

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Saskatoon Council on Aging alerts candidates: Seniors Matter!

Seniors must engage provincial election candidates in a conversation on defining the future

Saskatoon, Saskatchewan, February 18th, 2016 - The Saskatoon Council on Aging today calls out to older adults and the community to remind provincial election candidates to prioritize seniors in the public discussion on the future of Saskatchewan.

Saskatchewan is undergoing a huge demographic shift with a growing older adult population. The vast majority are healthy, active participants in our community, and we need to keep them that way, while also providing more effective and efficient response to those older adults in need.

“Our support system for older adults is staggering under these mounting numbers,” said Candace Skrapek, Age-friendly Saskatoon Initiative Steering Committee Co-Chair. “Government must focus more attention on developing and coordinating programs and services for older adults that provide the innovative and creative solutions needed to combat ageism, promote a more age-friendly approach to health care and other public services, and support aging in place.”

During the **Age-Friendly Saskatoon Initiative** public community consultations, hundreds of older adults, caregivers and service providers clearly stated that much needs to be done to enhance the quality of life of older adults. Sadly, in spite of the efforts of all levels of government, too often older adults fall through cracks leading to deterioration in health and ultimately, costly fixes for taxpayers.

Older adults, a large and very diverse group, want to continue to age in place, wherever that might be. In order for this to happen successfully, they need infrastructure, programs and services that are not only affordable and accessible, but delivered by an entire system that responds holistically, effectively and efficiently. A growing and increasingly urban older adult population will require innovative and proactive policies, strategies and programs to ensure an optimal quality of life. Governments and candidates must direct their attention to building system supports that assist us all to age with dignity.

The Saskatoon Council on Aging needs the help of all citizens to carry the message forward and make seniors part of a conversation during this election campaign. Seniors Matter! So join us in our effort to bring attention to them!

For more information on the Saskatoon Council on Aging or the Age-friendly Saskatoon Initiative visit our website www.scoa.ca. For a copy of the report please visit: [Age-Friendly Saskatoon Initiative: Recommendations](#).

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The Saskatoon Council on Aging is a non-profit, community-based, voluntary organization dedicated to the promotion of dignity, health and independence of older adults. community leader in promoting Positive Aging for All and envisions an environment in Saskatchewan that addresses the widespread prejudices of ageism, enhances the age-friendliness of communities, enables healthy, positive aging and supports the well-being of seniors across the province.

MEDIA RELEASE

The upcoming election is an opportunity to make our support for seniors known. The impact of an aging population affects us all, and more importantly, this is about everyone's future. Today's young person is tomorrow's senior. Share your experiences and offer your insights into how we can support a better future for everyone. Let's create action.

Saskatoon Council on Aging is asking the Saskatoon community to:

1. Start a conversation with your friends, spread the word and talk to the candidates on your doorstep about issues important to older adults.

Go to the Saskatoon Council on Aging website for talking points, or simply tell them your own family's experiences.

2. Engage with social media

Use social media to share information about seniors care with your audience. Twitter, Facebook and Instagram are all valuable ways to disseminate information, voice your concerns and collaborate with others. Take a moment to "Like" the SCOA Facebook page and share with one or more of your local political candidates. Please spread the message on seniors through Twitter and Instagram.

3. Write a letter to your candidates and to the local newspapers.

Tell the community that seniors are important and that they deserve the attention of government. Make sure to share why you care about seniors or a senior. This does not need to be detailed, but it just needs to let the candidate or the reader know that this is an issue needing attention.

4. Attend the Saskatoon Council on Aging all candidate forum on seniors issues schedule for **Friday March 11 @ 2:00pm at McClure United Church, 4025 Taylor St E, Saskatoon**

Together we can send a strong message by attending this event and other events focused on seniors in our province.

Make sure to ask the candidates question about how they intend not just to support seniors, but to prioritize them in their government.

Every little bit helps!

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