



## SSM Strategic Plan 2023-2026

In September 2023 the SSM Board did a review of the current SSM work plan in the light of our Vision and Mission Statement. With a focus on advocacy, the following interrelated strategic areas for our work were identified – Seniors Mental Health, Reducing Isolation of Older Adults, Age-Friendly Communities, Ageism Awareness, Strategizing for Positive Aging, Home Supports, Social Prescribing, and Older Adult Abuse and Neglect.

### Advocacy

We will identify issues of importance to positive aging of all older adults and advocate for appropriate action to address these. We will do this by:

- 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** by raising issues and by responding to media requests for comments on issues
- hosting or participating in **focus groups and forums**
- working with our member organizations to develop **resolutions**
- **raising concerns** and advocating for older adults with appropriate governments

Communicating with municipal, provincial and federal government:

- meeting regularly with the Community Care Branch of the **Saskatchewan Ministry of Health** and with the Minister Responsible for Seniors, and participating in health-related consultations and task groups
- sharing information regarding relevant activities with **SPRA**
- sharing relevant information and collaborating with **SUMA**, our partner organization, and with **SARM**, one of our supporter organizations
- consulting and sharing relevant information with **Federal Government**

### Components of our Advocacy Work

#### Positive Aging

Advocate and work for the development of a **Seniors Strategy for Positive Aging** for Saskatchewan including:

- provincial **Home Supports** programs
  - Facilitating Independence Grants
- piloting **Social Prescribing** in Saskatchewan to demonstrate its value as a component of healthcare

#### Age-Friendly Communities

Promote and support the creation of Age-Friendly Communities by:

- working with communities to support them on the journey to be **Age-Friendly Communities**, and encouraging initiatives to make communities safe, inclusive places for all people to live and thrive

- maintaining the **Age-Friendly Saskatchewan website**
- sending out the **AF Connector** newsletter in Saskatchewan
- 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**
- hosting a **Western Provinces Roundtable** to bring together representatives from British Columbia, Manitoba and Alberta who are involved in Age-Friendly work
- maintaining membership and actively participating in **Active Aging Canada (AAC)**
- maintaining our partnership with **Philips Lifeline** – to promote in-home safety

### Ageism Awareness

Reduce ageism by raising awareness of societal stereotypes that are used and accepted and which lead to attitudes and actions that affect the physical and mental wellbeing of older adults. We will counteract these stereotypes by:

- creating and distributing **positive articles and images** of older adults
- reaching the general public through social and mainstream media
- challenging ageist assumptions in ourselves and others
- advocating for the respect and inclusion of older adults

### Mental Health and Reducing Isolation

We will contribute to improving the Quality of Life and Mental Health of Older Adults. We will do this by:

- working to **reduce isolation of older adults** in Saskatchewan
- promoting and sharing resources annually for **Let No One Be Alone Week**
- promoting **Caregivers Week** annually
- participating in **workshops, conferences, presentations, trade shows and displays** – to promote active living, raising awareness and advocacy on 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

### Older Adult Abuse and Neglect

Work to prevent older adult abuse and neglect by:

- making presentations on **Fraud Awareness** and distributing resources to help older adults avoid frauds and scams
- making presentations on **Older Adult Abuse**
- participating in the **Saskatchewan Mental Health Coalition**
- maintaining membership and actively participating in **STOPS to Violence**

### Governance

We will maintain good governance and accountability by:

- holding an **Annual Conference each year**

- holding an **AGM each year** to provide accountability, elect Board Members, deal with resolutions, present By-Law changes and present an audited financial statement
- publishing **Gray Matters quarterly** to raise awareness of issues and opportunities
- maintaining the **SSM website** to provide information on projects, activities and positions
- holding regular meetings of **Standing Committees and Advisory Groups**
- holding regular **Board Meetings**
- communicating with **Member, Supporter and Partner Organizations:**
  - sending out **News from SSM** electronic newsletter
  - holding a **Member Organization Consultation** annually

### Provincial Recreation Association

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

- creating 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, Newcomer 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 structures wherever possible
- working to increase awareness of volunteer opportunities for seniors
- participating in and promoting appropriate community networks and partnerships
- advocating for parks and recreation by promoting SPRA and 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