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THE NATIONAL SENIORS COUNCIL



LE CONSEIL NATIONAL DES AÎNÉS

**Report of the National Seniors
Council on Volunteering
Among Seniors and Positive
and Active Aging**

May 2010

**Submitted to the Minister of Human Resources and Skills Development,
the Minister of Health, and the Minister of State (Seniors)**

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Foreword

All members of the National Seniors Council are volunteers in either their communities and/or in provincial and national organizations. Consequently, the study of the issue of volunteering among seniors, along with positive and active aging, was of great interest to us all.

The Council is very pleased to submit this report. All Council members feel privileged to have met the participants at our nine roundtables. Their commitment, their openness, and their understanding made each of the roundtables a real learning experience that enriched all. Although each of the roundtables had some common elements, each one of them proved to be a unique experience. It is very clear that each community in Canada relies heavily on volunteers, and senior volunteers spend more hours volunteering than all other age groups. Countless examples of this were highlighted in our discussions.

It became very evident, as mentioned oftentimes in this report, that there are many linkages between volunteerism and positive and active aging. This message has to be made clear to all Canadians. Canadians must consider volunteering as a way to contribute to their communities and a way to have a more fulfilling experience as they age.

This report provides a number of suggestions for action for the Government's consideration. Most are based on the advice and ideas that participants shared with us during the roundtables. Council members are confident that all of the suggestions for action will be given serious consideration. They are all aimed at improving volunteering among seniors and promoting positive and active aging.

On behalf of the members of the National Seniors Council, I wish to thank all the participants for contributing to our roundtables. A list of the participants can be found in Annexes C and D.

Jean-Guy Soulière
Chair, National Seniors Council





Table of Contents

Mandate of the National Seniors Council.....	1
Introduction.....	3
Why Positive and Active Aging and Volunteering Among Seniors are Priorities.....	4
Overview of Positive and Active Aging	5
Overview of Volunteering Among Canadian Seniors	8
Roundtables on Positive and Active Aging and Volunteering Among Seniors	13
What Participants Told Us	15
<i>Iqaluit Roundtable</i>	<i>15</i>
<i>National Roundtable</i>	<i>16</i>
Suggestions for Action: Positive and Active Aging.....	17
<i>Perceptions of Aging and Seniors</i>	<i>17</i>
<i>Key Characteristics Promoting Positive and Active Aging</i>	<i>19</i>
<i>Designing Communities to Promote Positive and Active Aging.....</i>	<i>27</i>
<i>Research on Positive and Active Aging.....</i>	<i>28</i>
Suggestions for Action: Volunteering Among Seniors	30
<i>Recruitment of Volunteers</i>	<i>30</i>
<i>Support for Seniors Who Volunteer.....</i>	<i>32</i>
<i>Support for Organizations Using Volunteers</i>	<i>35</i>
<i>Building Partnerships Among Key Social Players</i>	<i>36</i>
<i>Research on Volunteering</i>	<i>36</i>
<i>Coordination of Volunteers in the Not-for-profit Sector</i>	<i>37</i>
Conclusion	38
ANNEXES	
ANNEX A: Summary of Suggestions for Action	39
ANNEX B: Members of the National Seniors Council.....	41
ANNEX C: List of Participants at Regional Roundtables.....	45
ANNEX D: List of Participants at National Roundtable.....	51





Mandate of the National Seniors Council

The National Seniors Council shall advise the Government of Canada, through the Minister of Human Resources and Skills Development and the Minister of Health, on all matters related to the well-being and quality of life of seniors, including the opportunities and challenges arising from a rapidly growing and increasingly diverse aging population. As directed by the Minister of Human Resources and Skills Development and the Minister of Health, the National Seniors Council shall:

- advise on current and emerging issues and opportunities related to the quality of life and well-being of seniors, both now and in the future;
- as needed, undertake activities such as commissioning research, convening expert panels and roundtables, and holding consultative meetings;
- deliver well-balanced advice, taking into account the views of experts, seniors, organizations and groups that provide seniors' programs and services, provincial/territorial advisory bodies on seniors, and other relevant stakeholders and interested parties; and
- ensure a comprehensive and collaborative approach in its examination of the policies, programs and services that have an impact on the lives of seniors by consulting with other federal departments, other levels of government and advisory bodies involved in senior-related efforts.







Introduction

Seniors¹ are a vital part of Canadian society. Seniors exercise many diverse roles in their community as family members, caregivers, volunteers, workers and consumers. Positive and active aging focuses on strengthening the recognition of seniors as valued members of society, while optimizing opportunities for seniors to remain healthy, independent and be active participants in their communities. As Canada's population ages and the number of seniors increases, it will be increasingly important to support and encourage ways in which Canadians age in a positive and active way. Volunteering is one way that seniors can remain actively engaged in life and connected to those around them.

The value of senior volunteers to the community is substantial. Volunteers provide many important services to Canadians. They play an important role in promoting active citizenship and supporting the well-being of Canadians. As some of Canada's most active and engaged volunteers, seniors play a critical role in making their communities stronger and more resilient places to live. These messages were repeated in all of the roundtables held across the country.

The National Seniors Council is pleased that the federal government recognizes the importance of positive and active aging and volunteering among seniors and identified these issues as priorities for the National Seniors Council. The Council acknowledges the important work being done by the Government of Canada to address these priorities and has highlighted examples of federal initiatives that support positive and active aging and volunteering among seniors throughout the report. However, while significant achievements have been made, more can be done across jurisdictions to promote positive and active aging and volunteering among seniors.

The objective of this report is to share the key concerns and issues that arose from the roundtables on positive and active aging and volunteering among seniors. Another objective is to provide suggestions for action to the Government of Canada to address these matters.

The report is divided into two parts:

- an overview of positive and active aging and volunteering among seniors; and
- a synopsis of the nine roundtables held in 2009, with a focus on the key issues related to positive and active aging and volunteering among seniors, and Councils' suggestions for federal government action.

¹ During our consultations, some participants indicated that they did not like the word "seniors" to describe older Canadians. However, for the sake of consistency, the word "senior" is used throughout.





Why Positive and Active Aging and Volunteering Among Seniors are Priorities

There is significant interest within the federal government on how to support positive and active aging and volunteering among seniors. The Special Senate Committee on Aging, appointed “to examine and report upon the implications of an aging society in Canada,” presented its final report, *Canada’s Aging Population: Seizing the Opportunity*, on April 21, 2009. The report highlighted the need for the federal government to promote active and healthy aging and support for the volunteer sector.

The Government of Canada, in its response to the Special Senate Committee’s report, indicated it “has long recognized the value of staying healthy, active and socially engaged throughout life and has worked collaboratively with provinces, territories and other stakeholders to promote this idea to Canadians of all ages.” It also noted the important role volunteering plays for seniors, as both recipients and providers of volunteer services. In its response, the Government of Canada stated that, in addition to the initiatives it is currently supporting on positive and active aging and volunteering, it remains committed to advancing these priorities. Indeed, it tasked the National Seniors Council to study these issues and provide suggestions for action.

The priority given to these two areas is particularly timely given our aging population. Canadians are enjoying, and will continue to enjoy, more years of good health and longer periods of retirement. Seniors also continue to be active, fulfilling many diverse roles in the community, as family members, caregivers, volunteers, neighbours, workers and consumers. It is becoming increasingly important to ensure that seniors are seen, and see themselves, as valued and active members of their communities. Moreover, seniors require programs and services to support positive and active aging and facilitate a better quality of life.

Involvement in volunteer activities is one way in which seniors can age positively and actively. There are many benefits to volunteering for seniors and some researchers suggest that volunteering is linked with greater physical and psychological well-being.²

Volunteers also make enormous contributions to the well-being of Canadian society and play a key role in supporting the not-for-profit sector. Volunteers tutor children, mentor newcomers to Canada, serve in shelters and food banks, provide significant support to the not-for-profit sector and provide care to other seniors. The not-for-profit sector (hospitals, schools, community centres, etc.) relies heavily on volunteers with over half of not-for-profit organizations depending solely on volunteers for their operations.³ Volunteering is also an important aspect of the Canadian economy, with the value of volunteer work in Canada estimated to be greater than \$14 billion annually.⁴

² Martin Turcotte, Grant Schellenberg, *A Portrait of Seniors in Canada: 2006* (Ottawa: Minister of Industry, 2007).

³ Statistics Canada. *National Survey of Nonprofit and Voluntary Organizations*, 2003.

⁴ Malika Hamdad, Sophie Joyal, Catherine Van Rompaey, *Satellite Account of Non-profit Institutions and Volunteering* (Ottawa: Minister of Industry, 2004).





Overview of Positive and Active Aging

Aging is a multidimensional and complex process. People experience a number of transitions over their life course that impact their social networks, health and participation in the community and the economy. There is no one definition of positive and active aging. However, in its simplest terms it is a strategy to maximize the quality of life and well-being of seniors. This is the definition the National Seniors Council used in writing this report.

A positive and active approach to aging focuses on recognizing seniors as valuable members of society, who contribute a diversity of skills, knowledge and experiences to their families and communities. This approach works to promote an appreciation of the different needs, abilities, and contributions of individuals as they progress through their senior years. Positive and active aging requires an environment that is age-friendly and where seniors have access to programs and services that fulfill their needs and interests.

There are a number of key factors associated with positive and active aging, including:

- productive, active participation in all aspects of economic, social and community life;
- self-reliance/self-determination;
- recognition as an actively contributing member of society;
- a positive outlook about self and future;
- good physical and mental health and ability to function;
- mutually supportive social relationships and contacts;
- financial security;
- safe and supportive environment/community to live and work; and
- availability of adequate services and support.⁵

Benefits of Positive and Active Aging

Seniors themselves and society in general benefit from positive and active aging. For seniors, an active lifestyle can prolong independence, extend participation in the labour force and the community, help manage chronic illnesses and prevent poor health. For example, an active mind may help ward off memory loss and prevent mental decline. Research indicates that older men and women who had the most social interaction within their community had the slowest rate of memory decline. Indeed, those who had the most contact with friends, family and people in their neighbourhood had less than half the rate of memory loss as those with the least social engagement.⁶

⁵ Adapted from: Alice Ming-Lin Chong, Sik-Hung Ng, Jean Woo, Alex Yui-Huen Kwan, "Positive aging: The views of middle-aged and older adults in Hong Kong" *Ageing and Society* (2006), 26:2.

⁶ Karen A. Ertel, M. Maria Glymour, Lisa F. Berkman, "Effects of Social Integration on Preserving Memory Function in a Nationally Representative US Elderly Population" *American Journal of Public Health*, (2008), 98:7.





Positive and active aging also has a positive impact on Canadian society. Seniors also play an important role in the economy through participation in the workforce and as consumers. Seniors make a significant contribution to the community through volunteer work and support to family and others.

Factors that Influence Positive and Active Aging

A broad range of factors and conditions influence the degree to which a senior can be active and age well. One important component of positive and active aging is the opportunity for individuals to age in their place of choice, which could mean staying at home or moving to supportive housing or an assisted living facility. This requires seniors to have access to housing that is affordable and appropriate to their needs and abilities, accessible transportation, and appropriate health care and social services. Currently, an estimated 80% of home and community care is being provided by family members and friends.⁷ Caregivers play an integral role in assisting seniors to age in their place of choice.

To age positively and actively, seniors also need to live in safe and supportive communities. These communities provide:

- community services and recreational activities that increase activity and alleviate social isolation and loneliness;
- public health services to enable seniors to optimize their health and well-being;
- educational, cultural and spiritual resources that provide opportunities for personal growth, lifelong learning and community participation;
- a secure and sufficient income that supports an adequate standard of living; and
- financial literacy resources to support sound financial decision making.

All of the above components are consistent with the Age-Friendly Communities model developed by the World Health Organization (WHO) in collaboration with the Government of Canada.⁸ This model addresses eight key domains of community living that enable seniors with varying needs and capacities to live in security, good health and to participate fully in society. These include: transportation; housing; social participation; respect and social inclusion; civic participation and employment; communication and information; community support and health services; and outdoor spaces and buildings. Age-friendly communities provide opportunities not just for seniors, but for the whole community.

Barriers to Positive and Active Aging

Ageism is a significant barrier to positive and active aging. In Western culture, aging is often associated with decline, dependence and frailty. Seniors are too often perceived

⁷ Government of Canada. *Government Response to the Report of the Special Senate Committee on Aging: Canada's Aging Population: Seizing the Opportunity* (2009). www.seniors.gc.ca.

⁸ World Health Organization, *Global Age-Friendly Cities: A Guide* (Geneva: World Health Organization, 2007).





by younger generations as being a social and economic burden, rather than an asset to society. Inaccurate perceptions about aging often lead to discrimination. As a result, seniors' abilities, needs or interests are often not considered in the provision and delivery of services. Ageism may affect the physical and mental health of seniors by limiting fulfilment of their human needs. Indirectly, ageism may lead to seniors conforming to social expectations about how they are supposed to feel and behave, potentially restricting their activities and engagement in their communities. Health issues are another barrier to positive and active aging. For seniors who experience a decline in general health or limitations to their activity levels, it can be more challenging to be active and socially engaged. As people age and their social networks become smaller, isolation and loneliness may increase.

Seniors are not a homogenous population. Individuals may experience barriers based on socio-economic status, gender, culture and ethnicity that may become exacerbated as they age. Immigrant seniors may face greater barriers due to language and limited immigrant specific supports and may face unique financial and health issues. Also, Aboriginal seniors face distinct financial, health, housing and geographical challenges which may hinder positive and active aging.



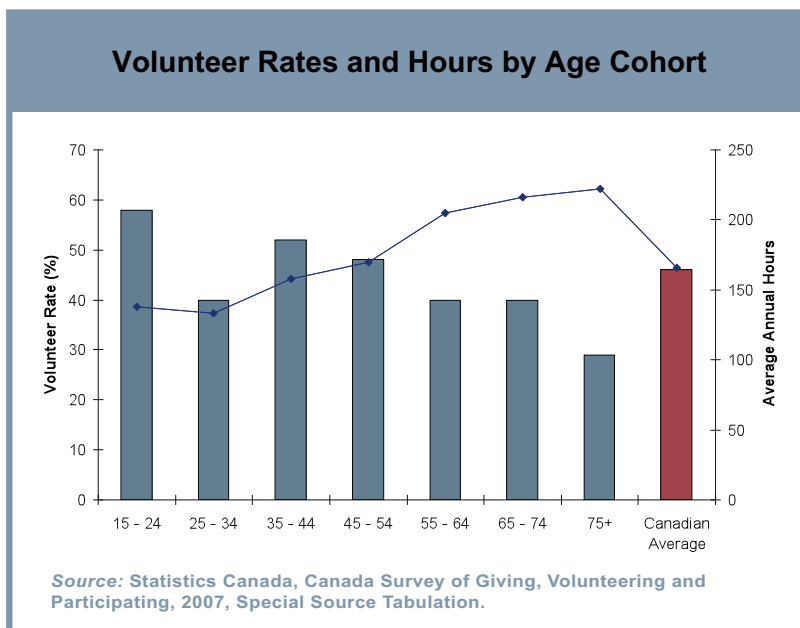


Overview of Volunteering Among Canadian Seniors

Volunteering is an important aspect of Canadian life and our economy. According to the 2007 Canada Survey of Giving, Volunteering and Participating (CSGVP), almost 12.5 million Canadians, or 46% of the population over the age of 15, volunteered in 2007, contributing over 2.1 billion volunteer hours, equivalent to almost 1.1 million full-time jobs.⁹

Characteristics of Senior Volunteers

There are a number of social and economic characteristics that distinguish those who are more likely to volunteer from those who are less likely. One of the most important influences on volunteering in Canada is age. In general, the likelihood of volunteering tends to decrease with age, while the number of hours volunteered tends to increase. In 2007, seniors 65 years and older were least likely to volunteer (36%), while young adults aged 15 to 24 were the most likely (58%). Despite their lower rate of volunteering, seniors aged 65+ gave more hours on average than any other age cohort, with an average of 218 hours annually compared to 15 to 24 year olds who volunteered an average of 138 hours annually.¹⁰



⁹ This report focuses on formal volunteering. However, many people, including seniors, also engage in informal volunteer work. Statistics Canada (2007) defines formal volunteering as the act of performing a service without pay on behalf of a group or an organization. Informal volunteering is defined as providing unpaid help on one's own, not through a group or organization. This includes help given to friends, neighbours and relatives, but excludes help given to anyone living in a person's household.

¹⁰ Michael Hall, David Lasby, Glenn Gumulka, Catherine Tryon, *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*. Statistics Canada (Ottawa: Minister of Industry, 2009).





Given their high levels of involvement, seniors are more likely than other age groups to be “top volunteers”, who are defined as the 25% of people who volunteered 171 hours or more annually and accounted for 78% of all volunteer hours.¹¹ In 2007, of seniors who volunteered, 36% of younger seniors (aged 65 to 74) and 33% of older seniors (75+) were top volunteers, the highest of all age categories.¹² For boomers who volunteered, 32% of older boomers (aged 55 to 64) and 26% of younger boomers (aged 45 to 54) were top volunteers.

Certain characteristics increase the likelihood that seniors will volunteer. Factors such as higher levels of education, attending religious services more frequently, and having a vehicle and a driver’s license all increase the likelihood that seniors will volunteer their time.¹³ Some research has also identified that the length of time an individual has resided in their community also influences the likelihood of volunteering, with younger seniors living in their communities for less than one year being the most likely to volunteer.¹⁴ One possible explanation for this could be that younger seniors are going through important life transitions, such as moving out of their ‘family’ homes, and volunteering may help establish social networks in their new location.

Where and Why Seniors Volunteer

Seniors tend to concentrate their volunteer activities in several key areas. In 2007, seniors gave more hours on average to religious organizations, hospitals and social services organizations than other age groups. Seniors also spend considerable time carrying out office work, providing health care and support and canvassing.

Analysis of 2007 CSGVP data found many seniors are strongly motivated to volunteer for civic and personal reasons, with 95% of seniors indicating that making a contribution to their community was the most important reason they decided to volunteer. Volunteering also motivates seniors to build their social networks; with 56% of older seniors (aged 75+) and 52% of younger seniors (aged 65 to 74) indicating they volunteered because their friends volunteered, while 58% of older seniors and 55% of younger seniors volunteered to network and meet people. Many seniors also desired to use their skills and experience, with 83% of older seniors (aged 75+) and 77% of younger seniors (aged 65 to 74) citing this motivation.

It should be noted however, that not all volunteers identify their community and family activities as volunteering but may instead view these activities as part of being a responsible or helpful community and family member. This could also lead to certain activities being under-represented in volunteer related data and research.

¹¹ Michael Hall, David Lasby, Glenn Gumulka, Catherine Tryon, *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*. Statistics Canada (Ottawa: Minister of Industry, 2009).

¹² Statistics Canada, Canadian Survey of Giving, Volunteering and Participating, 2007, Special Source Tabulation.

¹³ Statistics Canada, General Social Survey, 2003, Special Source Tabulation: Statistics Canada, Canadian Survey of Giving, Volunteering and Participating, 2004, Special Source Tabulation.

¹⁴ Community Development and Partnerships Directorate, Human Resources and Skills Development Canada, Impact of an Ageing Population on Volunteerism, 2009 (unpublished document).





Benefits and Barriers to Volunteering

In 2007, over two-thirds of volunteers across Canada reported that volunteering had provided them with interpersonal skills, such as understanding and motivating people, or being able to handle difficult situations. Almost half (45%) indicated that they acquired communication skills, 39% obtained organizational or managerial skills, and 34% reported increased knowledge about specific subjects such as health, women's or political issues, criminal justice, or the environment.

In addition to the skills that can be acquired through volunteering, there are other benefits to volunteering that facilitate positive and active aging. Research suggests that decreased social activity and loss of social networks may contribute to isolation and dependency. The community connectedness achieved from volunteering deepens social networks, improves access to information and support, and reduces the likelihood of social isolation. Volunteering is also linked to improved quality of life, increased physical activity, and lower mortality rates. It enhances life satisfaction and well-being, contributes to self-confidence and personal growth, and provides a sense of purpose by providing individuals with the opportunity to contribute to their communities and to society.¹⁵ Volunteering also helps seniors navigate major life transitions, such as retirement or the death of a spouse or loved one.

Despite seniors' high levels of engagement, there are a number of barriers that inhibit seniors' ability to volunteer. For example, according to the 2007 CSGVP, lack of time, inability to make a long-term commitment and a preference for giving money instead of time were three of the most cited reasons for not volunteering. Although these hold true across various age groups, research has shown that seniors also report other, more age-specific barriers to their involvement. Health problems and physical limitations restrict the ability of many seniors to volunteer, with 70% of older seniors (aged 75+) and 57% of younger seniors (aged 65 to 74) citing this barrier in 2007.¹⁶ Many seniors have contributed to their communities extensively throughout their lives and are more likely than younger generations to report having given enough time already.¹⁷

Seniors as Recipients of Volunteer Services

Seniors are not only contributors, but are also recipients of volunteer services. Many seniors rely on volunteer programs and services for assistance and support.

As Canadians age they transition from providers of volunteer services to recipients of volunteer services. Approximately 21% of seniors receive informal help with domestic and outdoor work and home maintenance. Almost 28% are the recipients of emotional support. Another 21% received help with transportation or running errands, and

¹⁵ Volunteering as a Vehicle for Social Support and Life Satisfaction. Public Health Agency of Canada. 2005.

¹⁶ Statistics Canada, Canadian Survey of Giving, Volunteering and Participating, 2007, Special Source Tabulation.

¹⁷ Statistics Canada, Canadian Survey of Giving, Volunteering and Participating, 2007, Special Source Tabulation.





approximately 11% were the recipients of teaching, coaching, or practical advice. Seniors also provide direct help and support to other seniors. One in 12 seniors looks after at least one of their contemporaries whose day-to-day activities are restricted by long-term disabilities or physical limitations.¹⁸

Baby Boomers

In addition to senior volunteers, it is important to consider the volunteering behaviour of baby boomers, the cohort of 10 million Canadians born between 1947-66. Baby boomers will leave the labour force in record numbers over the next 15 years. They will be the largest, best-educated, healthiest, most mobile and wealthiest cohort of seniors yet.¹⁹ Baby boomers, due to their sheer size, account for the greatest number of volunteers; however, they tend to have average rates of volunteer participation.²⁰ In the roundtable discussions, the National Seniors Council placed much emphasis on getting the views of participants on how to encourage boomers to volunteer.

Baby boomers exhibit unique characteristics and demonstrate different patterns of volunteering compared to their parents' generation making their future volunteering rates and behaviour uncertain. According to the findings of the 2007 CSGVP, baby boomers are more likely to demand stimulating volunteer experiences that respond to personal needs and interests, and seek opportunities to lead and direct projects.²¹ This cohort is also more likely to be “episodic” volunteers—taking on specific projects or assignments—rather than committing to one organization or structured volunteer activity over a prolonged period of time.²²

Baby boomers have identified a number of specific barriers that impede their ability to volunteer. According to the 2007 CSGVP, one of the main reasons given by baby boomers for not volunteering more is not having enough time, with 77% of shadow boomers (age 45 to 54) and 68% of older boomers (age 55 to 64) citing this barrier.²³ Many baby boomers are faced with caring for their aging parents while supporting their own children, which limits their ability to engage in volunteer activities. Many baby boomers are working longer hours or transitioning into part-time work as opposed to full retirement, making it more difficult to find time to volunteer.

It is anticipated that a void will be left as the current cohort of seniors age and may be unable to continue volunteering in the same way or at the same rate as they have in the past. In the future, religious appeals for volunteering may not be as successful because baby boomers are less likely to volunteer out of a sense of duty, obligation or religious

¹⁸ Martin Turcotte, Grant Schellenberg, *A Portrait of Seniors in Canada: 2006* (Ottawa: Minister of Industry, 2007).

¹⁹ Volunteer Canada, *Volunteer Connections: New strategies for involving older adults* (Ottawa: Volunteer Canada, 2001).

²⁰ Statistics Canada, Canadian Survey of Giving, Volunteering and Participating, 2007, Special Source Tabulation.

²¹ Statistics Canada, Canadian Survey of Giving, Volunteering and Participating, 2007, Special Source Tabulation.

²² Volunteer Canada, *Volunteer Connections: New strategies for involving older adults*. (Ottawa: Volunteer Canada, 2001).

²³ Statistics Canada, Canadian Survey of Giving, Volunteering and Participating, 2007, Special Source Tabulation.





commitment, as compared to the senior cohort. The potential for boomers to step into the volunteer roles of health care providers, bookkeepers, office workers and administrators is also questionable. Furthermore, with age and health challenges, current seniors will shift from significant participation as volunteers to users of not-for-profit services, creating a need for greater numbers of volunteers.

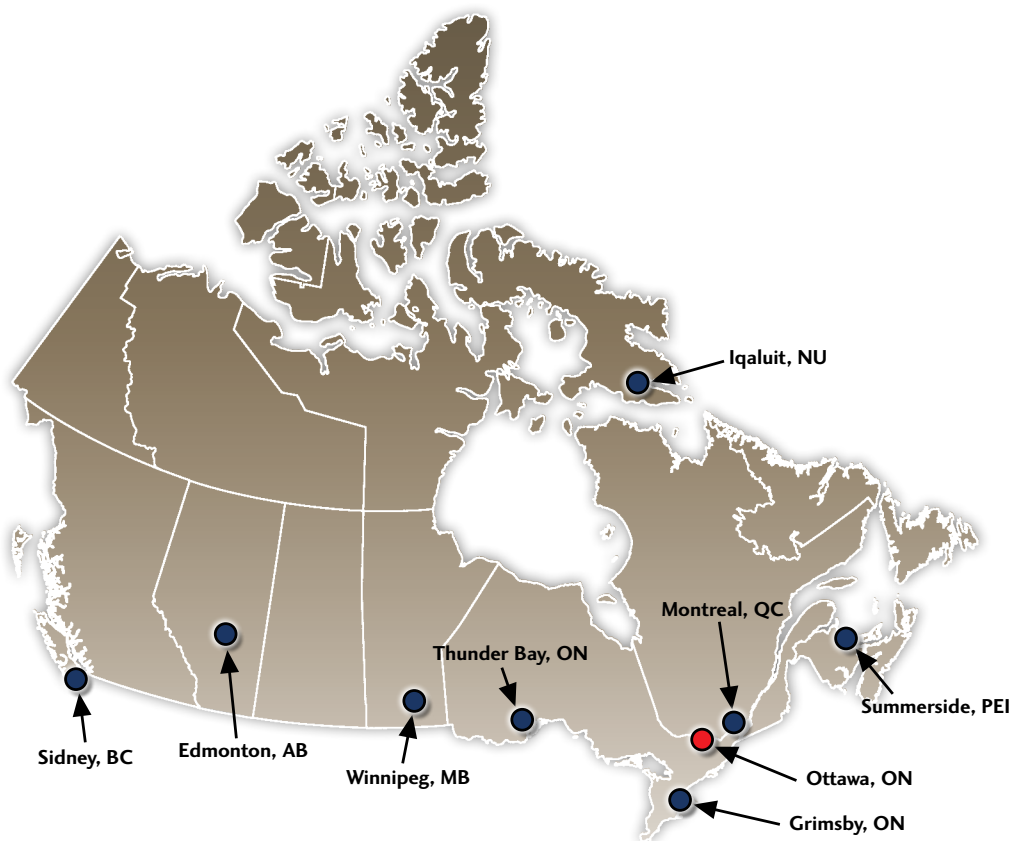
To address this issue it is important to find ways to support the current cohort of seniors to continue to volunteer. At the same time, baby boomers represent an extremely large cohort of potential volunteers and attention is turning to the increasingly urgent question of how to encourage retiring baby boomers to volunteer.





Roundtables on Positive and Active Aging and Volunteering Among Seniors

In 2009, the National Seniors Council held a series of nine roundtables on positive and active aging and volunteering among seniors. Between May and July 2009, eight regional roundtables took place across Canada and the Council's first ever national roundtable was held in Ottawa on November 26, 2009.²⁴



The National Seniors Council used the following criteria in the selection of the regional roundtable locations: type of community (remote, rural or urban), ethnic diversity, presence of Aboriginal seniors, proportion of seniors in the community, high level of senior volunteerism and regional representation. There were between 9 and 15 participants at each regional roundtable, with a total of 100 participants in all. These roundtables sought to gain a grassroots perspective by hearing directly from seniors and elders as well as representatives from local community and seniors organizations. Twenty-one individuals representing the national or regional organizations with expertise on these topics attended the national roundtable.

²⁴ Annexes C and D provide the location and dates for each meeting.





The roundtables had three objectives, which were to:

- allow the National Seniors Council to learn more about positive and active aging and volunteering among seniors;
- share good practices; and
- identify areas for possible federal government action.





What Participants Told Us

The following ten themes consistently emerged from the roundtable sessions:

Positive and Active Aging

- Perceptions of aging and seniors
- Key characteristics promoting positive and active aging
- Designing communities to promote positive and active aging
- Research on positive and active aging

Volunteering Among Seniors

- Recruitment of volunteers
- Support for seniors who volunteer
- Support for organizations using volunteers
- Building partnerships among key social players
- Research on volunteering
- Coordination of volunteers in the not-for-profit sector

Each of the nine roundtables was unique and participants came from a variety of backgrounds. The following two roundtables raised ideas and points of view that were not addressed at the other roundtable sessions.

Iqaluit Roundtable

The roundtable in Iqaluit was the first time the Council held a roundtable where the majority of participants were Aboriginal, living in a rural and remote area. As a result, a variety of the issues and recommendations put forward by participants were different from the other roundtables, although there were similarities on certain issues.

The discussions at the Iqaluit roundtable were reflective of participants' distinct experiences and environment. A number of the challenges to positive and active aging identified were unique, including limited access to timely health services, the high cost of living in the North and overcrowded housing. Another challenge that was raised was the high level of alcohol, drug and tobacco use in Inuit communities. Participants called for increased policing to stop the inflow of drugs and alcohol.

Language barriers, loss of Inuit traditions, culture and values as well as decreasing respect for Elders were identified as important challenges to be addressed. Participants noted the importance of educating youth on Inuit traditions and proposed establishing a joint Elder–youth panel to facilitate intergenerational communication.





Participants explained that Inuit culture does not recognize the term volunteering but rather refers to this type of behaviour as “people helping people.” Participants noted that assisting one another, particularly the less fortunate, is a fundamental value in Inuit culture and is considered an important part of the fabric of the community.

National Roundtable

The issues discussed and advice provided at the national roundtable were for the most part consistent with that heard at the regional roundtables. However, the national roundtable looked at issues more broadly and from a policy perspective, in comparison to the regional roundtables, which focused more on what is happening at the local level. There were also some issues identified at the national roundtable that were not raised at the regional roundtables.

One strategy identified to support positive and active aging that was unique to the national roundtable was the participation of seniors in the workforce. Participants noted that it is important for the government to invest in programs and services to help seniors to re-enter the workforce, such as résumé writing, interview preparation and training to upgrade skills that meet the specific needs of older workers. It was also recommended that employers be engaged to ensure that they provide age-friendly work environments and services to assist older workers. The creation of new roles for older workers, such as mentoring positions that enable seniors to share their knowledge and experience with other employees, was also suggested.

The following is a description of each of the ten common themes that came out of the roundtables and the Council’s suggestions for possible federal action. It should be noted that many of the challenges identified by roundtable participants fall under provincial, territorial or municipal jurisdictions. However, all of the National Seniors Council’s suggestions for action fall within areas of federal jurisdiction.





Suggestions for Action: Positive and Active Aging

Perceptions of Aging and Seniors

Participants emphasized that ageism is a serious concern for today's seniors and is a barrier to positive and active aging. Ageist attitudes, biases and stereotypes exist in society and have an impact on how older people perceive themselves. By internalizing ageist attitudes, seniors may lack confidence, see themselves as a burden and not recognize their own skills and contributions. This in turn may limit seniors' opportunities for engagement with others, and may prevent them from trying new things, meeting new people, and being connected to their communities, all of which may negatively affect their health and well-being.

Ageism can take many forms and needs to be recognized and dispelled in general, and in community life specifically. The *BIAS FREE* Framework, developed by Canadian researchers and published by the Global Forum for Health Research, is a practical tool that could be applied to identify and address ageism. This tool has already been used successfully to eliminate service barriers resulting from gender, disability, age (with regard to children) and other such biases.²⁵

In addition, the Federal/Provincial/Territorial (F/P/T) Committee of Officials for the F/P/T Ministers Responsible for Seniors completed *The Seniors' Policy Handbook: A guide for developing and evaluating policies and programs for seniors*, in 2009. Its purpose is to help policy analysts and program planners consider the perspective of seniors, the diversity of the seniors' population, and the needs and issues facing seniors today and in the future.²⁶

Finally, participants encouraged the development of programs to promote positive images of aging, as well as, support intergenerational activities within the provincial and territorial educational systems.

²⁵ It is available at www.globalforumhealth.org

²⁶ It is available at www.seniors.gov.ab.ca/seniors/docs/SeniorsPolicyHandbook.pdf





Suggestion for Action

Develop and implement a national campaign to address ageism and promote positive images of aging.

Participants at most roundtables called for the creation of a national social marketing campaign to address ageism and promote positive and active aging by:

- challenging negative stereotypes and images of seniors;
- promoting positive images of aging;
- providing examples of positive aging;
- promoting seniors' contributions to society; and
- creating a culture that respects older Canadians.

Other ideas for raising awareness about ageism and promoting positive and active aging included:

- speaking tours and local programming (TV and radio) on these issues;
- encouraging Members of Parliament to send a message on healthy aging through their constituency bulletins; and
- including healthy aging fact sheets with Old Age Security monthly statements.

Suggestion for Action

Develop and demonstrate an “Ageism-Free” community tool to identify and address ageism.

Positive social messaging about aging and seniors can be reinforced by training seniors and their communities to apply a practical tool to recognize and overcome specific biases that interfere with full access and participation. The *BIAS FREE* Framework is a tool that could be used in communities across Canada to generate evidence about how ageism is expressed, and to frame effective strategies to eliminate ageism.





Key Characteristics Promoting Positive and Active Aging

Participants noted the following characteristics as being key to communities that promote positive and active aging.

Physical and Mental Health

Participants noted the importance of promoting physical and mental health and called for increased support for health promotion programs aimed at seniors, including those that promote active living, healthy eating, falls prevention, flu vaccination and blood pressure testing. Participants also noted the importance of ensuring that active living programs also promote positive mental health as it is an important component of positive and active aging. Opportunities to socialize, develop self-confidence and be valued by peers are especially important in this regard. Finally, some participants maintained that the cost of recreational and fitness activities was a barrier to participation in initiatives that promote physical and mental health.

Suggestion for Action
Develop and hold a national conference on healthy living for seniors.
<p>Like Canadians of all ages, seniors could benefit from adopting healthy lifestyles that include physical activity and healthy eating to maintain fitness, healthy weights, and prevent injuries. The Government of Canada could sponsor a national conference on healthy living for seniors. The conference would bring together leading researchers and community practitioners specializing in seniors’ fitness, healthy eating, positive mental health and injury prevention to facilitate linkages and share best practices, and promising models.</p> <p>The Public Health Agency of Canada (PHAC) could also identify and share proven strategies and resources for promoting healthy and active living for seniors, including strategies to prevent falls and injuries and to promote physical activity and positive mental health. Promising models of health promotion for seniors also need to be demonstrated and evaluated through the leadership of PHAC, in collaboration with provinces and territories, and the wider public health community.</p> <p>Participants also noted the importance of holding similar conferences at the provincial, territorial and regional level.</p>





Suggestion for Action

Implement a seniors' fitness tax credit that allows seniors to claim a certain amount of money per year for eligible fitness expenses.

Participants called for the creation of a non-refundable tax credit that would allow seniors to claim a certain amount of money per year for eligible fitness expenses. Modeled after the Government of Canada Children's Fitness Tax Credit, which encourages childhood fitness, this credit could help seniors remain physically active, independent and involved in their communities, thereby improving their mental and physical health.

Social and Intergenerational Connectivity

Fundamental to promoting positive and active aging among seniors is ensuring seniors have social connections and are not socially isolated. Participants noted the importance of programs that encourage seniors to maintain social connections and promote community involvement. Examples of such programs included seniors' friendship clubs, community centres and recreational facilities that provide appropriate and stimulating programs targeting seniors.

Participants also supported the idea of creating programs that bring people of different generations together. These programs are mutually beneficial for both seniors and younger people. They prevent social isolation and provide an opportunity for seniors to share their experiences, wisdom and life skills with youth in their community, as well as learn new things from younger people. These programs also add to a reduction in ageist attitudes and a greater understanding of what it means to age. An example of these programs is the PHAC supported project entitled *Across the Generations*, which includes the development of an educational kit focused on youth in grades 4 and 5 to increase sensitivity and empathy about elder abuse and promote respectful intergenerational relationships.

The Government of Canada provides \$28.1 million every year to the New Horizons for Seniors Program (NHSP) for projects that enable seniors participate in social activities, pursue an active life and contribute to their community. Since inception in 2004, the NHSP has funded more than 6,000 projects in hundreds of communities across Canada.

NHSP projects partner with organizations, community groups and Canadians to tackle complex social challenges. The reach of the NHSP is well demonstrated, but could be extended and/or leveraged further within communities to address priorities through multi-sectoral partnerships that enable seniors to contribute as a resource to their families, communities and economies. For example, a number of intergenerational community-based projects have already been funded. These projects bridge generations through seniors sharing skills, experience and wisdom with other age groups.





Finally, some participants noted that while funding is made available each year for new projects, there is little funding available for the continued support for existing projects. As a result, they called for the NHSP to consider providing more sustainable, longer-term funding to seniors' organizations to maintain their existing initiatives.

Suggestion for Action
Continue to fund the New Horizons for Seniors Program.
Through the NHSP, the Government of Canada should continue to provide funding for projects that are reflective and responsive to community needs and that support seniors as assets in their communities.

Effective and Accessible Care Services

Participants noted that for people to age positively and actively, it is important that they have access to effective care services provided in their homes, communities or within care facilities. Participants also noted that as people age, they may move repeatedly across the spectrum of care, between receiving home care, care in the community and facility-based care, such as in hospitals or long-term care homes. This care may be provided by paid caregivers, such as nurses or therapists, or by unpaid caregivers, such as family and friends.

Given that the provision of many care services is the responsibility of the provinces and territories, a number of the issues, challenges and suggestions for action below are not within the federal government's jurisdiction. However, these have been included as a way to encourage dialogue across the jurisdictions as they work together to address the care needs of Canada's seniors.

Seniors Caring for Seniors

In 1996, close to three million Canadians provided unpaid care for family members or friends with physical, mental, or cognitive impairments. A subset of caregivers are providing care specifically to seniors, a phenomenon that is anticipated to grow as the population ages. In 2007, 2.4 million or 72% of all care recipients were aged 65 and over. In addition, many of these caregivers are seniors themselves: in 2006, of Canada's 4.1 million seniors, 670,000 (16.5%) provided some form of unpaid care to another senior.

The circumstances under which families are expected to provide care have changed over the last 30 years. With the aging of the population, an increase in the incidence of disability, more women in the workforce, and the emergence of smaller, less traditional and more dispersed families, coupled with a trend towards deinstitutionalization, it is





anticipated that the number of family caregivers needed in the future is likely to increase. Care is often more complex and required for longer periods of time. For example, some seniors report being on constant duty when providing care to spouses with such debilitating illnesses as Alzheimer's disease.

Caregivers are an essential component of the continuum of care, and are important to the sustainability of Canada's health care system. In 2008, the estimated cost of replacing those caregivers who provided care to seniors alone was estimated as high as \$25 billion annually.

While caring for others can be rewarding, long-term or intense caregiving can cause caregivers to compromise their own health as well as their ability to lead balanced lives. Caregiving can negatively impact a person's health and well-being and can result in loss of sleep, lack of physical exercise, neglect of preventive health care and social isolation/exclusion. The consequences of family caregiving on physical health include back injuries, headaches and hypertension. Stress, burnout and depression are also examples of mental health impacts experienced by caregivers. In addition, caregivers can also face negative economic (out-of-pocket expenses, lost wages, reduced pensions) and social (exclusion/isolation) consequences as a result of their caring role.

Caregiving is emerging as a public health issue. In response, the PHAC is exploring ways to help community health providers become more aware of, and responsive to, the needs of senior caregivers. Roundtable participants called for further examination of the issue of family caregiving to better inform program and policy decision-making.

Suggestion for Action

Develop and implement tools and resources to identify health risks facing senior caregivers to promote their health and well-being.

The federal government could facilitate the development and exchange of practical tools to identify health risks among senior caregivers. These resources could be shared with community health care providers and include such tools as screening questionnaires and professional and public education materials.

Home and Community Care

Participants noted the important role that home and community care plays to:

- support seniors' ability to age in their place of choice;
- allow seniors to continue to live in their homes;
- be independent; and
- remain active.





Participants noted that current community and home care investments are fragmented and called for increased investment in, and coordination of, community care by all levels of government.

Participants at several of the roundtables pointed to the success of the Government of Canada’s Veterans Independence Program (VIP) and noted it could be expanded to provide a similar level of support to all senior Canadians. The VIP is a national home care program provided by Veterans Affairs Canada. It was established in 1981 to help eligible veterans and their primary caregivers remain healthy and independent in their own homes or communities. The program provides eligible veterans and their primary caregivers with health and support services, as well as home care services, such as grounds maintenance, personal care, nutrition and housekeeping.

Suggestion for Action
Develop and implement a Seniors Independence Program covering a similar range of services that are available through the Government of Canada’s Veterans Independence Program.
Support seniors’ independence in the home and continued participation in the community by developing and piloting a Seniors Independence Program. The program could be modeled after the Veterans Independence Program to provide low-income seniors with financial assistance for professional home care services. This new program could be application-driven and complementary to existing activities. It could cover costs associated with grounds maintenance, housekeeping and transportation, and would not replace other federal, provincial or municipal support services programs.

The Government of Canada’s First Nations & Inuit Home & Community Care Program assists people living on-reserve with chronic and acute illnesses to receive the care they need in their home or community. Care provided in these familiar settings allows First Nations and Inuit people to be close to their loved ones as long as possible and to keep their independence. Through Indian and Northern Affairs Canada’s Assisted Living Program, the Government of Canada provides approximately \$83 million annually to First Nations for the delivery of non-medical support services, such as in-home care, foster care, and institutional care.

Long-term Care

While aging at home was identified as ideal by most participants, they also noted that some seniors must or will choose to live in long-term care facilities. These seniors will also need to be supported if they are to age positively and actively. Participants noted that long-term care facilities should provide opportunities for residents to access the range of community facilities which support active and positive aging.





To protect and support those living in long-term care facilities, the participants also called for the establishment of advocacy councils and committees that “look out for those in the home who cannot look out for themselves.” Indeed, the prevention of elder abuse was identified as a key issue as abuse can be inflicted by a caregiver, a service provider, or other person in a situation of power or trust. Abuse can happen when a senior is living in an institution or a private residence.

Health Care Services

Access to and availability of health care services was an issue of particular concern in some communities. Limited access to primary care family physicians in northern and rural communities was identified as a potential barrier to positive and active aging.

To address the issue of access to health care services, participants called for the federal government to encourage the recruitment of students and youth, through either an incentives program or a marketing campaign, into the fields of geriatrics and gerontology.

Suggestion for Action
Federal/Provincial/Territorial collaboration on health care.
Collaborate with provincial and territorial governments, who have primary responsibility for health human resources planning in their respective jurisdictions, to address challenges related to the provision of health care services to Canadian seniors.

Culturally Appropriate Multi-lingual Services

Participants noted the importance of ensuring that services provided to seniors in the community, in the home or in long-term care facilities, be provided in a culturally appropriate manner and in the seniors’ language of choice. This was identified as particularly important to francophone seniors living in anglophone communities. Participants in the Iqaluit roundtable also noted the importance of providing services in Inuktitut, or other Aboriginal languages, and proposed that service providers offer translation services.

Accessible Transportation

Participants noted the importance of transportation in accessing services that promote positive and active aging. Some participants called for safe driving programs while others noted the effectiveness of programs that provide free or reduced-fare public transit. Participants further noted that seniors living in rural and northern areas face particular barriers to transportation, such as limited or lack of public transportation.





One way the federal government supports seniors to meet their transportation needs is through the *Canadian Driving Research Initiative for Vehicular Safety in the Elderly (CanDRIVE)*, which supports research on the health of drivers, the environment and infrastructure within which they drive, and options for retraining, graduated licensing and de-licensing. The federal government, through the PHAC, has also invested in the development of a *National Blueprint for Injury Prevention in Older Drivers* to enhance the capacity of older adults to maintain their fitness to drive for as long as possible and to maintain active engagement in life. The Blueprint outlines a number of priority goals such as promoting safe driving and mobility options for older adults and engaging policy makers to advance older driver safety issues.

Suggestion for Action
Continue to invest in research on older drivers.
Continue to invest in research and other initiatives, such as <i>CanDRIVE</i> and the <i>National Blueprint for Injury Prevention in Older Drivers</i> , to improve the health, safety and quality of life of older drivers and to extend the length of time that older drivers can drive safely.

Communicate Effectively to Seniors About Available Services

Participants noted that the provision of services is only effective if the target audience is actually aware of these programs. There is a need to raise awareness of, and improve access to, information about existing community services and programs using tools that are accessible to seniors.

Participants noted that while more and more seniors access the internet, not all do. Communications should therefore be done using a variety of media—in print (newspaper, direct mail, magazine), online, television and radio. Similarly, information about programs and services may not reach seniors with low literacy levels or who do not speak or read English or French. Also, it is anticipated that as communities become more age-friendly there may be opportunities for Service Canada and other providers to enhance information access among older persons.





Suggestion for Action

Build on existing efforts to increase knowledge and awareness of existing federal services, benefits and programs available to seniors.

Promote and further develop the Web site www.seniors.gc.ca and the federal *Services for Seniors Guide*, to support seniors and their families in accessing information on federal supports.

Ensure that local service providers, especially those in rural and remote communities, and those working with hard-to-reach populations (e.g., individuals who face literacy challenges or homeless individuals), have access to up-to-date information on federal programs and services by providing them with information on the programs and services available to seniors.

A Safe Environment in Which to Live

In addition to providing services to seniors, participants noted the importance of providing a community that is safe and offers effective protection for seniors. To ensure seniors are protected from abuse and exploitation, participants noted the importance of seniors' advocates.

The Government of Canada is taking action to combat elder abuse in all its forms—physical, sexual, psychological and financial, as well as neglect. In addition to the launch of the national awareness campaign, *Elder Abuse – It's Time To Face The Reality*, the *Federal Elder Abuse Initiative* (FEAI) provides funding to help professional associations, such as legal and health organizations, develop and disseminate information on elder abuse. Additionally, the NHSP includes an ongoing funding stream for elder abuse awareness projects. These initiatives reflect the advice the National Seniors Council gave the federal government to address elder abuse.

In November 2007, the National Seniors Council submitted the *Report of the National Seniors Council on Elder Abuse* to the Minister of State (Seniors), the Minister of Human Resources and Skills Development and the Minister of Health. After significant study and consultation with seniors, service providers, professionals, as well as social and community groups, the report included advice on ways to raise awareness and combat elder abuse and provided a number of examples for possible federal action. This report is available at www.seniorscouncil.gc.ca.

Income Security

Participants noted that people cannot age positively or actively if they are living in poverty or are experiencing low income.





It is recognized that the Government of Canada plays a key role in contributing to the financial security of seniors. The retirement income system, including Old Age Security (OAS) and the Guaranteed Income Supplement (GIS), in conjunction with the Canada Pension Plan (CPP), has contributed significantly to the dramatic decline since 1980 in the proportion of Canadian seniors who are living below the low income line. In 2008-09, the OAS program provided \$33.4 billion in benefits per year to 4.5 million recipients. This included \$7.5 billion in GIS payments for low-income seniors. In the same year, the CPP paid over \$28.9 billion in benefits to 4.4 million Canadians. The Government also provides significant support for low-income seniors in the form of tax measures. Some participants, however, called for increases to public pensions such as OAS and the GIS.

In February 2009, the National Seniors Council submitted the *Report of the National Seniors Council on Low Income Among Seniors* to the Minister of State (Seniors), the Minister of Human Resources and Skills Development and the Minister of Health. The report described challenges faced by low-income seniors and suggested five areas where action by the federal government could improve the well-being of these seniors. These five areas were: income; housing; transportation; health; and the delivery of services and benefits. This report is available at www.seniorscouncil.gc.ca.

Designing Communities to Promote Positive and Active Aging

The participants called for community planning and design that coordinates and supports positive and active aging. Participants at the roundtables pointed to the work of the WHO's *Age-Friendly Cities* program and the *Canada's Age-Friendly Communities* initiative as effective methods to design communities that facilitate positive and active aging. Projects for Age-Friendly Cities benefit people of all ages, not just older people, and provide guidelines for a wide range of audiences on how to create communities that are accessible to all. Participants noted that the Age-Friendly Cities initiative would be particularly effective at the local level and that it benefits every member of the community, provides guidance on the built environment and uses a holistic approach that focuses not only health, but social inclusion, housing, transportation and other factors that are vital to positive and active aging.

Participants also noted that seniors must be engaged and consulted in the design and planning of their communities.

Federal, provincial and territorial governments are working together towards the advancement and promotion of supportive environments for positive and active aging. The Forum of Federal/Provincial/Territorial Ministers Responsible for Seniors has endorsed the WHO's *Global Age-friendly Cities Guide* and was responsible for the development of *Canada's Age-Friendly Rural and Remote Communities Guide*. The Forum is now supporting the work of promoting healthy aging and age-friendly environments across Canada.





Finally, participants noted that current activity related to positive and active aging is fragmented. Canada has a number of innovative, successful pilot projects to promote positive and active aging, but information about these projects is not being broadly disseminated and therefore not reaching the wider population.

Suggestion for Action

Build on current government initiatives to improve community design considerations for seniors.

It is recommended that the Government of Canada continue to encourage the implementation of the Age-Friendly Communities model across Canada and explore the suitability of Age-Friendly Communities model with residents of First Nations and Inuit communities, and promote the involvement of other federal departments and agencies in applying the model and in increasing its sustainability.

Research on Positive and Active Aging

Participants noted the importance of developing a comprehensive understanding of the evolving needs of older Canadians and, given the aging population, Canadian society in general.

The Canadian Longitudinal Study on Aging (CLSA) will play a particularly important role in developing this body of knowledge. The CLSA is Canada's first, large-scale, long-term, comprehensive study that will regularly collect information over a 20-year period on the changing biological, medical, psychological, social and economic aspects of the participants' lives, starting at mid-life. The five year implementation phase of the CLSA is supported by the Government of Canada through the Canadian Institutes of Health Research and the Canada Foundation for Innovation. Considering the importance of the data and research resulting from this study, the Government of Canada should continue to support this research initiative.

In addition to the CLSA, a number of federal government departments and agencies are investing in research related to positive and active aging. For instance, Human Resources and Skills Development Canada conducts and commissions research on a number of related issues including: financial security of seniors; elder abuse; work-retirement transitions; income security in retirement for current and future seniors; the future performance of the retirement income system; and inclusion and well-being of immigrant seniors. HRSDC also conducts analysis, and develops policy frameworks, options and strategies to respond to emerging issues on retirement and aging, including the retirement income system, work-to-retirement transitions and the aging of society, among others.





The PHAC is involved in research and knowledge development and sharing in the areas of mental health, injury prevention and falls prevention. Canada Mortgage and Housing Corporation's (CMHC) research on seniors is designed to identify additional ways of enabling seniors to remain safe and independent in their homes (seniors aging in their place of choice), to further identify issues and solutions related to current forms of tenure, e.g., life lease housing, and to determine the implications of the aging of the Canadian population for housing and residential communities. A great deal of research and experimentation has been done on innovative housing designs and concepts, including universal design, barrier-free and adaptable housing, seniors' user-friendly homes, FlexHousing™ and examining strategies to help people with dementia to continue to live safely in their homes.

The participants also noted the importance of sharing and translating research into ways that can inform both policy and programs. The Interdepartmental Committee (IDC) on Seniors Research Subcommittee is one such venue for sharing research. The IDC on Seniors Research Subcommittee aims to advance knowledge and interdepartmental collaboration on issues affecting seniors and an aging population, and to provide the evidence base needed to support federal initiatives. The committee includes members from across the federal government and meets regularly to share information, coordinate research, identify knowledge gaps, data needs and emerging issues, and facilitate the translation of research into action.

Suggestion for Action
Continue to invest in research on positive and active aging.
Continue to invest in research related to positive and active aging and find ways to improve the sharing and translation of federal research into the development of sound, evidence-based policies and programs for seniors.





Suggestions for Action: Volunteering Among Seniors

One of the most important issues participants raised on the issue of volunteering among seniors was that the definition of volunteering is not universal. Indeed, some participants noted that the definition of volunteering can differ depending on cultural background. Many Canadians do not view their community and family activities as volunteering, but rather as part of their personal and civic responsibilities.

Recruitment of Volunteers

Senior Volunteers

At almost all of the roundtables, participants identified the recruitment of senior volunteers as a key challenge. Participants maintained that the recent economic crisis may make recruitment more difficult as many people may need to work longer to ensure sufficient retirement savings. They also noted that seniors who are experiencing low income, facing health challenges or who are socially isolated may also be particularly difficult to recruit. Participants indicated also that recruitment strategies that work with one population group or generation may not be effective with another and, as such, noted the importance of strategies that specifically target seniors.

In developing such strategies, the participants indicated that the easiest way to recruit senior volunteers is to approach them, noting that seniors are often overlooked in recruitment campaigns. Participants encouraged organizations to use locations where seniors tend to congregate, such as libraries and other public facilities, to raise awareness of local volunteer opportunities. Participants also noted that while some seniors are comfortable using information technology, others are not. This led participants to caution against focusing too much on the internet and other forms of information technology as a method of accessing seniors. The internet may not be a viable tool to recruiting those seniors for whom English or French is not their first language.

In spite of the proposals outlined above, the participants noted that not all older adults identify themselves as “seniors,” and therefore, may not respond to volunteer initiatives that are framed as such. Similarly, they noted that seniors are not a homogenous group and, therefore, other factors, such as geographical location and cultural or ethnic background should be considered when developing a volunteer recruitment strategy.

Baby Boomer Volunteers

As Canada’s population ages, a new generation of volunteers will need to take the place of today’s senior volunteers, albeit in new and different ways. Baby boomers are a large





but distinct demographic group. While their interests may be diverse, they tend to have more formal education than the current cohort of seniors and prefer flexible, episodic volunteering opportunities that use their professional skills, have identifiable outcomes and are personally meaningful and challenging. Baby boomers also do not identify with traditional images of older volunteers but rather see themselves as being more youthful and dynamic than their parents. Finally, baby boomers face a series of barriers to volunteering, including the deferral of retirement due to the recent economic crisis, as well as competing responsibilities, such as taking care of children and elderly parents.

As a result of these characteristics, boomers may prefer to volunteer in a way that differs from the preceding generation and may find that volunteer organizations might not have adequately adapted to this new volunteering reality. Recruiting baby boomer volunteers will therefore require significant consideration of the characteristics of this group. For example, as boomers are increasingly technologically literate, the use of the internet to engage boomers will likely be an effective tool to gain and maintain boomer volunteers.

Suggestion for Action
Support and promote initiatives that encourage baby boomer volunteering.
The Government of Canada could support the development of initiatives to encourage baby boomers to share their expertise as members of volunteer boards, by mentoring and coaching younger generations in work, family and life skills, or by mobilizing community action to tackle social issues.

Creating a Culture of Volunteering

In many of the regional roundtables, participants noted that creating a culture of volunteering is at the heart of efforts to boost participation and should form the backbone of any volunteer recruitment campaign. In some communities, organized religion and the church were important sources for volunteers; however, some participants noted that boomers appear to be less interested in volunteering for religious organizations. With fewer people involved in organized religion, the participants considered other ways to promote volunteering. Participants maintained that, to entrench volunteering as a key element of civic participation, volunteerism needs to be promoted and encouraged both at a young age and throughout people’s lifespan. To support lifelong preparation for volunteering, some participants pointed to the success of programs that promote volunteering through the school curriculum as well as those that connect the generations.





Creating Rewarding and Interesting Volunteer Experiences for Seniors

During the roundtables, participants identified particular volunteer experiences that they believed would be rewarding and of interest to seniors. It was noted that seniors tend to be motivated to provide volunteer services to other seniors. Participants also noted that volunteering is a way to maintain social connections as one ages. Finally, intergenerational volunteer opportunities were also considered to be of value and of interest to seniors as they provide the opportunity to share wisdom and experience with other generations, as well as allow them to learn new things from those who are younger.

Suggestion for Action
Develop and implement a national social marketing campaign to promote volunteerism.
Based on participants' comments, the Council proposes developing and implementing a national social marketing campaign to promote volunteerism. This campaign would focus on the benefits of volunteering to both the volunteer and the community, and would target the private sector and individual Canadians. The campaign could also include segments to reach out to different population groups and cohorts, including baby boomers, Aboriginal people, new Canadians, members of ethnocultural minority communities, as well as those who currently do not consider themselves seniors. Elements of this campaign could include media advertising, an online portal, promotional contests and celebrations of successful or important seniors and near seniors.

Support for Seniors Who Volunteer

During roundtable discussions, supporting volunteers was considered to be a key factor in the recruitment and retention of seniors. The following describe areas that were identified as needing improvements to better support senior volunteers.

Transportation

As with positive and active aging, transportation was identified as a key issue. Transportation to and from a volunteer placement can be a significant barrier to senior volunteering due to both costs and lack of access to either private or public transportation. Participants also noted that many seniors do not feel comfortable driving at certain times of the year due to factors such as inclement weather or lack of light.





Participants across the county called for strategies that facilitate transportation to and from volunteer placements including: reimbursing volunteers for their transportation costs; providing free transportation; and ensuring volunteer sites are conveniently and accessibly located. Participants also proposed the creation of volunteer opportunities that could be conducted from the home, so as to eliminate the need to travel outside the house.

Accessibility

Participants noted that seniors have different and changing levels of physical, mental and cognitive abilities. To encourage everyone—including those with disabilities—to volunteer, participants called for volunteer placements to be more made accessible to all and to be adaptive so as to meet the changing abilities, capacities and needs of more seniors.

Ensuring Placements are Culturally and Linguistically Appropriate

To both recruit and retain senior volunteers, volunteer placements must not only be adaptive to the cultural values and norms of the volunteer, but should also be provided in the volunteer's language of choice. As such, participants proposed that existing programs could be adapted to address the needs and interests of Aboriginal Canadians and ethnocultural minority groups.

Volunteer Costs

There are many costs associated with volunteering such as transportation, clothing and safety equipment appropriate to the volunteer activity, security checks and costs for respite care related to care giving responsibilities. To address these challenges, volunteer organizations should ensure that there are as few costs as possible associated with their volunteer work or that volunteers are reimbursed for their costs. This is particularly true for senior volunteers who experience low-income or are living on a fixed income.





Suggestion for Action

Implement a tax credit for volunteers that allows for a certain amount of money per year to be claimed for eligible volunteer expenses.

The Government has taken steps to reimburse the expenses of volunteers. The current guidelines of most federal grants and contributions programs allow not-for-profit organizations to reimburse volunteers for reasonable out-of-pocket expenses—such as transportation and other associated costs—required to achieve project objectives.

While this is a positive step for organizations that receive federal grants and contributions, there are many not-for-profit organizations that do not receive grants and cannot afford to reimburse their volunteers' expenses. The federal government should investigate the implications of a more universal program, such as providing a tax credit for volunteers. This would not only provide additional recognition for their contribution but would also reimburse volunteers, including seniors, for many of the hidden costs associated with volunteering.

Recognition

To retain seniors who volunteer, participants noted the importance of recognition on an immediate and continuing basis. Ideas to provide such recognition included publicly commending senior volunteers through the local newspaper, holding volunteer appreciation days (local or national level) and providing tax credits for volunteer work (as noted above).

The Government of Canada currently has the following awards to recognize the work of Canadian volunteers. The *Thérèse Casgrain Volunteer Award* recognizes and promotes volunteerism by honouring two extraordinary Canadians annually who have demonstrated lifelong commitment to volunteering. In addition, the *Governor General's Caring Canadian Award* honours Canadians for voluntary activities, most often behind the scenes at the community level, and consists of a certificate and a lapel pin, which are presented to the recipients by the Governor General or by a delegate, such as a Lieutenant-Governor or a Territorial Commissioner.

Suggestion for Action

Create a prime ministerial award that recognizes the contributions of Canada's senior volunteers.

The National Seniors Council wishes to recognize the creation of the prime ministerial award for volunteerism announced in the March 3, 2010, Speech from the Throne. Consideration should be given to establishing a seniors' component for this award as an effective initiative to promote volunteerism.





Support for Organizations Using Volunteers

Not only do senior volunteers require support, but so do the organizations that provide the volunteer placements to senior volunteers. Participants noted the many different ways in which these organizations require support. These could include improvement of recruitment, management and awareness of volunteers. It could involve grants to improve and disseminate existing volunteer recruitment and management tools, capacity-building grants to not-for-profit organizations to improve their readiness to absorb and develop new recruits and a media awareness campaign to increase awareness among Canadians about the need for additional volunteers in the not-for-profit sector and to increase the supply of volunteers.

Volunteer Coordinators

Participants at most of the roundtables noted the importance of volunteer coordinators to recruit, train and support volunteers. Volunteer coordinators also assist in adapting volunteer work to the needs of the individual volunteers and match potential volunteers with the appropriate placement. To do their job effectively, volunteer coordinators require specific training and education. Unfortunately, many volunteer organizations do not have the financial or human resource capacity to either hire a volunteer coordinator or to provide this individual with the required support. Volunteer coordinators should be viewed as a critical business function for organizations so they can continue to recruit, retain and train the volunteers they need to achieve their organizational goals and mandate.

Volunteer Resource Agencies

Volunteer resource agencies were identified as being an important support and a valuable resource for organizations that use volunteers. The services that these agencies can provide include assistance in matching volunteers with placements, information on succession planning, capacity building, training and information on funding availability.

Funding for Organizations

Participants also noted the significant costs associated with recruiting, training and supporting volunteers for not-for-profit organizations. This led to calls for increased funding for volunteer organizations as well as changes to how funding is provided. In particular, participants called for more sustainable grants and contributions that go beyond the start-up phase, are not project-based, and last for more than one or two years.

Participants also maintained that reduced administrative burdens associated with grants and contributions would be an effective support to volunteer organizations as many work with limited human resources. This issue was raised in the March 3, 2010, Speech from the Throne, where the Government of Canada noted the difficulties that many grassroots organizations face when applying for or reporting on government funds. The Council





supports the Government of Canada's pledge to ease the administrative burden on community partners so as to support their efforts to tackle local challenges.

Building Partnerships Among Key Social Players

To promote volunteering among seniors and near-seniors, participants called for the creation of innovative partnerships with key social players including communities, the not-for-profit sector and the private, for-profit sector.

Engaging Business or Corporate Sector

Throughout the roundtables, participants called for an increased role for the private, for-profit sector in the support of volunteering. In particular, they considered the types of incentives which could be put in place to encourage volunteering in the business sector.

The National Seniors Council members noted that they would be willing to meet with members of the business sector to facilitate corporate cooperation on volunteering among seniors.

Suggestion for Action
Work with key private sector partners to promote volunteering among Canadians.
As part of national campaign to promote volunteering, the Government of Canada could work private sector partners to highlight successful seniors and near-seniors to inspire Canadians to contribute their time to strengthen Canadian communities.

Research on Volunteering

The importance of research on the volunteer sector was identified as a key issue throughout the roundtables. In particular, participants noted the importance of researching the value of volunteering to the Canadian economy. Participants also called for increased research, data collection and analysis on volunteering in Aboriginal communities and in various ethnocultural minority populations. Finally, some recommended that existing data on volunteering be analyzed from a perspective that addresses gender, socio-economic status and ethnicity.





Suggestion for Action

Continue federal investments in research on volunteering.

Through the Canada Survey of Giving, Volunteering and Participating and the Satellite Account of Non-Profit Institutions and Volunteering, the Government supports and encourages ongoing work to develop relevant, timely and accurate data on volunteers and the not-for-profit sector's contribution to the lives of Canadians, their communities, and the economy.

Coordination of Volunteers in the Not-for-profit Sector

Participants noted that the not-for profit sector could function more efficiently and effectively if there was centralized coordination of volunteering at either the municipal or provincial level. As such, many participants called for the creation of a national strategic plan to support volunteering among seniors and to assist not-for-profit organizations to adapt to the aging population. Some participants called for the creation of standards and an accreditation process for not-for-profit organizations reliant on volunteers, while others cautioned against regulating the sector too heavily.





Conclusion

The National Seniors Council recognizes what most Canadians know, that seniors are a rich and vibrant element of society and provide a valuable contribution to Canada. Canadian seniors are living longer and enjoying more years of good physical and mental health. As Canada's population continues to age, it is important that all sectors of society work together to ensure seniors remain healthy and engaged in our communities for as long as possible.

The nine roundtables across Canada provided the Council with a valuable opportunity to engage face-to-face with many Canadians and discuss the topics of positive and active aging, along with volunteering among seniors. The connection between positive and active aging and volunteering among seniors was repeatedly raised. Indeed, participants noted that a circular relationship exists between positive and active aging and volunteering: those who are aging positively and actively also tend to volunteer, while those who volunteer tend to be aging positively and actively.

The Council's desire to examine these issues was driven by the notion that by opening a dialogue and engaging with a cross-section of Canadians, we could contribute positively to ensuring that positive and active aging and volunteering among seniors remain important public policy goals in Canada. The Council notes that ageism, elder abuse and access to, and knowledge of, existing services, are all barriers that must be overcome to ensure that Canadian seniors are able to age positively and actively. Similarly, barriers to volunteering among seniors are many and include conflicting responsibilities among younger seniors and "boomers," accessibility to volunteer opportunities and the costs associated with volunteering.

Seniors in Canada are, however, supported by a strong network of programs and services available across the country. The Council acknowledges the important work that the Government of Canada has already undertaken to support positive and active aging and volunteering among seniors. The roundtables also provided the Council with the opportunity to learn more about promising practices and initiatives being conducted by provinces, territories and municipalities, as well as in the business and not-for-profit sectors.

The National Seniors Council recognizes that positive and active aging and volunteering among seniors are complex issues which must be addressed by all sectors of society given Canada's aging population. The Council believes the suggestions for action outlined in this report, implemented with key partners and stakeholders, will initiate positive change.





ANNEX A

Summary of Suggestions for Action

The Council offers the following suggestions for the consideration of the Government of Canada.

Positive and Active Aging

Perceptions of Aging and Seniors

- Develop and implement a national campaign to address ageism and promote positive images of aging.
- Develop and demonstrate an “Ageism-Free” community tool to identify and address ageism.

Key Characteristics Promoting Positive and Active Aging

- Develop and hold a national conference on healthy living for seniors.
- Implement a seniors’ fitness tax credit that allows seniors to claim a certain amount of money per year for eligible fitness expenses.
- Continue to fund the New Horizons for Seniors Program.
- Develop and implement tools and resources to identify health risks facing senior caregivers to promote their health and well-being.
- Develop and implement a Seniors Independence Program covering a similar range of services that are available through the Government of Canada’s Veterans Independence Program.
- Federal/Provincial/Territorial collaboration on health care.
- Continue to invest in research on older drivers.
- Build on existing efforts to increase knowledge and awareness of existing federal services, benefits and programs available to seniors.





Designing Communities to Promote Positive and Active Aging

- Build on current government initiatives to improve community design considerations for seniors.

Research on Positive and Active Aging

- Continue to invest in research on positive and active aging.

Volunteering Among Seniors

Recruitment of Volunteers

- Support and promote initiatives that encourage baby boomer volunteering.
- Develop and implement a national social marketing campaign to promote volunteerism.

Support for Seniors Who Volunteer

- Implement a tax credit for volunteers that allows for a certain amount of money per year to be claimed for eligible volunteer expenses.
- Create a prime ministerial award that recognizes the contributions of Canada's senior volunteers.

Building Partnerships Among Key Social Players

- Work with key private sector partners to promote volunteering among Canadians.

Research on Volunteering

- Continue federal investments in research on volunteering.





ANNEX B

Members of the National Seniors Council

Jean-Guy Soulière, Chair



After a successful career with the federal public service, Jean-Guy Soulière was the Executive Director of the Federal Superannuates National Association (FSNA) for over 12 years. He is the former Chair and Spokesperson for the Congress of National Seniors' Organizations since 2002 and is a member of the Public Service Pension Advisory Committee. He holds a degree from the University of Ottawa and is fluently bilingual.

Dr. Sandra Hirst



Dr. Sandra Hirst, PhD, of Calgary, Alberta, is the past President of the Canadian Association on Gerontology. A gerontological nurse by training, she is also an associate professor in the Faculty of Nursing at the University of Calgary. Dr. Hirst has published numerous articles on a variety of topics related to seniors. She has served and currently sits on many boards and advisory councils, including the Seniors Advisory Council for Alberta, the Canadian Gerontological Nursing Association and the National Initiative for the Care of the Elderly Project. Dr. Hirst is the recipient of numerous awards, including the Mary Morrison Davis Award (Alberta Association on Gerontology, 2006) and an Honourary Life Membership (2001) with the Alberta Gerontological Nurses Association.

Patricia Humenny



Patricia Humenny of Clavet, Saskatchewan, has had a very rich and diverse career with positions in both small business, government, social services and the private sector. She has also served in executive positions for a number of community and service organizations, such as the Canadian Association of the Mentally Handicapped. Ms. Humenny's educational background includes nursing, accounting, sociology, economics and business law. Her nursing training and various other positions have given Ms. Humenny the opportunity to be involved with seniors on many levels throughout her career. In 2005, she was awarded the Saskatchewan Centennial Medal in recognition of her contributions to her community and the province of Saskatchewan.





Marilyn Loveless



Marilyn Loveless of Victoria, British Columbia, has recently retired as Director of the national award winning Shoal Centre (S.H.O.A.L – Sidney Healthy Options for Active Living), a centre that addresses the needs of seniors in the community. Her work experience in the past two decades has been dedicated to enhancing and promoting the overall well-being of seniors. Ms. Loveless has experience as a teacher, a school trustee and a municipal councillor. She is a long-time volunteer and has served on many boards and committees. She was awarded the 125th Anniversary of the Confederation of Canada Medal for Community Service.

Dr. Daphne Nahmiash



Dr. Daphne Nahmiash, PhD, of Montréal, Quebec, is an active member of and former Chair of the McGill Centre for Studies in Aging Education Committee. She is presently the chairperson of the Notre-Dame-de-Grâce (NDG) Community Committee on Elder Abuse. She was an Adjunct Professor in Gerontology and Social Services at Université Laval and McGill University. She has recently retired from her position as Director of Professional Services of CLSC NDG and as Commissioner of Complaints and Quality of Services at the *Centre de santé et de services sociaux Cavendish* in Montréal. Dr. Nahmiash has been working in the field of seniors' health and social services for the past 45 years. She has been part of many committees, including at the Quebec Health and Social Services Ministry where she produced government reports on senior abuse, neglect and services to seniors. Some of her awards include Women of the Year 2005–2006, awarded by the Montréal Council of Women for initiatives to improve the quality of life of seniors.

Cécile Plourde



Cécile Plourde of Montréal, Quebec, has been the president of the *Fédération de l'âge d'or du Québec (FADOQ)—Mouvement des aînés du Québec* for the Montréal region since 2000. The FADOQ is the largest seniors' group in Quebec and is made up of 280,000 members. Ms. Plourde, a graduate of Université Laval, worked in the health profession for 40 years as a registered nurse. Ms. Plourde has been active in her community for many years and has served on many committees, including the *Table de concertation des aînés de l'Île de Montréal* and the regional selection committees for the *Engagés dans l'action pour les aînés du Québec* and New Horizons grant programs. Ms. Plourde has also been a member of the family committee at the *Conférence régionale des élus de Montréal* since 2005.





Rémi Plourde



Rémi Plourde of Chicoutimi, Québec, is a senior and a retired academic administrator. At present, he sits on the board of directors (*Conseil d'administration*) that organized and carried out the merger of two private schools in Chicoutimi and supervised the expansion made necessary by the merger. The board of directors is now developing a strategic development plan in order to ensure the new school's long term survival. Mr. Plourde also worked as a director of the Lac Saint Jean musical camp for 12 years. As well, he chaired the board of directors of the *Séminaire de Chicoutimi*, and simultaneously assumed the responsibilities of executive director, director of student affairs and director of human, financial and material resources. Mr. Plourde is well aware of the challenges facing seniors.

The Reverend Canon Derwyn Shea



The Reverend Canon Derwyn Shea of Toronto, Ontario, is the Rector of St. Hilda's Anglican Church and Chairman and CEO of St. Hilda's Towers, one of the largest single stand alone residential care facilities in Ontario. He was Priest-in-Charge for 28 years at St. Clement (Riverdale) Parish. He established a number of local initiatives geared towards youth and low-income seniors. Reverend Shea was appointed Canon for the Diocese of Toronto by the Anglican Church in 2002. He is a former Toronto City and Metro Councillor, as well as a former Ontario Member of Provincial Parliament. He has served on numerous boards, chairs, and commissions, including the Children's Aid Society, the Mayor's Committee on Race Relations and the Police Commission. He was the former Chairman of the O'Keefe Centre for the Performing Arts in Toronto and President of the Canadian National Exhibition. He was awarded the 125th Anniversary of the Confederation of Canada Medal for Community Service as a result of his work and advocacy.

Dr. Doo Ho Shin



Dr. Doo Ho Shin of Vancouver, British Columbia, an active partner in BC Bio Medical Laboratory for over 30 years, was a practicing as a general pathologist in Fraser Health (largely at Surrey Memorial Hospital). Fraser Health serves a population of 1.46 million people, approximately 1/3 of the total population of British Columbia. Dr. Shin has served on various hospital committees, including Infection Control and Physician Credentials. He has been actively involved in community work including arts, education and seniors issues in the metro Vancouver area.





Joan Tufts



Joan Tufts of Saulnierville, Nova Scotia, is a retired nurse who is currently an Addiction Services Counsellor with a special emphasis on nicotine addiction. Ms. Tufts has served in a variety of roles involving seniors and home care. She is currently a voluntary Director on the Mental Health Foundation Board of Nova Scotia and sits on that board and the Clare Community Health Board. Ms. Tufts won the 2005 Inspiring Lives Award from the Mental Health Foundation Board of Nova Scotia.

Edward Wade



Edward Wade was a teacher in Newfoundland for 30 years. He has a Master's Degree in Educational Administration. Since his retirement, Mr. Wade has worked in the fields of community development and literacy. As a Literacy Coordinator, he developed a *Strategic Literacy Plan: Many Hearts-One Voice* for community centres in St. John's. Since 2005, Mr. Wade has worked on contract with the Seniors Resource Centre in St. John's, where he is currently coordinating the replication of a pilot project, "Health Care and Nutrition for Older Adults and Seniors," in seven rural Newfoundland communities. In addition to his volunteer work on numerous Boards, he is an elected member of Literacy Newfoundland and Labrador, the vice-chair of the Open Book Literacy Council and Brighter Futures Coalition, and a member of the St. John's Crime Prevention Committee.

Beverley Weeks



Beverley Weeks of Harvey, New Brunswick, is the founder of Harvey Outreach for Seniors, an organization developed to meet the needs of seniors. She is also a founding and lifetime member of the New Brunswick Home Support Association. Ms. Weeks has served on many committees and has conducted research projects in the field of seniors' issues. She is a founding and continuing member of the Third Age Centre housed at St. Thomas University, Fredericton, New Brunswick. She was the New Brunswick representative on the Board of the Canadian Association for Community Care. Some of her awards include the Marion Stevenson Award for outstanding contribution to Community Care and the Queen's Golden Jubilee Medal for her work on seniors' issues.





ANNEX C

List of Participants at Regional Roundtables

THUNDER BAY, Ontario (May 15, 2009)

Participants

- Allan Buchan, Director of Corporate & Community Affairs, Hagi Community Services for Independence
- Beverley Carter, Senior Volunteer
- Bernice Dubec, Executive Director, Anishnawbe Mushkiki Thunder Bay Aboriginal Community Health Centre
- Rebecca Johnson, Chair, Age-Friendly Thunder Bay, City of Thunder Bay
- Nancy Jokinen, Centre for Education and Research on Aging and Health
- Catherine Peterson, Thunder Bay 55 Plus Centre
- Liz Poulin, Lakehead Social Planning Council
- Dorothy Roberts, Canadian Association of Retired Persons
- Amanda Ross, Program Manager, Volunteer Thunder Bay
- Debbie Sault, Mental Health Coordinator, Ontario Native Women's Association
- Kathy Spence, Care Worker, Thunder Bay Indian Friendship Centre
- Lee Stones, Regional Consultant for Ontario Strategy to Combat Elder Abuse, Lakehead University
- Elaine Wiersma, Assistant Professor in the Master of Public Health Program, Lakehead University
- Joan Williams, Volunteer, Hospice Northwest
- Virginia Wolnairski, Senior Volunteer

National Seniors Council Representatives

- Patricia Humenny
- Marilyn Loveless
- Jean-Guy Soulière
- Beverley Weeks

SUMMERSIDE, Prince Edward Island (May 20, 2009)

Participants

- Jean-Claude Cormier, Program Director, Go Ahead Seniors Inc.
- Joan Denny, Social Development Officer, Membertou First Nation, Nova Scotia
- Winnie Fraser Mackay, President, Canadian Pensioners Concerned
- Kelly Heisz, Executive Director, Seniors Resource Centre of Newfoundland and Labrador
- Don Holloway, President, Newfoundland Pensioners and Senior Citizens/50+ Federation





- Janice Keefe, Canada Research Chair in Aging and Caregiving Policy and Professor, Family Studies & Gerontology, Nova Scotia Centre on Aging, Mount Saint Vincent University
- Craig Mackie, Chapter Chair, PEI Branch, Canadian Association of Retired Persons
- Eileen Malone, Senior Volunteer, Moncton, New Brunswick
- Pat Malone, Atlantic Seniors Health Promotion Network
- Alma McDougall, Mi'kmaq Confederacy of Prince Edward Island
- Trudy Payne, Executive Director, Recreation Nova Scotia
- Penelope Rowe, Community Services Council, Newfoundland and Labrador

National Seniors Council Representatives

- Jean-Guy Soulière
- Joan Tufts
- Edward Wade
- Beverley Weeks

Government of Canada Representative

- The Honourable Gail Shea, Minister of Fisheries and Oceans

WINNIPEG, Manitoba (May 22, 2009)

Participants

- Don Fletcher, Chairperson, Active Living Coalition for Older Adults in Manitoba
- Gerri Hewitt, Executive Director, St. James/Assiniboia 55 Plus Centre
- Lorraine Kroeker, Saskatoon Council on Aging
- Trish Macdonald, Coordinator, Centre on Aging, University of Manitoba
- Noreen Mian, Volunteer Manitoba
- Connie Newman, President, St. James/Assiniboia 55 Plus Centre
- Harry Paine, President, Manitoba Society of Seniors
- Marilyn Regiec, Executive Director, Gwen Sectar Creative Living Centre
- Stacey Shule, Canadian Mental Health Association, Winnipeg Region
- Roslyn Silver, Volunteer, Rady Jewish Community Centre
- Vivian Stunden, National Association of Federal Retirees
- Marjorie Wood, Executive Director, Creative Retirement Manitoba

National Seniors Council Representatives

- Rémi Plourde
- Doo Ho Shin
- Jean-Guy Soulière
- Edward Wade

Government of Canada Representatives

- The Honourable Steven Fletcher, Minister of State (Democratic Reform)
- The Honourable Terry Stratton, Senator
- The Honourable Vic Toews, President of the Treasury Board





Provincial Government Representative (Observer)

- Patti Chiappetta, A/Executive Director, Manitoba Seniors and Healthy Aging Secretariat

GRIMSBY, Ontario (May 29, 2009)

Participants

- H. Edison Aitken, Senior Volunteer, Grimsby, Ontario
- Joanne Cartmer, Coordinator of Volunteers, Albright Manor
- Debbie Christie, Executive Director, Hamilton Council on Aging
- Margaret Denton, Director, Centre for Gerontology Studies, McMaster Centre for Gerontology
- Victor Hetmanczuk, Executive Director, Ukrainian Canadian Social Services (Toronto)
- Bernard Jordaan, Field Representative, United Senior Citizens of Ontario Inc.
- Margaret Maynard, Executive Director, Niagara West Employment and Learning Resource Centres
- Thelma McGillvray, President, Council of Women of Ontario
- Spencer Mulholland, Senior Volunteer, Hamilton, Ontario
- Willma Stortz, Chair, Niagara Branch, Canadian Association of Retired Persons

National Seniors Council Representatives

- Daphne Nahmiash
- Jean-Guy Soulière

Government of Canada Representative

- Dean Allison, Member of Parliament, Niagara West-Glanbrook, Ontario

MONTREAL, Quebec (June 5, 2009)

Participants

- Mychèle Amberg, Volunteer
- Raymonde Audet, Volunteer, Projet Changement
- Jacques Brosseau, Carrefour communautaire Montrose
- Élizabeth Daoust, *Conseil régional des personnes âgées italo-canadiennes*
- Henri Gervais, *Secrétaire général, Forum des citoyens aînés de Montréal*
- Jean-Claude Grondin, *Président, Fédération de l'âge d'or du Québec Réseau*
- Pierre Riley, *Fédération des centres d'action bénévole du Québec*
- Mary Stark, Executive Director, Contactivity Centre
- Claire Tougas, Présidente, région Montréal-Laval, *Regroupement interprofessionnel des intervenants retraités des services de santé vieillissement*





National Seniors Council Representatives

- Daphne Nahmiash
- Cécile Plourde
- Rémi Plourde
- Jean-Guy Soulière

EDMONTON, Alberta (June 19, 2009)

Participants

- Anna Der, Executive Director, Seniors Assisted Transportation Society of Greater Edmonton
- Carole Cheung, Volunteer Edmonton
- Sarah Cleary, Tree of Peace Friendship Centre
- Monica Johnson, Program Assistant, Volunteer Centre of Camrose and District
- Grant Jones, Representative, City of Calgary Seniors Services
- Blake Lyons, President, Yellowknife Seniors' Society
- Luc Marmelic, Director, ElderNET Calgary
- Christine Poirier, Volunteer Coordinator, Seniors Association of Greater Edmonton
- Giri Puligandla, Executive Director, Alberta Caregivers Association
- Brenda Shewaga, Executive Director, Calder Seniors Drop In Society
- Karen Spencer, Edmonton Seniors Coordinating Council
- Jennifer Swindle, Department of Human Ecology, Research on Aging, Policies and Practice, University of Alberta
- Brenda Wong, Seniors' Coordinator, City of Edmonton, Community Services Department

National Seniors Council Representatives

- Sandra Hirst
- Patricia Humenny
- Jean-Guy Soulière
- Joan Tufts

Provincial Government Representatives (Observers)

- The Honourable Bert Brown, Senator
- Amelia Martin, Research Analyst, Seniors Policy and Planning, Alberta Seniors and Community Supports

SIDNEY, British Columbia (June 26, 2009)

Participants

- Pat Bayes, Coordinator SMH Admin, Program and PR, Stand Up For Mental Health
- Susan Brice, Saanich Councillor
- David Cheperdak, Broadmead Care Society
- Lois Fraser, Volunteer
- Val Green, Executive Director, Volunteer Victoria
- Gloria Gutman, BC Network for Aging Research, Simon Fraser University





- David Hurford, BC Care Providers Association
- Don Knutson, Volunteer
- Isobel MacKenzie, Executive Director, Beacon Community Services
- Lori McLeod, Executive Director, Greater Victoria Eldercare Foundation
- Audrey Sampson, Saanich First Nations Adult Care Society
- Vi Sorenson, Executive Director, Seniors Outreach Services Society
- Barry Thomas, Canadian Association of Retired Persons – Victoria
- John Treleaven, Volunteer, Chamber of Commerce

National Seniors Council Representatives

- Marilyn Loveless
- Cécile Plourde
- Doo Ho Shin
- Jean-Guy Soulière

Provincial Government Representatives (Observers)

- The Honourable Richard Neufeld, Senator
- Lorna Hillman, Project Management Analyst, Seniors' Healthy Living Secretariat, Ministry of Healthy Living and Sport, Government of British Columbia
- Eve Millar, A/Project Management Analyst, Seniors' Healthy Living Secretariat, Ministry of Healthy Living and Sport, Government of British Columbia

IQALUIT, Nunavut (July 7–8, 2009)

Elders

- Ovide Alakanauak
- Mariano Aupillarjuk
- Joanasie Karpik
- Mary Kilaodluk
- Tommy Kilaodluk
- Annie Nattaq
- Akulliksiiq Nowdlak
- Enoapik Sagiaktook
- Mary Ann Taparti

Stakeholders

- Leonie Duffy, Volunteer
- Syd Glawson, Cambridge Bay Council
- Pamela Gross, Kitikmeot Inuit Association
- Peesee Pitsiulak-Stephens, Campus Director, Nunavut Arctic College
- Silvia Samsa, Qimaavik Women's Shelter
- Dorothy Tootoo, Pulaarvik Kalu Friendship Centre





National Seniors Council Representatives

- Daphne Nahmiash
- Reverend Canon Derwyn Shea
- Jean-Guy Soulière
- Edward Wade

Government of Canada Representative

- The Honourable Leona Aglukkaq, Minister of Health

Territorial Government Representative (Observer)

- The Honourable Ann Meekitjuk Hanson, Commissioner of Nunavut





ANNEX D

List of Participants at National Roundtable

Assembly of First Nations

Gail Gallagher, Research and Policy Analyst

Canadian Association for the Advancement of Women and Sport and Physical Activity

Karin Lofstrom, Executive Director

Canadian Association of Retired Persons

Ross Mayot, Vice-President of Community Development

Canadian Coalition for Seniors' Mental Health

Kimberley Wilson, Executive Director

Canadian Home Care Association

Nadine Henningsen, Executive Director

Canadian Red Cross

Ronald Kelusky, Director General

Canadian Senior Games Association

Gary Black, President

Centre for Education and Research on Aging and Health, Lakehead University

Dr. Mary Lou Kelley, Professor

Centre for Nursing and Health Studies, Athabasca University

Dr. Sharon Moore, Associate Professor

Fédération des aînés et aînées francophones du Canada

Jean-Luc Racine, Director General

International Federation on Ageing

Dr. Jane Barratt, Secretary General

Memorial University of Newfoundland and Labrador

Dr. Wendy Young, Canada Research Chair in Healthy Aging

National Association of Federal Retirees

Stan Hrabarchuk, National President





National Initiative for the Care of the Elderly

Dr. Lynn McDonald, Scientific Director

National Pensioners and Senior Citizens Federation

Art Kube, President

Progressive Intercultural Community Services (PICS) Society

Rajeev Mohindru, Director of Care

Réseau Fédération de l'âge d'or du Québec (FADOQ)

Jean-Claude Grondin, Président

St. John's Ambulance

Geraldine Hinton, Vice Chancellor of Community Services

Victorian Order of Nurses Canada

Dr. Judith Shamian, President and CEO

Vishnu Mandir

Dr. Budhendranauth Doobay, President and Religious Advisor

Volunteer Canada

Ruth MacKenzie, President

National Seniors Council Representatives

Sandra Hirst

Rémi Plourde

Jean-Guy Soulière

Joan Tufts

Government of Canada Representatives

The Honourable Diane Finley, Minister of Human Resources and Skills Development

The Honourable Marjory LeBreton, Minister of State (Seniors)





