



**Department of Seniors, Wellness and  
Social Development  
Seniors and Aging Division**

# Departmental Structure



- **The Department of Seniors, Wellness and Social Development was created on September 30, 2014.**
- **The department focuses on: seniors, aging, health promotion, wellness, and sport. Also Poverty Reduction Strategy and Disability Policy Office.**

- **Seniors and Aging Division**
  - ❖ **Healthy aging across the lifespan**
  - ❖ **Adult Protection**

# Population Aging

- ***Population aging* - older adults account for a proportionately larger share of the total population.**
  - ❖ **Global trend**
  - ❖ **Unprecedented**
  - ❖ **Pervasive**
  - ❖ **Enduring**
  - ❖ **Profound implications**

# Population Aging

- **Three main factors drive this trend:**
  - ❖ **increased longevity**
  - ❖ **declining fertility, and**
  - ❖ **the aging of “baby boom” generations**

**In NL, migration patterns have impacted population aging**

# A Snapshot of NL's Senior Population



- **NL has highest median age & most rapidly aging population in Canada**
- **July 1, 2015 - Statistics Canada Estimates**
  - ❖ **97,269 aged 65+ (18.4%)**
  - ❖ **By 2026, 25% will be aged 65+**
  - ❖ **NL women live to age 82 (84 nationally); men 77 (79 nationally)**
  - ❖ **NL's median age: 45 years (41 nationally)**

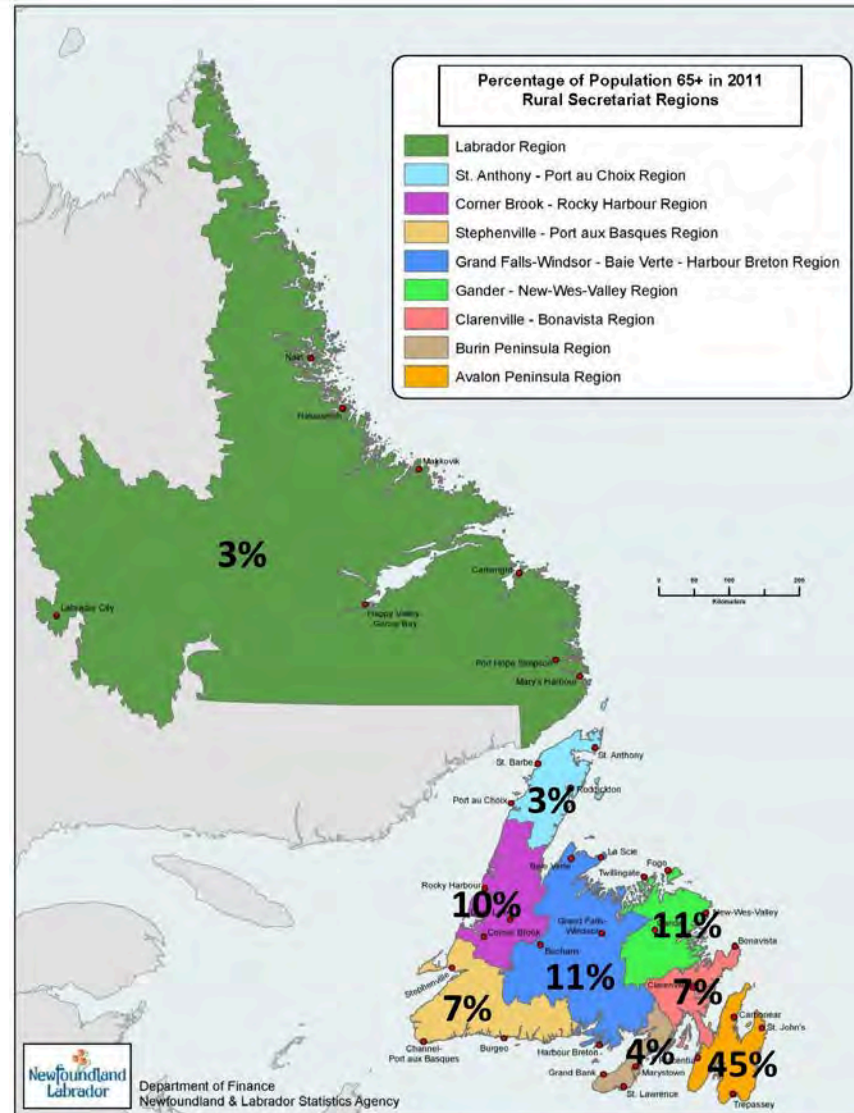
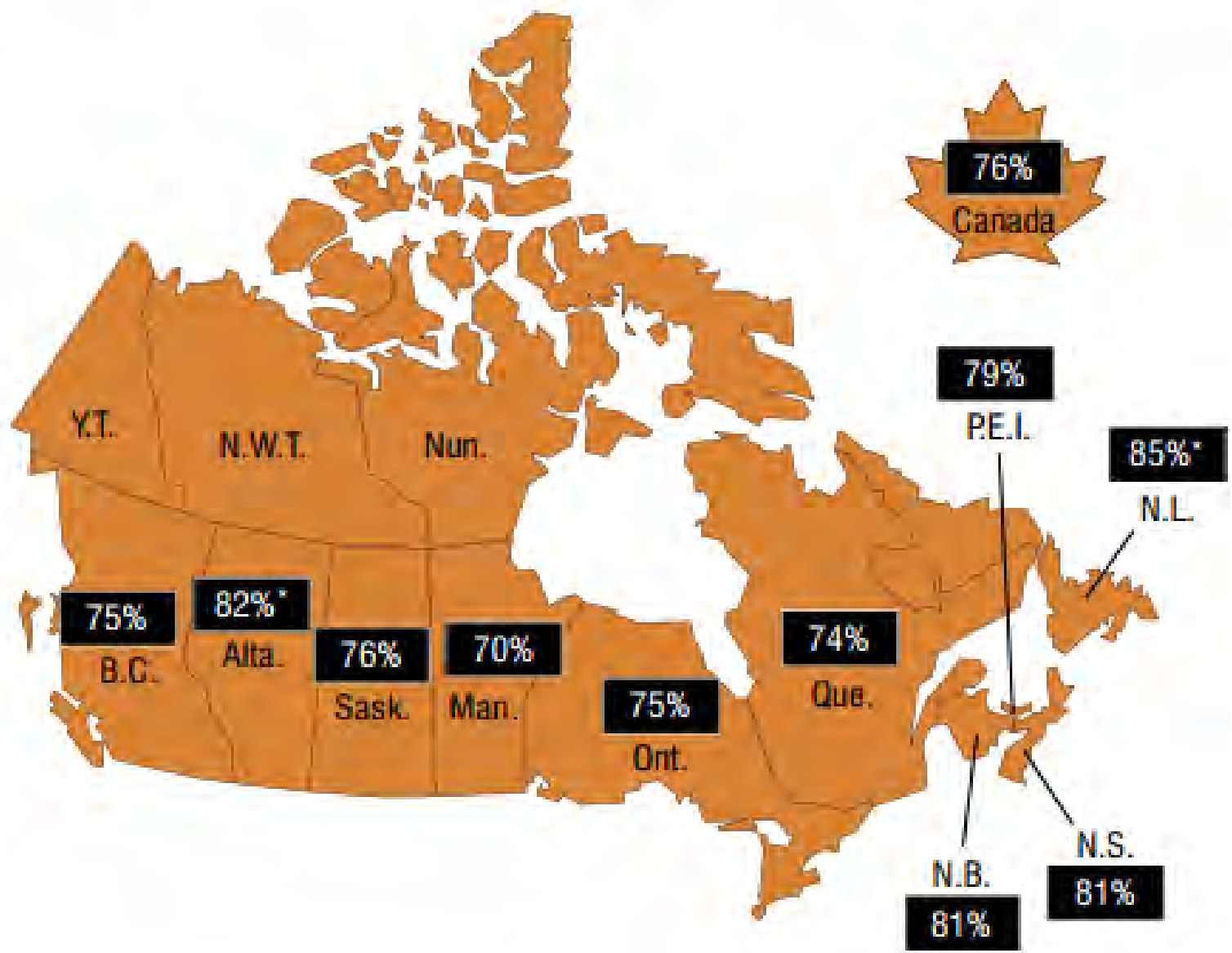


Figure 1: Percentage of Seniors Who Reported Having 1 or More of 11 Chronic Conditions, for Canada and by Province (Age-Sex Standardized)





# A Snapshot of NL's Senior Population

- **85% Rate of Chronic Disease 65+**
- **\$26,800 Average Income 65+**
- **52% of those receiving OAS receive GIS**
- **83.2% Home Ownership 65+ (10% higher)**
- **12.4% Labour Force Participation 65+**

# Provincial Healthy Aging Policy Framework



- **Recognition of Older Persons**
- **Celebrating Diversity**
- **Supportive Communities**
- **Financial Well-Being**
- **Health and Well-Being**
- **Employment, Education and Research**

# Focus

- **Aging-in-Place**
- **Age-Friendly Communities**
- **Advance Care Planning**
- **Caregiving**
- **Social Isolation**
- **Dementia**
- **Healthy Living**
- **Workforce/Retirement Planning**
- **Ageism**



# Images of Aging

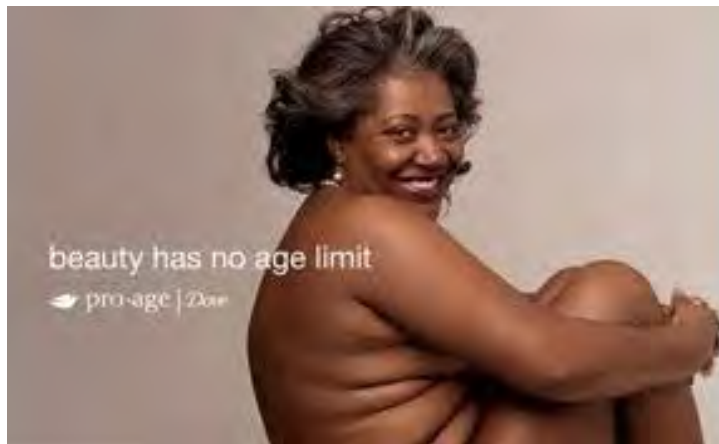
- **Ageism is defined as prejudice against older people.**
  - ❖ **Widespread**
  - ❖ **Implies:**
    - **Of little value**
    - **A burden on society**
    - **Slow to accept change**
    - **Unable to look after themselves**
    - **Slow, deaf or dull**
    - **Child-like or sweet**





' YOU'RE DELIBERATLY PUTTING YOURSELF  
AT RISK OF ILL HEALTH BY BEING OVER 65... '

# Images of Aging



# Current Initiatives and Investments Benefitting Seniors



- **Low Income Seniors Benefit**
- **Long Term Care and Community Support Services**
- **NL Prescription Drug program**
- **NL Housing programs**
- **Age-Friendly NL**
- **Adult Dental Plan**
- **Reduction in Fees**
- **Targeted Initiative for Older Workers**



# Some things to consider...

- Each person has a story
- Relationships take time
- People are experts in their own lives
- We all want the right to live at risk

Thank you!



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