



Impact Report

2021



Message from the CEO

As devastating as the last year and a half has been for older people, it has also opened a welcomed window of opportunity for long overdue change.

CanAge was born out of urgent need – a need for a powerful national voice to protect the rights and well-being of aging Canadians. Looking back at all we’ve accomplished since the onset of the pandemic, I am hopeful that our collective future in this country is getting brighter.

Advocacy is a race won by small steps. One policy change here, a meeting with key government officials there – these small wins all add up to lasting and meaningful change for our members and all older people in our country.

We are also making impact in other ways, driving change at the community level, working with all levels of government on longstanding policy reform and supporting innovative research to future-proof aging in Canada.

Our accomplishments are not solely ours. We celebrate them alongside our vast and rapidly growing national network of CanAge members, partners and supporters.

The movement for better aging is a universal cause. Thank you for being a part of it.

Laura Tamblyn Watts
CEO, CanAge

Advocacy

Government Engagements

55+

Meetings

5

Testimonies to committees

3

Reports

62

Written submissions

250+

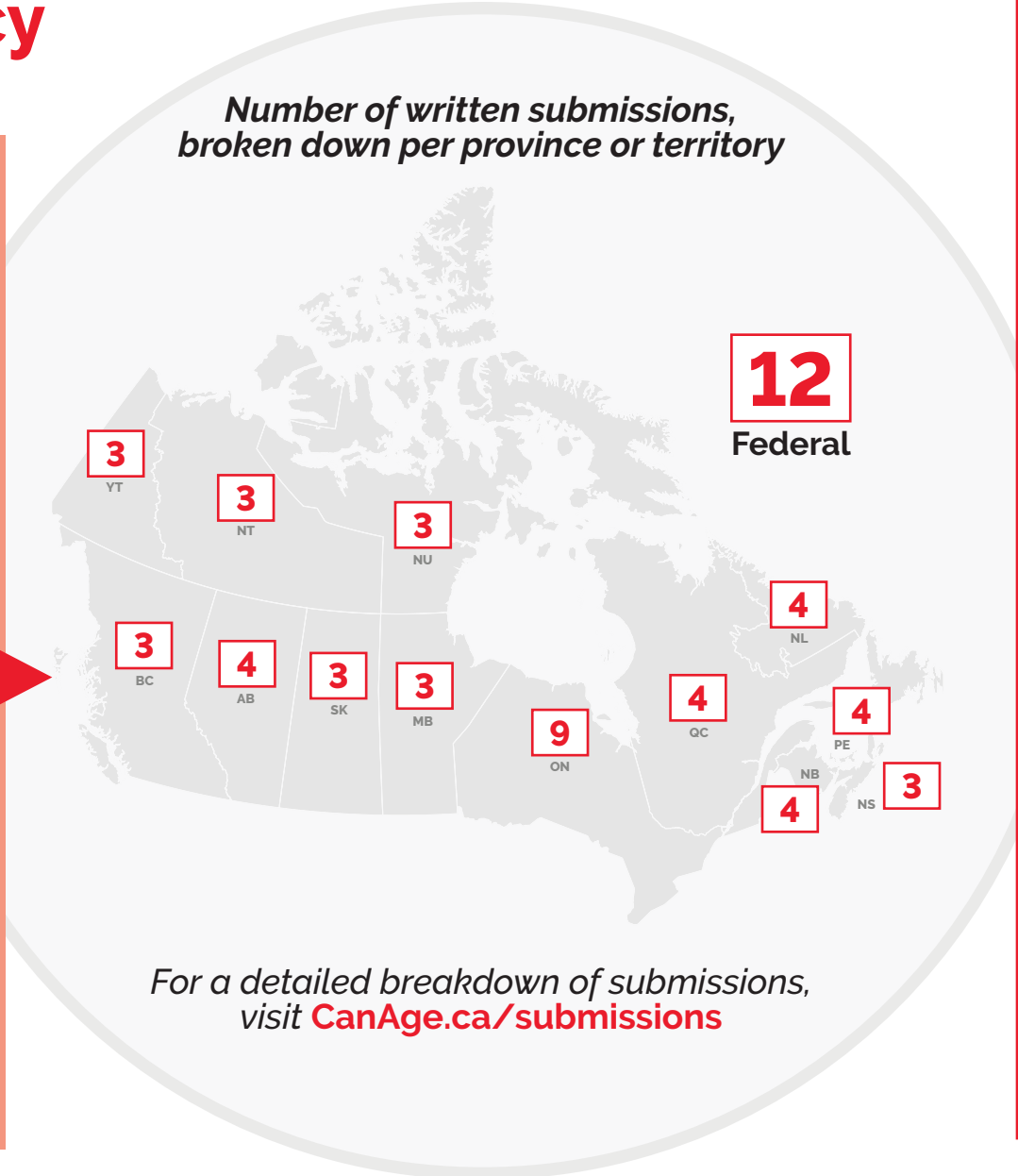
Correspondence

141

Policy wins

For more details, visit

CanAge.ca/Impact



**Federal Election 2021**

111

Policy recommendations included in party platforms

Liberal

20

CONSERVATIVE

25

NDP

27

BLOC Québécois

11


green PARTY OF CANADA

28

Throughout the 2021 federal election, CanAge was the go-to source for credible information and media commentary on issues affecting older Canadians and caregivers.

We put forward 3 clear calls to action to the federal parties, broke down what each party was promising older voters, hosted informative events, and created toolkits and resources to empower our members to vote with confidence.

CanAge.ca/Election21

**Reach**

1997

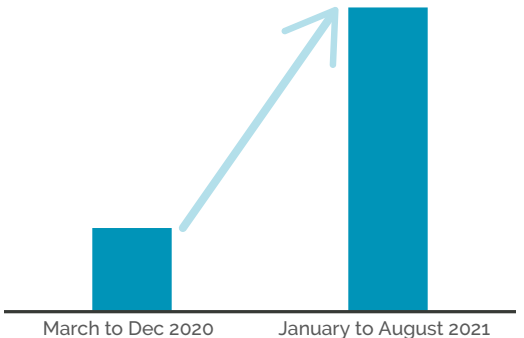
Media mentions from March 2020 to August 2021

\$61,000,000+

Earned media value from March 2020 to August 2021

265%


Growth in national reach since January 1, 2021



March to Dec 2020 January to August 2021


40+


Community, Organizational & Government Collaborators from coast-to-coast




Select CanAge partners


We've partnered with numerous organizations across Canada to achieve the same goal: to ensure better aging for all Canadians.


tpl:toronto public library


Government of Canada

Gouvernement du Canada

Scotia Wealth Management.

InterGen Studio

WORLD ELDER ABUSE AWARENESS DAY

WEAAD.ca



Project Highlights



VOICES Policy Book
CanAge.ca/VOICES

In October 2020, we launched VOICES; our inaugural policy book which makes 135 evidence-based recommendations to improve and protect the lives of older Canadians and caregivers. VOICES is the foundation for all of our work and will be refreshed early next year to address new and emerging issues.

Below is a high level overview of our past and upcoming projects, grouped under each of the 6 Compass Points in VOICES.



Violence and Abuse Prevention

2020-21

World Elder Abuse Awareness Day (WEADD.ca)

On June 15th, CanAge led a national conversation around seniors' human rights and elder abuse prevention, launching a new website and hosting a virtual summit of nearly 1000 attendees.

Federal advisory panel on elder abuse

CanAge was invited by the (former) Federal Minister of Seniors to join a group of experts tasked with creating a national definition of elder abuse.

2021-22

WEADD 2022

We're continuing the momentum of last year's event with something even bigger and better in 2022 (sign up for the quarterly newsletter at WEADD.ca)!

POA 101

We're developing a free online course, with the University of Toronto, called Powers of Attorney 101, with plans to roll out similar courses across Canada.



Optimal Health and Wellness

2020-21

UTI and Incontinence Educational Series

We developed a four-part series of educational papers focusing on urinary tract infections and incontinence, a growing issue for Canada's rapidly aging population.

Toronto Public Library Speaker Series

We partnered with TPL to produce a series of educational talks around issues ranging from managing dementia to preventive health care and vaccines.

2021-22

Sharing cutting-edge innovations in health care

New advancements in health care are being announced every day in Canada. Watch out for an exciting announcement coming soon that will connect you with these life-changing developments!

Supporting people living with dementia

We're assessing each province and territory on how well they're meeting the needs of people living with cognitive decline, and reporting on the results so we can push governments to take action.



Infection Prevention and Disaster Response

2020-21

Adult Vaccination in Canada: Cross-Country Report Card 2021

We published a groundbreaking report assigning each province/territory a grade on their efforts to vaccinate adults. The project was credited with driving policy change across Canada to make vaccinations more accessible for older people.

2021-22

Adults Vaccination in Canada: What's changed?

Watch out for version 2 of our vaccine report card, updating on progress made across the country in protecting the health of older adults with the recommended vaccines against flu, shingles and pneumonia.

Empowering older Canadians to get vaccinated

We're kicking off a year of public education and awareness around the importance of vaccines for adults, including events, government relations, media outreach and knowledge mobilization in communities across the country.



Caregiving, Long-Term Care, Home Care and Housing Resources

2020-21

Creating national standards of long-term care

CanAge CEO Laura Tamblyn Watts was appointed to the Canadian Standards Association (CSA Group)'s Technical Subcommittee on Long-Term Care Homes, which will lead the development work on CSA Z8004, Operation and infection prevention and control of long-term care homes.

Public consultation on making long-term care safer

We hosted a virtual summit, with CSA Group, to collect feedback from caregivers and other stakeholders on what needs to be done to improve infection prevention and control in long-term care homes.

Making caregiving and ageing in place supports an election issue

We succeeded in pushing the federal parties to include these critical issues in their platforms during the federal election.

2021-22

Pushing forward on Seniors' Care

We're holding the new federal government's feet to the fire to instate a new Seniors' Care Transfer to fix critical issues with long-term care and home care in Canada.



Economic Security

2020-21

Protecting pensioners

CanAge has been calling on the federal government to protect pensioners from unfair bankruptcy laws by passing Bill C-253.

Supporting older investors

Our CEO is sitting on the Ontario Securities Commission's (OSC) Seniors Expert Advisory Committee (SEAC) for the 2021-2022 term. The role of this committee is to advise OSC staff on securities-related policy, operational, education and outreach activities of the OSC that are designed to meet the needs of Ontario's older investors.

2021-22

Safer banking for seniors

We're helping banks and financial service providers understand and prevent elder abuse, so every senior stays in control of their money.

Helping seniors take control of their earning and retirement

We're working on education and awareness programs on personal financial planning, promoting changes to the tax code for greater flexibility for retirement and aging in place expenses, and advocating for inclusivity in the workforce for older workers and entrepreneurs.



Social Inclusion

2020-21

Intergenerational Connections

We're working with InterGen Studio™, a charitable project led by a group of cross-disciplinary experts (broadcasters, strategists, researchers, marketers, teachers and education experts), with a vision to bridge the intergenerational gap in Canada and beyond.

2021-22

Community Leaders

CanAge is connecting with older people across the country to create a network of volunteer-led "CanAge Communities". These passionate groups of community leaders would advocate at the local-level on issues affecting older adults and caregivers in their part of Canada.








Help us write a new chapter for older Canadians
CanAge.ca/partnerships



Authored by CanAge.
September 2021

Stay Connected with CanAge

- 1** Visit our website
CanAge.ca
- 2** Become a FREE CanAge member
Visit **CanAge.ca/join**
for your 1 year free membership!
- 3** Follow us on social media
 -  @CanAgeSeniors
 -  @CanAgeSeniors
 -  CanAgeSeniors
 -  CanAge
 -  CanAge