



## Intergenerational Day Contest a Success



Department of Social Development's Wellness Branch, in partnership with Go Ahead Seniors, l'Association francophone des aînés du Nouveau-Brunswick and the Collaborative for Healthy Aging and Care collected a total of 54 submissions for the Intergenerational Day Selfie Contest.

Participants in the mini-contest were showing their support for an age-friendly culture in New Brunswick by snapping a selfie of a senior and someone from a younger generation.

Here are some Collaborative member submissions. Recognize anyone you know? Be sure to let them know!



It's all smiles at Loch Lomond Villa



Engaged sharing taking place at Turnbull Nursing Home



Mr. Francois LeBlanc's grade 6 class gardening with elders in Memramcook



## Collaborative Updates

The Program Coordinator and other members have been busy promoting the work of the Collaborative over the last few months – whether it was presenting at various conferences or taking advantage of opportunities to dig deep in exploring healthy aging and the factors that influence it.

### Social Innovation Labs

Noulab, New Brunswick's social innovation lab, spearheaded by New Brunswick Social Policy Research Network (NBSPRN) and UNB's Pond-Deshpande Centre (PDC), asked the Collaborative to join the multi-sector lab team in exploring the ways in which stakeholders in the province can address NB's challenges in a different way.

Six members of the Collaborative representing the province's senior information centres, not-for-profit sector, government and academia, came together to take advantage of the opportunity and formed the healthy aging lab.

Much like peeling the layers of an onion, the sessions pushed lab members to move beyond the symptoms of the challenge they were grappling with to rediscover the problem underneath. Once rediscovered and better understood, each lab explored how to intervene and address the problem in an actionable way that will eventually lead to better outputs and outcomes.



Social Innovation Lab team members taking questions from Cabinet during Innovation Week

This will result in true systemic and cultural change that will positively impact the way we experience aging in New Brunswick.

The Lab process wrapped up during NB's Innovation Week, and the healthy aging lab was one of four labs invited to pitch their problem and solution to Members of Cabinet. See page 3 to read a transcript of the pitch in its entirety.

### Our Future is Aging Conference

A number of Collaborative members journeyed to Nova Scotia to attend and/or present at the Nova Scotia Centre on Aging Conference held on the lush green campus of Mount Saint Vincent University in Halifax.

Initially presenting a poster at the conference, NSCA organizers liked the Collaborative's submission so much, they asked us to upgrade to an oral presentation during the afternoon breakout session. Jodi and Beth co-presented "Healthy Aging: Approaching Change from the Grassroots Perspective". Jodi gave an overview of the movement's

historical beginnings and Beth provided a brief synopsis of a number of past, present and future healthy aging initiatives. The presentation was well-received by a room of 30 people. The Q&A period turned into an engaging dialogue of ways those in attendance can bring the collaborative approach to communities across Canada.



Jodi Hall presenting in Halifax



## Updates Continued



### Regeneration with NBNPHA 2016

New Brunswick's Non-Profit Housing Association, who also took part in NouLab's social innovation lab process, approached healthy aging lab members Bonnie Fulton (DSD, Wellness Branch) and Beth Arsenault (the Collaborative) and asked them to do a presentation on creating supportive environments that facilitates healthy aging.

70+ non-profit housing landlords left the two presentations with a more positive understanding of the aging experience, the influence of the built environment on personal well-being, and a wealth of contact information and resources from government and non-government organizations that can be shared with their tenants.

## Healthy Aging

### *Pitch to Cabinet*

by Beth Arsenault

Baby boomers. They're not babies anymore. And we hear in the news, as far reaching as MacLean's Magazine that New Brunswick is going to fall off of the fiscal cliff, as baby boomers begin to retire. Our expenses are going to go up, as our revenues go down.

Many have bought into this storyline, because if it's in MacLean's Magazine, then it must be true. But it's not just a financial problem of checks and balances. It's much more complex than that.

The healthy aging lab, also members of the Collaborative for Healthy Aging and Care and the newly appointed Council on Aging, has been grappling with this problem for 4 years now. And through the social lab process, we were able to dig deeper, and really tunnel in – because aging and aging well is a complex issue.

Just look at the social determinants of health that have the greatest impact on healthy aging. After income, the five determinants having the greatest impact on how a person ages are food security, adequate housing, transportation and access to primary health and long term care.

Look around the room today. The social labs present are dealing with the majority of these – either directly or indirectly. We can't isolate this stuff because they all impact the other and are intricately connected.

And to make things even more complex, each NB community is different. They each have a different mix of challenges based on unique socioeconomic, cultural and historical factors. Because of this, it's next to impossible to create a top-down policy approach that is going to succeed in the transition we are facing as a province. We won't solve the problem through policy alone.

Communities are a key foundation of society, and they are part of the solution in solving the challenges we face as a province. The approach is to arm communities in meeting government halfway.

Some communities are doing some of this type of work already. The Village of Gagetown's Transportation Project is but one example where the community took a proactive approach in meeting the needs of its aging population using the assets they have – an available bus and a handful of volunteer drivers. When there is a will there is a way.

The Healthy Aging Lab will be creating a readiness tool kit that assists communities in understanding where they are – not what their needs are, because this leads to a discussion of wanting more, but in rediscovering their assets. What do they bring to the table that can help solve problems with more autonomy? How can they leverage their assets for the betterment of the community as a whole?

We plan to do something cheap and simple by prototyping a community readiness tool kit, and do limited trials in a number of communities to iron out the kinks before wide dissemination. We believe that with a few successes using this approach, communities will begin learning and copying each other. This will then create systemic and cultural change in how we perceive our communities, and how we define and manage aging for the citizens of NB.

## The *Aînés engagés* project has taken off!

by Anne Godin, L'AFANB Project Manager

From September 1st to March 31st, 2017, the Association francophone des aînés du N.-B. (AFANB) will be carrying out the *Aînés engagés!* project, made possible thanks to the financial support of Canadian Heritage's Development of Official-Language Communities Program.

On May 9th, a new online tool was added to the AFANB's site ([www.afanb.org](http://www.afanb.org)). The objectives of the directory entitled *Répertoire Aînés engagés* are 1) to enable community organizations (associations, social clubs, cultural events, etc.) to present their initiatives and raise awareness of their volunteering needs, by specifically focusing on Francophones in NB aged 50 and over; and 2) to make it easier for Internet users aged 50 and over to find the organizations and initiatives in their region looking for volunteers and to obtain contact information to get in touch with the representatives of the activities and causes of interest to them.

Directory registration is free, the tool is easy to use and allows organizations and initiatives to recruit volunteers for each one of their projects, individually. Once the registration is accepted, the organization/initiative fully controls the contents of the information included in the directory and may, at any time, publish or remove a publication that has become outdated.

It is also easy for Internet users to consult the directory; searches can be conducted for various offers listed by region, by activity sector (arts and culture, health and wellness, etc.) or by key word.

The success of this initiative depends, of course, on the registration of organizations and initiatives. Solicitation activities to encourage registrations have been carried out since the online release of the directory and will continue over the coming months, in order to make this new tool an indispensable reference for recruiting volunteers for various associations and French-language events in New Brunswick.



Another major project, of an artistic, cultural and intergenerational nature, is currently being developed. **Coeur d'artiste** will make it possible for Francophone amateur artists aged 50 or over to share with the general public their talents in performing arts (song, music, storytelling, monologue, humor) in a professional context.

Six (6) competitions will take place in six New Brunswick regions in the fall of 2016, in cooperation with AFANB member committees and clubs, as well as artistic and cultural organizations of the different regions. The participating amateur artists will be able to register and perform solo, or as part of a duet or group. Duets and groups may be made up of one artist aged 50 or over and artists from other generations. Each regional competition will choose three winners, who will then be invited to take part in a provincial final held sometime in 2017. Further details on this project will be announced over the next few months, including information on registration, locations and dates of regional competitions.

The first training tour of the Learning component of the project started in May, as part of the AFANB's wellness meetings "Rendez-vous Mieux-être". The workshop *Mon Parcours de vie – À la découverte de mes intérêts, mes talents et mes compétences* allows participants to become aware of the wealth (of learning, skills, know-how and experiences) accumulated throughout their lives and the importance of continuing to cultivate and share this wealth with others, through volunteer work or other social activities. Aging is a period of great change for individuals. Recognizing and promoting their interests, talents, skills and activities they are passionate about help

## Aînés Engagés Continued...

aging people build self-esteem, maintain strong ties to their community and can also encourage them to get more involved in their area.

The Aînés engagés project is supported by many partners and collaborators, namely the Fédération des aînées et aînés francophones du Canada, the Fédération des jeunes francophones du Nouveau-Brunswick, the Société des enseignantes et des enseignants retraités francophones du Nouveau-Brunswick, the Association des Universités du troisième âge du Nouveau-Brunswick and the Association acadienne des artistes professionnels du Nouveau-Brunswick.

**For more information on this project and its various components, please contact Anne Godin, Project Manager, at: [ainesengages@afanb.org](mailto:ainesengages@afanb.org) / (506) 727-7102 – (506) 724-1304.**

### Thought-Provoking Quotes on Aging

*Do not resent getting older. It's a privilege denied to many.* - Unknown

*The aging aren't old; the aging are all of us.* - Alexandra Robbins

*It is possible at any age to discover a lifelong desire you never knew you had.*

- Robert Brault



## We'd love to hear from you!

*Neighbours in Aging* is your newsletter and we welcome your personal and community stories describing the healthy aging journey as it is experienced in NB. Feel free to send us your ideas, stories and submissions.

Happy Reading,

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Program Coordinator

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Collaborative for  
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