



Age-Friendly Communities in Manitoba: How Municipalities Can Create Supportive Environments

**A presentation to the
Association of Manitoba Municipalities**

November 28, 2006



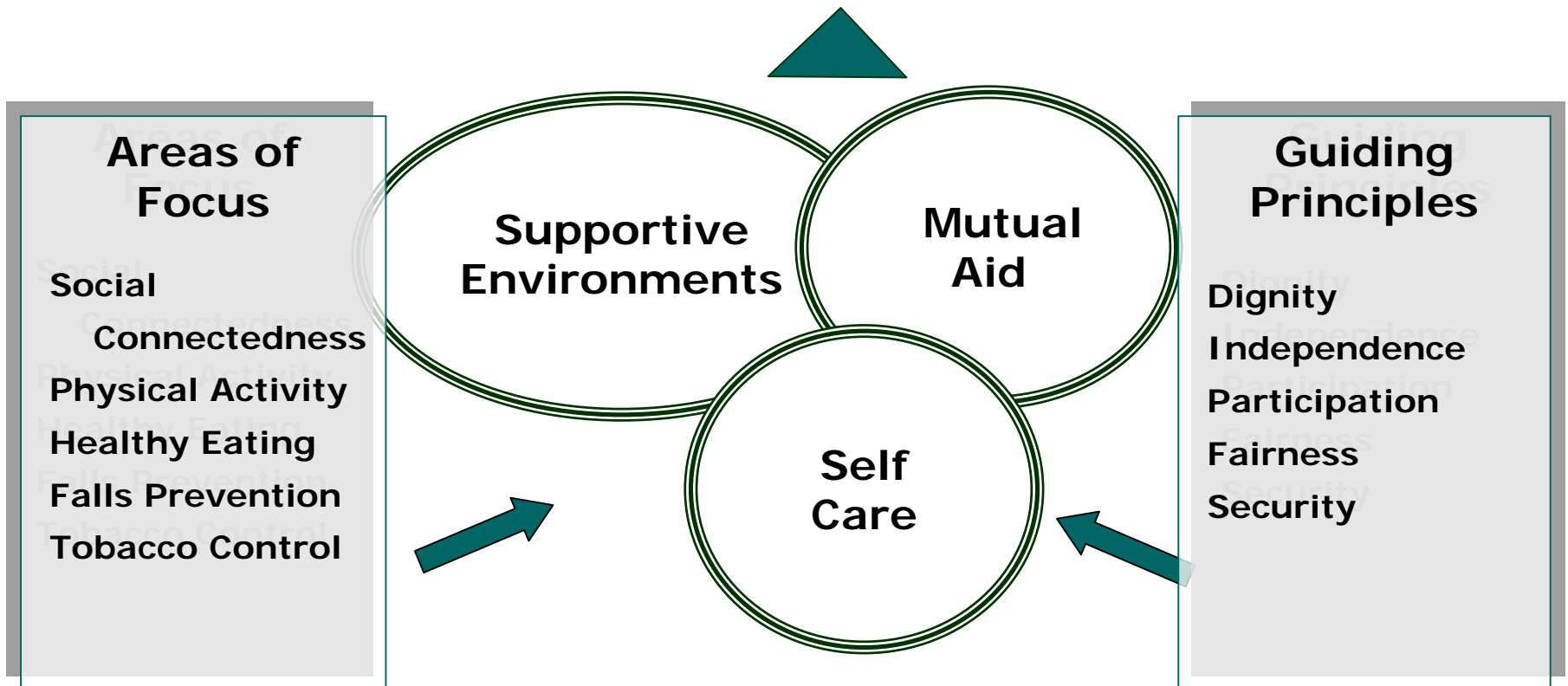
The Seniors Population is rapidly growing

- 1,000,000 people worldwide turn 60 every month
- 158,000 Manitobans are 65 and older

VISION

A society that:

Values and supports the contributions of older people
Celebrates diversity, refutes ageism and reduces inequities
Provides opportunities for healthy choices that enhance
independence and quality of life



Advancing Age: Promoting Older Manitobans

- Current, emerging and future needs
- Consultation with seniors
- Health, Community Living, Safety and Security

Healthy Aging Strategy

- Social connectedness
- Physical activity
- Injury prevention
- Healthy eating
- Smoking cessation

Age Friendly Communities

➤ World Health Organization



According to United Nations estimates, the number of older persons (60+) will double from the current 600 million by 2050. The vast majority of older people live in their homes and communities, but in environments that have not been designed with their needs and capacities in mind.

To support Governments in developing and strengthening health and social policies in an ageing world, the World Health Organization a Policy Framework on Active Ageing in 2002. Active ageing policy is defined as "optimizing opportunities for health, participation and security in order to enhance quality of life as people age."



The active ageing approach is grounded in the UN-recognized principles of independence, participation, dignity, care and self-fulfilment. It acknowledges the importance of gender, earlier life experiences, and culture on how individuals age. It takes into account the biological, psychological, behavioural, economic,

➤ Security

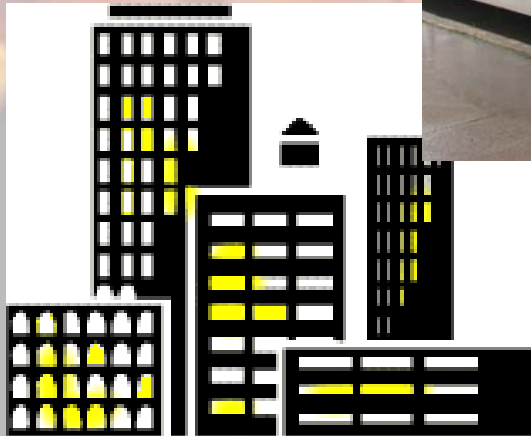
➤ Health

➤ Participation

Age Friendly Communities

- **Community Benefits**
- **Seniors, caregivers, community leaders**
- **Portage la Prairie, Gimli, Rio De Jenairo**

Age Friendly Communities



Portage la Prairie

- Value and Benefits
 - Recruitment Process
 - Local Advisory Committee
 - Focus Groups

Portage la Prairie

- Outdoor spaces & buildings
 - Transportation
 - Housing
 - Social Isolation
 - Civic Participation

Portage la Prairie

- Heightened Awareness
- Community Engagement
- Proactive Measure



For more information:

Jim Hamilton
Executive Director
Manitoba Seniors and
Healthy Aging Secretariat
Government of Manitoba
Tel. (204) 945-7729
Fax. (204) 948-2514
jhamilton@gov.mb.ca

Jennifer Sarna
Manager of Community
Development
City of Portage la Prairie
Tel. (204) 239-8323
Fax. (204) 239-1582
jsarna@city-plap.com

Thank you