

ANNUAL REPORT

2018 - 2019



Older Adults Moving Forward



SSM Member Organizations

Canada Post Heritage Club - Golden Sheaf Chapter
CARP - Regina Chapter
Fédération des aînés fransaskois
Lifelong Learning Centre
Moose Jaw & District Seniors Association
National Association of Federal Retirees
Power Pioneers Association of Saskatchewan Inc.
Regina Senior Citizens Centre Inc.
Saskatchewan Retirees Association
Saskatchewan Union Retirees Federation
Saskatchewan Seniors Association Incorporated
Saskatchewan Senior Fitness Association
Saskatoon Council on Aging
Saskatoon Services for Seniors
SaskTel Pioneers - Chapter 59
Senior Power
Superannuated Teachers of Saskatchewan
Women of the Dawn

SSM Supporter Organizations

Association of Personal Care Home Operators of Saskatchewan
Eden Care Communities, Regina
Prince Albert Seniors Advocacy Centre
Saskatchewan Association of Nurse Practitioners
Saskatchewan Association of Rural Municipalities
Saskatchewan Registered Nurses Association

SSM Partner

Saskatchewan Urban Municipalities Association

SSM Board

President
Randy Dove

Past President
Robert Wuschenny

Vice President
Louise Nichol

Secretary
Margaret Gailing-Stepp

Treasurer
André Nogue

Members at Large

Don Gabel
Brian Harris
George James
Wendy Johnson
Annette Labelle
Nancy O'Donnell-Monk
Sunil Pandila

Message from our

President and Executive Director



Randy Dove
President

The past year has been a remarkable year at SSM with major activity on many projects. With our volunteers, staff and supportive organizational members, we have been able to push the boundaries forward with major, measured progress on our plans.

A major initiative that occupied a large amount of time and effort has been the work to develop a framework for an older adult strategy in Saskatchewan. This project consumes the talents of many people as we strive to create a longer-term strategy that responds to the needs and issues of the aging population in Saskatchewan. Through focus groups, forums, special meetings and a follow-up survey, the SSM engaged with over 2,500 residents and received excellent ideas, feedback and direction to help set priorities for the older adults strategy. The project is ongoing with the analysis underway. We look forward to communicating the results in the coming year.

Continued progress was made on our three year project aimed at *Reducing Isolation of Older Adults*. This work included efforts to extend *Age-Friendly Saskatchewan* and resulted in the recognition of three communities, a first, supported by the Province of Saskatchewan.



Holly Schick
Executive Director

SSM has also reviewed its communications processes to ensure we are relevant for the times. As a result, we are rebranding and will be now referred to as 'SSM', with tagline, 'Older Adults Moving Forward'. You can look forward to seeing more changes as we move to more consistency with our brand and public communications.

We offer special thanks to the SSM Board of Directors, Committees and Staff for your tireless work. The collective effort of these skills and talents has provided the momentum to lean forward with courage as we strive to reach our vision of a 'Quality Life for All Older Adults in Saskatchewan'!



*Older
Adults
Moving
Forward*

Vision Statement

Quality life for all older adults in Saskatchewan

Mission Statement

The Mission of SSM is to bring together Saskatchewan seniors' organizations for the purpose of contributing to a better quality of life for seniors.

We do this by:

- researching and acting on issues affecting seniors
- being a unified voice advocating for seniors
- engaging and supporting member organizations
- partnering with member organizations and others
- creating awareness and co-ordination of resources and services for seniors

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GOVERNANCE

COMMITTEE LIAISON ROLE (Draft)

A “liaison” serves as a bridge between the various Committee members, and assists the Committee by facilitating internal communications, action, and cooperation between other Committees, the Board, and staff.

FINANCE & AUDIT
André Nogue

AGEISM & MEDIA
Robert Wuschenny

NOMINATIONS
Robert Wuschenny

GOVERNANCE
Louise Nichol

AGE-FRIENDLY
Robert Wuschenny

RESEARCH & ISSUES
Brian Harris

CELEBRATING SENIORS
Robert Wuschenny

COMMUNICATION
Wendy Johnson

Liaison Expectations (Draft)

1. Conveys recommendations and updates from the Committee to affected Committees and the full Board of SSM
2. Follows up on assignments and action items from the Board back to the Committee
3. Understands the SSM governance structure
4. Understands the Committee mandate, role and responsibilities
5. Provides in-depth knowledge and supporting information during meetings
6. Works well with the Committee Chair
7. Submits documents and committee communications in a timely manner

COMMUNICATION

The Communication Committee advises on aspects of SSM communications including acting as the Gray Matters Editorial Board.

NEW

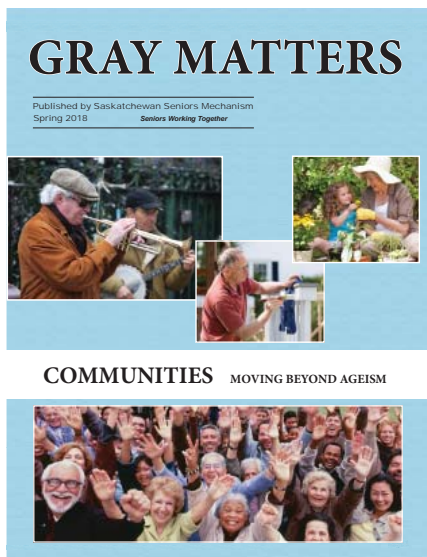
The Communication Committee developed a new tag line for SSM, as well as an elevator statement which was approved by the Board in the May Meeting.

(see back cover for details)

COMMUNICATION DAY Jan 29, 2019

Common Directions Highlights

- Rebranding of 'Saskatchewan Seniors Mechanism' to 'SSM'
- Creating a new 'Tag Line' as part of rebranding
- Intentionally examine all communication efforts - What? Why? Benefits?
- Making internal communication a priority - reporting to and from Committees/Board
- Investigating new communication technologies



News from SSM April 2018

Saskatchewan Seniors Mechanism Annual Conference

Registration \$75.00

AGE IS M
...moving beyond ageism
May 16 & 17, 2018

Ageism in the Medical System
Reframing Aging

Isobel Mackenzie
Seniors Advocate
British Columbia

Michelle Porfir
Director of Centre on Aging

Other Topics

- Media & Ageism
- Recognizing Our Own Ageism
- Personal Experiences of Aging
- How Do We Move Beyond Ageism

Registration Deadline May 11, 2018
For info or to register online: www.skseniorsmechanism.ca
or phone: 306-359-9956

Travelodge Hotel
4777 Albert Street
Regina, SK

SSM AGM
May 17, 2018 @ 1 p.m.

NOMINATIONS
At the May AGM we will be electing people to the SSM Board. Nominations are being accepted for President, Vice-president, four member-at-large positions for a two year term, and one member-at-large position for a one year term. Board Members must be nominated by a SSM Member Organization but do not have to be members of one of the organizations. All nominations must be at the SSM Office by 4:30 p.m. April 28, 2018.

RESOLUTIONS
If Member Organizations have resolutions they would like presented at the AGM on May 17th, please submit these to the SSM Office by April 30th. The Resolutions Committee will review them and prepare them for consideration at the Annual Meeting. They will also facilitate dealing with emergent resolutions.



4 issues were published.

Themes were as follows:

April 2018 - Communities - Moving Beyond Ageism

July 2018 - Ageism in Health Care

October 2018 - Ageism & Media

January 2019 - Planning for Your Life

News from SSM is produced and distributed by email after each Board Meeting.

www.skseniorsmechanism.ca

AGE-FRIENDLY

<http://www.agefriendlysk.ca>

Age-Friendly Communities is a global initiative started by the World Health Organization. It promotes healthy, accessible, inclusive communities where all people are valued, included & supported.

Communities on Age-Friendly Journey

Bellevue

Cupar

Debden

Domremy

Humboldt

Indian Head

Kipling

Moose Jaw

Pasqua First Nation

Ponteix

Regina

Regina Beach/Buena Vista
/Kinookimaw

Rosetown

Saskatoon

Southey

Strasbourg

Yorkton

Zenon Park

Community Gathering

There was a provincial gathering of Age-Friendly communities at Rosetown (April 2018).

Opportunity for representatives of AF communities to:

- Share experiences and learn from others
- Celebrate successes
- Identify resources that support the age-friendly journey
- Identify ways in which SSM can support the journeys of AF communities
- Renew energy and purpose



Age-Friendly Newsletter

An Age-Friendly Newsletter is distributed to Age-Friendly communities. The Newsletter highlights successes/shares ideas/spotlights communities.

Western Consultation

- 16 reps from the 4 Western Provinces.
- Each province shared their progress/challenges.
- Valuable discussion and networking.
- Presentation by Jim Hamilton, member of the National Seniors Council.
- Presentation by Kathie Paddock, Public Health Agency of Canada

THREE COMMUNITIES IN SASKATCHEWAN RECOGNIZED AS AGE-FRIENDLY



Strasbourg



The Government of Saskatchewan recognized the first three Age-Friendly Communities that have achieved the appropriate requirements.



Rosetown

On Wednesday, December 5, 2018, three communities in Saskatchewan were recognized as age-friendly by the Government of Saskatchewan. Strasbourg, Rosetown and Regina Beach/Buena Vista/Kinookimaw have worked very hard to achieve the required milestones. The communities are excited to be recognized by the government but also realize that this is not the end, but rather a continuing journey. Congratulations!



Regina Beach/
Buena Vista/
Kinookimaw

Thank you to Greg Ottenbreit, Minister responsible for Rural and Remote Health and Linda Restau, Ministry of Health, for taking part in the presentations on behalf of the Government of Saskatchewan. SSM is very excited to have provincial recognition as a part of the age-friendly journey.



RESEARCH & ISSUES

SSM received a grant for \$25,000.00 from *Employment and Social Development Canada New Horizons for Seniors* to develop a provincial seniors' strategy to address the evolving needs of Saskatchewan's aging population. We held Forums, Focus Groups, did presentations, and distributed a survey. Two of our Member Organizations also contributed to the cost of this project - Saskatchewan Retirees Association (\$10,000.00) and SaskTel Pioneers (\$5,000.00).

SIX MAIN FOCUS AREAS

Finances

- Ensuring all services are affordable
- Providing financial support or tax credits for unpaid caregivers
- Increases to public income supports
- Reduction in taxes for seniors
- Legislated protection of private pension and benefits plans

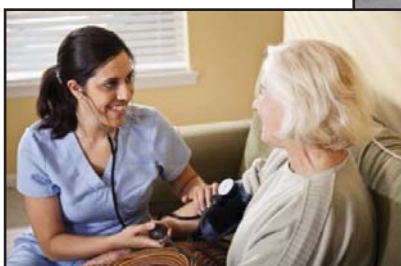


- Presentations at 5 SUMA Regional Meetings
- 9 Forums
- 7 Focus Groups

650+ Participants

Available and Affordable Services

- Homecare
- Assistance with yard work, home maintenance & housework
- Accessible information about services



Housing

- Affordable services to enable me to stay in my own home
- Able to choose where and how to live
- A variety of housing so I can stay in my own community as my needs change
- A variety of affordable housing appropriate to my needs
- Being able to 'age in place'

Healthcare

- Access to primary/basic healthcare
- Having my needs taken seriously and addressed no matter what my age
- Timely access to specialists and medical procedures
- Access to affordable respite care
- Affordability of all aspects of healthcare
- More specialists in the area of seniors' physical and mental health
- Greater emphasis on preventive measures and wellbeing of the whole person
- Education of health professionals on needs of seniors
- Access to multi-lingual services



Public Transportation

- Medical appointments
- Visit family and friends
- Participate in community activities
- Meet essential needs



SURVEY
- 2000+
RESPONSES

Community Involvement

- Reducing the possibility of becoming isolated
- Opportunities for intergenerational activities and bilingual activities
- Access and ability to use technology
- Being safe in my home and community
- Effective supports to prevent or address abuse of older adults
- Affordable and accessible recreational and educational activities
- Community awareness of the contributions and needs of older persons



What would work best for addressing seniors' issues at a provincial level?



Seniors Advocate

- Independent office of the legislature
- Identifies issues and makes recommendations to governments
- May also assist in directing seniors to needed services
- Has mandate and budget

Advisory Committee on Seniors

- Acts in an advisory capacity to government
- Consulted by government on relevant issues and decisions
- May have a small budget for meetings

Seniors Secretariat

- Interdepartmental administrative office within government
- Specifically focused on seniors programs and issues
- Has mandate and budget

Minister for Seniors

- MLA appointed to this cabinet position by the Premier
- Provides a seniors lens to all government issues
- Has a mandate and budget

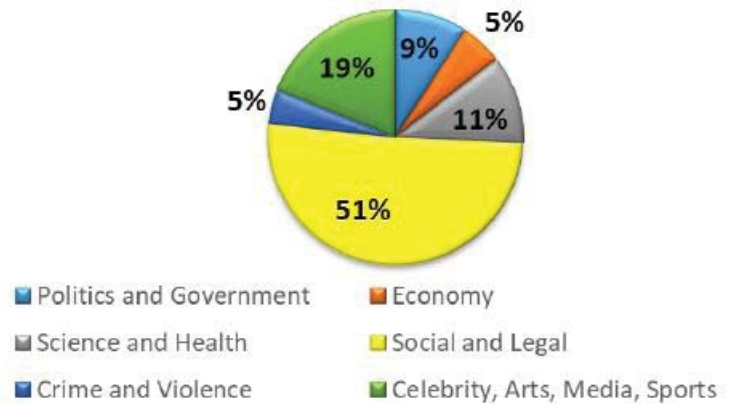
CARP Regina, working with the Lifelong Learning Centre and SSM, organized a Seniors Forum in October 2018. This event provided an opportunity for participants to explore possible ways of providing provincial support to seniors' issues, and to determine a model that might work in Saskatchewan. Following this event, CARP, LLC and SSM established a steering committee to continue to work on this issue. Part of that work included a question on possible government structure in our Seniors Strategy Survey.

AGEISM & MEDIA

2017 Interpretations

- Monitors felt that older adults were not given opportunity to tell their stories in their own words.
- Ageist terms, including “frail”, “frail residents” or “the frail and the elderly”, were often used in news items analyzed.
- “Older adults (were) written off as incompetent and unable to use modern technology”.
- Monitors commented on the lack of images making stories seem less important.
- Most stories analyzed emphasized older adults who were active and healthy.

Topics Coded by Category



Monitors coded a total of 535 news stories over a two-week monitoring period in 2017 and 2019. The most frequent topics related to social and legal issues. Community Life accounted for over half of the social and legal category.

2019 Interpretations

- Less evidence of exclusion. Although one monitor questioned: “Did anyone think to ask the older adults individually?”
- More evidence of “articles... reflect(ing) positive activities and attributes regarding older adults.”
- Fewer examples of ageist or patronizing language: “I found it very difficult to find articles that reflected ageist attitudes.”
- Monitors applauded images that accurately portrayed older persons and critiqued inaccurate or “staged” portrayals.
- Monitors noted that older adults with health and mobility challenges were not often included.



Conclusions

- Older adults appreciated doing systematic research on Saskatchewan media coverage of older people.
- Overall representation of older adults in media is positive and improving.
- Media engagement led by SSM has been effective.
- Monitors demonstrated that older adults have differing opinions on what is ageist and what is successful aging.

Dialogue between media and older adults, and between older adults themselves, is an important step in eliminating ageist practices and behaviours from society, leading to better outcomes for everyone as they age.

CELEBRATING SENIORS

Celebrating Seniors Awards
Sunday Sept 30, 2018

Award Recipients

Award Category	Recipient
Teamwork	Kamsack & District Nursing Home Auxiliary
Centenarian	Marjorie Englund, Strasbourg
Community Leadership (Urban)	Margo Anderson, Regina
Community Leadership (Rural)	Leigh Bishop, Southey
Arts & Entertainment	Lynn Kot, Weyburn
Contribution to a First Nations or Métis Community	Marie M. Favel, Île-à-la-Crosse
Intergenerational	Eden Care Communities, Regina
Fitness	Jan Gavel, Regina
Heritage and Culture	Bill Brennan, Regina
Education	Marj Thiessen, Regina
Lifetime Achievement	Cornelius Martens, Southey
Advocacy	Robert A. Walker, Siltou
Senior Friendly Business	Beth Kessler, Save on Foods Pharmacy #5505, Regina

Platinum Sponsor



Gold Sponsors



ALL SENIORS CARE
LIVING CENTRES™



This event was initiated to recognize and honour outstanding senior volunteers in Saskatchewan. Nominees are residents (55+) of Saskatchewan, who consistently contribute to the overall quality of life in their communities through their volunteer activities.

It was a delight to honour 33 very worthy nominees from across the province at our 9th Annual Awards Evening. There were 270+ in attendance.



Silver Sponsor

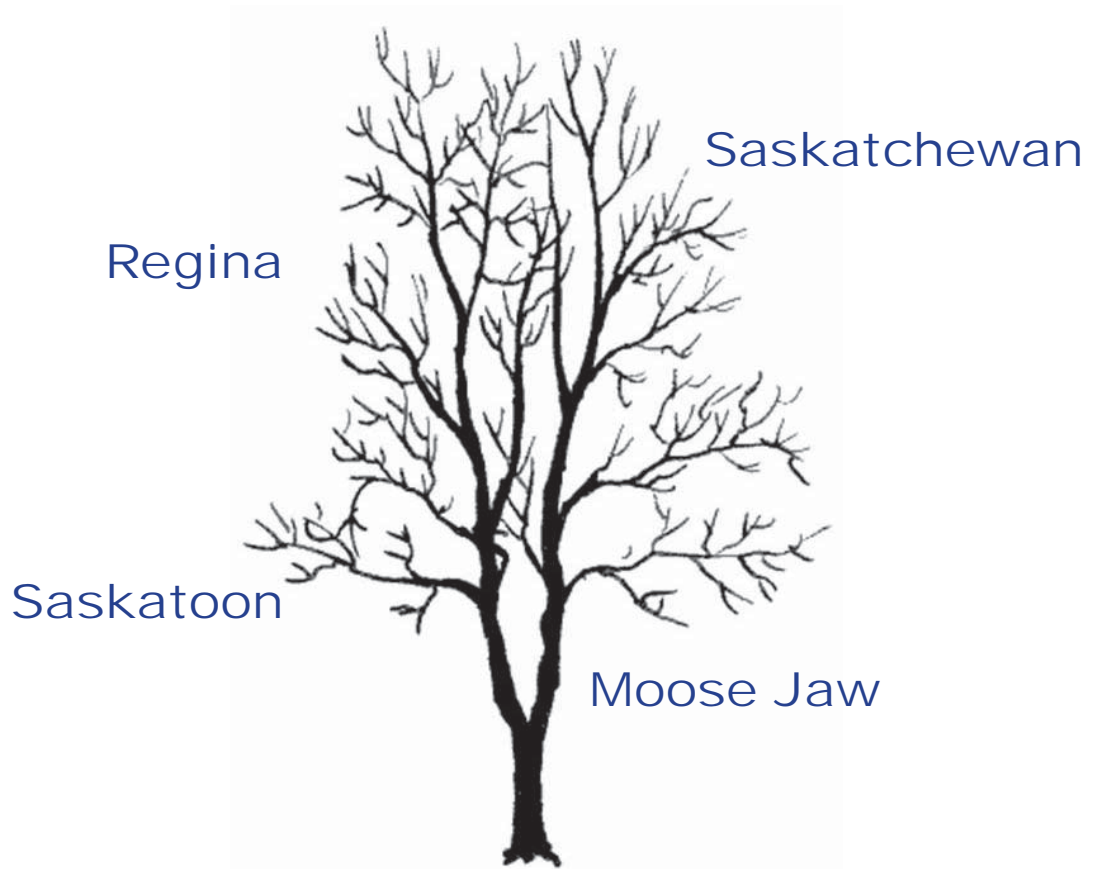


Bronze Sponsors
Access Communications
Barker's Trophies Ltd
Revera Retirement Living
Saskatchewan Registered Nurses Association
The Williston Harbour Landing

Friend Sponsors
Philips Lifeline
Saskatchewan Union Retirees Federation

CENTURY CLUB

324 Members/4 Branches



Honourary Member of the Century Club



Her Majesty Queen Elizabeth II, Queen of Canada

Moose Jaw Century Club

Moose Jaw is our newest club. We were excited to have 3 events this year:

- A Step Back in Time
- Christmas Celebration
- Robbie Burns Day

Saskatchewan Century Club

- Includes all members from other locations
- Those in the vicinity of Regina have the opportunity to participate in Regina Century Club events
- Teas hosted by the Lieutenant Governor were held in Regina and Saskatoon for all Century Club Members

Saskatoon Century Club

- 7 events
- Newsletters
- Each member receives a memory book/roster of members with personal stories and photos
- Intergenerational focus

Regina Century Club

- 5 events
- Themes included:
- Back to School
 - Hallowe'en Party
 - Christmas Celebration
 - Robbie Burns Day
 - St. Patrick's Day



CONFERENCE 2018



Reframing Aging

Michelle Porter
Director of Centre on Aging
University of Manitoba



Ageism in the Medical System

Isobel Mackenzie
Seniors Advocate
British Columbia

110+
attendees

AGE IS ~~M~~

...moving beyond ageism

Other Presentations

- Reframing Aging - Communicating with a Positive Effect
- Ageism in the Medical System
- Ageism & Media - Media Monitoring Report
- Envisioning Health Care in Saskatchewan

Panels:

- Older Adult Perspectives on Aging in Saskatchewan
- Media



CREATING A CULTURE OF INCLUSION

Funding Extension

Employment and Social Development Canada have extended the funding for this project until December 31, 2019. SSM is taking on greater responsibilities as the backbone organization.

This initiative is funded in part by the Government of Canada, New Horizons for Seniors Program, with the objective of reducing isolation of older adults in south and central Saskatchewan.

The Collective includes Alzheimer Society of Saskatchewan, Canadian Red Cross, Saskatchewan Population Health and Evaluation Research Unit and Saskatchewan Seniors Mechanism. Each group is working on a specific part of the project suited to their organization. Lifelong Learning Centre and Fédération des aînés francsaskois are also contributing to the project.

The following chart shows the collective number of projects in each community. Alzheimer Society, Red Cross and SSM have all been doing projects in various communities.

Number of RISC Projects in Each Community	
One Project	52
Two Projects	15
Three Projects	5
Four Projects	3
Five Projects	1
Six Projects	2
Seven Projects	1
Total	79



OLDER ADULT ABUSE

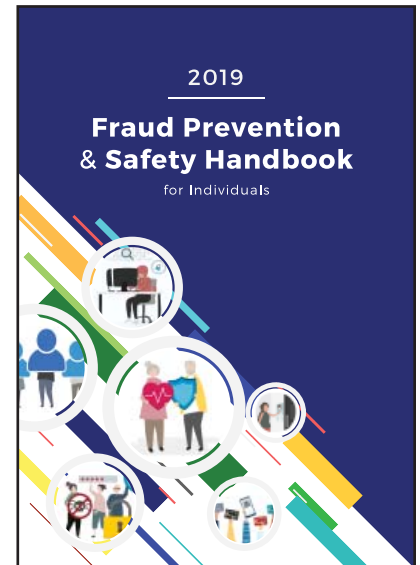
Presentations

5 presentations April 1, 2018 - March 31, 2019

If you wish to have a presentation in your community, SSM may be able to facilitate this.

Fraud Prevention & Safety Handbook

The handbook was updated and reprinted. We continue to distribute it widely. A big thank you to the Better Business Bureau of Saskatchewan for their work on this Handbook!



Grant

Moving Beyond Ageism in Seniors Care Facilities

\$25,000
Grant
from
New
Horizons
for
Seniors

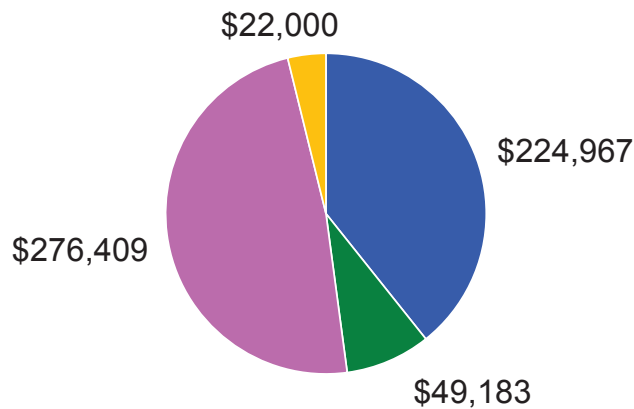
The main objective is to support social participation and inclusion of seniors. This project is just beginning and, as we go forward, we will be addressing the issue of ageism in order to ensure that older adults are respected, treated appropriately, provided with the services and support they need to live their lives to the fullest, and to be able to participate in activities and decision making.

The particular focus of the project is addressing ageism in care facilities. Our project will empower older adults by giving them a better understanding of the subtle and not so subtle ageism that can contribute negatively to how they are treated and how they think about themselves. Staff will have a better understanding of how their words and actions affect older adults. All of this will help to make care facilities places that are better able to provide a good quality of life for those who live and work there.

GRANTS

The SSM receives grants from various entities. Please see details below.

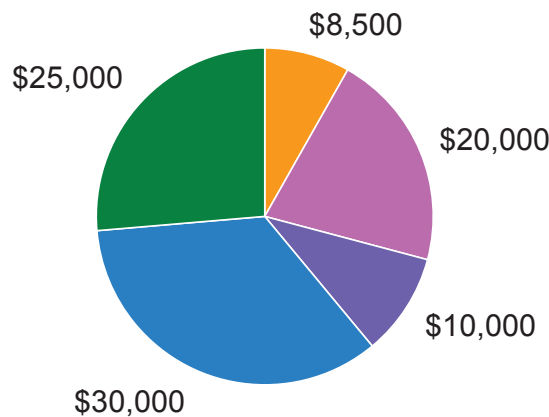
Grants & Contribution Agreements



- Sask Parks and Recreation/Lotteries Trust
- Sask Health
- Culture of Inclusion (New Horizons Pan Canadian)
- Senior's Strategy (New Horizons)

The SSM distributes grants to member organizations. This is a part of the funds received from Saskatchewan Parks and Recreation Association. Please see details below.

Grants to Member Organizations



- Fédération des aînés francsaskois
- Saskatoon Council on Aging
- Sask. Seniors Association
- Lifelong Learning Centre
- Sask. Senior Fitness

MEMBER ORGANIZATIONS



Peter Gilmer
Regina Anti-Poverty
Ministry

Advocacy Workshop

November 14, 2018

- 28 Attendees *plus*
- 8 Board Members
 - 3 Staff




Gloria DeSantis
U of R

Member Organization Consultation


November 15, 2018


- 10 organizations represented
 - 8 Board Members
 - 4 SSM Staff

News from SSM April 2018



AGE IS M
—moving beyond ageism
May 16 & 17, 2018


Isobel Mackenzie
Seniors Advocate
British Columbia


Michelle Porter
Director of Centre
on Aging

Other Topics

- Media & Ageism
- Recognizing Our Own Ageism
- Personal Experiences of Aging
- How Do We Move Beyond Ageism


Travelodge Hotel
4177 Albert Street
Regina, SK

Registration Deadline May 11, 2018
For info or to register online: www.skseniorsmechanism.ca
or phone 306-359-9956

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Saskatchewan Seniors Mechanism

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COMMITTEES

Ex officio – Randy Dove

Finance and Audit Committee

André Nogue – Chair
Robert Wuschenny
Brian Harris
Randy Dove
Louise Nichol

Governance

Louise Nichol – Chair
Sunil Pandila
Randy Dove
Robert Wuschenny
George James

Nominations Committee

Robert Wuschenny – Chair
Louise Nichol
Randy Dove

Research and Issues

Brian Harris – Chair
Kathy Lye
Al Schell
Ron Monk
Chuck Ames
Nancy O'Donnell-Monk
Les Lye
André Nogue
Wendy Johnson
Robert Wuschenny

Celebrating Seniors

Kathy Lye – Chair
Jeanne Alexander
Nancy O'Donnell-Monk
Chuck Ames
Dale Williams
Robert Wuschenny
Rose Anne Boucher
Sunil Pandila

Communication Committee

Scott Wilson – Chair
Margaret Gailing
Randy Dove
Nancy O'Donnell-Monk
Wendy Johnson
Jeanne Alexander
Sunil Pandila

Age-Friendly Saskatchewan

Robert Wuschenny – Chair
Ron Monk
Jane Grieve
Annette Labelle
Carol Draper
Shirley Dixon
Doug Sutherland

Century Club

Shelley Brenner
Jeanne Alexander
Ken Mitchell
Trevor Quinn
Marilyn Lorence

Ageism & Media

Linda Gunningham
Greg McNamara
Ray Purdie
Annette Labelle
Kim Antosh
Paige Kreutzwieser
Robert Wuschenny
Peter Dickinson

Thank you

Thank you to all Committee Members for their diligent work this year!

We appreciate all the hours of work and willingness to share your wisdom and ideas.

REBRANDING Saskatchewan Seniors Mechanism to SSM

NEW TAGLINE

Older Adults Moving Forward

SSM is a provincial organization that partners with other organizations to address issues and to promote quality of life for all older adults in Saskatchewan.

