

**Provincial Advisory Council on
Aging and Seniors**

Activity Plan

April 1, 2014 - March 31, 2017

Message from the Chair



In accordance with the *Transparency and Accountability Act*, I am pleased to present the 2014-2017 Activity Plan for the Provincial Advisory Council on Aging and Seniors.

This Advisory Council has been included under the *Transparency and Accountability Act* as a Category 3 entity and since 2011 has been planning and reporting in keeping with these requirements. This process better enables Council to enhance recognition of issues impacting seniors and achieve its accountability requirements to the public.

In the development of this Activity Plan, consideration was given to the Provincial Government's strategic directions, including the *Provincial Healthy Aging Policy Framework*. As well, the mandate and activities of the Provincial Advisory Council on Aging and Seniors were considered.

This Activity Plan represents Council's continued efforts to assist the Provincial Government in supporting older adults. By engaging and dialoguing with stakeholders throughout the province we can identify programs and services that support and encourage the concept of healthy aging. If older adults are physically and psychologically healthy, and are encouraged to continue to play integral roles in their communities and families, society will be the beneficiary.

My signature below is indicative of the entire Council's accountability for the preparation of this Activity Plan and achievement of the objective contained in this Plan.

Sincerely,

A handwritten signature in black ink, appearing to read "Leo C. Bonnell". The signature is fluid and cursive, written over a horizontal line.

Leo C. Bonnell, Chairperson
Provincial Advisory Council on Aging and Seniors

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Background

On November 26, 2004, the Provincial Government announced the establishment of a Ministerial Council on Aging and Seniors, the Division of Aging and Seniors (now the Office for Aging and Seniors) and the Provincial Advisory Council on Aging and Seniors.

The Provincial Advisory Council on Aging and Seniors provides advice to the Minister of Health and Community Services, as the Minister Responsible for Aging and Seniors, on issues related to older persons and the aging process. The Office for Aging and Seniors serves as a Secretariat to the Provincial Advisory Council on Aging and Seniors and the Department of Health and Community Services supports its meetings and activities.

In 2005 the Government of Newfoundland and Labrador committed to making “healthy aging” a provincial priority and undertook a provincial consultative process. In 2007, government released the *Provincial Healthy Aging Policy Framework*. The Provincial Advisory Council on Aging and Seniors has endorsed its six priority directions: recognition of older persons; celebrating diversity; supportive communities; financial well-being; health and well-being; and, employment, education and research. This Framework continues to guide legislation, policies, programs and services for older persons.

The Provincial Advisory Council on Aging and Seniors assists the Provincial Government in its efforts to strengthen Newfoundland and Labrador’s commitment as an age-friendly province that continues to be responsive to the needs of the older adults of today and plans for the requirements for tomorrow.

Mandate

The Provincial Advisory Council on Aging and Seniors ensures that the perspective of older adults is reflected in government policy development and in planning for future service delivery. Council’s mandate is to advise and inform government on issues, concerns and needs of older adults. The Provincial Advisory Council on Aging and Seniors provides a mechanism for older adults to be heard as a strong, collective voice in the development of comprehensive programming to support the independence and well-being of an aging population.

The Provincial Advisory Council on Aging and Seniors aims to:

- promote the value and worth of people as they age;
- foster an environment of understanding within government and the community with regard to aging;
- identify areas of opportunity within government to develop and/or adapt legislation, policies, programs and services to better support an aging population; and

- inform government on the potential impacts of legislation, policies, programs, and services on people as they age.

The Provincial Advisory Council on Aging and Seniors continues to participate in the implementation of the *Provincial Healthy Aging Policy Framework* by providing an older adult lens through participation in various initiatives, including:

- Seniors of Distinction Awards;
- Healthy Aging Research Program in partnership with the NL Center for Applied Health Research, MUN;
- Age-Friendly NL Community Grants Program;
- Pharmaceutical Drug Program;
- Violence Prevention Initiative;
- Age-Friendly Transportation Program;
- Defining the terminology to best-describe older adults; and,
- Provincial Food and Nutrition Seniors Expert Working Group.

Structure/Membership

The Provincial Advisory Council on Aging and Seniors is comprised of a diverse cross-section of older adults and other stakeholders familiar with older adults' issues. Members, and the position of Chairperson, are appointed for terms of up to three years, by the Minister of Health and Community Services. Council consists of 12 members plus a Chairperson. When selecting potential candidates for appointment to the Provincial Advisory Council on Aging and Seniors, careful consideration is given to geography, cultural diversity, gender, background, experience and skills (*See Appendix A*).

Primary Client

The Provincial Advisory Council on Aging and Seniors recognizes the Minister of Health and Community Services and Minister Responsible for Aging and Seniors, Government of Newfoundland and Labrador as its primary client. By fostering an environment of understanding within government about the aging population, older adults in the province are also served.

Vision

The vision of the Provincial Advisory Council on Aging and Seniors is

for individuals, families, communities and society as a whole to foster healthy aging in order to achieve optimal health and well-being.

This vision has been endorsed by older adults through community consultation and builds on the vision of the Department of Health and Community Services:

The vision of the Department of Health and Community Services is for individuals, families and communities to achieve optimal health and well-being.

Values

The Provincial Advisory Council on Aging and Seniors recognizes the following values to which members can aspire in carrying out their respective roles:

Justice

Each member shall abide by rules of equity, equality, fairness and need.

Empowerment

Each member provides advice to help government strategically focus work and achieve goals.

Accountability

Each member contributes to reporting on achieved results.

Confidentiality

Each member manages and protects information appropriately.

Collaboration

Each member promotes connectedness, sharing, inclusiveness and trust.

Diversity

Each member recognizes and respects the strengths of other members.

Mission

The Provincial Advisory Council on Aging and Seniors supports the Department of Health and Community Services' Strategic Plan 2011-2017 mission:

By March 31, 2017, the Department of Health and Community Services will have provided leadership to support an enhanced health care system that effectively serves the people of the province and helps them achieve optimal health and well-being.

Council contributes to this mission by assisting government in preparing for an aging population and ensuring that an older adult perspective is reflected in policy development and in planning for future service delivery. The Provincial Advisory Council on Aging and Seniors' contribution to achieving the Department's mission is limited, due to its *advisory* mandate.

Objective 2014-2017

The Provincial Advisory Council on Aging and Seniors supports the Provincial Government's strategic direction of strengthened population health and healthy living through a focus on "healthy aging" (See *Appendix B*).

The Provincial Advisory Council on Aging and Seniors has a responsibility to present to the Provincial Government the perspectives of older adults. Members also convey the Provincial Government's perspective to older adults throughout the Province.

The Provincial Advisory Council on Aging and Seniors provides support to the Minister of Health and Community Services in an advisory capacity. Therefore, the following objective will guide the direction of the Council for the three years covered by this Activity Plan (2014-15, 2015-16 and 2016-17) and will be reported on in each year. However, indicators for subsequent years may change from one year to the next.

Issue: Promoting Age-Friendly Communities

Population aging is a process whereby older individuals account for a proportionately larger share of the total population. Population aging is taking place in virtually every country in the world. There are three factors underlying this trend: increased longevity, declining fertility; and, aging of "baby boomers". Population aging impacts future policy-development, particularly in areas of labour/workforce requirements and health care demands.

At the global level, the number of those over age 60 is projected to increase from just under 800 million today (representing 11 per cent of world population) to over

2 billion in 2050 (representing 22 per cent of world population).¹

Census 2011 found that Newfoundland and Labrador had 82,105 people aged 65 years and older which comprised 16 per cent of the provincial population. With one in two Newfoundlanders and Labradorians older than 44 years, this province has the oldest population in Canada and is expected to have increasing numbers of residents in the older age groups; it is estimated that by 2021, the aged 65+ population will increase to about 115,294 – a 40 per cent increase over ten years.²

Newfoundland and Labrador recognizes the need to plan for the needs and contributions of the older adults of today and those of tomorrow. Older adults will continue to be active contributors to the labour market but tomorrow's older adults are likely to be employed longer, likely have higher levels of formal education, tend to own their own homes, and be more financially stable, albeit with many carrying more personal debt.

Annual Objective

By March 31, 2017 the Provincial Advisory Council on Aging and Seniors will have advised the Minister on key issues relating to older adults.

Measure: Provided observations and recommendations.

Indicators:

- Obtained expert and member expertise
- Invited stakeholders to provide information
- Prioritized advice to be provided to the Minister
- Identified target audience for related age-friendly government initiatives
- Made recommendations on related government initiatives

¹ *Population Aging: Facts, Challenges, and Responses*. David E. Bloom et al (May 2011) <http://www.hsph.harvard.edu/pgda/working.htm>. The quantitative demographic data are derived from United Nations Population Division (2011). *World Population Prospects: The 2010 Revision*. New York: UN Population Division.

² Government of Newfoundland and Labrador, Department of Finance, Economics and Statistics Branch, Population Projections–Newfoundland and Labrador).

**Appendix A: Provincial Advisory Council on Aging and Seniors Membership
2013-2014**

Leo Bonnell, Chairperson - Clarendville

Maggie Chambers - Flowers Cove

Damien Collier - Goulds

Cecilia Hickey - Grand Falls-Windsor

Joan Hutchings - Mobile

Shirley Letto - L'Anse au Clair

Ron MacNeill - Mount Pearl

Linda Oldford - Gander

Patricia Burton - Paradise

Josephine Waddleton - Trepassey

Wayde Rowsell - St. Lawrence

Appendix B: Strategic Directions

Strategic directions are the articulation of desired physical, social, or economic outcomes and normally require action by or involvement of, more than one government entity. These directions are generally communicated by government through platform documents, Throne and Budget Speeches, policy documents and other communiqués. They summarize the outcomes desired for the health sector and are communicated to entities that plan and report in collaboration with the Department. The direction and focus area in the area of health and community services related to the work of the Provincial Advisory Council on Aging and Seniors for the planning period 2014-17 is as follows:

Strategic Direction

Title: Population Health

Outcome: Strengthened population health and healthy living

Population health refers not just to the health “status” of the population, but to the ability of people to adapt and respond to various aspects of life. Health is affected by many factors such as social, economic, physical and environmental conditions. A population health approach encompasses a range of services and supports that can help individuals, families and communities experience the best outcomes possible.

Initiatives that focus on social and emotional well-being, the prevention of illness and injury, as well as initiatives to support people in managing and maintaining their own health and lifestyle, form a solid foundation for addressing population health.

Focus Area of the Strategic Direction 2014-2017	The Population Health Strategic Direction is
	Addressed by the Provincial Advisory Council on Aging and Seniors:
	Activity Plan
Healthy Aging	√

Contact Information

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