



Healthy Aging

Approaching Change from the Grassroots Perspective

The Aging Landscape in New Brunswick:

- Adults over the age of sixty-five make-up 16% of our population and is projected to reach 25% in twenty years.
- NB has the oldest population in Canada.
- Rural communities in NB have the highest rate of aging.
- Most older adults (93%) live in the community and not in residential care facilities.
- Overall, the NB population experiences a high rate of chronic disease that could be positively impacted by health promoting behaviors.
- Programs for home care, special care, nursing homes, and primary healthcare operate independently from one another, including the government branches that oversee them.



A small group got together...

- An invitation in 2011 was extended to organizations delivering LTC services to discuss unique and common issues around aging.
- The commonalities that bubbled to the surface include:
 - Need for collaboration to affect change
 - Common desire to move away from working in 'silos'
 - Support for community-based services
 - Recognized our individual limitations
 - Common root cause: a system solution is required
 - Must work and collaborate with **all stakeholders**
 - Self-care and support for healthy aging must be the basis of a continuum of care
 - Shift focus from program delivery to meeting individual need

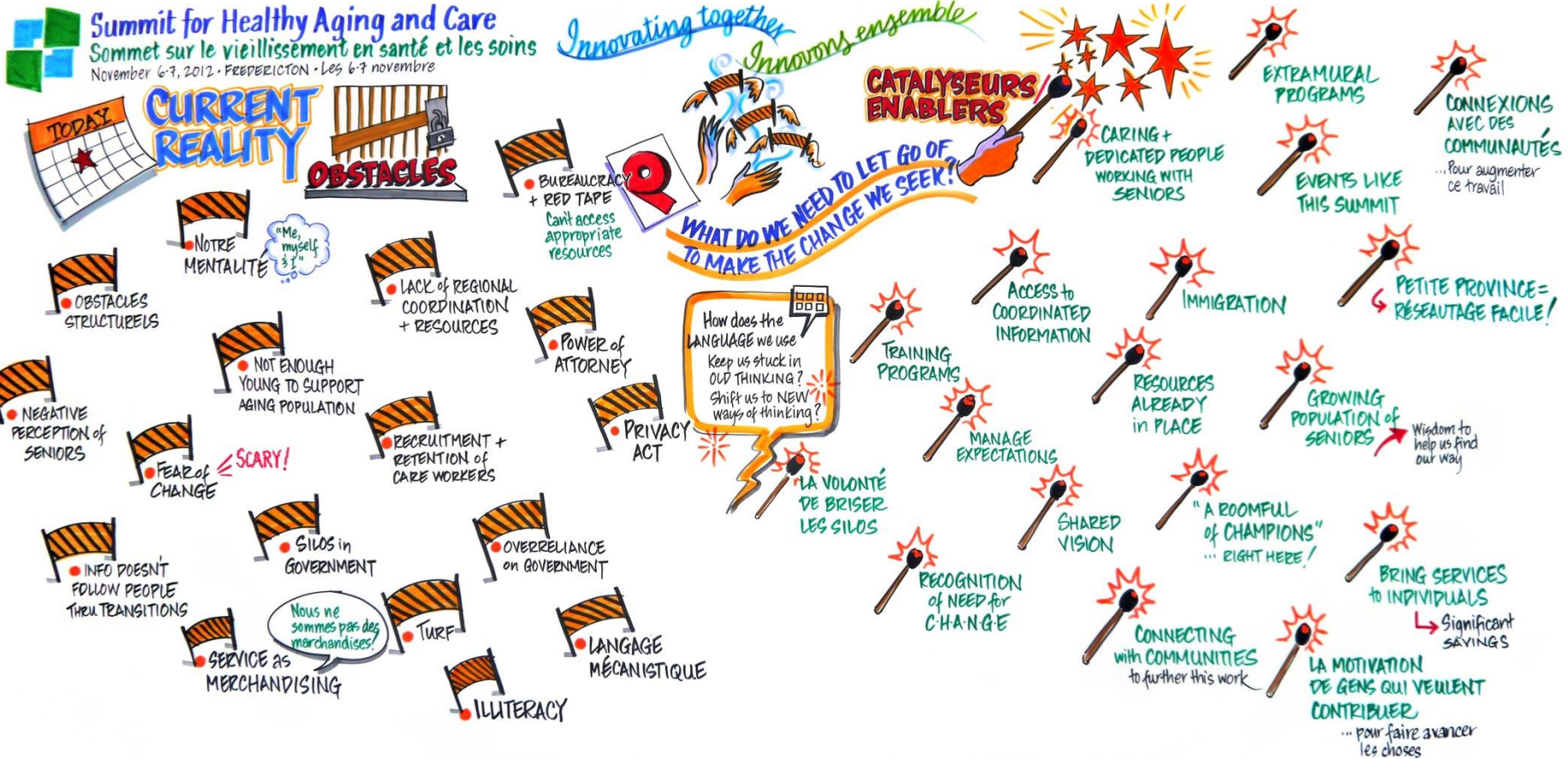


From these discussions...

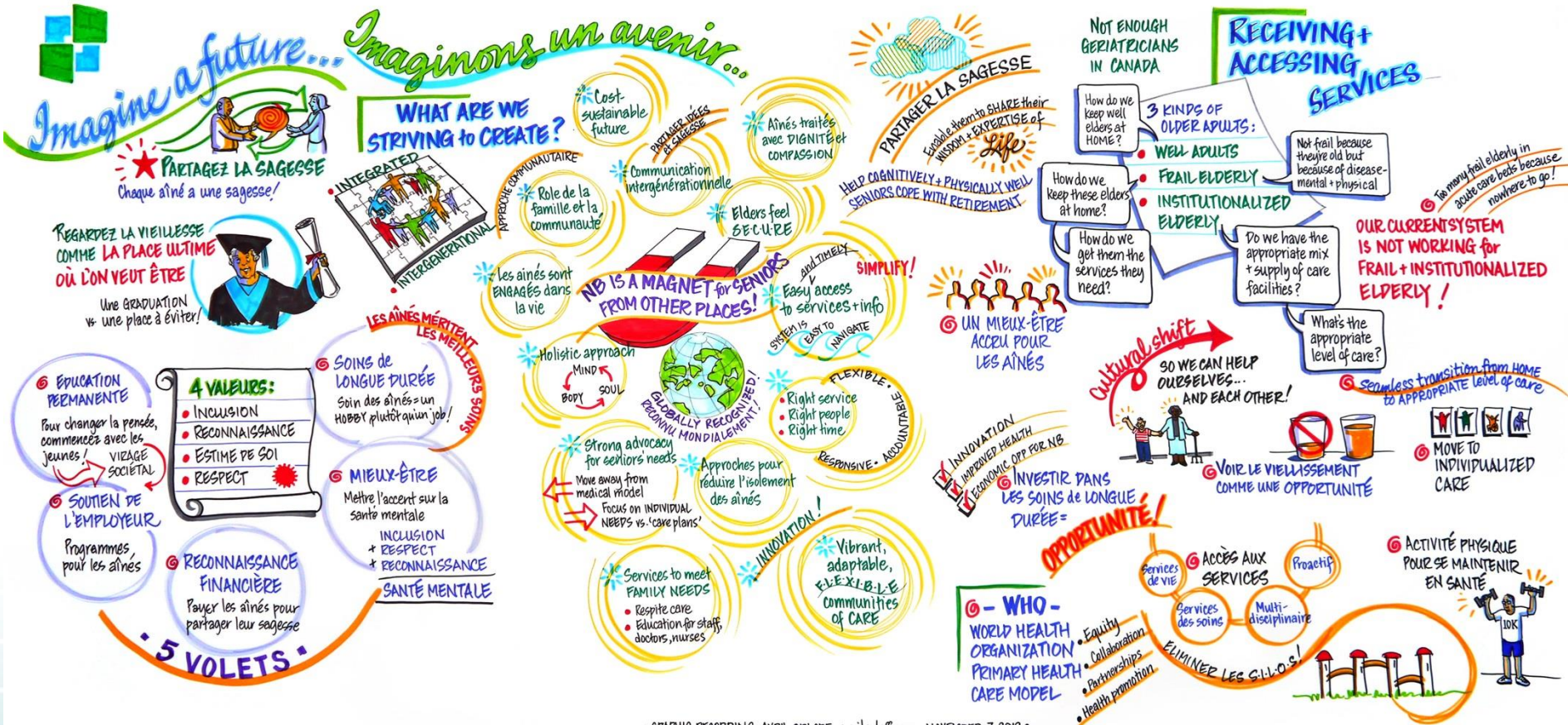
- The idea of a hosting **New Brunswick conversation** was born, as the subject was bigger than just those sitting at the table.
- A **Summit for Healthy Aging and Care** was held in 2012:
 - 325 participants, representing a diversity of stakeholders
 - Ages ranging from 17 to 93
- A follow-up **MaestroConference** was held in 2013
 - 200 people from around the province participated
- All were asked to envision how they want to define the aging experience for New Brunswickers



Participants reflected on the Current Reality



Envisioning a future that defines NB's healthy aging experience



Bridging to that Future



As a result of these Conversations:

Mandate: create ongoing, diverse, multi-sector conversations that help us understand and define the aging experience that evolves over time, and how New Brunswick citizens want to experience aging in this province.

Through stakeholder alignment, the Collaborative supports:

- Partnership and collaboration at both the strategic and operational levels.
- Greater synergy opportunities.
- The development of unique partnerships to build system capacity that will drive system, Societal and policy change.
- Breaking down aging stereotypes in order to address ageism that is widespread in our culture.

Collaborative for
Healthy Aging and Care



Collectif pour le
vieillessement en santé et soins



Three Priority Areas Surfaced:

- **Caring Communities** – are age-friendly and reciprocal communities that support the development of healthy living, personal responsibility and personal networks through intergenerational integration.
- **Continuing Care** – ensures access to client-centred care by breaking down silos along the continuum of care, and ensures respite services and family care supports are available for those who need them.
- **Consultation and Contribution** – seeks opportunities to share skills in building a positive image around aging, and seeks opportunity to contribute and communicate as change agents with public policy makers.



Caring Communities

- Lowering the walls of NB nursing homes as test beds for community prototypes:
 - Gagetown Transportation Project
 - Westford Nursing Home Intergenerational Lunch Hour Program
 - KingsWay Care Centre Intergenerational Summer Camp
- No need to reinvent the wheel
- Can you think of some examples from your own community?



Consultation & Contribution

- Senior Engagement Sessions during Provincial and Federal Elections
- 2015 Federal Election
 - 7 Engagement Sessions for a National Seniors Strategy
 - In partnership with Canadian Medical Association & NB Medical Society's ***Demand a Plan Campaign***
 - Majority of sessions were held in community halls and/or nursing home community rooms
- 2014 Provincial Election
 - Provincial Parties' Forum on Healthy Aging and Care
 - Event held at a church



Continuum of Care

- New potential ways of lowering the walls of the nursing home in providing alternate types of care to the wider community:
 - Community Hygiene Dental Programs
 - Initiated in three nursing homes to date
 - Two rural homes and one on the outskirts of an urban centre
 - Providing teeth cleanings to the surrounding community
 - **PEACE Project:** elder abuse awareness program
 - Developed for the nursing home sector
 - Expanded to First Nations and New Brunswick Communities



The Collaborative...

- Meets bi-annually to continue the aging conversation
- Consists of 35+ Official Members and 100+ unofficial members
- Bi-annual meetings are themed
 - December 2015 – Intergenerational Integration
 - July 2016 – Engaging Caring Communities



Future Initiatives

- Community Prototypes
 - Community Readiness Tool Kit
 - Creating Hubs for Caregiver Support
 - Age-Friendly Recognition Program
- Aging Awareness Social Media Campaign
 - Yes I Care!





Questions?



Thank you

Jodi Hall
NBANH
jhall@nbanh.com
www.nbanh.com

Beth Arsenault
The Collaborative
admin@nbcollab.ca
www.nbcollab.ca