

2022

ANNUAL REPORT



Older Adults Moving Forward

SSM Member Organizations

Canada Post Heritage Club - Golden Sheaf Chapter
C.A.R.P. Saskatchewan
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
Vitalité 55+ 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
Hafford/Blaine Lake Health Advisory Network
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
Shan Landry

Treasurer
Brian Harris

Secretary
Sunil Pandila

Members at Large

Pat Dean
Shirley Dixon
Annette Labelle
Richard Marcotte
André Nogue
Devona Putland
Doug Still
Scott Wilson

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MESSAGE FROM OUR PRESIDENT & EXECUTIVE DIRECTOR



Randy Dove
President

During 2021-22 as the pandemic dragged on, SSM demonstrated remarkable agility to continue to pursue a dynamic plan that supported the interests of older adults in Saskatchewan.

The continued growth of the Age-Friendly Saskatchewan direction, with an increasing number of communities, brings renewed excitement and renewed enthusiasm. As more people become involved, establish local structures, the prospect for vibrant communities is shifting from concept to reality.

A major initiative focused on “positive aging” continued with a more focused effort on independent living through the “Home Supports” initiative. With financial support from the Superannuated Teachers of Saskatchewan and the Saskatchewan Retirees Association, SSM was able to launch a major media campaign. The campaign was aimed at building awareness and understanding of the need for alternatives to institutional care. Through a variety of media channels, SSM has told the story of the advantages of Home Supports for the public and government. Over 1200 people responded by signing up to support this initiative as it moves forward. Continued action will occur during the current year to press for change.

Regular interaction with member organizations continued through the last year. Using technology, virtual meetings were held to share information, seek feedback and help set the direction for SSM. Relationships with SUMA and SARM were strengthened by regular interaction, sharing ideas to better understand the significance of working with these key organizations in building relationships with government.

The pandemic has stalled some programming including the Century Club and the Celebrating Seniors awards event. SSM expects these popular events will move back onto the schedule in 2022-23.

Between the determination of staff and the dedication of key volunteers, SSM has developed a strong, united team that is striving to achieve important, positive outcomes for older adults. By working together, SSM has been able to accelerate the priorities that are so important to fulfilling our mandate. We look forward to working with you in the future as many breakthrough changes are close to being achieved!



Holly Schick
Executive Director



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.

Vision Statement

Quality life
for all
older adults in
Saskatchewan

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

SSM Staff



Holly Schick
Executive Director

Linda Anderson
Communications &
Ageism Awareness

Catherine Barnsley
Age-Friendly
Communities

Sybil Nugent
Administrative
Assistant

Beth Stilborn
Website & Social Media

Linda Restau
Program & Promotions

Kerri-Lee Bray
Graphic Design

GOVERNANCE



The highlight this year was finalizing work on a Board Self-Reflection process which will be used for the first time in May 2022.

Goal: To create a “conversation” about the collective performance of the Board, Board-management relationships, with an overall goal of continuous improvement of the organization.

Process: Directors are provided a short questionnaire in advance of the session. The questionnaire is intended to provide a structured way for each director to reflect on his/her participation and contribution to the Board of Directors. The questionnaire is a “thought starter”, for each person to use to complete with their own views. Using the personal questionnaire as background, at a Board meeting, the agenda includes an item focused on self-reflection.

Self-Reflection Questions:

Perceptions:

1. As you participate as a director of SSM, how well has your experience matched your anticipation of the role as a director before you were elected?

Contemplations:

2. How do you assess your own contribution to SSM?
(You might want to include such things as: attendance at board meetings, participation, promotion of SSM, committee work, or any other areas on which you would like to comment.)
3. What would facilitate your personal development as a board member?

Speculations:

4. With your participation on Committees and at Board meetings, how are the outcomes/decisions similar to your expectations? What would you change for a better outcome?

Interpretations:

5. Do you feel that your contributions to SSM are at a level which is “personally significant” for you? Why or why not?
6. What changes would you suggest, as a director, in the operation and involvement of the Board?

Conclusions:

7. What would you like to contribute to or involve yourself in if you were to serve another term?
8. Based on your learning over the year as a director at SSM, what will you tell others about your experience and personal development?

OLDER ADULTS MENTAL HEALTH



Let No One Be Alone Week

focused on how we can reduce social isolation and loneliness for those around us who currently have little meaningful social contact.

Created 5 one-page resource sheets for the week. These included:

- Why do we designate Let No One Be Alone Week
- Seven genuine ways to connect when reaching out to someone who is isolated
- Six meaningful ways to connect while providing others and opportunity to contribute
- Five creative ways community organizations can support those who are isolated and lonely
- Seven positive actions that community businesses can take to help customers feel less isolated.

Resource sheets were emailed to various groups and available on our website.

Publishing

Published articles in Gray Matters which highlighted awareness of mental health and social isolation. These included:

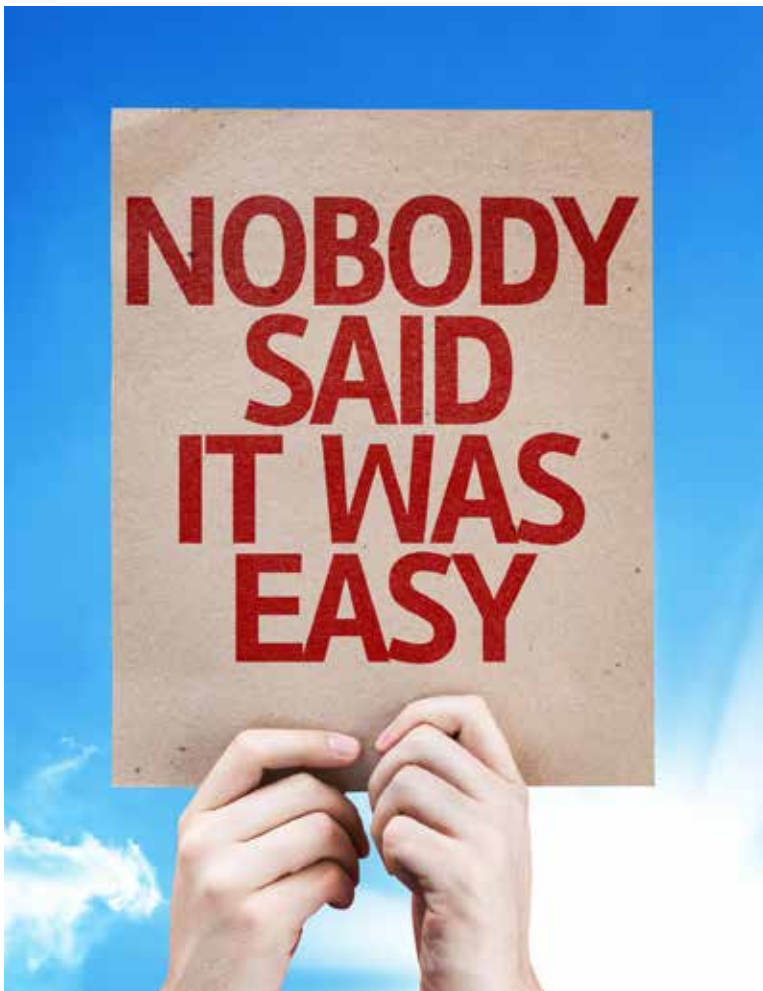
- How Age-Friendly committees and other organizations can be more inclusive of the contributions of older adults during challenging times; how can we engage older adults by doing with rather than for
- Resilience – not just about toughing it out and surviving, but finding ways to thrive in the midst of adversity
- The Aboriginal Grandmothers Caring for Grandchildren support network
- Fitness for the mind
- Men's Sheds Canada

Helping Hands/Digital Coaching:

- In June of 2021, 8 older adults some with significant experience in coaching others to use digital devices, and 2 with limited experience met on Zoom to discuss what needs to happen to mentor other older adults in using technology.
- One focus area to support digital literacy was with AF communities. A significant amount of community development work was carried out by Age-Friendly committees and communities through the use of digital technology and supporting each other.
- Drew on Zoom skills of our staff, and four key older adult AF Committee volunteers who used their experience and skills to be leaders in their own rural and urban communities.
- Coaching by staff and volunteers of older adults aged 70 - 95 by other older adults to participate in online events such as Conferences, webinars, and Memorial (funeral) services.

AGEISM AWARENESS

This work is designed to provide a way for people to recognize their own internal ageism and to see how ageism affects us as individuals and as communities.



Start seeing the ageism in and around you, embrace a more nuanced and accurate view of the years ahead.

Never underestimate an older or younger person!

Push back – spread the word!

Strategies to Eliminate Ageism

Acknowledge the need to eliminate ageism in practice.

Identify ageist attitudes and practices.

Adopt an individualized, person-centred treatment approach.

Actively work to reconstruct ageist attitudes in health care workers AND older patients

Rachel McAlpine - New Zealand author, poet and song writer

"Once you're conscious of ageism you see it everywhere. Old people are still unthinkingly stereotyped and mocked and rejected for their age alone. For me, the first, worst, and toughest call was when I recognised in myself the very same contempt for old people. That puzzled me, and I still find it both weird and unacceptable. Doing my best to change my own attitude and other people's!"

Linda Anderson continued to do Zoom presentations/webinars on ageism when invited. Every time, the conversations during and after the presentations were interesting and insightful. Individuals often talked about their real-life experiences of becoming aware of yet another aspect of ageism.

These groups were involved:

Regina Trades & Skills Class – Training for Health Care Workers

Saskatchewan Registered Nurses Association

Santa Maria Seniors Citizens Home Board of Directors

Regina Post-Polio Group

Superannuated Teachers of Regina Advocacy Group

AGEISM AWARENESS

**The World Health Organization declared
2021 to 2030
UN Decade on Healthy Ageing
and released the Global Report on AGEISM**



Auntie Ageism column in Gray Matters

Auntie Ageism highlights how anti-ageism critiques and challenges the ageist attitudes that are prevalent but often unrecognized in our society. Let's ALL do our part to challenge ageism.

SSM has used the information and excellent resources provided by the WHO campaign against ageism.

The free resources emphasize that ageism is global!

<https://www.who.int/publications/m/item/global-campaign-to-combat-ageism-toolkit>

Another amazing source of information and resources to use in any community, group or family is the website:

Old School Anti-Ageism Clearinghouse <https://oldschool.info/>

Blooming Perennials

Saskatchewan Blooming Perennials are older adults who choose how and when they are able to engage and contribute within their families and communities. Perennials aren't guaranteed to blossom year after year, but given proper conditions, good soil and nutrients, they can bloom for decades. These decades added to many lives increase their contributions to society.

A Blooming Perennial is introduced as a feature in almost every edition of Gray Matters.



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

Cupar
Humboldt
Indian Head
Kipling
Moose Jaw
Moosomin
Pasqua First Nation
Ponteix
Regina
Regina Beach/Buena Vista
/Kinookimaw
Rosetown
Saskatoon
Shaunavon
Strasbourg

Committee & Staff Activities

- 3 Gatherings (Zoom) of communities on the Age-Friendly (AF) journey. Attendance averaged 20. Topics: How AF Committees can work with Partners & Stakeholders; Recruitment of Volunteers; the SSM Home Supports Initiative, Applying for AF Recognition, and Maintaining Recognition.
- 2 Consultations (Zoom) of liaisons (appointed by AF SK Committee to support AF communities) to discuss maintaining energy for AF work during the on-going pandemic.
- Revision of Age-Friendly Recognition application and development of Maintaining Recognition, support to four applying communities, and processing their applications in anticipation of Fall 2022 Recognition/Maintaining Recognition.
- Revision of the Age-Friendly website to include Community and Domain pages.
- Actively supporting communities & liaisons on the AF journey through phone/video-calls including peer-peer support.

Committee Work

The SK Age-Friendly Committee:

Doug Still (Chair), Linda Pratt, Shirley Dixon, Annette Labelle, Don Johnson, Brenda Curtis, Devona Putland, Éric Lefol, and Catherine Barnsley (Staff) met five times to actively further the Age-Friendly program in Saskatchewan.

Significant Age-Friendly activity means that approximately 500,000 Saskatchewan people live in communities on the Age-Friendly journey.



CENTURY CLUB



277 Members/4 Branches

Saskatoon Branch
(SCOA)



Moose Jaw Branch
(Age-Friendly Moose Jaw)



Regina Branch



Saskatchewan Branch
(all other areas of the province)



Once again, the pandemic had a significant effect on the Century Club. Newsletters continue to be a significant means of communication. All members receive a birthday card and Gray Matters. Thanks to Joan Bankowski who sends our birthday cards!

Some virtual activities were planned by the Saskatoon Century Club.

SSM
Honourary Patron

His Honour
the Honourable
Russ Mirasty
Lieutenant Governor
of Saskatchewan



SSM Home Supports Initiative



On October 1, 2021, SSM launched its Home Supports Initiative (HSI) to:

- Raise awareness of the need for practical home supports
- Engage individuals, organizations and communities to grow a powerful movement to demand action
- Compile a list of all those who commit to supporting this initiative
- Maintain contact with supporters to share information and create synergy
- Maintain contact with and engage governments to raise their awareness of the needs, possibilities and positive return on investment
- Collaborate with governments as they make home support programs a reality

The launch coincided with International Day of Older Persons and included a flag raising and opening remarks from Minister Everett Hindley; Randy Dove introduced the Home Supports Initiative; Darwin Whitfield, Division 6 Director, spoke on behalf of the SARM; Rodger Hayward, President, spoke on behalf of SUMA. The final speaker, Doug Still talked about this as an opportunity for an Age-Friendly, made in Saskatchewan approach.

Collaborations with Governments

We have been meeting with SUMA, SARM and Minister Hindley, individually and together. We made presentations to the SARM Board and to the SUMA Community and Economic Development Committee. Both SUMA and SARM are very supportive of this initiative and see it as offering great opportunities and support for communities and families throughout Saskatchewan. Out of these meetings we have a commitment to further joint discussions on what a possible home supports program would include.

Effects of HSI Work

As a result of these activities:

- We have a commitment to ongoing discussions from Minister Hindley, SUMA and SARM
- At the end of March 2022 we had approximately 900 committed supporters and we continue to get more
- There is greater awareness of SSM and HSI
- Other individuals and groups are requesting information and are sharing info on HSI via presentations

We sense that momentum is building. We know this process will take time, but as synergy builds the effect on public opinion is growing. Therefore, we plan to continue activities to raise awareness, gain support, and promote further collaboration among individuals, organizations, communities and governments.

COMMUNICATIONS

The purpose of SSM communication is to find creative and effective ways to reach and engage various audiences, including member/partner organizations and general public, with a focus on positive aging for older adults.

Communications continued to work closely with the Research and Issues committee, designing presentations, advertising and pushing for media attention on the Home Supports Initiative.

Bell Media/CTV – 2 different commercials placed on all 4 CTV stations plus digital “Run of Network” websites, usually in news videos. Above average click through rate of .39% (average is .1%)

Postmedia (Leader Post & Star Phoenix and targeted digital advertising) – highly successful with 1,239 “conversions” made (pro-active response to the ad with words or going to SSM website). These ads led to 900+ supporters for HSI by the end of March 2022.

Print ads were also placed in 18 rural weekly papers and in specialized Seniors pages.

SUMA – Ads were placed in the SUMA quarterly Municipal Voice.

SSM – Facebook and Twitter were used to repeat ads and/or articles.

The media campaign was made possible by generous contributions from Superannuated Teachers of Saskatchewan, Saskatchewan Retirees Association, and SaskTel Pioneers.



Presentations were made, often combined with ageism presentations, to H.O.P.E. Learning Centre – presenter Jayne Whyte; Santa Maria Care Home Council, Post-Polio group, Age-Friendly Gathering

Gray Matters issues:

- Summer 2021 – Reshaping Support for Older Adults
- Fall 2021 – Age Demands Action
- Winter 2022 – Supporting One Another in Community
- Spring 2022 – Sowing New Seeds, Building Better Lives



CONFERENCE 2021

156 participants

Theme: Positive Aging – Reshaping Care for Older Adults



Speakers:

Moira Welsh - Revolutionary Approaches to Long Term Care

Moira provided examples of changing residential care from a hospital model to a community model, where residents participate in decision-making and supporting one another in their home.



Don Drummond – Benefits of Aging in Place

Don proposed a proactive, coordinated, and holistic model that considers the healthcare needs of Canada's rapidly aging population in tandem with seniors' housing, lifestyle and social needs.



Chamandeep Chehl – Australian Home Supports Program

Speaking live from Australia, Chamandeep, responsible for the AUD\$4.3 billion/year Home Care Packages Program, spoke about how Australia provides Home Supports for aging in place and how these programs are received and used by older Australians.

André Picard, Dennis Kendel and Shan Landry – Mapping the Future: Culture, Policy, Practice

André Picard, shared why he thinks it is important for Canadians to view health issues not just from a personal perspective but from a societal and political lens.

Dennis Kendel explained how he uses Twitter as a social media platform to encourage our elected leaders to implement policies and services that support the capacity of our elders to live in our communities as long as possible.

Shan Landry shared experience gained during her career as a social worker and then as a senior administrator in the Saskatoon Health Region as she worked towards promoting the basic determinants of health and connecting traditional health care services to a wider role in improving community wellbeing.

Responses to Mapping the Future:

Deb Schulte, Federal Minister Responsible for Seniors

Ray Orb, Saskatchewan Association of Rural Municipalities

Rodger Hayward, Municipalities of Saskatchewan

Everett Hindley, Provincial Minister Responsible for Seniors

Ryan Meili, Provincial Leader of the Opposition

The amazing speakers coming from far and wide, coupled with great attendance, made 2021 a very significant and successful Conference. Recordings from the sessions are available on the SSM website.

MEMBER ORGANIZATIONS

Thoughts on **HOME** *Supports*

SSM held its annual consultation with the organizational members on November 30, 2021. About fifty participants from ten organizations joined the virtual meeting using Zoom technology. The purpose of the consultation was to build momentum for the home supports initiative.

After presentations from several speakers and responses from provincial and municipal governments, business and age friendly communities, participants were asked to discuss the information they had received during the day.

Key feedback for SSM from the participants was:

- A need for a high profile, sustained campaign to build awareness and understanding across Saskatchewan. The campaign needs to continue to build strong alliances with governments, community leaders, business and organized labour groups. More intergenerational involvement was seen as vital so that “home supports” is viewed as an important issue for all residents of the province.

Any sustained campaign needs to be multi-channel using traditional media (television, newspapers, Gray Matters) and a continuation of a regular presence on social media.

- The interaction and support of both SARM and SUMA was viewed as a vital link to advocate the provincial government for change. While SSM has growing visibility, SUMA and SARM have established credibility with the provincial government and can carry the messages of older adults with a higher profile and louder voice.



OTHER SSM ACTIVITIES

- Continued to work with **Saskatchewan Health Authority** to involve our **Member Organizations** and the **AF Communities** in their information sharing newsletters and Town Halls. We also included info from them in Gray Matters.
- Requested that a week in March be designated as **Caregivers Week** and were pleased that the provincial government made that declaration.

Caregivers Week is a time to recognize and honour the dedicated volunteers in our province who are providing care for family members or friends who are able to maintain independence and quality of life because there are people who are prepared to help them.

Volunteer caregivers are intended as the main focus of the week. However, the work of paid caregivers has been highlighted during the pandemic, and we encouraged a dual focus on both the unpaid and paid people whose caregiving has become more visible and crucial during these difficult days.

- Attended the **International Federation on Aging Global Conference on Ageing** “Rights Matter” and participated in a presentation on Non-profit organizations as leaders in AFC in Canada: Building Capacity in Communities.



Bergeron, C.

Non-profit organizations as leaders in AFC in Canada: Building capacity in communities



Schick, H.



Newman, C.



Poirier, B.

 Workshop presentation

OTHER SSM ACTIVITIES



Met with the **Community Care Branch** of the **Ministry of Health** and with the **Minister Responsible for Seniors**.

- SSM President and Executive Director were special guests at the **SUMA Convention** and SSM had a virtual display there.

- SSM engaged in creative project work initiated in Dr. Brenda Anderson's **Women and Gender Studies class, "Feminism and Activism"**. Brenda collaborated with Scott Wilson, Luther College,



on designing and evaluating this innovative class. Several non-profit organizations were invited to speak to the class about advocacy work they do and students could choose an organization and topic for their term project. Randy Dove, Shan Landry, Holly Schick and Linda Anderson spoke about SSM work in the areas of Long Term Care, Home Supports and Ageism. We were delighted to connect with six students. The finished products included stories, policies and podcasts.

This kind of engagement with another generation has huge positives for SSM as we gathered energy, heard other perspectives, watched as lights went on about reality for older people even as students shared life experiences with older adults from their own families. Brenda Anderson indicated that our engagement was in alignment with her approach in class, drawing out sound research, focus and allyship, networking and self-care. Hopefully, there will be future possibilities for collaboration between **Luther College and SSM**.

- Offered comments on a **Position Statement on Emergency Department Care for Older Canadians**; participated in a **Symposium on Seniors** Issues preceding the Federal/ Provincial/ Territorial Ministers meeting; attended the Vitalité 55+ launch of a report on **The Status of Caregivers in SK**.

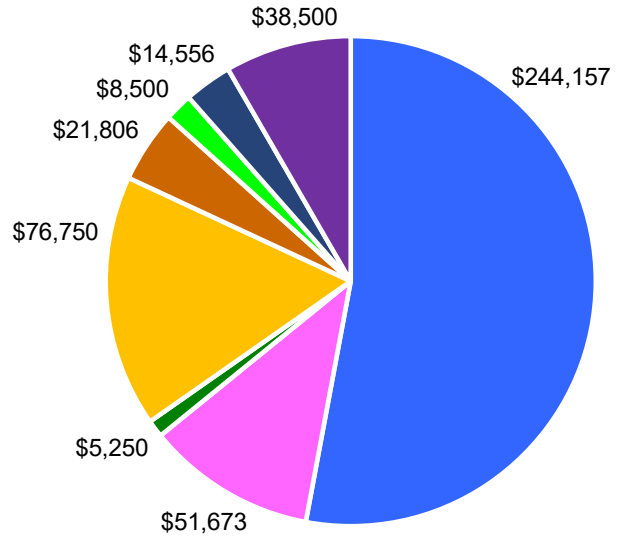
- Participated in **Saskatchewan Mental Health Coalition, Saskatchewan Non-Profit Partnership, Active Aging Canada, Partnerships for Positive Aging, Disability Income Support Coalition, STOPS to Violence, University Social Work Community Advisory Board, Saskatchewan Parks and Recreation Association**.

GRANTS

Grants Received by SSM

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

- SK Lotteries Trust Fund/SPRA (Core Funding)
- SK Health (Core Funding)
- Influenza Awareness
- Seniors Mental Health
- NH Employment & Civic Partic.
- NH COVID - Seniors Mental Health
- NH Videoconferencing
- Home Supports (from Member Orgs)



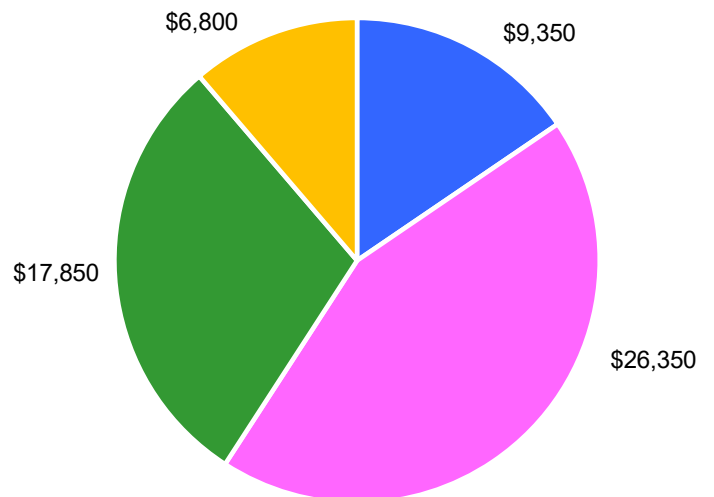
Grants to Member Organizations

(funded from SK Lotteries/SPRA Grant)

SSM distributes grants to member organizations.

This is a part of the funds received from Saskatchewan Parks and Recreation Association. Please see details below.

- Sask Seniors Association Inc
- Lifelong Learning Centre
- Saskatoon Council on Aging
- Vitalite 55+



COMMITTEES / ADVISORY GROUPS

Ex officio – Randy Dove

STANDING COMMITTEES

FINANCE AND AUDIT

Brian Harris - Chair
Randy Dove
Shan Landry
Richard Marcotte
André Nogue
Robert Wuschenny

GOVERNANCE

Robert Wuschenny - Chair
Randy Dove
Brian Harris
Shan Landry
Sunil Pandila

NOMINATIONS

Robert Wuschenny - Chair
Randy Dove
Shan Landry

ADVISORY GROUPS

COMMUNICATION

Scott Wilson - Consultant
Linda Gunningham - Facebook
Positive Aging Group

PROGRAM COMMITTEES

RESEARCH AND ISSUES

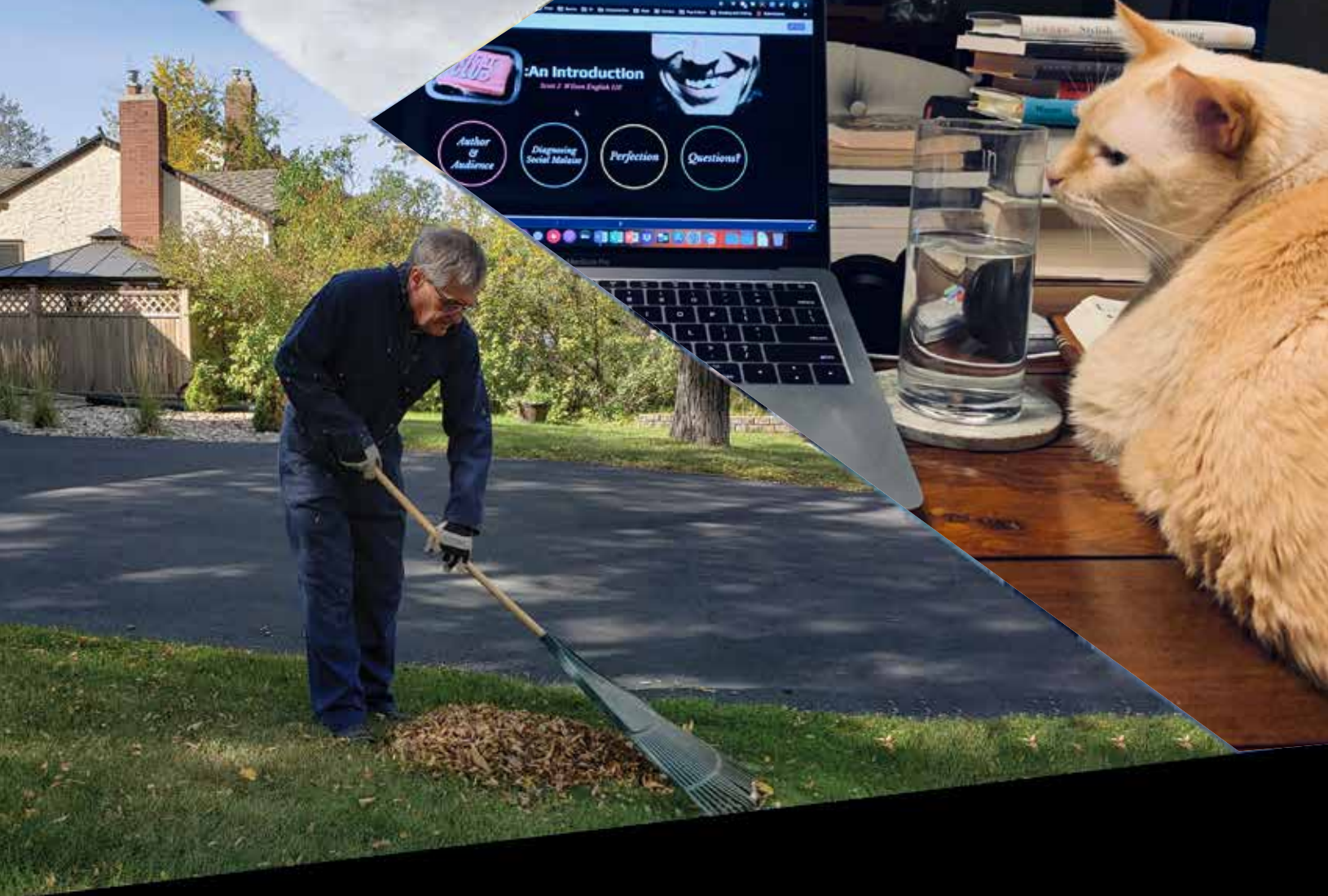
Brian Harris - Chair
Shan Landry
André Nogue
Richard Simpson
Doug Still
Robert Wuschenny

AGE-FRIENDLY SASKATCHEWAN

Doug Still - Chair
Brenda Curtis
Shirley Dixon
Don Johnson
Annette Labelle
Éric Lefol
Linda Pratt
Devona Putland

Thank you

Thank you to all Committee and Advisory Group Members for their diligent work this year!
We appreciate all the hours of work and willingness to share your wisdom and ideas.



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.