



CAIP Innovative Attitude Change Project Proposal - Advancing Access and Inclusion

Project Title: My Aging Story/ Mon histoire au troisième âge
Submitted by: Ability New Brunswick/Capacité Nouveau-Brunswick Inc.
Sector Targeted for Attitude Change: <input type="checkbox"/> Employers, <input type="checkbox"/> Youth (preschool – Grade 12), <input checked="" type="checkbox"/> Community (geographic community or community of interest)
Specific Audience To Be Reached: Seniors with a mobility disability, service providers
Specific Attitude To Be Established: Perception that aging with a disability means lack of ability and lack of independence, and that it means living in a nursing home or special care home
Geographic Reach: Throughout Canada
Project Description Summary: <p>Our project goal is to enhance the independence and social inclusion of Canadian seniors with a mobility disability. Our project objective is to share seniors' knowledge, skills and experience on best practices in independent living and social inclusion by expanding the made in NB <i>My Aging Story</i> project. View the video stories at the Ability NB YouTube channel at https://www.youtube.com/user/AbilityNB . There is a significant lack of best practice sharing and visible success stories when it comes to aging, active living and social and economic inclusion in Canada.</p> <p>New Brunswick has the fastest growing seniors population in Canada. This cohort will double in the next twenty years. According to demographic projections, the proportion of Canadian seniors is expected to increase rapidly until 2031, when all the baby boomers will have reached 65. Seniors could represent between 23% and 25% of the total population in 2036 (Statistics Canada, 2016). According to Statics Canada (2012), 35% of New Brunswick seniors will have a disability and mobility is the most common type with 23% seniors having a mobility disability. This trend is noticeable throughout Atlantic Canada and Canada. Many will develop a disability after age 65 as a result of falls/injuries, medical complications or the onset of other conditions. At the same time, people with a long term disability are experiencing the added effects of aging due to improvements in the treatment of disease and advances in rehabilitation. However, increased longevity does not necessarily mean that seniors are maintaining an adequate quality of life. Due to the reality that baby boomers have had fewer children than previous generations, the support they can anticipate from adult children is less than previous generations. Many seniors with a disability face barriers to community participation and issues such as poverty, inactivity, and social isolation are common.</p> <p>Our project will meet our goal and objective through a focus on telling the stories and successes of seniors with a mobility disability and their best practices in remaining independent in their own homes and engaged in our communities. Stories (social media including video, print, photos) will focus on positive images of healthy aging and active living and enhance awareness among seniors and service providers of options, support, programs and community activities available. By sharing their knowledge and resources, seniors will become positive role models for others, increase awareness of abilities and potential for active living, and increase knowledge of a range of supports available and how to access them.</p>
Project Outcomes:

The following outcomes are projected for seniors with a mobility disability:

Short-term outcomes

Increased access to positive role models
Increased awareness of abilities and potential for active, independent living and social inclusion
Increased knowledge of a range of supports available and how to access these supports

Intermediate outcomes

Increased access to supports and resources, appropriate to specific needs
Increased ability to make reasonable choices about disability supports and care
Increased opportunity to be involved in the community, adopt a healthy lifestyle and remain active

Long-term outcomes

Decreased social isolation
Increased ability to live in their own home
Reduced need for long-term care services
Reduced incidence of unnecessary group home or nursing home placements
Enhanced quality of life and increased independence

There are also outcomes intended for service providers and the general public including increased awareness of abilities and potential for active, independent living and social inclusion.

Project Lead and Partners: Ability NB and will approach other organizations who serve seniors with a mobility disability throughout Canada with at least one partner in each province.