

Strategic Plan

At its September 2017 meeting the SSM Board did its annual review of the current SSM work plan in the light of our Mission Statement. They identified interrelated strategic areas for our work – Creating a Culture of Inclusion, Age-Friendly Communities, Media and Ageism, addressing issues of importance to older adults, and Senior Abuse and Neglect.

We will maintain good governance and accountability by:

- holding an **Annual Conference each year** – the 2018 theme is Media and Ageism
- holding an **AGM each year** to present reports for accountability, demonstrate good stewardship of our resources, elect Board Members, deal with resolutions, present By-Law changes and present an audited financial statement
- publishing **Gray Matters quarterly** to keep older adults aware of relevant issues and opportunities for active involvement
- maintaining the **SSM website** to keep our member organizations and older adults throughout the province informed about our projects, activities and positions on various issues
- holding meetings of **Standing Committees** – Governance, Finance, Nominations, Executive
- holding regular **Board Meetings**
- communicating with **Member, Supporter and Partner Organizations:**
 - sending out **News from SSM**, an electronic newsletter following each Board Meeting to update member organizations
 - holding a **Member Organization Consultation** annually which will include representatives from each of our member organizations and will review current work of SSM and the member organizations and determine ways to collaborate

We will promote and support the creation of Age-Friendly Communities. We will do this by:

- working with communities to introduce them to **Age-Friendly Inclusive Communities**, based on the World Health Organization criteria, and encouraging initiatives to make communities safe, inclusive places for all people to live and thrive
- maintaining the **Age-Friendly Saskatchewan website**
- working with **Saskatchewan Parks and Recreation** to promote programming to increase activity and wellness opportunities for older adults, including promotion of *Forever...in Motion*, and work through member organization grants
- participating in the **Public Health Agency of Canada Age-Friendly Communities Reference Group** conference call meetings with representatives of various groups and governments from across the country
- holding a **Western Provinces Roundtable** to bring together representatives from British Columbia, Manitoba and Alberta who have a provincial focus on or responsibility for seniors issues

- maintaining membership and actively participating in **Active Aging Canada (ACA)** – a national organization
- maintaining our partnership with **Philips Lifeline** – to promote in home safety for seniors

We will reduce ageism by seeking to assess and influence the way older adults are portrayed in media and society. We will do this by:

- utilizing volunteers to **reduce ageism** in local news items in newspapers, TV and radio
- creating and distributing **positive articles and images** of older adults
- outreach to media to **raise awareness of ageism** and how to reduce it

We will work to prevent older adult abuse and neglect. We will do this by:

- making presentations on **Fraud Awareness** and distributing resources to help older adults avoid frauds and scams
- working with other stakeholders to implement a **Seniors Neglect and Abuse Response Line**
- participating in the **Saskatchewan Mental Health Coalition**
- maintaining membership and actively participating in **STOPS to Violence**

We will contribute to the creation of a Culture of Inclusion where older adults are respected and are active, contributing members of their community. We will do this by:

- working to **reduce isolation of older adults** in Saskatchewan – working with SPEHRU, the Red Cross, and the Alzheimer Society on a three year project in southern and central Saskatchewan
- working with our member organizations to develop **Resolutions** – developing resolutions on some key provincial topics of importance to older adults
- participating in **workshops, conferences, presentations, trade shows and displays** – to promote active living, raising awareness of relevant issues, and sharing information about SSM and its programs throughout the province
- holding the **Celebrating Seniors** annual provincial senior volunteer awards
- operating the **Century Club** for older adults age 90+ to encourage active lifestyles
- partnering with **Sask 211** to bring awareness of seniors needs and services available as part of this project to create a province wide information system on community, social, government and health services
- maintaining good **Communication with municipal, provincial and federal government:**
 - meeting regularly with the Community Care Branch of the **Saskatchewan Ministry of Health**, with the Minister of Health and participating in health related consultations and task groups
 - sharing information regarding relevant activities with **Saskatchewan Parks and Recreation**
 - consulting and sharing relevant information with **Federal Government**

- consulting and sharing relevant information with **SUMA**, our partner organization, and with **SARM**, one of our supporter organizations

We will identify issues of importance to older adults and take appropriate action to address these. We will do this by:

- working towards the development of a **Seniors Strategy** for Saskatchewan
- engaging in **research**
- **consulting** with older adults on what is important to their lives
- **collaborating** with groups who share the same goals
- hosting **conferences and events** on issues
- actively **engaging with media** regarding issues and responding to media requests for comments on issues
- hosting or participating in **focus groups and forums**
- **raising concerns** with appropriate governments

Working as a **Provincial Recreation Association** related to SPRA we will work in partnership with our member organizations, other PRAs, and other community organizations to achieve the following goals:

- helping to create a strong recreation component throughout the province by expanding the numbers and types of recreation activities for seniors, increasing the numbers of seniors involved in recreation and working to remove barriers to participation in recreation activities for seniors, including First Nations, Métis, Francophone and lower income seniors
- contributing to the support of the parks and recreation network by strengthening the governance of SSM, including diverse participation in our governance structure wherever possible
- working with our member organizations and other community organizations to increase awareness of volunteer opportunities for seniors
- participating in and promoting appropriate community networks and partnerships wherever possible
- advocating for parks and recreation by promoting SPRA and the benefits of Sask. Lotteries
- supporting the maintenance and establishment of recreation environments that provide quality recreation opportunities and activities
- promoting and improving safety and responsible behaviour during recreational activity