

# Manitoba's Seniors Strategy

Association of Manitoba Municipalities  
June 1, 2023

# How We Got Here



- The Speech from the Throne in 2021 committed to developing a seniors strategy so aging Manitobans are able to stay safe in their homes and communities as long as they choose.
- Minister of Seniors and Long-Term Care introduced in January 2022.
- One of the department's priorities was to develop a comprehensive seniors strategy and action plan.
- The department embarked on extensive engagement and consultation with Manitobans on what a seniors strategy should include (Apr - Oct 2022).
- Development of the seniors strategy (Nov 2022 - Jan 2023)
- February 22, 2023 launched Manitoba's seniors strategy – *“Manitoba, A Great Place to Age: Provincial Seniors Strategy”*

# Input to Seniors Strategy



A comprehensive public engagement process reached seniors and community partners across the province and incorporated diverse voices into the planning process.

- Minister’s tour with community roundtables in thirteen (13) communities
- 41 interviews and focus groups with seniors, caregivers, seniors serving organizations and thought leaders
- public surveys on the EngageMB platform that received over 10,000 respondents
- 30 volunteer Community Engagement Networks who facilitated 61 focus groups and discussion in their communities engaging with 900 Manitobans
- relationship development with Indigenous governments and organizations
- workshops with partners from across government

# What did we hear?



- Seniors have diverse needs - stay in their homes; live with their families; connected to community.
- Life is getting more expensive for Manitobans as they age and who are dealing with issues of inflation, fixed incomes, and the lack of affordable services and supports.
- Gaps in the range of services and supports offered as we age, especially in northern and rural communities.
- Pride in how diverse Manitoba is as a province including Indigenous, francophone and other ethnic and cultural communities. Serving diverse communities required systems that are supportive this diversity.
- Services and supports are challenging to access and navigate.
- People are experiencing increasingly complex care and support needs and this may add strain health system and other community supports.
- Unpaid caregivers are increasingly challenged to manage the complex needs of those for which they care.
- Seniors are often defined as 65 and older, there should be some discretion within community programs.
- Many Manitobans feel valued in their community, but also experience ageism and ableism.

## VISION

Older Manitobans are valued and empowered to live healthy and productive lives in our communities making Manitoba an ideal place to age

Safe, Inclusive, Accessible Communities

Navigation

High Quality Services

Financial Security

Reducing Ageism & Ableism

Indigenous Engagement & Co-Design

Collaboration and Accountability

## VALUES

- Respect, choice, independence, dignity and equitable access
  - Equity, diversity and inclusion
    - Truth and Reconciliation
    - Quality and innovation
    - Person and family-centered
- Partnership, collaboration and interdependence

# Seniors Strategy

# Safe, Inclusive, Accessible Communities



- Communities will become more accessible, safe, and tailored to the needs of Manitobans as they age, enabling older Manitobans to stay engaged in community and age in place.
  - Expanding Age-friendly
  - Improved Dementia Support
  - Safe, Accessible Transportation
  - Physical and Virtual Villages
  - Continuum of Housing Options

- Older Manitobans, caregivers and service providers will be able to access information, programs and services through a single central source and navigation between services will be supported within communities.
  - Empower and activate existing local community groups and resources to be a network of services and supports for seniors and their caregivers
  - Provide a central up-to-date information source on programs and services

# High Quality Services



- Older Manitobans will have access to an ecosystem of high quality community-based and health services and supports that support aging in place and meeting diverse needs along a continuum of aging.
  - Redesigned Home Care Model
  - Enhanced Quality in Personal Care Homes
  - Ecosystem of Community-based and Health Services
  - Quality Standards
  - Enhanced Preventive Wellness and Health Assessments
  - Seniors Serving Workforce
  - Unpaid Caregivers Supports
  - Advocacy



# Financial Security



- Older Manitobans will be valued in the workforce for as long as they chose to remain in it and once they exit will be supported to meet their essential needs and deal with rising cost of living.
  - Off-setting Costs Supports
  - Older Adult Workforce Participation
  - Financial Planning and Awareness

# Reducing Ageism & Ableism



- Older Manitobans will be valued and celebrated and systemic and cultural ageism and ableism will be reduced.
  - Ageism Prevention Toolkit
  - Celebrating Older Manitobans
  - Intergenerational Programs

# Indigenous Engagement and Co-Design



- Help ensure that programs and policies are inclusive of all Indigenous peoples in our province and reflect their priorities.
  - Indigenous Collaboration: Continue to build relationships with Indigenous partners taking a distinctions-based approach to identify and collaboratively address shared priorities through a co-design approach

# Collaboration and Accountability



- Older Manitobans, caregivers, service providers and partners will have a voice in decision-making and will be kept up to date on the progress and impact of implementation activities.
  - Partnership and Advisory Structure
  - Performance Framework
  - Continuous and ongoing consultation and engagement

# Actions Announced to Date



- Announced to date (over \$37M):
  - First Link
  - Self & Family Managed Care
  - Rainbow Resource Centre
  - Habitat for Humanity
  - Palliative Care Expansion
  - Hearing Aid Program
  - Home Modification Program
  - Support Services to Seniors
  - ERIK
  - Elder Abuse Services
  - PD for seniors organizations
  - Age-Friendly expansion
  - Supportive Housing
  - NEW Seniors website
  - NEW Seniors guide
  - Seniors Awards

**THANK YOU**