

Aging Well Together Highlights of Activities



2022



This report features select activities of Aging Well Together coalition partners in 2022. The report is not meant to give a complete summary of all activities, but rather highlights some key activities. Information on other activities can be found on partners' websites.

The Aging Well Together coalition brings together five partner organizations:

- A & O: Support Services for Older Adults Inc. (A & O)
- Active Aging in Manitoba (AAIM)
- Manitoba Association of Senior Communities (MASC)
- Transportation Options Network for Seniors (TONS)
- University of Manitoba (Targeting Isolation)

The goal of the coalition is to increase the social inclusion of at-risk older Winnipeggers (aged 55+) through collaborative activities of the five partner organizations and collaborating community organizations. The coalition is funded by the Government of Canada's New Horizons for Seniors Program (2019-2024).

The goal of the Aging Well Together coalition is to increase the social inclusion of at-risk older Winnipeggers (aged 55+) through collaboration.

Objectives of the coalition are to:

- Increase the communication and coordination of services between organizations
- Enhance opportunities for social inclusion among older Winnipeggers
- Reduce barriers to accessing transportation by increasing affordable transportation options
- Develop community capacity to identify and engage socially excluded older adults



Food hampers

A & O continued the collaboration with the City of Winnipeg’s 311 phone line to provide food hampers for at-risk older Winnipeggers.

In partnership with Harvest Manitoba and Heart to Home Meals, A & O provided food hamper deliveries Tuesday to Friday to older Winnipeggers unable to pick up their own hampers. A & O continued to see an increase in clients, in 2022, 2,628 food hampers were delivered.



Intergenerational grants

MASC provided small grants for intergenerational activities.

MASC provided 13 grants to organizations and groups to encourage multigenerational connections between older adults and those younger than them. Activities included: Old time dances, story telling, craft class, painting stones, gingerbread houses, bingo, intergenerational dinners, and IT support with high school students.



Peer-leader training

AAIM continued to train new peer-leaders who can offer exercise classes for older adults.

AAIM trained more exercise peer-leaders, bringing the total to 80+ peer-leaders in Winnipeg. The 'exercise of the month' newsletter article provides continuing education for the peer leaders. Exercise classes don't just keep participants physically active, but also provide the opportunity for social connection.

“I feel better mentally and physically”

“I have made some new friends through this program.”

Quotes from exercise class participants

Volunteer driver program resource hub

TONS has developed tools and resources to support volunteer driving programs.

The TONS’ resource hub for volunteer driving program is designed to support capacity building for existing volunteer driving programs and for organizations and groups potentially looking to start a program in their respective community. The resources include four videos to help train volunteer drivers and range of documents, such as how to recruit volunteers, and policy and procedures.



Programming over the phone

A & O's Senior Centres Without Walls program continued to grow.

The Senior Centre Without Walls program provides free-of-charge educational and recreational programming over the phone for older adults. Programming includes educational presentations, health and wellness, language classes, book clubs, travelogues and support groups. The program continued to grow in 2022, with 13,342 registered participants, a 16% increase from 2021.



Community Connector training

Targeting Isolation conducted Community Connector workshops.

Community Connectors are individuals who come in contact with older adults during their regular workday, who could refer socially isolated or lonely older adults to appropriate services.

Targeting Isolation conducted a series of workshops with health professionals, such as pharmacists. The workshop describes what social isolation is, why it's a problem, and how to refer older adults who may be socially isolated or lonely to A & O who can then connect them with resources and services.



Active aging for diverse community groups

AAIM promoted active aging in collaboration with diverse community groups.

AAIM collaborated with various community groups, including Indigenous, Indian, and Filipino communities for Active Aging Days where participants engage in activities like Urban Poling, Floor Curling, Floor Shuffle Board, Magnetic Darts, and "Brain Games".

AAIM also partnered with the U-Turn Parkinson's group for Urban Poling, and an Active Living Centre to offer a walking group.

Grand Pals program launched

MASC and AAIM, in partnership with Grand Pals Canada, launched the Grand Pals program to create connections between older adults and children.

Grand Pals Canada aims to create, facilitate, and promote intergenerational experiences that are integrated into the school curriculum. The focus is on shared learning, storytelling and developing friendships. For example, students write a story about their Grand Pal and illustrate it with art work. MASC and AAIM partnered with Grand Pals Canada to bring the program to Manitoba. Seniors organizations in Winnipeg have been identified who would like to participate and outreach work is underway to get schools and teachers on board.



More volunteers = more clients served

A & O continued to increase its volunteer pool who helped to further expand programs.

A & O continued to recruit volunteers who helped to expand programming. The volunteer pool grew to 152 in 2022, up 12.5 % from 2021. With the help of volunteers:

362 older adults were enrolled in the Connect program that matches older adults with a volunteer who visits or calls the person once a week. Due to the high demand for the program, Connect groups became a new volunteer-led initiative.

202 clients were in This Full House program that provides support to clients who hoard possessions.

15 clients gained knowledge and awareness of digital tools that help them access online information.

189 support group sessions were held with clients.



Benefits of volunteering

Targeting Isolation conducted a survey to find out what volunteers thought the benefits are of volunteering.

Responses from 44 volunteers of 55+ Active Living Centres/senior groups showed that:

SOCIAL CONNECTION

91%

said volunteering made them feel more socially connected

SENSE OF ACHIEVEMENT

96%

said volunteering gave them a sense of achievement

MENTAL HEALTH

89%

said volunteering improved their mental health

CONTRIBUTION TO WELL-BEING

93%

said volunteering made them feel like they contributed to the well-being of older adults

LEADERSHIP SKILLS

61%

said volunteering enhanced their leadership skills

BELONGING

93%

said volunteering increased their sense of belonging in the community

Raising awareness

Aging Well Together partners raised awareness of services and programs for older adults on radio and with regular ads and articles in print media.

Regular radio programming, ads and articles in print media, including Lifestyle 55+, Senior Scope, and the Winnipeg Free Press helped to raise awareness of programs and services for older adults, as well the importance of staying socially connected and physically active.



Expos

After a series of successful Expos in 2021, MASC was again a co-sponsor of the Pros Know Expos.



Six Pros Know 55+ Active Living and Resources Expos were held in 2022, co-sponsored by MASC. Aging Well Together partners also had booths at the Expos to promote their programs and services. 2nd year RRC Polytech nursing students offered blood pressure checks and Shared Health provided COVID vaccines. Each Expo was attended by 200+ people.

Radio campaign

Aging Well Together partners conducted a month-long radio campaign on the importance of social connections and to promote programs and services.

The Aging Well Together coalition partnered with CJNU in January 2022 on a month-long radio campaign to highlight the importance of social connection and promote the partner organizations' programs and services. 93.7 CJNU Nostalgia Radio targets listeners aged 50 and older in Manitoba – a potential reach of over 250,000 people. The campaign included:

- 672+ Top of Hour Messages – a series of produced messages aired at the top of each hour during the month-long broadcast
- 25 conversational Interviews
- 2 hours of 'conversation and music'
- 'Live' announcer liners throughout the program to enhance the messaging

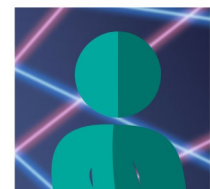


Resources

Targeting Isolation produced resources, including videos and fact sheets about social isolation and loneliness.


Resources developed by Targeting Isolation include fact sheets that describe the social lives, health and well-being of older Winnipeggers, as well as information sheets and videos that focus on social isolation and loneliness, including:

- Knowing risk factors HELPS
- Show someone you CARED: Signs of loneliness and social isolation
- CARED Conversation starters: Talking about loneliness and social isolation



Collaborations


In order to reach more older adults, volunteers, or health professionals, Aging Well Together partners continued to expand their collaborations with organizations and groups.



A & O partnered with HelpAge Canada to provide tablets, with internet connection included, to socially isolated older adults who are wanting to access A & O programs and services remotely. With help from GLUU Society, training material is provided to volunteers who guide participants in the digital literacy process. In 2022, 6 volunteers provided 97 training sessions for 15 participants.



TONS collaborated with St.Amant, an organization that supports individuals with intellectual disabilities, as they are looking to start a volunteer driver program.


AAIM collaborated with the Manitoba Dental Hygienists Association and Alzheimer Society of Manitoba to develop presentations on the “healthy mouth” and “healthy brain”, respectively. Presentations on these and other topics were given in collaboration with a number of community groups, such as Hindu and Indigenous groups.




Targeting Isolation received accreditation from the Canadian Council on Continuing Education in Pharmacy for the Community Connector workshop. This allows pharmacists to receive credits toward their continuing education requirements.




MASC partnered with Heart to Home Meals to distribute Senior Resource Finder information sheets. Senior Resource Finders can link and refer older adults to community supports, programs and services. They also coordinate some services in their community area.

Aging Well Together partners continued to work with 211 Manitoba to promote this resource, ensure that listings are complete, and provide feedback on possible enhancements.



Aging Well Together by the *Numbers*



2022



2628

food hampers delivered to at-risk older adults, in a partnership between A&O and the City of Winnipeg's 311 phone line.



6

Pros Know Expos held to provide information on services and opportunities, co-sponsored by MASC. Each expo attended by over 200 people



13,342

registrations in A&O's Senior Centre Without Walls program that provides educational and recreational programming over the phone.



80+

volunteer peer leaders who have been trained by AAIM and can offer Steppin' Up with Confidence exercise classes



97

digital coaching sessions by A&O volunteers. Older adults receive tablets and volunteers train them in their use.



500+

people reached by AAIM with their Active Aging Days that promote physical and "brain" activity



1173

interactions with participants in A & O's Connect program that matches volunteers with older adults. the volunteer visits the person once a week.



101

health/social care providers took the Community Connector workshops by Targeting Isolation to help them identify socially isolated older adults and refer them to A & O.



13

Intergenerational grants provided by MASC to community organizations and groups for activities that bring older and younger people together, such as craft class, story telling, and IT support.



672+

Top of the Hour messages as part of the month-long CJNU Radio campaign to highlight the importance of social connections and promote programs and services for older adults.



4

Volunteer driver training videos developed by TONS, as well as additional resources to help volunteer driving programs onboard and support volunteer drivers.



26

information sheets and videos developed by Targeting Isolation that provide information about social isolation and older Winnipeggers' social lives, health, and well-being.





A & O: Support Services for Older Adults is a not-for-profit organization that provides specialized programs and services for older Manitobans. The goal of these programs is to empower and support older people in the community.

Phone: 204-956-6440 or Toll-free: 1-888-333-3121

Email: info@aosupportservices.ca

Website: www.aosupportservices.ca



Active Aging in Manitoba (AAIM) is a non-profit organization dedicated to promoting active aging opportunities for all older Manitobans to enhance their health, mobility, and participation in their community.

Phone: 204-632-3947//1-866-202-6663

Email: info@activeaging.mb.ca

Website: www.activeagingmb.ca



The Manitoba Association of Senior Communities (MASC) facilitates and supports the healthy aging of older Manitobans through leadership, learning, connection, and community engagement.

Phone: 204-792-5838

Email: info@manitobaseniorkommunities.ca

Website: <https://manitobaseniorkommunities.ca/>



Transportation Options Network for Seniors (TONS) is a not-for-profit organization focused on educating and informing community organizations and service providers on the transportation options available to Manitobans, with the goal of enhancing quality of life and promoting age friendly communities.

Email: Info@tonsmb.org

Website: www.tonsmb.org



Targeting Isolation consists of researchers at the University of Manitoba and Brandon University who support the Aging Well Together Coalition through research and project evaluation and by developing resources to help people identify and better understand social isolation.

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