

**Provincial Advisory Council on Aging  
and Seniors  
Annual Report 2018-19**



**Please Note:**

This document follows:

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## Message from the Chair

As Chair of the Provincial Advisory Council on Aging and Seniors, I am pleased to present its annual report for the fiscal year 2018-19.

This annual report has been prepared and submitted in accordance with the Council's obligation as a category three entity under the **Transparency and Accountability Act**. Since 2011, the Council has been planning and reporting in keeping with these requirements. This process better enables Council to enhance recognition of issues impacting seniors and achieve its accountability requirements to the public. The work outlined in this Annual Report supports the mandate of the Department of Children, Seniors and Social Development.

My signature below is indicative of the Council's accountability for the preparation of this Activity Report and achievement of the results reported herein.

Sincerely,

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A handwritten signature in cursive script that reads "Linda Oldford".

Linda Oldford, Chairperson  
Provincial Advisory Council on Aging and Seniors

## Overview

The formation of the Provincial Advisory Council on Aging and Seniors (Council) was first announced in 2004, as one of three initiatives to help prepare the province of Newfoundland and Labrador for an aging population. In 2005, the Council was established to provide advice to the Minister Responsible for Aging and Seniors (currently the Minister of Children, Seniors and Social Development) on issues related to older persons and the aging process.

In 2016 and 2017 respectively, the Provincial Government released **The Way Forward – A vision for sustainability and growth in Newfoundland and Labrador** and **The Way Forward – Realizing Our Potential**. These documents detail a number of initiatives which will benefit an aging population, such as expanded housing and transportation services, and healthy living assessments for seniors.

The Council assists the Provincial Government in its efforts to strengthen Newfoundland and Labrador's standing as an age-friendly province and to continue to be responsive to the needs of today's older adults while planning for our changing demographics.

The Council is made up of a diverse cross-section of older adults, many of whom are experienced in working with other stakeholders, and who are familiar with the issues older adults face. The Council consists of up to 13 members, including a Chairperson (See Appendix A). The Council is listed in Schedule C of the **Public Service Commission Act** and as such, the Public Service Commission (PSC) solicits candidates for vacancies with consideration given to geography, culture, gender, background, experience and skills. Members are appointed for terms of up to three years by the Minister of Children, Seniors and Social Development. The Aging and Seniors Division of the department serves as the Secretariat to the Council, including the provision of support for meetings and other activities.

## Mandate

The mandate of the Council is to advise and inform the Provincial Government on issues, concerns, and requirements of older adults. The Council ensures that the Provincial Government considers the perspective of older adults when developing current and future policies for service delivery. The Council also provides a strong, collective voice for older adults in the development of a wide range of programs to support the independence and well-being of an aging population.

The Council supports the Provincial Government's strategic directions of improved health and well-being outcomes for individuals, families, groups and communities, as well as improved and equitable access to economic, cultural and social opportunities for those who experience barriers to inclusion. These strategic directions include expanding housing and transportation, and building a positive image of aging.

The Council aims to:

- Promote the value and worth of people as they age;
- Foster an environment of understanding within the Provincial Government and the community with regard to aging;
- Identify areas of opportunity within the Provincial Government to develop and/or adapt legislation, policies, programs and services to better support an aging population; and
- Inform the Provincial Government on the potential impacts of legislation, policies, programs, and services on people as they age.

As well, the Council provides an older adult lens by participating in initiatives such as:

- Seniors of Distinction Awards;
- Healthy Aging Research Program in partnership with the NL Center for Applied Health Research, Memorial University;

- Newfoundland and Labrador Age-Friendly Communities Program;
- Pharmaceutical Drug Program;
- Violence Prevention Initiative;
- Newfoundland and Labrador Community Transportation Program;
- The Collective Memories Project;
- Defining the terminology to best-describe older adults;
- Mental Health and Addictions Working Group;
- Provincial Food and Nutrition Seniors' Expert Working Group; and
- Creation of legislation to establish the Office of the Seniors' Advocate.

## Highlights and Partnerships

The Council serves to strengthen Newfoundland and Labrador as an age-friendly province and continues to ensure the perspectives of older adults are considered when developing current and future policies for service delivery. The fiscal year 2018-19 provided many opportunities for the Council and its individual members to inform and advise the Provincial Government on issues related to older persons and the aging process, including:

- Assisted the creation of legislation to support the province's first Office of the Seniors' Advocate. The Office of the Seniors' Advocate works with seniors, service providers and other key stakeholders to identify, review, and analyze systemic issues that impact a large number of seniors.
- Assisted in the selection of five Seniors of Distinction. This award recognizes and celebrates the contributions, achievements and diversity of seniors throughout Newfoundland and Labrador.
- Participated in working groups that support the implementation of the recommendations of the All Party Committee on Mental Health and Addictions.
- Promoted the information and referral services of SeniorsNL. SeniorsNL also regularly presents to the Council, informing members about issues actively raised by seniors and caregivers throughout the province.
- The Chair of the Council is the vice president of the Newfoundland and Labrador (NL) 50+ Federation and each group regularly informs the other regarding priorities related to seniors.



# Report on Performance 2018-19 Objective

## **Issue: Promoting Age-Friendly Communities**

Population aging is a phenomenon whereby older individuals account for a proportionately larger share of the total population. Population aging is taking place in virtually every country in the world. There are three factors underlying this trend: increased longevity, declining fertility, and aging of baby boomers. Population aging impacts future policy development, particularly in areas of labour/workforce requirements and health care demands.

According to Statistics Canada, in 2016, Newfoundland and Labrador was estimated to have 101,242 people aged 65 years and older, which comprised 19.1 per cent of the provincial population. By 2026, the number of people aged 65+ will increase to about 27 per cent of the province's population. Presently, one in two Newfoundlanders and Labradorians is 45 years or older. The opportunities and challenges resulting from our shifting demographics must be considered in the development of policies, programs and services.

The Council has a responsibility to ensure that the Provincial Government is aware of the viewpoints of older adults; likewise, Council members work to convey the Provincial Government's perspective to older adults throughout the Province.

In its 2017-20 Activity Plan, the Council established the following objective to be reported on in each year.

### **Annual Objective:**

By March 31, 2019, the Provincial Advisory Council on Aging and Seniors will have advised the Minister Responsible on key issues relating to older adults.

### **Indicators:**

- Obtained expert and member expertise

- Invited stakeholders to provide information
- Prioritized advice to be provided to the Minister Responsible
- Identified target audience for related age-friendly government initiatives
- Made recommendations on related government initiatives.

| <b>Indicator</b>                             | <b>Report on Activities</b>  |
|--|--|
| Obtained expert and member expertise.        | During 2018-19, individual Council members elicited input from seniors in their communities and surrounding regions and relayed this information back to government. Many members of the Council have specific knowledge of government/agency programs, policies and services impacting seniors due to their lived experience and extensive volunteer and work experiences. This ongoing knowledge-exchange ensures there is robust communication between government/non-government agencies and seniors.  |
| Invited stakeholders to provide information. | Based on issues concerning the province's seniors and the impact of an aging population, the Council regularly identifies areas of opportunity within Provincial Government to develop and/or adapt legislation, policies, programs and services to better support seniors. As well, the Council informs the Provincial Government on the potential impacts on people as they age. To ensure the Council is kept abreast of new and emerging issues, the Aging and Seniors Division coordinates information and updates via presentations, discourses, position papers, etc. from community stakeholders, government, and agency experts. Members share this information with older adults in their respective regions at various conferences, annual general meetings, member newsletters, and through other media on an ongoing basis. |

| Indicator  | Report on Activities  |
|--|---|
|  | <p>In 2018-19, the Council invited and received presentations from departmental staff (Children, Seniors and Social Development), along with other government and non-government stakeholders on the following topics:</p> <ul style="list-style-type: none"> <li>• NL 50+ Federation</li> <li>• Age-Friendly NL Program</li> <li>• Age-Friendly Transportation Pilot</li> <li>• Active for Life Program</li> <li>• <b>Adult Protection Act</b></li> <li>• Auditor General's Report</li> <li>• Collective Memories Project</li> <li>• Community Healthy Living Fund</li> <li>• Federal/Provincial/Territorial Ministers Responsible for Seniors Forum</li> <li>• Mental Health and Addictions (All Party Committee)</li> <li>• Office of the Seniors' Advocate</li> <li>• Seniors and Finances</li> <li>• The Way Forward Seniors' Initiatives</li> </ul> |
| <p>Prioritized advice to be provided to the Minister Responsible.</p>              | <p>In 2018-19, the Council prioritized key information and ensured that discussions and decision points were recorded and/or discussed directly with the Minister Responsible during in-person meetings. Emerging issues documented in Council minutes were also discussed with the Minister Responsible. Council minutes are available on the Council's website.</p>   |
| <p>Identified target audience for related age-friendly government initiatives.</p> | <p>Age-friendly means that policies, services and structures related to the physical and social environments are designed to help people of all ages live safely, enjoy good health and continue to be socially and physically engaged. As people age, their ability to live in their own homes or</p>  |

| Indicator  | Report on Activities  |
|--|---|
|  | <p>communities is supported by an age-friendly environment. In 2018-19, the Council identified municipalities in general and Municipalities Newfoundland and Labrador specifically as target audiences and provided feedback to department officials on how to best direct efforts to promote age-friendly initiatives to this audience. They also received regular progress updates on the Provincial Government's Age-Friendly initiatives, including the Age-friendly Grant Program, Age-Friendly Business and Age-Friendly Transportation, and its participation in Age-Friendly Working Groups.</p>  |
| <p>Made recommendations on related government initiatives.</p> | <p>In 2018-19, the Council engaged the Minister and senior officials in a roundtable discussion and made recommendations on some of the issues that are of concern to seniors in their respective communities. These included:</p> <ul style="list-style-type: none"> <li>• Aging in place: <ul style="list-style-type: none"> <li>○ Most seniors want to age at home or in their community. The Council is part of the planning process with HCS (lead) to develop home assessment for seniors 70+.</li> </ul> </li> <li>• Health care for seniors: <ul style="list-style-type: none"> <li>○ The Council highlighted the importance of access to a primary care physician, as well as the importance of privacy in public clinics.</li> </ul> </li> <li>• Society's attitude towards seniors and population aging: <ul style="list-style-type: none"> <li>○ The Council recommended that more public awareness of ageism is required, as well as the promotion of intergenerational programs.</li> </ul> </li> <li>• Housing for seniors and NL Housing Corporation</li> </ul> |

| Indicator | Report on Activities  |
|-----------|---|
|           | <p>programs:</p> <ul style="list-style-type: none"> <li>○ Housing is key to being able to age in place. The Council recommended the Age-Friendly Communities program be promoted to encourage municipalities to assess housing needs.</li> <li>○ The Council recommended promotion of NL Housing Corporation programs as a way to support seniors to remain at home for as long as practically possible. Specific programs highlighted included the Provincial Home Repair Program (PHRP) and Home Modification Program (HMP).</li> </ul> <ul style="list-style-type: none"> <li>● Transportation: <ul style="list-style-type: none"> <li>○ Based on the evaluation of the Age-Friendly Transportation Pilot, the Council recommended that discussion about transportation needs to happen at the community level, using Age-Friendly and other assessment tools to determine need.</li> </ul> </li> <li>● Mental health and addictions among seniors: <ul style="list-style-type: none"> <li>○ The Council recommended increased ease of access to mental health and addiction services for seniors. The Council was represented on the working groups of the All Party Committee on Mental Health and Addictions.</li> </ul> </li> <li>● How to engage on seniors' issues at the community level: <ul style="list-style-type: none"> <li>○ Not a specific recommendation: The Council highlighted the importance of seniors' engagement.</li> </ul> </li> </ul> |

| Indicator | Report on Activities  |
|-----------|---|
|           | <ul style="list-style-type: none"> <li>• Financial literacy and financial security: <ul style="list-style-type: none"> <li>○ The Council recommended public awareness and education for seniors and caregivers about the importance of financial literacy.</li> </ul> </li> <li>• Pan-Canadian work regarding dementia: <ul style="list-style-type: none"> <li>○ The Council recommended this work be considered when enhancing and promoting the Age-Friendly Communities program.</li> </ul> </li> <li>• Older adults and violence: <ul style="list-style-type: none"> <li>○ The Council recommended public awareness on this issue.</li> </ul> </li> <li>• Information for seniors (i.e. implications of turning 65): <ul style="list-style-type: none"> <li>○ The Council recommended increasing promotion to highlight the importance of advance care planning, including the financial implications of turning 65.</li> </ul> </li> <li>• Homecare and training for homecare workers: <ul style="list-style-type: none"> <li>○ The Council recommended that home care workers need a minimum standard of training and remuneration in order to ensure quality care. The Council also recommended that seniors continue to be represented on the Provincial Home Care Committee chaired by HCS.</li> </ul> </li> </ul> |

**Summary**

- Issues raised by the Council's members provided the Provincial Government with invaluable input on behalf of seniors throughout the province. Documentation will continue to be prepared after each meeting, identifying the major discussion points and action items, and submitted to

the Minister Responsible for consideration in policy and program development.

- The Council will continue to provide seniors' perspectives while identifying potential impacts of population aging for government's consideration. In preparation for the needs of our aging population, the Council will continue to inform the Minister on areas where current policies, programs and services may benefit from ongoing review. Its activities will include education/information-sharing to ensure that older adults are educated on the issues impacting them, and working to increase the number of age-friendly communities by strengthening partnerships and supporting the age-friendly movement.

## Objective for 2019-20

### **Annual Objective:**

By March 31, 2020, the Provincial Advisory Council on Aging and Seniors will have advised the Minister on key issues relating to older adults.

### **Indicators:**

- Obtained expert and member expertise.
- Invited stakeholders to provide information.
- Prioritized advice to be provided to the Minister Responsible.
- Increased uptake of Age-Friendly Communities program.
- Made recommendations on related Provincial Government initiatives.

# Opportunities and Challenges

## **Opportunities:**

- The fact that more people are aware of the province's demographic challenges will enhance the capacity of the Council to connect with other older adults, promote Provincial Government programs and services, and challenge ageism.
- Through its increasing engagement with both the Provincial Government and non-government organizations, Council has the opportunity to forge new collaborative links with other stakeholders for the benefit of all whom they represent.
- The creation of the Office of the Seniors' Advocate provides an opportunity for collaborative work to address systemic issues around seniors and aging.
- The Council will continue to liaise with other seniors' organizations in the province to ensure collaboration and communication. These organizations include: The NL 50+ Federation, the Seniors' Coalition, and SeniorsNL (formerly the Seniors Resource Center).

## **Challenges:**

- Ageism and negative stereotypes associated with aging continue to exist in society and the Council is helping lead the conversation about changing attitudes.
- Many individuals in the province have not engaged in advance care planning. Council recognizes the importance and value of wills, enduring powers of attorney, and health care directives for all Newfoundlanders and Labradorians. Going forward, the Council has identified this as a priority for research and communication.
- Many seniors live in isolation. Council recognizes the health impacts of social isolation, and is supporting government's efforts to promote the social inclusion of older adults. Social inclusion results in better physical



and mental health outcomes. Council will continue to promote CSSD's social inclusion initiatives and will support the development of age friendly communities.

- Financial literacy is important for good financial planning. Many seniors in the province live with low and fixed incomes which sometimes presents challenges. The Council continues to support Provincial Government's efforts to increase financial literacy among older adults while raising awareness of the reality and impact of financial abuse. The Council will also continue to monitor the effects of federal and provincial policies and programs that directly affect the financial wellbeing of seniors.

## Financial Information

Members of the Provincial Advisory Council on Aging and Seniors do not receive remuneration. The Council members are reimbursed for expenses and travel costs. Council's budget is included in the Aging and Seniors Division's budget. The costs for 2018-19 totaled \$29,256.99 as follows:

| Area of Expenditure   | Total       |
|---|-------------|
| Purchased Services (meeting space rentals, food and beverage, etc.)                           | \$4,557.52  |
| Transportation and Communication (Travel costs, per diems, accommodations, incidentals, etc.) | \$24,699.47 |
| Total   | \$29,256.99 |

## Appendix A: Provincial Advisory Council on Aging and Seniors Members\* 2018-19

### **Linda Oldford, Chairperson – Gander**

Linda Oldford spent 35 years in a career with the Federal Government (Service Canada). During that time, she was a union activist and held many positions including three terms as the Public Service Alliance of Canada's Director for Women. Ms. Oldford is 1st Vice-President of the NL 50+ Federation and Chairs the NL 50+ Club in Burnside. She is also the NL 50+ Representative on the Central Wellness Board, as well as a member of the Burnside Community Association and the Anglican Church Women. Ms. Oldford has a keen interest and involvement in Aboriginal culture and is a member of First Light - the St. John's Native Friendship Centre.

### **Leo Bonnell – Clareville**

Leo Bonnell is a retired bank manager and community leader who resides in Clareville. He has been active in local community affairs throughout the province and has held leadership positions with the church board, chamber of commerce, bankers association, Lions Club International, Rotary International, and other organizations. He is Vice-Chair of the Random Age-Friendly Communities Board and is an advisory member for the Public Health Agency of Canada's Pan-Canadian Age-Friendly Communities Reference Group.

### **Shirley Boone – Mount Pearl**

Shirley Boone's lengthy history of volunteerism and charitable work includes Ronald McDonald House, Candlelighters, Heart and Stroke Foundation, Kidney Foundation and more than 25 years with the Children's Wish Foundation. Ms. Boone served as a Director with the Mount Pearl Seniors Independence Group and has been the Chairperson since 2010. In 2009, Ms. Boone was named

Volunteer of the Year the Newfoundland and Labrador Administrators of Volunteer Resources and Mount Pearl's Citizen of the Year in 2012.

### **Noreen Careen – Labrador City**

Having an undergraduate degree in women's studies, Noreen Careen was Executive Director of the Labrador West Status of Women's Council for more than 20 years. She served in a variety of roles with the Hope Haven's Women's Shelter for over 20 years, and was involved with many other initiatives including founding the first Family Resource Center and opened the first Childcare Center for Labrador West. Noreen is President with Twin Cities 50+ Seniors Club and founding member of the Labrador West Housing and Homelessness Coalition and an active member with the Newfoundland and Labrador Network for the Prevention of Elder Abuse through SeniorsNL and Labrador Regional Director with NL 50+ Federation.

### **Maggie Chambers – Flowers Cove**

Maggie Chambers, a community leader and educator, lives in Flower's Cove. She received a Bachelor of Arts degree with specialization in primary education, from Memorial University of Newfoundland and worked as a primary and elementary teacher for 30 years, during which time she also led many extra-curricular activities for students. She was the Co-Chair of NORTIP, a Community Business Development Corporation; President of the Flower's Cove Lioness Club; a councilor with the Town of Flowers Cove; a Eucharistic Minister for St. Barnabas Anglican Church; Treasurer of the Straits Development Association; and a member of the Straits - St. Barbe Chamber of Commerce.

### **Doreen Chaulk – Deer Lake**

Doreen Chaulk has a lengthy history in health care in Newfoundland and Labrador. Graduating as a nurse, she has completed postgraduate training in Mental Health and Addictions. She also received a Master's in Science in 2001. She served in many capacities including faculty member at Western Memorial

School of Nursing; Director of Addictions with the Department of Health and Community Services; and as Assistant Chief Executive Officer with Western Regional Health Authority.

### **Maisie Clark – Campbellton**

Maisie Clark was born in Port Blandford and resides in Campbellton. Ms. Clark taught school in Newfoundland and Labrador and Northern Manitoba. Given her husband served with the Canadian Air Force, she has lived in a number of communities across Canada, the United States and Europe, where she was active with volunteer activities and local governments. Ms. Clark has been very involved with Girl Guides of Canada, Lewisporte and Area Chamber of Commerce and Lewisporte Area Economic Development Committee. Ms. Clark has served as the mayor of Canadian Forces Base, Gypsonville, Manitoba and has been the mayor of Campbellton since 2001. In 2013, Ms. Clark was named one of Newfoundland and Labrador's Seniors of Distinction.

### **Damien Collier – Goulds**

Damien Collier, who resides in the Goulds, has been involved in the education field for 29 years, first as a teacher and then as a coordinator and program specialist at the school board level. His educational accomplishments include two Bachelor of Arts degrees (one is a specialization in Education), a Bachelor of Science and a Masters degree in Education. He has also been involved in a small business for a number of years. In addition, Mr. Collier has been an executive member of the Friends of Goulds Library for more than 25 years.

### **Helen Handrigan – St. John's**

Helen Handrigan received a Masters in Social Work degree in 1978 and is now a retired social worker, having 35 years of practice in acute care, family court and tenant relations. Her last position was Senior Housing Officer with the City of St. John's. Since 2013, she has served on the Board of Directors with SeniorsNL.

### **Cecilia Hickey – Grand Falls-Windsor**

Cecilia Hickey is a former oncology nurse and an active volunteer who lives in Grand Falls-Windsor. She has 25 years of experience in the health care system in the central region of the province. As a volunteer, she has provided leadership to many organizations and committees working in a variety of areas, including lifelong learning, cervical cancer screening, palliative care and nutrition. Ms. Hickey currently serves on the board of the Exploits Valley 50+ Club and on the committee to make Grand Falls-Windsor an increasingly age-friendly community.

### **Judy Pardy – Cartwright**

Judy Pardy has a lengthy history in socioeconomic development with communities in Labrador. She was previously Executive Director with the Southeastern Aurora Development Corporation and has served in many capacities including archaeology and recreation roles. She is involved with the Sandwich Bay 50+ Club and as a peer volunteer with SeniorsNL.

### **Wayde Rowsell – St. Lawrence**

Wayde Rowsell began his volunteer service as a Board Member of the Newfoundland Association of Public Employees, and chaired the health and insurance committee reporting to the Executive Board, while employed as a Laboratory Technologist with the U.S. Memorial Hospital. In 1985, Mr. Rowsell was elected to the St. Lawrence Town Council and re-elected an additional six times, serving five terms as mayor. He is a founding member of the St. Lawrence Heritage Society and served on the boards of the Heritage Run Tourism Association and Greater Lamaline Area Development Association. Mr. Rowsell's many activities include health care, economic development, workplace health and safety, heritage and sports.

\*Serving Members as of March 31, 2018

**Provincial Advisory Council on Aging and Seniors**

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