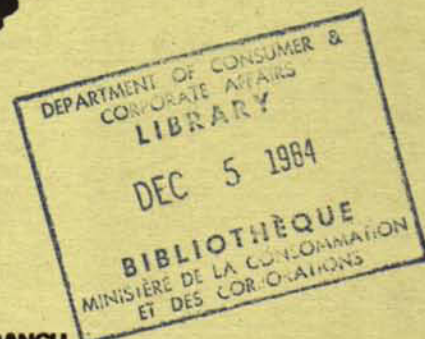


AN ANNOTATED DIRECTORY OF ORGANIZATIONS
OF/FOR
THE ELDERLY



CONSUMER SERVICES BRANCH
CONSUMER AND CORPORATE AFFAIRS CANADA
1984

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TABLE OF CONTENTS

Introduction

Organizations

- National, Provincial, Regional, and
Municipal - in alphabetical order



March, 1984

INTRODUCTION

The Annotated Directory of Organizations of/for the Elderly was prepared under contract for the Consumer Services Branch of the Department of Consumer and Corporate Affairs. The directory has been designed as a basic working tool.

The pages have a right hand column for brief notes. Each entry is faced with a blank page for more indepth commentary.

The directory is predominantly made up of national and provincial organizations or agencies, but municipal and regional groups have been included as examples of the types of activities taking place at the grass roots level.

The directory itself is not immutable. You may wish to place the entries in a different order to suit your needs. You may wish to enter organizations that have been missed, or your own contacts. A set of pages has been included in the back of the directory for your convenience.

Because of limited space not all the information supplied by the responding organizations could be included. The information that has been included is as representative as possible.

It is now up to the user of this directory to add more information and to increase its individualized usefulness.

ORGANIZATION

Academy of Gerontology of the Outaouais
103 Montcalm St., Room 116
Hull, Quebec
Telephone: 776-8419
Contact: Olivier Héroux, President



OBJECTIVE

Social promotion of elderly, improvement of the quality of life of the elderly and information on nutrition and legal rights.

OF THE ELDERLY

RESOURCE

REGIONAL

FRENCH

ACTIVITIES

Essentially educational and information, formation, facilitate and consultation, professional support of ongoing community projects administered by the elderly.

ACHIEVEMENTS

Over the past four years many educational projects and activities in all sorts of areas, for example - video productions books, slides, video production for the elderly, tours for the elderly, development of a heritage puppet show based on local legends, in home education on preparation of balanced meals.

PUBLICATIONS

DIFFICULTIES

The greatest difficulties to assure a stable financial resource.

CONSUMER PROBLEMS

Poverty, transportation and ignorance.

ORGANIZATION

Alberta Council on Aging
10010 - 105 Street, Room 324
Edmonton, Alberta T5J 1C4
Telephone: (403) 423-7781
Contact: Mr. Rein Selles, Executive Director



OBJECTIVE

We seek to increase understanding of the impact of aging on both individuals and society. We work for individual and societal change in order to enhance the active participation of elderly in society.

OF THE ELDERLY
FOR THE ELDERLY
RESOURCE
OTHER
PROVINCIAL
ENGLISH

ACTIVITIES

Define the needs of aged and of aging. Identify and encourage research. Encourage & develop public discussion. Mobilize leadership. Monitor & review government policy. Foster liaison and co-operation among agencies concerned with aging.

ACHIEVEMENTS

Research & program development in such areas as Health Care, Education, Transportation, Sports & Recreation, Senior Centres Housing, Crime Against The Elderly, Arts and Consumer Concerns, Development of Foresight Magazine for Pre-Retirement Education.

PUBLICATIONS

ACA News - \$5.00/year,
Annual Report,
Foresight Magazine

DIFFICULTIES

ACA has had no difficulty in meeting its objectives. Have had some problems in encouraging greater senior participation in the organization. Lack of awareness is the main problem.

CONSUMER PROBLEMS

Erosion of income by way of inflation, recession and possibly the reduction of some services provided by provincial, federal and municipal governments as a result of recession.

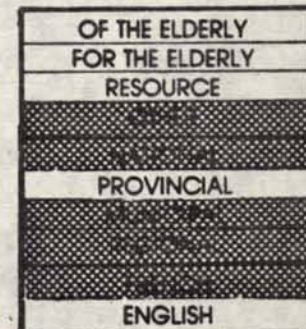
ORGANIZATION

Alberta Senior Citizens
Sport & Recreation Association
Office "B", 722-16th Avenue N.E.
Calgary, Alberta T2E 6V7
Telephone: 277-3734
Contact: Jane Lang, Co-ordinator



OBJECTIVE

To promote sport, recreation & fitness development for older adult, 55+; to ensure input by & participation in the Alberta Winter Games & Summer Games; to promote grassroots development in the Alberta Seniors Games.



ACTIVITIES

Alberta Summer, Winter & Seniors Games, leadership workshops, recreation, sports & fitness clinics.

ACHIEVEMENTS

1st ever Alberta Seniors Games 1980; hosted provincial conference "Sport Development & the Older Adult, Oct. 1983; introduced the games of diskings & floor curling.

PUBLICATIONS

Quarterly Newsletter Annual Report
Resource Manual
Brochure entitled Seniors Play Games Too.

DIFFICULTIES

Not so much the objectives or activities, but the funding to do some of these things is sometimes a concern.

CONSUMER PROBLEMS

Maintaining health.

ORGANIZATION

Association for Volunteers in Quebec
197 St. Catherine Street
Longueuil, Quebec J4H 4A5
Telephone: (514) 677-3491
Contact: Marc André, Director

**OBJECTIVE**

To favor the development and implementation of volunteer programs in the many fields of human activity, at the local, regional & provincial levels, help volunteer centres in the organization of their services.

RESOURCE

PROVINCIAL

FRENCH

ACTIVITIES

Provide technical and moral support to volunteer centres; act as liaison between the different centres; act as intermediary with the Ministry of Social Services.

ACHIEVEMENTS

PUBLICATIONS

DIFFICULTIES

CONSUMER PROBLEMS

Isolation.

ORGANIZATION

Canadian Geriatrics Research Society
351 Christie Street
Toronto, Ontario M6G 3C3
Telephone: (416) 537-6000
Contact: Ian G. Milne - Secretary/Treasurer

OBJECTIVE

To encourage and support basic, applied and clinical research in geriatric medicine.



OTHER

NATIONAL

ENGLISH

ACTIVITIES

Raise funds through donations from corporations and individual foundations.
Evaluate research proposals submitted and select those that can be supported.
Operate a library on geriatric medicine and gerontology.
Publish newsletter semi-annually.

ACHIEVEMENTS

In past year, approved twelve new grants for research projects and made payments to fifteen research projects.

PUBLICATIONS

DIFFICULTIES

Greater difficulty raising funds in present economic environment.

CONSUMER PROBLEMS

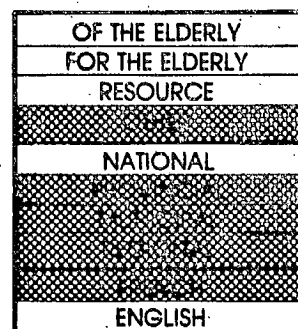
ORGANIZATION

Canadian Pensioners Concerned
830 McLean St., Apt. 24
Halifax, Nova Scotia B3H 2T8
Telephone: (902) 455-7684 or 423-3075
Contact: Professor M. Doreen E. Frazer



OBJECTIVE

To improve the quality of life for many older Canadians being seriously hurt by inflation, high taxes and inadequate health care.
To encourage multi-generation team work.



ACTIVITIES

Self-education.
Present briefs, studies, reports to government and other agencies about problems which affect older Canadians and about aging in general.

ACHIEVEMENTS

Persuaded Federal government of need to index OAS/GIS. Interlink with other relevant organizations such as the Red Cross, V.O.N. nursing profession. Impact in regards to health care, nursing home, free prescriptions for 65 years and over, housing standards, grocery store pricing and safety, continuing education.

PUBLICATIONS

Brief in 1983 to Parliamentary Task Force on Pension Reform; in 1984 to Royal Commission on Economic Union and to the Task Force on Allocation of Health Resources.

Research reports - upon request

DIFFICULTIES

Maintaining offices in Toronto and Halifax and staffing them sufficiently. Fundraising is a constant problem. Maintenance of continuity and effort of volunteers. Small organizations confronted with difficulty that politicians count heads when considering support. Fragmentation at all levels - need umbrella council at arms length from government to build clout.

CONSUMER PROBLEMS

Too many manufacturers not catering to older population. Too many stores do not cater to older customer as to accessibility, safety, seating, pricing, packaging. Difficulty with consumer information, considerable number of older people are illiterate or functionally illiterate or are visually handicapped.

ORGANIZATION

Canadian Pensioners Concerned Alta. Division
No. 907, 4440-106th Street
Edmonton, Alberta T6H 4X1
Telephone: 436-7837
Contact: R.T. Beckloff, Past President



OF THE ELDERLY
FOR THE ELDERLY

PROVINCIAL

ENGLISH

OBJECTIVE

Research, advocacy, education.

ACTIVITIES

Monitoring legislation which may be of concern to the elderly. Both in incomes as well as cost of living (as well as dying). Respond to the most urgent needs of retired Canadians; conduct surveys and circulate questionnaires; monitor legislation passed or proposed that has a bearing on benefits accruing to older Canadians; advise on procedures to follow when applying for benefits; urge our members to take a keen interest in the activities of their communities; present briefs to provincial and civic government.

ACHIEVEMENTS

We have enlisted the moral and financial support of some 12,500 individuals in Alberta.

PUBLICATIONS

Newsletter, Quarterly, \$10 for Clubs, etc. \$3.00 for individuals.
Brochure "Program for Action".

DIFFICULTIES

The greatest difficulty is working through the apathy that the elderly has assumed.

CONSUMER PROBLEMS

Lack of sufficient funds for those who are healthy and still active -- who drive cars, go on travel excursions, need to dress well and live in some comfort. For those who are institutionalized, the consumer problem is much lessened.

ORGANIZATION

Nova Scotia Division, Canadian Pensioners Concerned
830 McLean St., Apt. 24
Halifax, Nova Scotia B3H 2T8
Telephone: (902) 455-7684 or 423-3075



OF THE ELDERLY
FOR THE ELDERLY
RESOURCE

PROVINCIAL

ENGLISH

OBJECTIVE

Focus concern upon those whose incomes are below poverty level and work to protect the financial security of the retired.

ACTIVITIES

To inform pensioners of entitlement and procedures and to encourage them to make their wants and needs known at all government levels; support pre-retirement programs; undertake surveys and studies; increase income tax exemption; encourage members to take a keen interest in their community; establish an All-Party Committee on Aging in the provincial legislation.

ACHIEVEMENTS

Brief dealings with pension, cultural involvement, health, care, homes for special care, post-secondary education, public utilities.

PUBLICATIONS

The Law and Older Nova Scotians, 1983, Halifax \$5.00
Herring Gull Post; semi-annual newsletter.

DIFFICULTIES

CONSUMER PROBLEMS

ORGANIZATION

Canadian Red Cross
95 Wellesly Street East,
Toronto, Ontario M4Y 1H6
Telephone: (416) 923-6692
Contact: Margaret Ringland, National Coordinator
Health and Community Services

OBJECTIVE

To provide health and welfare services to help promote health and relieve suffering. Services may be preventive, curative or rehabilitative, and of an individual or community character.

The aim of the Senior Services programme is to provide opportunities for seniors to give as well as receive services, thereby enabling them to remain as self-sufficient and active as their capabilities will allow.

OF THE ELDERLY
FOR THE ELDERLY

RESOURCE

OTHER

NATIONAL

FRENCH

ENGLISH

ACTIVITIES

Canadian Red Cross Corps
Homemakers
Seniors services, including Fun and Fitness
Veterans' Services
Assistance International and Domestic (AID)
Health in the Home
Sickroom Equipment Loan Service (SELS)
Outpost Hospitals and Nursing Stations

ACHIEVEMENTS

Operates 17 programmes and services for the Canadian public.

PUBLICATIONS

"Journal" - four times a year - distributed free of charge.

The Annual Report - Spring - distributed free of charge.

"Service" - four times a year, distributed free of charge.

DIFFICULTIES

CONSUMER PROBLEMS

Misleading and aggressive advertising.
Educating the elderly re: consumer rights.

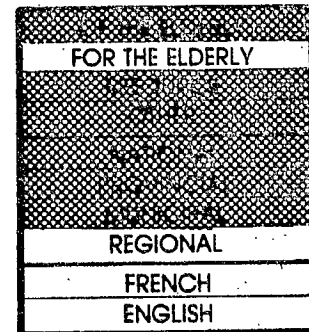
ORGANIZATION

The Council on Aging
256 King Edward Avenue
Ottawa, Ontario
Telephone: (613) 232-3577
Contact: Carol Burrows - Coordinator



OBJECTIVE

Informed, responsive and responsible members of the aging population and a community informed about aging. Gerontology services provided by seniors, professionals, and governments that are flexible and innovative.



ACTIVITIES

Coordination of programmes and services through consultation and provision of a forum for discussion of issues; identifying gaps in service and stimulation of new programmes.

ACHIEVEMENTS

Action on behalf of citizens in Ottawa-Carleton to help improve services in the social, health, education, recreation, home support and housing areas.

PUBLICATIONS

Newsletter twice a week.

Annual Report.

Research Report on continuing education, healthy aging and retirement planning.

DIFFICULTIES

No major difficulties that cannot be resolved by community and agency cooperation.

CONSUMER PROBLEMS

Costly availability of medical services.

ORGANIZATION

Federal Superannuates National Association
Suite 302, 233 Gilmour Street
Ottawa, Ontario K2P 0P2
Telephone: 234-9663
Contact: Mr. F. Lancaster,
National Secretary-Treasury

OBJECTIVE

To advance, promote and protect the interests of Canadian federal pensioners where ever they may be located.

OTHER

NATIONAL

ENGLISH

ACTIVITIES

Informing members by newsletters issued by the National office and notices or bulletins by branch offices. Each branch carries on an advisory service to its members and social programs appropriate to retired personnel.

ACHIEVEMENTS

Established a Liaison and Advisory Committee on Superannuation which carries on research of matters concerning superannuation which might affect its members, i.e. full indexing, based on increase in the Consumer Price index (Jan 1, 1974).

PUBLICATIONS

Newsletter - quarterly (included membership fees)
Briefs - to Parliamentary & Senate Committees,
MacDonald Commission etc...
Brochures - membership.

DIFFICULTIES

CONSUMER PROBLEMS

ORGANIZATION

The Federation of Elderly Francophones of Ontario
80 Cobourg, Apt. 4
Ottawa, Ontario K1N 8H1
Telephone: 235-4258
Contact: R.F. Philippe Faucher



OBJECTIVE

Regroup the clubs for Elderly francophones of Ontario to give french services to Elderly francophones, provide information to Elderly francophones.

OTHER

PROVINCIAL

FRENCH

ACTIVITIES

Annual congress, representation of the Elderly in gerontology association and agencies that provide services to the Elderly, seminars, work shops, on leadership and information.

ACHIEVEMENTS

Reassemble hundreds of clubs throughout the province, - A travel agency to service the Elderly, Group Life insurance that is profitable to the Elderly.

PUBLICATIONS

Newsletter, Annual Report 1983, Update on the future services in French in Ottawa Carleton, May 1984, Magazine - Vivre Plus

DIFFICULTIES

Financial. We depend on grants for our projects and we are never sure we will get them. Spend more time and energy on obtaining finances than on the services themselves.

CONSUMER PROBLEMS

Insecurity in the elderly, they don't know who to trust.

ORGANIZATION

Gerontology Association of Nova Scotia
P.O. Box 1312,
Wolfville, Nova Scotia
Telephone: (902) 542-9327
Contact: Elizabeth Logan, Executive Secretary

OBJECTIVE

To provide opportunities for personnel working in the field to meet & share concerns. To foster co-ordination of agencies and organizations for the elderly in Nova Scotia. To serve as a consulting body in the field of gerontology. To provide information and resource centre, to facilitate research.

RESOURCE

PROVINCIAL

ENGLISH

ACTIVITIES

Educational programs - conferences, in-service workshops and symposia; support of research; identification of problems of the Aged.

ACHIEVEMENTS

PUBLICATIONS

G.A.N.S. Newsleter
Directory of Service Givers in Nova Scotia
Brochure - G.A.N.S. Individuals with an interest in
Aging.

DIFFICULTIES

CONSUMER PROBLEMS

Health Care, low income

ORGANIZATION

Gerontology Research Council of Ontario
88 Maplewood Avenue
Hamilton, Ontario L8M 1W9
Telephone: (416) 549-6525
Contact: J.D. Galloway, M.D., Executive Director

Gerontology
Research
Council
of Ontario

88 Maplewood Ave.
Hamilton, Ontario
L8M 1W9
(416) 549-6525

OBJECTIVE

To promote, encourage, support and coordinate research in aging and in the care of the elderly.

OTHER

PROVINCIAL

ENGLISH

ACTIVITIES

Conduct of an annual research support program:
Research personnel support: research scholarships,
research fellowships, advanced student bursaries, and
research project support.

ACHIEVEMENTS

PUBLICATIONS

Annual Report- June - annually; Periodic Research Reports: "Research Issues in Aging", 1980 (\$4.50), Survey of Aging Research in Ontario, Census Data Relevant to the Elderly in Ontario

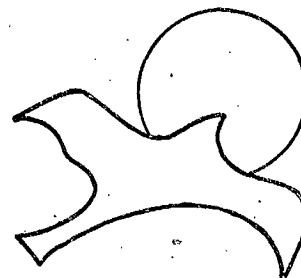
DIFFICULTIES

Inadequate funds to support the development of gerontology research scientists and support gerontology research to the extent believed advisable in view of the aging of Canada's population.

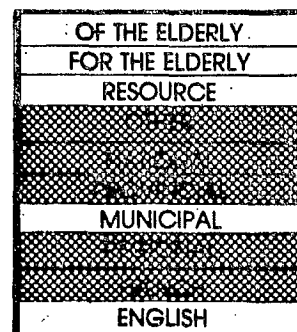
CONSUMER PROBLEMS

ORGANIZATION

Golden Age Association
5700 Westbury Avenue
Montreal, Quebec H3W 3E8
Telephone: (514) 739-4731
Contact: Herb Finkelberg, MSW, Executive Director

**OBJECTIVE**

To promote positive attitudes in social and physical well-being and provides exciting opportunities for learning, involvement in artistic, educational leisure, leadership and volunteer activities.

**ACTIVITIES**

A wide variety of courses such as fitness, languages, music, as well as travel services, food services, support services such as meals on wheels; volunteer training and quasi legal services.

ACHIEVEMENTS

PUBLICATIONS

Monthly & Annual Newsletter.

DIFFICULTIES

CONSUMER PROBLEMS

ORGANIZATION

Golden Age Club of the Saguenay, Lac St. Jean
414 Collard West
Alma, Quebec G8B 1N2
Telephone: (418) 668-4541
Contact: Mrs. Régina Frignon, Regional President

OBJECTIVE

To regroup the senior citizens clubs in the region and serve as intermediary with the Federation of Senior Citizens Club. To help form groups, for the development and welfare of Seniors in Saguenay, Lac St. Jean.

OTHER

PROVINCIAL

FRENCH

ACTIVITIES

Study problems submitted by the clubs, suggest solutions if possible; pressure government and other organizations in order to improve the situation for elderly people. Provide information to clubs, study days, information excursions, and congress.

ACHIEVEMENTS

Founding of 57 senior clubs in the region in collaboration with FADOQ. Members now have life, auto, and home insurance and reduced club rates. They also have more than 40 precise achievements for the betterment of seniors.

PUBLICATIONS

Newsletter - every 2 months

DIFFICULTIES

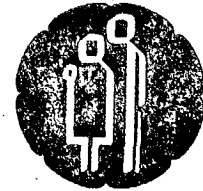
To provide help to seniors with very limited budgets.

CONSUMER PROBLEMS

Insufficient financial assistance.

ORGANIZATION

Golden Age Council - Region of Quebec
510 St. François Street, East
Quebec, Quebec G1K 2Z4
Telephone: (418) 529-6693
Contact: Guy Harvey, Director General



OBJECTIVE

To help, in the Quebec region, in the organization, promotion and functioning of Golden Age Clubs, and coordinate their efforts and activities. To have at their disposal technical aids to promote social, cultural, religious, recreational and all other activities that serve to maintain a social condition of good physical, psychological, social & religious balance for the elderly in our rural and urban environment.

OF THE ELDERLY
RESOURCE
REGIONAL
FRENCH

ACTIVITIES

Inform, consultation, coordinate and facilitate, to alert our contemporary society of the problems and needs of the elderly and to press for government policy that will help the welfare of the elderly.

ACHIEVEMENTS

PUBLICATIONS

Newsletter - Les 4-Saisons.

DIFFICULTIES

CONSUMER PROBLEMS

ORGANIZATION

Laboratory of Gerontology,
Psychology Dept. U.Q.T.R.
Trois-Rivieres, Quebec G9A 5H7
Telephone: (819) 376-5360
Contact: Raymond Champagne, Director

OBJECTIVE

The laboratory's goal is to bring scientific support to teachers at the certificate level in the field of gerontology at U.Q.T.R. Through its research the laboratory also provides solutions to social problems of the aged as they relate to the aging process.

RESOURCE

PROVINCIAL

FRENCH

ACTIVITIES

Workshops on pre-retirement, construction of an evaluation grid developed to measure the needs, interests, satisfaction and self-esteem levels of citizens 55 years and over.

ACHIEVEMENTS

PUBLICATIONS

S.I.M.E.G. - published in 1981 as well as supplements for 1982 and 1983 - \$10.00

DIFFICULTIES

The shortage of funding that could permit the direct involvement of seniors in our research work. The occasional bit of volunteer work is easy to obtain, while a more continued effort or permanent involvement requires the capacity to remunerate. There is a valuable resource that we can tap into in the experience, skills and self expression of the elderly. When we speak of elderly people the Stereotype Social Services client immediately comes to mind. This group represents 6% of the elderly population. What of the 94% of the senior population that lives in Quebec?

CONSUMER PROBLEMS

Publication of governmental policy a) that favour the extension of in home care and services with a view to delaying institutionalization, b) that would render readily accessible & free transportation services to seniors, to permit meetings and activities that promote the preservation of their mental health, c) that would control the use of medication by seniors, the use of computers could permit doctors, druggists and health care personnel to verify the prescription of drugs & medication to senior citizens.

ORGANIZATION

Manitoba Council on Aging
7th floor - 175 Hargrave Street
Winnipeg, Manitoba R3C 3R8
Telephone: 944-3516
Contact: B. Havens, Provincial Gerontologist

OBJECTIVE

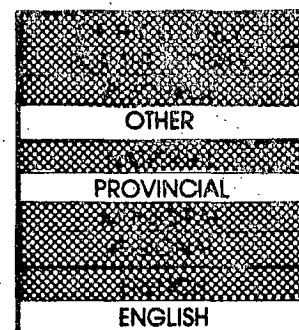
Helping to identify areas of opportunity for government, in adapting programs, policies and institutions to accommodate to the changing age structure of Manitoba's population.
Increasing public knowledge and understanding of the aging process and its implications for all age groups in Manitoba.
Reviewing projects, programs, proposals, and problems related to the aging process and the aging of the population as referred to the Council by the the Minister and report its findings to the Minister.

ACTIVITIES

Consultation with government staff and politicians.
Consultation with community groups including but not restricted to seniors.
Development of policy suggestions for government and community.
Production of senior citizens handbook.

ACHIEVEMENTS

Broader awareness of aging related issues.



PUBLICATIONS

First and second Annual Reports and Departmental
Annual Reports
Senior Citizens Handbook, 1981, no cost.
Protection of the Elderly - A Study of Elder Abuse
1980
Senior Citizens Housing Design Guide, 1982.

DIFFICULTIES

Meetings are costly with members drawn from
throughout the province and budget is limited by
general economic constraints.

CONSUMER PROBLEMS

Providing sufficient viable options to provide all
individual seniors with the opportunity to exercise
legitimate choices in all consumer areas.

ORGANIZATION

Manitoba Society of Seniors
1102-211 Portage Avenue,
Winnipeg, Manitoba R3B 2A2
Telephone: (204) 942-3147
Contact: Carol J. Robertson, Executive Director

OBJECTIVE

The Manitoba Society of Seniors is a non-profit organization, developed for and by Seniors to obtain the highest possible quality of life for all Seniors in the Province of Manitoba.

OF THE ELDERLY

PROVINCIAL

ENGLISH

ACTIVITIES

The Manitoba Society of Seniors presents the views of Seniors to all levels of government; stimulates and assists in the community action to meet the needs of Seniors throughout Manitoba.

ACHIEVEMENTS

Participated in a number of conferences; actively involved in improving health care; housing, transportation, informing various agencies and political parties of the wants and needs of Manitoba Seniors.

PUBLICATIONS

Newsletter - Dateline MSOS - 6 times per year to members,

Annual Report - June annual meeting

Brochures - MSOS, Senior Citizens Games,

Magazines - Manitoba Seniors Journal - tabloid newspaper published quarterly.

DIFFICULTIES

CONSUMER PROBLEMS

ORGANIZATION

New Horizons Program, Health & Welfare Canada
6th floor, Brooke Claxton Bldg., Tunney's Pasture
Ottawa, Ontario K1A 1B5
Telephone: (613) 996-8358
Contact: Cal Zacharias, Program & Policy Development

OBJECTIVE

To provide opportunities for retired Canadians to plan, operate and participate in meaningful activities of their own choosing which will prove beneficial to themselves and the community.

FOR THE ELDERLY

NATIONAL

FRENCH

ENGLISH

ACTIVITIES

Funding of project activities organized by groups of older, retired Canadians under the following broad categories: fitness and recreation; arts, crafts, and hobbies; service-oriented activities; performing arts and entertainment; historical, cultural and educational activities; and organizational development.

ACHIEVEMENTS

Approximately 2,000 projects are funded per year. Approximately 23,000 projects funded since inception in 1972.

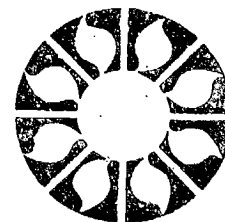
PUBLICATIONS

DIFFICULTIES

CONSUMER PROBLEMS

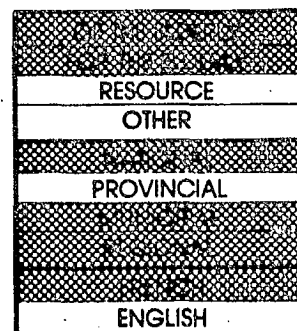
ORGANIZATION

Ontario Association of Homes for the Aged
250 Consumers Road, Suite 509,
Willowdale, Ontario M2J 4V6
Telephone: (416) 497-7205
Contact: Nicholas J. Manherz, Executive Director



OBJECTIVE

To promote continuing improvement in the quality of care of the elderly in Ontario; to promote a positive image of aging, highlighting the potential for continuing growth and enrichment; to promote the continuing development of professional skills and sensitivities of its members in providing services to the elderly; to interact with the provincial government and other agencies in developing policies conducive to the total welfare of older citizens in Ontario.



ACTIVITIES

Consultant to member homes, workshops and conference organization and participation on a variety of topics. Publish a quarterly magazine "The Quarterly" on issues of concern to providers of long term care. Publish a bi-monthly newsletter "The News Bulletin" for providers of long term care.

ACHIEVEMENTS

Was asked to participate in the development of a curriculum for geriatric courses in Ontario Community Colleges. The association was instrumental in increasing resident privacy, ie., private washrooms.

PUBLICATIONS

Newsletter - "News Bulletin", bi-monthly; "Annual Report", September; Resource Manual - Guidelines for Standards for Homes for the Aged" \$25.00 per copy; Annual Report - "Does it Really Matter if It's Tuesday, A Guide to Caring for the Mentally Impaired Elderly", \$25.00 per copy; Magazines - "Images of Aging" - photographic library.

DIFFICULTIES

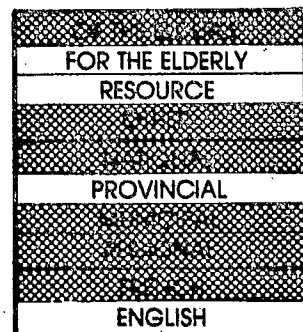
CONSUMER PROBLEMS

ORGANIZATION

Ontario Gerontological Association
Dept. of Statistics & Actuarial Science
University of Waterloo
Waterloo, Ontario N2L 3G1
Telephone: (519) 885-1211 ext. 3468
Contact: Dr. W.F. Forbes, President

OBJECTIVE

To bring together persons interested in the various aspects of gerontology; to promote the study of aging in all its aspects; to promote improvement in the well-being of older people, to improve communication between the relevant disciplines and between persons engaged in research, education, professional practice, and other interested workers; to broaden knowledge about aging, and thereby to help develop positive societal and professional attitudes towards elderly people; to co-operate, where appropriate, with other organizations which have similar objectives to those of the Association.



ACTIVITIES

The Association publishes a Newsletter and has annual meetings. There are Officers with special responsibility for Communications, Program and Education

ACHIEVEMENTS

The Association is only in its second year of operation; its membership is over 300 and a number of specific recommendations have been received as a result of the last Annual Meeting; these are being considered by the Executive at this time.

PUBLICATIONS

Newsletter - 3 times a year free to all members

DIFFICULTIES

None so far; our difficulty is to make the Association more widely known to individuals who might be interested.

CONSUMER PROBLEMS

No hard information on this matter is available to the Association at this time.

ORGANIZATION

Peace River Senior Citizens Club
Box 573,
Peace River, Alberta T0H 2X0
Telephone: 624-2700
Contact: President, Box 573

OBJECTIVE

To provide a place where seniors may meet, and use as a resource centre for seniors concerns. To work towards the welfare and health of the elderly.

OF THE ELDERLY
FOR THE ELDERLY
RESOURCE
REGIONAL
ENGLISH

ACTIVITIES

Pool, Shuffleboard, daily gatherings, cards, shows and slide shows. Some members bowl, curl, and we have a Handicraft group. Have operated the Tourist Information Centre for about 10 years.

ACHIEVEMENTS

Organized with 7 members in 1973, and now have 100 members, a nice building for our use. Are reasonably self supporting.

PUBLICATIONS

Research Report: "Pioneers of the Peace"

DIFFICULTIES

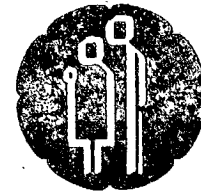
We would like to have more room, as the town grows, and more seniors are coming on stream. All forms and applications for pensions such as income tax and Guaranteed Income supplement are a bit MUCH for us. Should be simplified in some way.

CONSUMER PROBLEMS

Probably places for living. We become more frail, and need a certain amount of assistance from others more able bodied. We are proud, and do not ask for help easily. Do not wish to add more work to what our children have to do.

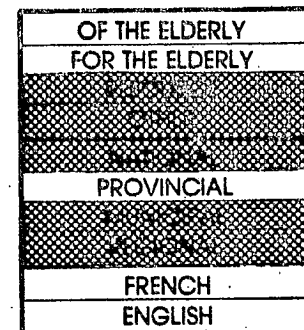
ORGANIZATION

Quebec Federation of Senior Citizens
1415 Jarry East
Montreal, Quebec H2E 2Z7
Telephone: (514) 374-4700, extension 416
Contact: Gérard Fraser, Director General



OBJECTIVE

Works for the general welfare of all senior citizens of 55 years and over, protects their interests, assures their representation with the concerned authorities, preserves their dignity as full right citizens, helps to increase their self-esteem and assures the democracy in the organization.



ACTIVITIES

Information diffusion. Promotion of sports and physical, intellectual, spiritual and educational activities. Organization of study trips. Low cost vacations. Formation and information regional seminars. Pressure on governments to assure changes in favour of elderly persons.

ACHIEVEMENTS

Grouping 18 regional councils representing 960 clubs and 165,000 members scattered throughout the province of Quebec. Abolition of the compulsory retirement age in Quebec. Possibility to retire from 60. Free medication and ambulance transport for persons 65 and over. Aid program to housing.

PUBLICATIONS

Eighteen regional newsletters.
Annual convention report
Pension Plan Reform, McDonald Economic Reform, etc.
Brochure "Focus on Living - What is a Senior Citizen's Club?"
Monthly newspaper: Age d'or/Vie Nouvelle
\$8.00 annually

DIFFICULTIES

Improvement of the financial situation of single persons in need, aged between 60 and 65.
Pension plans reform.
Appropriate home service.

CONSUMER PROBLEMS

Constant increase of the cost of living on one hand and continuous income decrease in the majority of retired persons on the other hand.
Depreciation of health care services.
Extremely high rental prices.

ORGANIZATION

St. Lambert Council for Seniors
Maison Desaulniers, 574 Notre Dame Avenue
St. Lambert, Quebec J4P 2K9
Telephone: (514) 671-1757
Contact: T.E. Baird, Chairman



OBJECTIVE

Planning a variety of activities (recreational, educational, cultural) for seniors in the City of St. Lambert since 1973.

OF THE ELDERLY
FOR THE ELDERLY

MUNICIPAL

FRENCH
ENGLISH

ACTIVITIES

Activities include arts and crafts, trips and tours, social activities, cards, billiards, teas, suppers, men's woodworking shop. Courses are provided for weaving, crocheting, enamel-on-copper, sewing, keep-fit, and French and English conversation courses.

ACHIEVEMENTS

A five-day-a-week programme in a Centre for Seniors in a building provided by the City of St. Lambert. Our present membership is over 900. A daily "Hello" program provides reassurance to seniors living alone. This bilingual service is provided five days a week.

PUBLICATIONS

A quarterly newsletter, six to eight pages, in English and French, is produced on a duplicating machine. All members receive a copy, most of which are delivered by volunteers.

The Annual Report is delivered verbally at the annual meeting the first Monday in June. This report is recorded in the minutes.

DIFFICULTIES

Transportation of handicapped seniors to hospitals, clinics, etc. is always in short supply.

It is difficult to find bilingual volunteers to fill necessary positions on the Executive and other committees.

We presently have a part-time secretary who is paid by the City of St. Lambert. We need a full-time secretary to coordinate and supervise volunteer help.

CONSUMER PROBLEMS

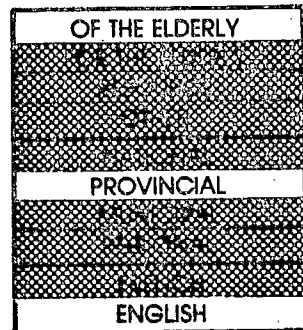
Lack of facilities for seniors who are unable to live alone in a house or an apartment, but not sick enough to require nursing home care.

ORGANIZATION

Saskatchewan Senior's Association Inc.
Box 35, Foxford, Saskatchewan S0J 0Y0
Telephone: 929-4843
Contact: William Sutton, Secretary

**OBJECTIVE**

To offer leadership in promoting programs and activities that benefit all seniors in their chosen lifestyles. To co-operate with other organizations in providing these same opportunities. To work with other organizations across Canada with similar aims. To provide an organized forum for all seniors in Saskatchewan.

**ACTIVITIES****ACHIEVEMENTS**

PUBLICATIONS

Magazines: "Saskatchewan Senior" monthly paper

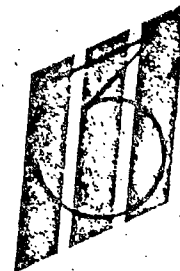
DIFFICULTIES

CONSUMER PROBLEMS

Inflation.

ORGANIZATION

Secretariat for Fitness in the Third Age
c/o CP/RA, 333 River Road
Vanier, Ontario K1L 8H9
Telephone: 746-7740
Contact: Harry Kerrison or Ginette Vanasse



OBJECTIVE

To raise the quality of fitness programs offered to Canada's seniors. To increase the number of participants and the frequency of their participation in physical activities.

RESOURCE

NATIONAL

FRENCH

ENGLISH

ACTIVITIES

Continuously work toward and encourage the utilization of people in their Third Age for the planning, direction and implementation of fitness programs for the aging. Encourage and facilitate research pertaining to equipment, rules of sport, etc. in order to render a wider range of physical activities suitable for those in the Third Age.

ACHIEVEMENTS

Developed a graphics display for use at conferences, conventions, exhibitions etc; initiated and coordinated the production of the 16mm film "Don't Take it Easy" - "N'y allez pas lentement", and promotional literature which is available through N.F.B.; planned and initiated action on a project to produce two half-hour 'exercise to music' programs designed for active seniors; provided technical advice and assistance on fitness aspects.

PUBLICATIONS

Newsletter - "A Fit Third Age" - Feb. 84 - Free
Brochures: Secretariat for Fitness in the Third Age,
Secretariat Task Priorities

DIFFICULTIES

CONSUMER PROBLEMS

In terms of physical fitness for Canada's elderly, we find that personnel motivation, on the part of the consumers or target population, is the major problem. Overcoming this is a major aim of this secretariat.

ORGANIZATION

Senior Citizens Bureau
10030-107 Street
Edmonton, Alberta T5J 3E4
Telephone: 427-7876
Contact: Wanda Cree, Information Officer

OBJECTIVE

Provides information/referral service; resource material and consultation services; temporary small special projects and education grants.



RESOURCE

PROVINCIAL

ENGLISH

ACTIVITIES

Help organize and fund workshops; provide material and sometimes speakers on benefits and age-related subjects; publish information booklet and newsletter.

ACHIEVEMENTS

PUBLICATIONS

Newsletter - Fact Sheet - information for workers with older people; Resource Manual - Understanding and Working with Older People Kit; Research Report - Older People in Alberta: Their use of Programs and Services; Senior Citizens Bureau

DIFFICULTIES

CONSUMER PROBLEMS

Rising utility costs.

ORGANIZATION

Senior Citizens Job Bureau
300-323 Portage Avenue
Winnipeg, Manitoba R3B 2C1
Telephone: 943-8864
Contact: Sheila A. Crawford (Mrs.)
Executive Director

OBJECTIVE

To place persons 60 and over in employment either part-time, temporary or casual.

FOR THE ELDERLY

MUNICIPAL

ENGLISH

ACTIVITIES

Counsel the elderly on employment opportunities, actively seek job vacancies, participate in pre retirement seminars/workshops.

ACHIEVEMENTS

In 5½ years of operation have registered 2512 Seniors seeking work. Have completed 6869 job vacancies, part-time, casual and temporary.

PUBLICATIONS

Annual Report - no cost

DIFFICULTIES

Employment of the older female. Lack of modern skills and lack of versatility.

CONSUMER PROBLEMS

Rising costs of rent, utilities, transportation and possible medical costs.

ORGANIZATION

Senior Citizens' Provincial Council
540-2002 Victoria Avenue
Regina, Saskatchewan S4P 3V7
Telephone: 525-0355
Contact: Mr. Harry J. Mullens, Executive Director

**SENIOR
CITIZENS'
PROVINCIAL
COUNCIL**

OBJECTIVE

To advise the provincial government on needs and concerns of the elderly; to stimulate community action towards meeting the needs of the elderly; to review the programs and policies of agencies serving senior citizens, and make recommendations to improve or expand them where needed.

RESOURCE

PROVINCIAL

ENGLISH

ACTIVITIES

Comprehensive and continued research on matters concerning seniors, education of professionals on the needs and concerns of the elderly, maintain liaison with seniors' organizations and groups, information, and referral.

ACHIEVEMENTS

Through its activities the Council has helped bring about change in government programs and policies (i.e. home care) and has raised the level of consciousness of needs of the elderly in Saskatchewan.

PUBLICATIONS

Research Report: "Using Medicines Safely", Senior Citizens Handbook, A Survey of the Transportation Needs of the Rural Elderly", "The Impact of Energy Costs on Saskatchewan Seniors", "Profile '83 - 1. Demographics", "Profile '83 - 2. Health Status", Annual Review 1982, "Profile '83 - 3. Social Resources", "The First Institutional Year: The Results of Relocation in Special Care Homes".

DIFFICULTIES

CONSUMER PROBLEMS

Income security, for without it seniors lack the ability to purchase any more than the basic necessities. Another area that is of concern is consumer fraud.

ORGANIZATION

Third Age Learning Associates
New York Hall, Glendon College
2275 Bayview Avenue
Toronto, Ontario M4N 3M6
Telephone: 487-6128 or 483-8834

Contact: Mrs. Janet McPhee, President

OBJECTIVE

With 11 years' experience and success in Third Age Learning, - to help seniors form their own self-initiated, self-programmed and self-administered learning organizations; to help seniors and workers with seniors realize that mental activity and intellectual stimulation is "more important than housing or income" - quote from Dr. James Bitten, Univ. of California.

OF THE ELDERLY
FOR THE ELDERLY
RESOURCE
OTHER
NATIONAL
PROVINCIAL
CITY
ENGLISH

ACTIVITIES

Visits to help activate new learning groups, counselling by letter, phone and office visits; attendance at and reports of conferences and meetings of interest to senior learners; reports of new and existing groups; acting on Boards and Committees on senior learning; speaking at University school, library, senior centre, pre-retirement Seminars; publishing TALNEWS with reports on all the above.

ACHIEVEMENTS

1980 - Initial Conference at Glendon College province-wide attendance, presenting 5 outstanding groups, 5 workshops. Increase in Third Age Learning groups from 6 in 1980 to 26 in 1984, an increase of over 400%. Perceptible change in attitude of workers with seniors toward seniors' needs and independence.

PUBLICATIONS

Newsletter - TALNEWS, Resource Manual - Keeping your Mind Young; Research Report - Everything You need to Know about Third Age Learning; Briefs - Response to "Continuing Education: The Third System; Brochure - How to Start a Third Age Learning Group, Program Planning, Publicity, Preparation and Follow-up of Initial Organizaing Meeting, Question Period.

DIFFICULTIES

To convince workers with seniors that older persons can make their own choices, will choose on a higher level than workers would have chosen for them; will be more committed to projects which they initiate and manage for themselves; that older persons are not elderly babies, do not need "nannyng".

CONSUMER PROBLEMS

Having their needs and preferences accepted and respected; having prices which favour families over single consumers adjusted in proportion, e.g. travel insurance 50¢ per day for singles, \$1.00 per day for families, no matter how large, why should senior subsidies others?

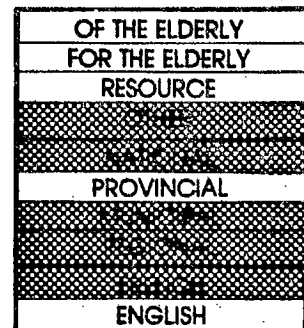
ORGANIZATION

United Senior Citizens of Ontario Inc.
3050 Lake Shore Blvd., West
Toronto, Ontario LOG 1W0
Telephone: 252-2021
Contact: Mrs. Joyce King - 1st Vice President
Office Manager



OBJECTIVE

The United Senior Citizens of Ontario is a democratic, non-sectarian, non-partisan organization. The aim is to further the interests and promote the welfare and happiness of older people in Ontario in every way possible. To provide for an exchange of ideas by member groups. To encourage and assist in the formation of senior citizens clubs and to deal with and process the problems of seniors through the proper authorities.



ACTIVITIES

A board of eleven directors, serving on a voluntary basis visit clubs when required, conduct elections in clubs, provide speakers when asked, and generally try to solve any problems. They meet with government personnel once a year to discuss problems facing the elderly and try to solve such problems.

ACHIEVEMENTS

Membership of approximately 300,000 in 1,100 clubs. Obtained increases in pensions, income tax exemptions, medicare benefits, reduced fares and many other items. Obtained a better deal in homes for the aged and nursing homes. Obtained a remarkable improvement in property taxes through Provincial Tax Credit.

PUBLICATIONS

Newsletter - The Voice of U.S.C.O. - \$3.50
10 monthly issues

DIFFICULTIES

It is difficult to achieve all of our objectives because of lack of finances. We have no funding from anyone except the voluntary contributions of our members.

CONSUMER PROBLEMS

Inadequate pensions - cost of living, food, etc...
lack of affordable housing - high rental costs;
cost of car repairs, home repairs and car
insurance.

