

**Provincial Advisory Council on
Aging and Seniors**

Activity Report

April 1, 2013 – March 31, 2014

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Chairperson's Message



On behalf of the Provincial Advisory Council on Aging and Seniors, I am pleased to provide the 2013-14 Activity Report in accordance with the requirements of the *Transparency and Accountability Act* for a Category 3 Provincial Government Entity. The work outlined in this Annual Report supported the Provincial Government's strategic directions of population health as the work of the Council addresses healthy aging.

An overview of the Council can be found in this Report, as well as the objective and activities for 2013-14, as per the 2011-2014 Activity Plan.

As Chairperson of the Provincial Advisory Council on Aging and Seniors, my signature below is evidence of the entire Council's accountability for the results reported in this document.

Sincerely,

A handwritten signature in black ink, appearing to read 'Leo C. Bonnell', written in a cursive style.

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

Overview

On November 26, 2004, the Provincial Government announced the establishment of the Provincial Advisory Council on Aging and Seniors (the Council), a Ministerial Council on Aging and Seniors, and Division (Office) for Aging and Seniors. The Council 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, Department of Health and Community Services, serves as a Secretariat to the Council and supports Council's 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* (PHAPF). The Council 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 Council 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.

The Council is recognized as a Category 3 Provincial Government Entity in accordance with the requirements of the *Transparency and Accountability Act*. An Activity Plan (April 1, 2011- March 31, 2014) was developed. This document provides an overview of the planned and actual objectives met during the fiscal period 2013-2014.

Mandate

The Council 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 Council 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 Council aims to:

- promote the value and worth of people as they age;
- foster an environment of understanding within the Provincial 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 Council 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 Council is comprised of a diverse cross-section of older adults and other stakeholders familiar with older adults' issues. The 12 members, and the position of Chairperson, are appointed for terms of up to three years, by the Minister of Health and Community Services. When selecting potential candidates for appointment to the Council, careful consideration is given to geography, cultural diversity, gender, background, experience and skills (See *Appendix A*).

Expenditures

The Office for Aging and Seniors supports the work of the Council and acts as a secretariat. The Department of Health and Community Services has assigned a portion of the Office for Aging and Seniors' annual budget to cover costs associated with carrying out the business of the Council. In 2013-14, \$9,111.04 was expended on the Council, primarily comprising expenditures related to meetings.

Vision

The vision of the Council 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 Council 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 Council 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.

This Council contributes to this mission by assisting the Provincial 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 Council's contribution to achieving the Department's mission is limited, due to its *advisory* mandate.

Report on Performance

The Council's Activity Plan 2011-2014, demonstrates its support for the Provincial Government's strategic direction of strengthened population health and healthy living through a focus on "healthy aging" (See *Appendix B*). This report addresses progress on the third and final year of the Council's Activity Plan.

The Council 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 Council provides support to the Minister of Health and Community Services in an advisory capacity, as conveyed in its Annual Reports.

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 2026, the aged 65+ population will increase to 130,055, representing 25 per cent of Newfoundland and Labrador's total projected population.¹

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.

¹ Government of Newfoundland and Labrador, Department of Finance, Economics and Statistics Branch, Population Projections–Newfoundland and Labrador).

Objective-2013-14

By March 31, 2014 the Provincial Advisory Council on Aging and Seniors will have identified potential impacts of population aging on development of policies, programs and services.

Measure: Potential impacts of population aging are identified.

Indicators:

1. A joint meeting of the Council and the Interdepartmental Working Group on Aging and Seniors is held.
2. Development of a summary document.
3. Distribution of the summary document.

Indicator Reporting:

Planned for 2013-14	Actual Performance for 2013-14
A joint meeting of the Council and the Interdepartmental Working Group on Aging and Seniors is held.	On June 4, 2013, the Council and the Interdepartmental Working Group on Aging and Seniors met to discuss emerging seniors' issues and relevant departmental policies and programs. A primary focus of this meeting was a discussion regarding shared priorities in addressing the needs and concerns of older adults and how to move forward with new initiatives under the Provincial Healthy Aging Policy Framework.
Development of a summary document.	The Council continued to provide feedback on the development of a draft summary document on the PHAPF. With the Office for Aging and Seniors and the Interdepartmental Working Group on Aging and Seniors, the Council offered input on areas for possible focus for new initiatives for consideration to be implemented under the Provincial Healthy Aging Policy Framework. This document has taken longer to develop than originally anticipated so it is not yet finalized.
Distribution of the summary document.	Given that this document took longer than anticipated for development, distribution has been delayed.

During 2013-14 the Council continued to provide a seniors' perspective while identifying potential impacts of population aging for the Provincial Government's

consideration. The Minister of Health and Community Services met with the full Council in 2013-14, and also communicated with the Chairperson as needed. In preparation for the needs of our aging population, in 2013-14 the Council informed the Minister on areas where current policies, programs and services may benefit from ongoing review, including education/Information sharing to ensure that older adults are educated on the issues impacting them and increasing the number of age-friendly communities by strengthening partnerships and supporting the age-friendly movement as it continues to gain momentum.

Regularly scheduled meetings of this Council follow “How We Conduct Our Business” guidelines and a strengthened communication process.

Documentation is prepared after each meeting identifying the major discussion points and action items, and submitted to senior officials and the Minister Responsible for Aging and Seniors. Issues raised by the Council members provide the Provincial Government with invaluable frontline opinions from the very population group for whom the Provincial Healthy Aging Policy Framework, and the Office for Aging and Seniors, serve.

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

Leo Bonnell, Chairperson - Clarendville

Maggie Chambers - Flowers Cove

Damien Collier - Goulds

Cecilia Hickey - Grand Falls - Windsor

Joan Hutchings - Mobile

Ron MacNeill – Mount Pearl

Shirley Letto - L'Anse au Clair

Agnes Murphy - Mount Pearl

Minnie Vallis - Meadows (*passed away July 2013*)

Wayde Rowsell – St. Lawrence

Linda Oldford – Gander

Patricia Burton – Paradise

Josephine Waddleton - Trepassey

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 related to the health and community services sector for 2011-17 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. The following focus areas target the key factors impacting population health in Newfoundland and Labrador.

Focus Areas of the Strategic Direction 2011-2017	The Population Health Strategic Direction is		
	Addressed by the Provincial Advisory Council on Aging and Seniors		
	Activity Plan	Operational plan	Work plan
Healthy Aging	√		