

# Age-Friendly Manitoba Initiative

## Creating an Age-Friendly Community



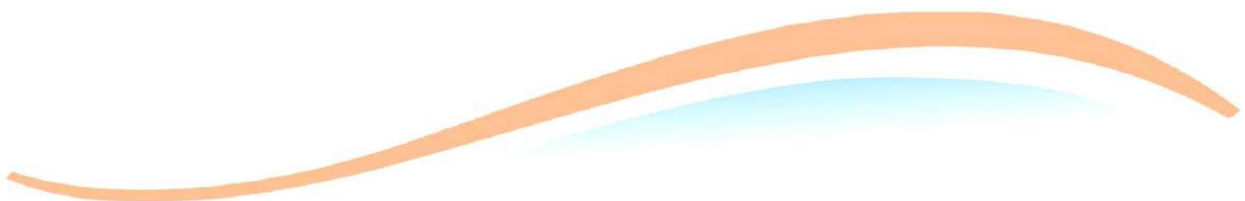
Since the World Health Organization (WHO) developed and released its Age-Friendly Cities model in 2007, communities across Canada and globally have developed action plans to become more Age-Friendly, recognizing that this benefits citizens of all ages.

Many communities throughout Manitoba are actively involved with the Age-Friendly Manitoba Initiative.

In an Age-Friendly community, policies, programs and services make it easier for older adults to age actively and remain independent and healthy.

Age-Friendly communities value the contributions of older adults and respect their decisions and lifestyle choices.

**Age-Friendly communities support people to age safely, maintain good health and continue to participate fully in their community.**



## **In an Age-Friendly Community Everyone Benefits from:**

- Secure and physically accessible outdoor spaces and public buildings
- Well-designed, affordable, and secure housing choices, located close to important services
- Well-maintained and accessible roads and walkways
- Accessible and affordable public transportation
- Respectful relationships
- Accessible health and community services
- Opportunities to be socially active in leisure, social, cultural and spiritual activities with people of all ages
- Opportunities to participate in suitable volunteer, civic and employment positions
- Communication and information that is easy to find and understand.

## **Eight Key Features of an Age-Friendly Community**

Age-Friendly focuses on eight main domains. They cover the essential features of the community's structure and physical environment, as well as the extent to which its services, programs and policies support active aging.

The domains are:

### **Transportation**

Access to transportation that allows seniors and others to carry out daily activities, including; volunteering, shopping, attending appointments, and participating in social, cultural and recreational activities. Examples include: the affordability and availability of Handi-vans, buses, and volunteer drivers.

### **Outdoor Spaces and Buildings**



Supportive physical environments, including outdoor spaces and building design that: enhance physical well-being and quality of life; accommodate independence; foster social interaction; and enable people of all ages to conduct their daily activities. Examples include, well-maintained sidewalks, parks and walking trails and accessible buildings with ramps and automatic doors.

## Housing

Housing choices to accommodate the needs and desires of older people to remain independent for as long as possible in their homes and by offering local housing options as needs change. Examples include: affordable and available housing options for independent living; assisted and supportive living near health and community services; and personal care homes.

## Respect and Social Inclusion



Social opportunities that: recognize seniors so they can continue to contribute to and benefit from community life; promote social participation and inclusion to reduce feelings of loneliness; and increase feelings of respect. Examples include: opportunities for intergenerational activities and events; supportive family and friends networks; the promotion of positive images of aging and efforts to reduce crime and vandalism.

## Social Participation

Opportunities for older people to remain socially active and maintain feelings of belonging. Examples include: affordable and conveniently located physical, social and cultural programs for all ages.

## Communication and Information



Access to information about community events, emergency response strategies, and other relevant information. Examples include: information about community and senior services, a community directory, accessible information for community emergencies and a well-maintained information centre.

## Civic Participation and Employment Opportunities

Community opportunities through civic participation, employment and volunteer positions that allow seniors and all residents to stay active, involved and feel personal fulfillment. Examples include: volunteer opportunities, volunteer recognition, and employment opportunities.

## Community Support and Health Services



Professional, medical and personal services that are accessible and coordinated. Examples include: congregate meal programs, home care, and coordinated health care services.

## The Milestone Approach to Action

### The Age-Friendly Manitoba Milestones Program

Communities can apply to be officially recognized by the Province of Manitoba, the Public Health Agency of Canada and the World Health Organization for achieving the Age-Friendly Milestones, including:

**1. Community Engagement Milestone**

Establish an Age-Friendly Committee that includes the active engagement of older adults.

**2. Municipal Council Resolution Milestone**

Secure a local municipal council resolution to actively support, promote and work toward becoming Age-Friendly.

**3. Action Plan Milestone**

Establish a comprehensive and concrete plan of action that includes a community consultation developed with older adults.

**4. Public Awareness Milestone**

Demonstrate commitment to action by publicly posting the action plan.

**5. Measuring Outcomes Milestone**

Commit to measuring activities and reporting publicly on action plan outcomes.

Once a community has completed the five Age-Friendly Milestones, they can apply to the government of Manitoba for official recognition.

For more information on how to become Age-Friendly, to contact the Age-Friendly Resource Team or to apply for recognition of the Age-Friendly Milestones, please contact:

**Manitoba Health, Seniors and Active Living  
Seniors and Healthy Aging Branch**

In Winnipeg: 204-945-6565

Toll-free in Manitoba: 1-800-665-6565

Email: [seniors@gov.mb.ca](mailto:seniors@gov.mb.ca)

website: <https://www.gov.mb.ca/seniors/afmb/index.html>