
- ◆ Safe Suite Advisory Committee
- ◆ Seniors Crime and Safety Network
- ◆ Seniors Home Security Working Group
- ◆ Seniors Transportation Working Group
- ◆ Seniors' and Elders' Day Committee
- ◆ Society for Manitobans with a Disability
- ◆ The Pas Elder Abuse Committee
- ◆ University of Manitoba, Centre on Aging – CURA
- ◆ University of Manitoba, Centre on Aging – Advisory Committee
- ◆ University of Manitoba, Centre on Aging – Symposium Committee
- ◆ University of Manitoba, Centre on Aging – CAG 2009 Committee
- ◆ University of Manitoba, Gerontology Certificate Program Committee
- ◆ Will Week: Estate Planning for your Future Committee
- ◆ Winnipeg Committee to End Family Violence
- ◆ Winnipeg In Motion
- ◆ World Elder Abuse Awareness Day Working Committee

24-1 Manitoba Seniors and Healthy Aging Secretariat

Expenditures by Sub-Appropriation	Actual 2007/08 \$(000s)	FTE	Estimate 2007/08 \$(000s)	Variance Over(Under) \$(000s)	Expl. No.
Salaries and Employee Benefits	527.1	9.00	585.7	(58.6)	
Other Expenditures	275.9		286.8	(10.9)	
External Agencies	421.4		484.9	(63.5)	
Total Sub-Appropriation	1,224.4	9.00	1,357.4	(133.0)	

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 2007/08 \$(000s)	Estimate 2007/08 \$(000s)	Variance Over(Under) \$(000s)	Expl. No.
Desktop Services	4.5	4.5	-	
Amortization Expense	3.5	3.5	-	
Total Sub-Appropriation	8.0	8.0	-	

Sustainable Development

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.

Financial Report Summary Information

Manitoba Seniors and Healthy Aging Secretariat Reconciliation Statement

April 1, 2007 – March 31, 2008

2007/08 Main Estimates:	1,232.4
Allocation of Funds from: Enabling Appropriations	-
2007/08 Estimates:	1,232.4

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Manitoba Seniors and Healthy Aging Secretariat Expenditure Summary

for fiscal year ended March 31, 2008

Estimate 2007/08 \$(000s)	Appropriation	Actual ⁽¹⁾ 2007/08 \$(000s)	Actual ⁽²⁾ 2006/07 \$(000s)	Increase (Decrease) \$(000s)	Expl. No.
24-1 Manitoba Seniors and Healthy Aging Secretariat					
585.7	a Salaries and Employee Benefits	527.1	540.6	(13.5)	
286.8	b Other Expenditures	275.9	227.5	48.4	
484.9	c External Agencies	421.4	325.8	95.6	
1,357.4	Total Appropriation 24-1	1,224.4	1,093.9	130.5	
24-2 Costs Related to Capital Assets					
4.5	a Desktop Services	4.5	4.5	-	
3.5	b Amortization Expense	3.5	3.5	-	
8.0	Total Appropriation 24-2	8.0	8.0	-	
1,365.4	Total Appropriation 24	1,232.4	1,101.9	130.5	

Footnotes:

(1) Actuals for 2007/08 are based on year-end expenditure analysis report.

(2) Prior year's comparative figures have been reorganized where necessary to conform with the presentation adopted for the fiscal year ended March 31, 2008.

Historical Information

Manitoba Seniors and Healthy Aging Secretariat Five-Year Expenditure and Staffing Summary by Appropriation (\$000) for years ending March 31, 2004 to March 31, 2008

Appropriation	2003/04 ⁽²⁾		2004/05 ⁽²⁾		2005/06 ⁽²⁾		2006/07 ⁽²⁾		2007/08 ⁽¹⁾	
	FTE	\$(000s)	FTE	\$(000s)	FTE	\$(000s)	FTE	\$(000s)	FTE	\$(000s)
24-1 Manitoba Seniors and Healthy Aging Secretariat	9.00	715.8	9.00	725.3	9.00	910.9	9.00	1,093.9	9.00	1,224.4
24-2 Costs Related to Capital Assets		8.0		8.0		8.0		8.0		8.0
Total Departmental Expenditures	9.00	723.8	9.00	733.3	9.00	918.9	9.00	1,101.9	9.00	1,232.4

Footnotes:

(1) Actuals for 2007/08 are based on year-end expenditure analysis report.

(2) Prior years' comparative figures have been reorganized where necessary to conform with the presentation adopted for the fiscal year ended March 31, 2008.

Performance Measurement

The following section provides information on key performance measures for the department for the 2007-08 reporting year. This is the third year in which all Government of Manitoba departments have included a Performance Measurement section, in a standardized format, in their Annual Reports.

Performance indicators in departmental Annual Reports are intended to complement financial results and provide Manitobans with meaningful and useful information about government activities, and their impact on the province and its citizens.

For more information on performance reporting and the Manitoba government, visit www.manitoba.ca/performance.

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

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(A)	(B)	(C)	(D)	(E)	(F)
What is being measured and using what indicator?	Why is it important to measure this?	Where are we starting from (baseline measurement)?	What is the 2007/08 result or most recent available data?	What is the trend over time?	Comments/recent actions/report links
1. The public's awareness of information and referral services, by measuring the number of calls to the Manitoba Seniors Information Line, and the type of information requested.	<p>To monitor our successes in providing information and referral to clients.</p> <p>Volume of requests and type of information requested will ensure we have accurate and helpful information related to issues of importance to clients.</p>	<p>In 2001, we began to formally record Information Line Data.</p> <p>In 2001/02, 4,383 calls were received.</p>	<p>In 2007/08, the Seniors Information Line received 2,841 calls (see Figure 1). Requests for SHAS publications and information on housing, financial benefits, health care and legal issues were the most frequently recorded types of calls.</p>	<p>A decrease in call volume has corresponded to an increase in online activity.</p> <p>Since 2005/06, hits on our website has increased from 93,244 to 155,929. In addition to our Information Line, we have provided 96 written responses to email requests.</p> <p>Figure 2 outlines the type of information requested by percentage of total calls.</p>	<p>It is vital Manitoba seniors, their families, and seniors organizations receive timely information, referral and support on issues, services and resources, allowing for informed decision making.</p> <p>SHAS is the central point of contact regarding seniors' issues, programs and policies.</p> <p>Web site: www.manitoba.ca/agefriendly</p>
2. Awareness of the Manitoba Seniors Abuse Line by measuring the number of calls and the types of elder abuse reported.	<p>Evaluation and analysis of the numbers of calls and the types of abuse being reported provides us with useful, current information regarding the many issues related to elder abuse, which we use to inform policy and programming decisions.</p>	<p>In 1999, we began to record the numbers of calls and the types of abuse that were being reported. In 1999, just over 100 calls were received.</p>	<p>In 2007/08, the Manitoba Seniors Abuse Line received 328 calls.</p> <p>Financial and emotional abuses represent approximately 83% of the types of abuse reported to SHAS.</p>	<p>The Secretariat has recorded a steady increase in the number of abuse calls since 1999.</p> <p>Figures 3 and 4 provide a breakdown and analysis of the calls received and the nature of abuse reported.</p>	<p>It is estimated that between 6,000 and 15,000 seniors in Manitoba are victims of some form of elder abuse each year.</p> <p>SHAS staff provides awareness about the Seniors Abuse Line through such activities as: World Elder Abuse Awareness Day; presentations and information sessions; brochures, fact</p>

(A) What is being measured and using what indicator?	(B) Why is it important to measure this?	(C) Where are we starting from (baseline measurement)?	(D) What is the 2007/08 result or most recent available data?	(E) What is the trend over time?	(F) Comments/recent actions/report links
					<p>sheets, Manitoba Seniors' Guide and through our web site: www.gov.mb.ca/shas/abuse/index.html</p>
<p>3. The availability of the Elder Abuse Strategy into rural and northern Manitoba by measuring the growth in consultation, community/regional meetings held in or related to rural and northern communities.</p>	<p>To ensure the strategy is relevant to the unique needs and challenges exhibited in each region of the Province.</p>	<p>In 2003, the Elder Abuse strategy was approved as a component of the Advancing Age strategy. A province-wide strategy was implemented.</p> <p>Development has been tracked since that time.</p>	<p>In 2005/06, the Elder Abuse program was involved in the ongoing leadership of eight regional - community based monitoring teams.</p> <p>Elder Abuse Educational/ awareness sessions have occurred on an ongoing basis in each region of the Province.</p>	<p>Our data indicates an increase in the number of requests for the Elder Abuse Consultant(s) to attend rural meetings, present elder abuse awareness sessions, participate in World Elder Abuse Awareness Day activities and rural and northern health fairs. We have also seen a steady increase in the development of Elder Abuse response/ monitoring teams.</p>	<p>The growth in Manitoba's seniors population has significant implications to government and society - the issues for aging populations in rural and northern communities differ in some ways from those in urban areas and it is important that all voices continue to be recognized. SHAS leads government efforts to address the abuse of older adults throughout Manitoba.</p>
<p>4. The effectiveness of our Advancing Age: Promoting Older Manitobans strategy in engaging major senior service organizations to contribute to the government planning and policy development.</p>	<p>Input from well informed seniors organizations will contribute to better program and services for seniors.</p>	<p>In 2003, Cabinet endorsed the Advancing Age: Promoting Older Manitobans strategy.</p> <p>Prior, there was no formal mechanism to solicit input of seniors organizations.</p> <p>In 2003, five written reports were received.</p>	<p>In 2007/08, the Secretariat received written perspectives/ reports from seven senior serving organizations. Examples include perspectives on transportation, housing, safety and security.</p> <p>Plans are in place to formalize our data on the number of consultations SHAS facilitates between seniors organizations and government departments.</p>	<p>The seniors organizations engaged in Advancing Age continue to provide valuable perspectives to SHAS on various issues.</p>	<p>Manitoba's seniors population is growing and continues to have significant implications for government legislation, policies and programs, thus it is vital to ensure opportunities are available for seniors to contribute to the planning and policy development process.</p>

Figure 1
Seniors Information Line

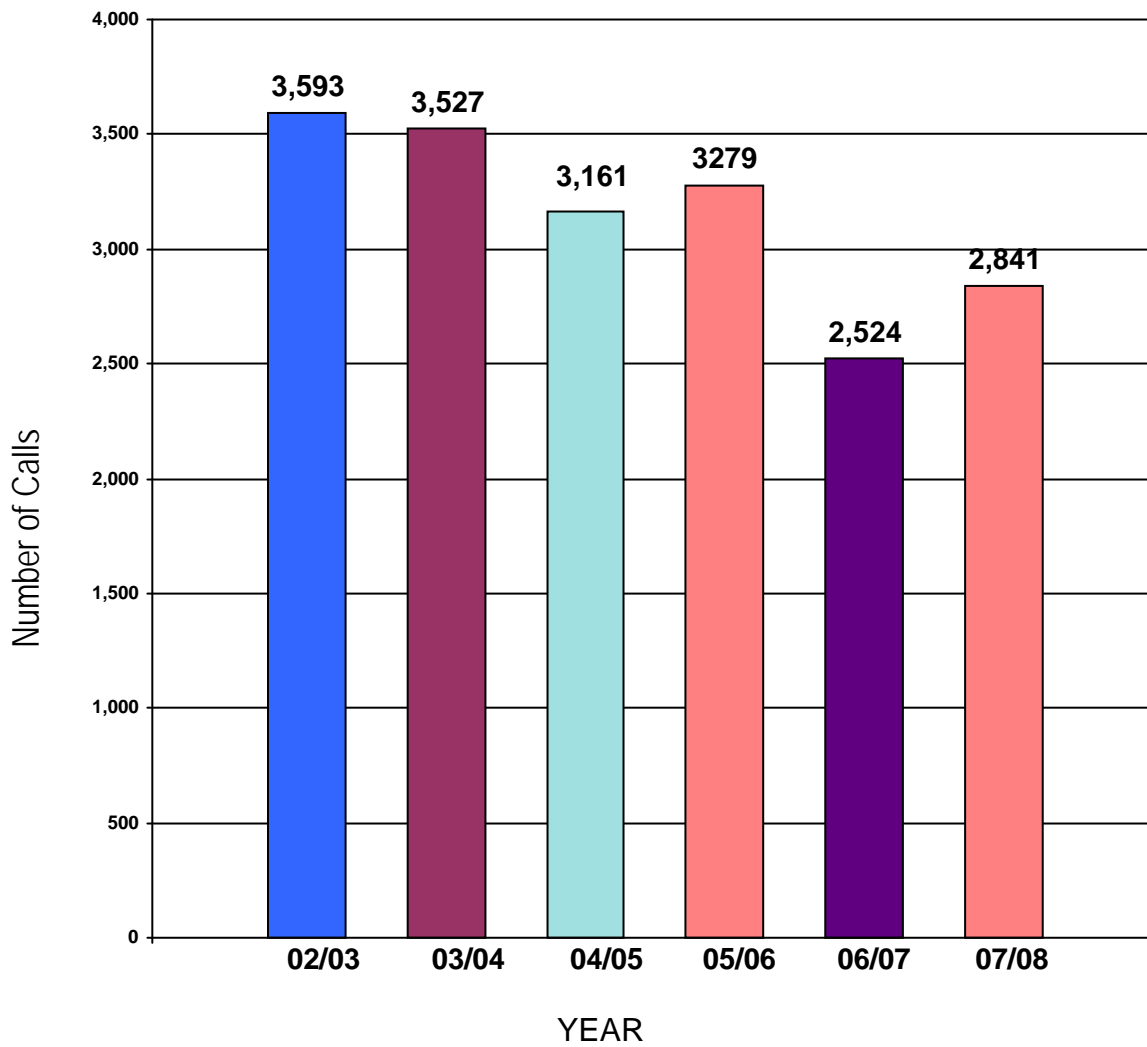
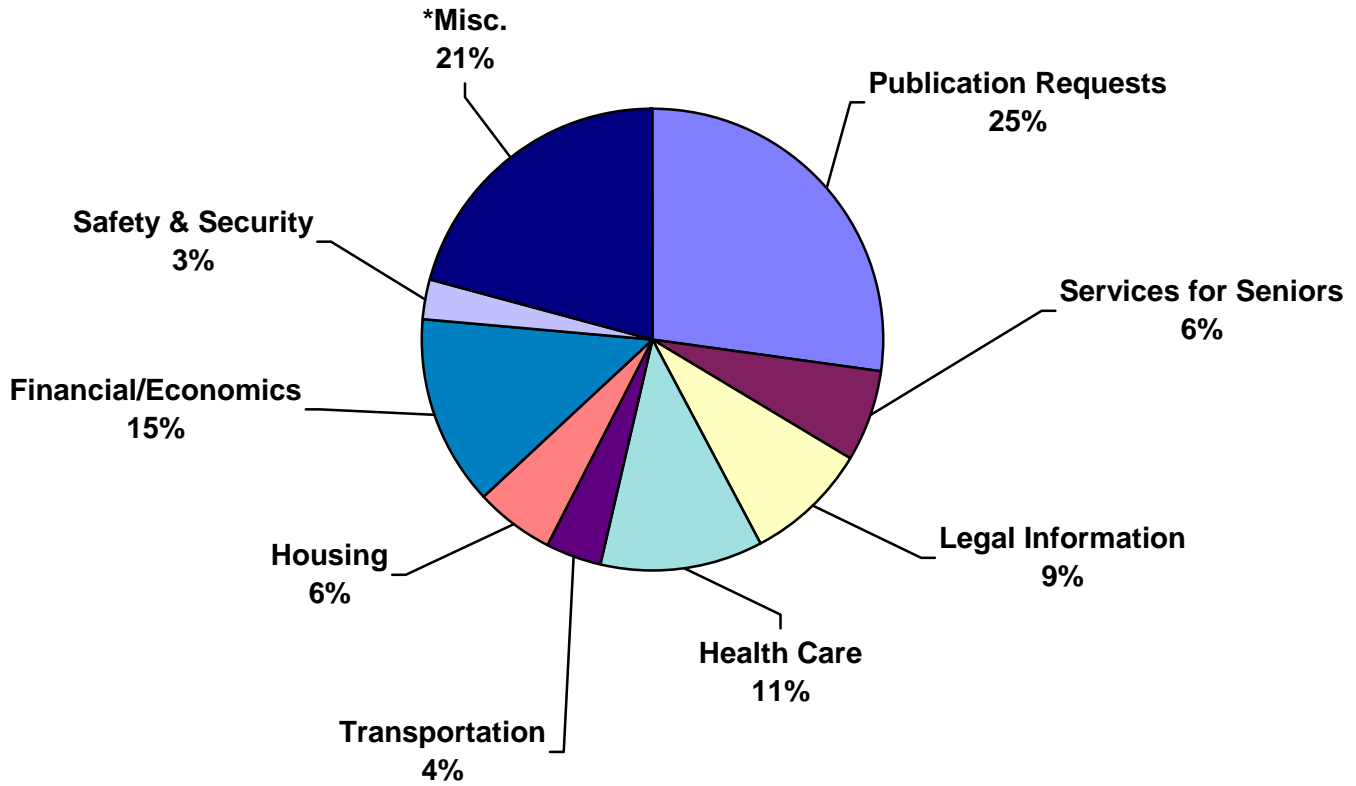


Figure 2
Seniors Information Line (Types of Calls)



- *Misc. Includes:**
- Special Events
 - ID Cards
 - Multiple Requests
 - Education & Courses
 - Taxes
 - City of Winnipeg
 - Employments
 - Grants
 - Misc. Information

**Figure 3
Seniors Abuse Line (Volume of Calls)**

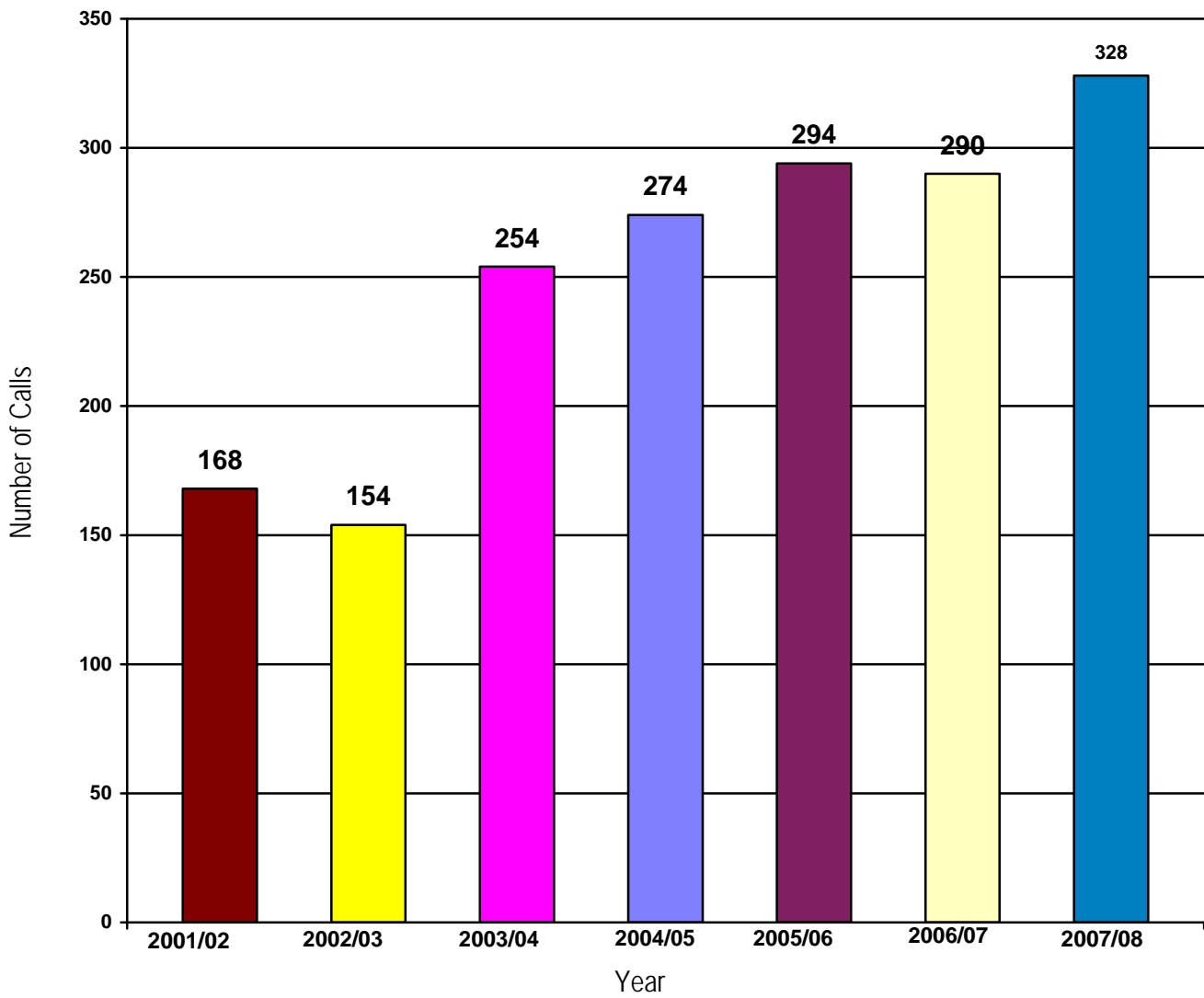
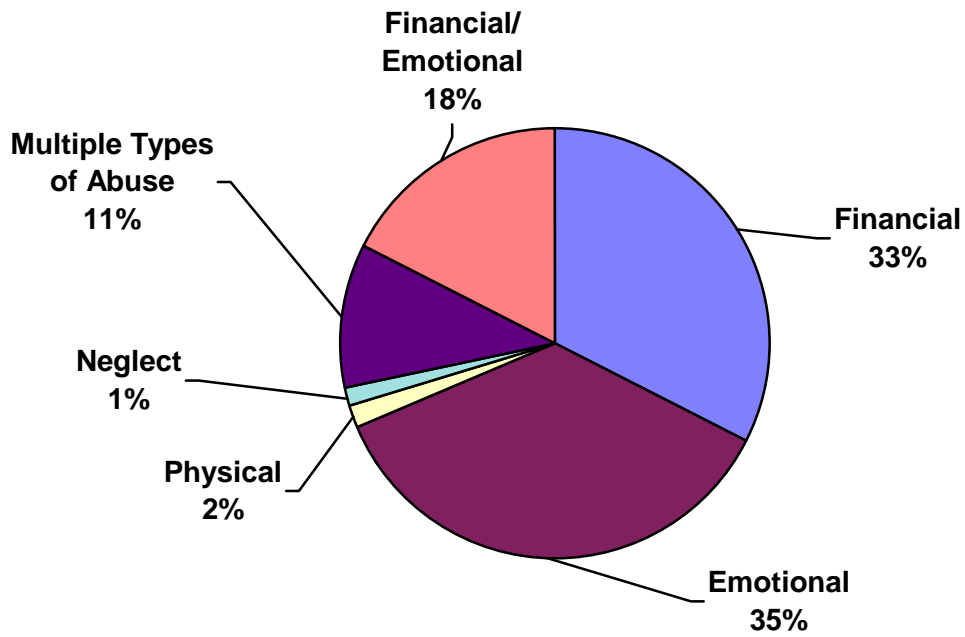


Figure 4
Types of Abuse Reported



The Public Interest Disclosure (Whistleblower Protection) Act

The Public Interest Disclosure (Whistleblower Protection) Act came into effect in April 2007. This law gives employees a clear process for disclosing concerns about significant and serious matters (wrongdoing) in the Manitoba public service, and strengthens protection from reprisal. The Act builds on protections already in place under other statutes, as well as collective bargaining rights, policies, practices and processes in the Manitoba public service.

Wrongdoing under the Act may be: contravention of federal or provincial legislation; an act or omission that endangers public safety, public health or the environment; gross mismanagement; or, knowingly directing or counseling a person to commit a wrongdoing. The Act is not intended to deal with routine operational or administrative matters.

A disclosure made by an employee in good faith, in accordance with the Act, and with a reasonable belief that wrongdoing has been or is about to be committed is considered to be a disclosure under the Act, whether or not the subject matter constitutes wrongdoing. All disclosures receive careful and thorough review to determine if action is required under the Act, and must be reported in a department's annual report in accordance with Section 18 of the Act.

The following is a summary of disclosures received by Manitoba Seniors and Healthy Living Secretariat for fiscal year 2007/08:

Information Required Annually (per Section 18 of The Act)	Fiscal Year 2007 – 2008
The number of disclosures received, and the number acted on and not acted on. <i>Subsection 18(2)(a)</i>	0 disclosures were received.
The number of investigations commenced as a result of a disclosure. <i>Subsection 18(2)(b)</i>	NIL
In the case of an investigation that results in a finding of wrongdoing, a description of the wrongdoing and any recommendations or corrective actions taken in relation to the wrongdoing, or the reasons why no corrective action was taken. <i>Subsection 18(2)(c)</i>	NIL

Manitoba Council on Aging

Annual Report 2007/2008



822-155 Carlton Street • Winnipeg, MB • R3C 3H8
Telephone (204) 945-2127
Toll-free 1 800 665-6565
Fax (204) 948-2514

Honourable Kerri Irvin-Ross
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 2007/08.

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. They continue to appreciate the support of the government in addressing current issues and in planning for the future.

Council members especially appreciate the involvement of the Province of Manitoba, led by the Manitoba Seniors and Healthy Aging Secretariat, in the development of the Age-Friendly Manitoba Initiative which supports seniors in leading active, socially engaged, independent lives that contribute to healthy aging. This exciting initiative was announced by the Minister responsible for Seniors, Honourable Kerri Irvin-Ross, in February 2008 at the Age-Friendly Communities Summit in Portage la Prairie.

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 welcome opportunities to work with all those who are striving to ensure the health and well-being of the aging population. 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 newly revised *Manitoba Seniors' Guide*. At the annual Recognition Awards Ceremony, held at the Legislature during Seniors' and Elders' Month, the Council on Aging honoured individuals and organizations who have enhanced the lives of seniors.

Council members appreciate the ongoing support they receive from the Minister responsible for Seniors and her staff. On behalf of Council, I also want to thank the staff of the Manitoba Seniors and Healthy Aging Secretariat for their commitment to the work of the Manitoba Council on Aging. Together we are working to make Manitoba the most age-friendly province in Canada.

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:

- providing the Minister with information and advice about:
 - the aging process and its implications for all age groups in Manitoba.
 - programs, services, policies and legislation that relate to the aging process and the needs and interests of older Manitobans
- 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 by the Minister responsible for Seniors. Members are drawn from a cross-section of geographic, ethnic and community-service backgrounds in Manitoba.

The Council held five meetings during the fiscal 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 \$99,093.

The objectives were:

- To provide the Minister responsible for Seniors with recommendations on programs, policies or proposals.
- To consult with seniors consistent with the role of advising the Minister on issues.
- To advise the government on how to best accommodate the changing age structure of Manitoba's population in all aspects of government activity.
- To increase public awareness and understanding of the aging process and its implications.

The expected and actual results for 2007/08 included:

1. Stronger government policy, programs and services which meet the needs of seniors.
 - The Council addressed the following issues: seniors housing needs; palliative and spiritual care needs; economic issues of older Manitobans; health care issues; Pharmacare; gerontological education; physical activities; ageism; access to rural health services; transportation; specific concerns of senior women and immigrant issues.

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- Council established the following sub-committees:
 - ♦ Health
 - ♦ Community Living, including Housing
 - ♦ Safety & Security
 - ♦ Recognition Awards
 - ♦ Ethnocultural Seniors Issues Committee
 - 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 through discussion papers, letter, memo and through discussions with the Minister.
2. Greater opportunity for government to receive information from seniors on a regular basis.
- Council members participated at: the Active Living Coalition for Older Adults - Manitoba; Assisted Living Community Consultation; Budget consultations with UNPAC on senior women and the economy; Centre on Aging Spring Symposium; Consultation with Social Development Canada together with the Manitoba Seniors and Healthy Aging Secretariat; la Fédération des aînés franco-manitobains; Federal consultation on Planning for An Aging Population; Manitoba Committee of Seniors; Partners Seeking Solutions; Public Trustee consultations; Seniors' and Elders' Day Planning Committee; U. of M's social isolation workshop; Winnipeg Regional Health Authority Consultation Committee; and World Elder Abuse Awareness Day Working Group.
 - The Chair made presentations at the Spring Symposium of the Centre on Aging, the Manitoba Association of Multi-Purpose Senior Centres, Creative Retirement's AGM, Carman Active Living Centre's AGM, Housing Managers Conference and Concordia Hospital's Nursing Conference.
3. Increased public knowledge and understanding of the aging process and its implications for all age groups in Manitoba.
- The Council reprinted the *Manitoba Seniors' Guide*, 15th edition. This Guide provides the public with information on a range of resources and programs for Manitoba seniors.
 - 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.
4. Enhanced quality of life for seniors with increased awareness of services in government and in the community.
- The Manitoba Council on Aging Recognition Awards were presented by the Minister responsible for Seniors and the Chair of the Council. There were seven individual award winners, three organization awards and thirteen 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 third presentation of the Murray R. Smith Award. Murray Smith was the Chair of Manitoba Council on Aging from 2001/02. The award was created in honour of his many years of distinguished community service and advocacy on behalf of seniors.
 - Many members participated in the Seniors' and Elders' Day celebration at the MTS Centre along with special events held throughout the province during Seniors' and Elders' Month in October. The Chair served on the Pharmacare Review Committee, the Assisted Living Review Committee, The Centre on Aging strategic planning committee, and participated in the Manitoba Forum on Seniors and Emergency Preparedness in January 2008. Members of the Council also attended the World Elder Abuse Awareness Day. Council members attended the Creative Retirement luncheon, the Good

Neighbours Fundraising dinner and the annual general meetings of a number of organizations in their communities.

- The Council disseminated the *Manitoba Seniors' Guide* to a number of senior serving organizations, seniors, their families and others interested in programs and resources for seniors.