



Human Resources and
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New Horizons for Seniors Program

Canada's Seniors Address Elder Abuse

Presentation to INPEA/CNPEA Conference
June 16, 2008

Purpose

- To provide an overview of the New Horizons for Seniors Program and its role in supporting Canadian efforts to raise awareness of elder abuse.



New Horizons for Seniors Program

The **New Horizons for Seniors Program (NHSP)** helps to ensure that seniors are able to benefit from and contribute to the quality of life in their community through their social participation and active living.

NHSP engages seniors through three funding streams:

1. Community Participation and Leadership
2. Capital Assistance
3. Elder Abuse Awareness

Valuing the important role that seniors play in our communities...

Community Participation and Leadership Funding

The cornerstone of NHSP

Community Participation and Leadership Funding provides grant funding of up to \$25,000 for projects that encourage seniors to contribute to their communities by sharing their skills, wisdom and experience and helping to reduce isolation. These projects are initiated and led by seniors and benefit the communities where they live.

Encouraging seniors to contribute to their communities through volunteerism, mentorship and civic leadership...

Community Participation and Leadership Funding

Volunteerism, mentorship and civic leadership



- A seniors group partners with a volunteer centre to develop and lead a campaign to attract and match new retirees to volunteer opportunities in their communities.
- Seniors and youth form a theatre group to develop and deliver theatre performances on seniors' and youth's health and well-being.
- Isolated immigrant seniors connect with their community to develop a DVD about the experience of immigration.

Community Participation and Leadership Funding

Seniors leading efforts to address Elder Abuse

- Growing number of projects underway across Canada
- Over 50 projects since 2004
 - Touching on all aspects of elder abuse
 - Involving many types of organizations and partners
 - Varied approaches – grassroots to sophisticated
- Elder abuse projects are encouraged



Community Participation and Leadership Funding Successful Community Approaches



- Community theatre as a non-confrontational way to raise awareness message
- Peer support – Seniors helping other seniors
- Workshops, forums: for seniors and by seniors
- Safety and security awareness training sessions

Complementing Local Efforts and Increasing Impact

- NHSP projects reach out to local communities (44 communities reached so far)
- Most groups are not inter-connected or linked to an overall strategy to promote awareness of the issue
- Heightened federal focus on issue: we are doing more

Elder Abuse Awareness Funding

Overview:

- Provides contribution funding to non-profit organizations for national or regional projects that raise awareness of the abuse of older adults.
- Through this funding, new resources and supports will be available to help reduce the incidence of elder abuse.

Key Features:

- National and regional projects (nationally delivered)
- Funding for up to three years
- Eligible activities:
 - promoting awareness;
 - developing and disseminating resources and communications products; and
 - networking and information sharing.

In Conclusion...

Outcome

More informed, coherent and effective action on elder abuse in communities across Canada