



Saskatchewan Seniors Mechanism

Seniors Working Together

Age-Friendly Communities



An Age-Friendly community is one where all individuals can be full and meaningful participants in their community, thereby reducing isolation. Age-Friendly is a global movement started by the World Health Organization (WHO). WHO describes it as communities where policies, services, settings and structures support and enable people to age actively.

SSM is encouraging your community to become Age-Friendly. Benefits include:

- Healthier residents
- Stronger community connections
- Safe, vibrant communities
- Revitalizes communities – makes them attractive to current, new and future residents
- Greater opportunities for business
- Intergenerational – benefits all ages
- Reduces abuse and isolation
- Enhanced citizenship – engages residents plus recognizes, appreciates and values their contributions
- Optimal use of public resources – communities get more value from them

Fédération des aînés fransaskois is working to promote Age-Friendly in French speaking communities.

The Lifelong Learning Centre is working to provide programs to reduce isolation in Regina.

Media & Ageism



Older adults receive messages through media about how society views and values them. Media & Ageism is assessing the ways in which older adults are currently portrayed in and by media. We will then reach out to media with reports of the findings of this research. We will encourage journalists, producers, media managers and the School of Journalism to intentionally use their journalistic skills to avoid ageist stereotypes and to include stories and images of active, productive older adults who are contributing to their communities. The project will also include raising awareness of ageism in communities, organizations, institutions, governments and the general public.