

# Strategic Plan

2025-2026

Seniors





## MESSAGE FROM THE MINISTER

I am pleased to present the first strategic plan for the Department of Seniors, for the period October 29, 2025 to March 3, 2026 in accordance with the **Transparency and Accountability Act**. As Minister of the Department of Seniors, I acknowledge that I am accountable for the preparation of the Plan for this Category 1 entity and the achievement of specific goals and objectives contained within.

This plan reflects our government's commitment to promoting healthy aging across the lifespan, supporting seniors to live with dignity, independence, and purpose, and ensuring Newfoundland and Labrador is prepared to meet the needs of an aging population.

The establishment of the Department of Seniors represents a significant step forward in strengthening leadership, coordination, and accountability for seniors' policy, programs, and services. The Department of Seniors provides a single centre of expertise to guide system-wide planning, oversight, and collaboration across government and with partners.

Through this work, the department plays a key role in advancing policies and initiatives related to healthy aging, continuing care, adult protection, and other supports critical to the well-being and safety of seniors. The department also supports the coordination and improvement of programs and services that help seniors remain independent, connected, and supported in their communities.

Guided by evidence, informed by engagement with seniors and partners, and aligned with federal-provincial commitments, this transitional strategic plan outlines the department's priorities and strategic direction.

My signature below reflects my responsibility for preparing this plan and for achieving the stated goals and objectives.

Sincerely,

A handwritten signature in black ink that reads "Craig". The signature is fluid and cursive.

Hon. Craig Parry  
Minister of Seniors

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## Departmental Overview

This strategic plan reflects the Department of Seniors' initial period of operation following its establishment. During this transitional period, the department is focused on strengthening foundational governance, oversight, and coordination to ensure continuity of services, provide clear system direction, and support effective implementation of seniors-related policies and programs, while informing longer-term planning and service delivery.

## Mandate

The Department of Seniors provides leadership and direction for the effective and efficient delivery of quality supports and services that promote the health, safety, and well-being of seniors. The department is responsible for developing, implementing and evaluating policies, programs and services to support healthy aging, adult protection and continuing care services.

Under this mandate, the department collaborates with government and community partners on health and social programs, identifies strategic priorities to strengthen the health and community services system, administers the **Adult Protection Act**, and monitors and reports on system performance.

The department:

- Leads policy and program development and system planning related to seniors' health and well-being.
- Acts as a centre of expertise on seniors across government.
- Administers the **Adult Protection Act** to safeguard vulnerable adults.
- Supports integration and coordination of health and social services for seniors across the care continuum.
- Enhances navigation and access to supports for seniors and caregivers.
- Advances research, innovation, and leading practices in seniors' health care.

- Supports age- and dementia-friendly community initiatives, social inclusion, and intergenerational activities.
- Oversees performance measurement, accountability, and public reporting related to seniors' initiatives, including obligations under federal funding agreements.

## Primary Clients

The primary clients of the Department of Seniors are individuals aged 65 and older, their families, care partners, and communities throughout Newfoundland and Labrador. This includes seniors and other adults who may require protection or enhanced support due to vulnerability, disability, cognitive impairment, or complex needs.

The department works in collaboration with Newfoundland and Labrador Health Services, other government departments and agencies, municipalities, community-based organizations, Indigenous organizations, service providers, educational and research institutions, regulatory bodies, and federal, provincial, and territorial partners to support coordinated and effective responses to seniors' needs.

## Vision

A province where seniors are supported to live with dignity, safety, and independence, supported by integrated, seniors-informed care across home, community, and health services.

## Lines of Business

The department's main lines of business include:

1. Policy and Program Development and Leadership: Provide leadership for seniors-related policy, legislation, and strategic initiatives that support healthy aging, well-being, and continuing care.

2. System Monitoring and Accountability: Provide oversight of system coordination, standards, performance, and reporting related to seniors' programs and services, including federal funding commitments and modernization initiatives that support integrated care.
  
3. Adult Protection Services: Administer the Adult Protection Act and provide stewardship for adult protection oversight, practice supports, and accountability mechanisms.

### Staff and Budget

Division	# of Employees	Budget
Minister's Office	0	\$-*
Executive Support	2	\$252,500
Seniors Health Care	8	\$2,622,900
Aging, Seniors & Adult Protection	8	
<b>Total</b>	<b>18</b>	<b>\$2,875,400</b>

\*The Minister of Seniors holds multiple portfolios and staffing allocation and budget is reported by the Department of Finance.

Seniors Health Care and Aging, Seniors & Adult Protection is allocated under one activity with a total budget of \$2,875,400 (\$1,754,100 salaries, \$1,121,300 operating and grants).

## Strategic Issues

The strategic issues identified in this plan reflect the Department of Seniors' initial priorities during its first period of operation. They focus on strengthening services to support seniors' well-being, ensure continuity and coordination of services, and safeguard vulnerable adults. Together, these strategic issues provide clear direction for action, support system readiness, and lay the groundwork for long term planning and improvement of senior related programs and services.

### Strategic Issue 1: Healthy Aging and Seniors' Well-Being

Supporting healthy aging begins in communities. The Department of Seniors will focus on strengthening community capacity, social connection, and supportive environments that help seniors maintain independence, dignity, and quality of life. This work supports continuity of existing initiatives while informing future investments and planning.

**Goal/Objective 1:** By March 31, 2026, the Department of Seniors will increase capacity within communities to promote healthy aging by fostering social connection, inclusion, and supportive environments that enable seniors to maintain independence, dignity, and quality of life.

#### Indicators:

- Increased initiatives that support seniors to age at home.

### Strategic Issue 2: Strengthen Supports and Services Across the Care Continuum

Seniors often interact with multiple services and providers as their needs change. The Department of Seniors will focus on strengthening coordination, standards, and system enablers that support more integrated, effective, and sustainable services across the care continuum.

**Goal/Objective 1:** By March 31, 2026, the Department of Seniors will improve coordination, quality, and sustainability of health and social services for seniors across the care continuum.

**Indicators:**

- Expanded support for dementia care.
- Enhanced community-based services.

**Strategic Issue 3: Strengthen Adult Protection Oversight and Practice**

Protecting vulnerable adults is a fundamental responsibility of government and a core function of the Department of Seniors. The department will focus on strengthening oversight, consistency of practice, and system readiness to support effective adult protection responses. This work will help ensure clarity, accountability, and a strong foundation for future improvements.

**Goal/Objective:** By March 31, 2026, strengthen the Department of Seniors' stewardship role in adult protection by improving clarity of roles, consistency of practice, and system readiness to safeguard vulnerable adults.

**Indicators:**

- Advanced oversight and coordination.
- Updated provincial guidance and tools.
- Increased information, training, and support.
- Ongoing data monitoring and evaluation.

