Creating communities committed to healthy, active aging
Our world is aging – it’s a fact. As a result of the growing population of seniors, the World Health Organization, with participation from the Public Health Agency of Canada, embarked on a global age-friendly project. Manitoba is working with these organizations to create age-friendly communities that will contribute to the participation, health, independence and security of older persons.

Manitoba’s population of seniors is also growing. It is expected to increase by 43 per cent over the next 20 years. Of the seniors currently living in Manitoba 93 per cent live in the community. With the increase in the number of seniors, we know that communities will face both new opportunities and challenges in responding to their needs and desires.

This is why we are working to make Manitoba the most age-friendly province in Canada.
Age-Friendly Manitoba Initiative

The Age-Friendly Manitoba Initiative supports seniors in leading active, socially engaged, independent lives that contribute to healthy aging.

To make this initiative possible, Manitoba has partnered with the Association of Manitoba Municipalities, the Manitoba Chambers of Commerce, seniors organizations and the University of Manitoba’s Centre on Aging. Other partners include community leaders, faith leaders, service providers and public officials.

Together, our work will support community efforts that enhance the health, independence and well-being of all Manitoba seniors.
What is an Age-Friendly Community?
An age-friendly community:
• Recognizes the diversity among older Manitobans
• Encourages healthy, active aging
• Supports the contributions of older Manitobans
• Promotes the participation of older Manitobans in all aspects of our community
• Engages stakeholders in building age-friendly communities
• Creates accessible, safe environments for older adults
• Treats people of all ages with respect

Everyone Benefits
• Secure neighbourhoods are safe for children, women and older adults.
• Older adults receive services and supports they need.
• Barrier-free buildings and streets enhance the mobility for people of all abilities, and all ages.
• The whole community benefits from the participation of older persons in volunteer or paid work and civic activities.
**Getting Started**

The Manitoba Age-Friendly Initiative provides the *Age Friendly Rural Remote Communities: A Guide* to help communities connect with seniors and identify barriers and concerns.

The guide recommends the following categories be examined as part of developing an age-friendly community:

1. outdoor space and buildings
2. transportation
3. housing
4. respect and social inclusion
5. social participation
6. communication and information
7. civic participation and employment
8. community support and health services
Leading the Way

The Province of Manitoba, led by the **Seniors & Healthy Aging Secretariat**, has developed the Age-Friendly Manitoba Initiative to help seniors lead active, socially engaged, independent lives that contribute to healthy aging. Manitoba provides many programs and services that benefit seniors and are making us the most age-friendly province in Canada.
Seniors and Healthy Aging Secretariat (SHAS)
The Seniors and Healthy Aging Secretariat is a provincial government department working to promote the health, independence and well-being of older Manitobans.

The Secretariat:
- supports the Minister responsible for Seniors
- is a central point of contact for older adults
- ensures the needs and concerns of seniors are reflected in legislation, public policy and programs
- provides research/administrative support to the Manitoba Council on Aging

The secretariat has developed strategies that promote the interests of Manitoba seniors including Advancing Age: Promoting Older Manitobans, the Healthy Aging Strategy and the Elder Abuse Strategy.
Advancing Age: Promoting Older Manitobans

Advancing Age: Promoting Older Manitobans was developed to ensure we are well-positioned to respond to the current, emerging and future needs of Manitoba’s aging population. Through the strategy, the Seniors and Healthy Aging Secretariat has been given a mandate to collaborate across government and within the senior’s community to address issues affecting seniors including health care, community living and security.

Healthy Aging Strategy

Manitoba’s Healthy Aging Strategy engages seniors in health promotion strategies and coordinates provincial efforts to promote active living, social connectedness, healthy eating, falls prevention and smoking cessation for older adults.
Elder Abuse Strategy
Even in age-friendly communities, the reality of elder abuse exists. Through the Seniors and Healthy Aging Secretariat, a range of elder abuse materials have been developed including posters, fact sheets and brochures. In addition, Manitoba has joined in the global observance of World Elder Abuse Awareness Day on June 15 each year.

Seniors’ and Elders’ Month
Every year, the Province proclaims October as Seniors’ and Elders’ Month in Manitoba. This provides an opportunity to recognize and celebrate the ongoing contributions of older Manitobans. Many communities in Manitoba participate throughout the month by hosting events that provide positive images of seniors and promote active living.

Manitoba Council on Aging
The Manitoba Council on Aging is an advisory body to the Minister responsible for Seniors representing the view of Manitoba seniors.
Information and Resources

Manitoba Seniors and Healthy Aging Secretariat
822 – 155 Carlton Street
Winnipeg MB R3C 3H8
manitoba.ca/agefriendly; e-mail: seniors@gov.mb.ca
Phone 945-6565 in Winnipeg; toll free 1-800-665-6565.
Fax: 204-948-2514

Seniors Information Line
This toll free, bilingual telephone line gives seniors and their families quick, easy access to information about seniors’ programs and services.
Phone 204-945-6565 in Winnipeg; toll free 1-800-665-6565.

Seniors Abuse Line
The Seniors Abuse Line is a confidential information and referral line that provides seniors, family members, professionals and others with information about elder abuse, community resources and support services available throughout Manitoba.
Phone 204-945-1884 in Winnipeg; toll free 1-888-896-7183.
Manitoba Seniors’ Guide
The Manitoba Seniors’ Guide is an essential source of information for seniors, family members and service providers. In this publication, you will find general information on the following topics: active living, financial information, health services, housing, safety/security and transportation.
For a free copy, phone 204-945-6565 in Winnipeg; toll free 1-800-665-6565.

Manitoba Government Inquiry
Manitoba Government Inquiry is a bilingual information and referral service that will help identify and access provincial programs or services.
[Gov.mb.ca/contact.html](http://gov.mb.ca/contact.html); e-mail: mgi@gov.mb.ca
Phone 204-945-3744 in Winnipeg; toll free 1-866-626-4862. Telecommunications Device for the Deaf: 204-945-4796