

# Alberta Council on Aging

An Independent Non-Profit Charitable Organization Since 1967

## Strategic Plan

2019-2024



working to improve the quality of life for Seniors

# Alberta Council on Aging Strategic Plan

## Vision

All seniors enjoy a high quality of life

## Mission

Encourage and enable seniors' full participation in all aspects of community through inclusion, education and advocacy

## Goals

- Build awareness and capacity
- Align organizational structure to ensure viability and relevancy
- Promote alliances with other senior serving organizations in Alberta
- Provide and promote educational programs and services to seniors throughout the province

## Outcomes

- Public knows who Alberta Council on Aging (ACA) is and how to engage
- Effective representation and structure
- Improved member and regions support
- Increased alliances with other organizations and agencies
- Positive communication with members and regions
- Value/benefits of membership in ACA identified
- Improved learning materials and increased opportunities for seniors' engagement
- Improved mechanisms in place to ensure seniors are heard and represented

# Alberta Council on Aging Key Talking Points

## Housing

- seniors desire to reside in a place appropriate to their circumstances
- living environments such as outdoor spaces and buildings must support seniors to maintain themselves in the community

## Finances

- seniors need to have adequate financial resources to meet their needs
- current supports for seniors are often based on a means tests which looks at income but fails to consider other expenses that may be incurred
  - recommendation: needs testing be used to complement current means tests and be related to individual needs and circumstances

## Continuing Care

- continuing care services often impose significant costs, however, these services need to be affordable for all seniors
  - recommendation: support efforts to make continuing care services clearly and consistently defined

## Transportation

- seniors require equal access to services wherever they live
  - recommendation: provincial government continue to review as to how transportation for seniors can be improved across the province

## Health

- seniors require equal access to emergency care, surgery, hospitalization and treatment such as rehabilitation and medications
- seamless delivery of publicly funded and delivered programs and services
- clear standards and eligibility for programs and services
- expanded legislation for Protection for Persons in Care

## Elder Abuse

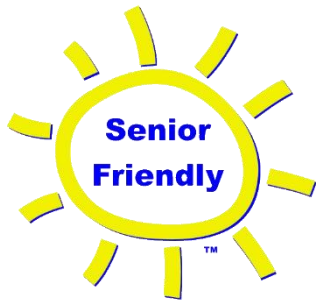
- envision a world free of abuse
- work toward this aim through developing community partnerships
- make appropriate referrals for reporting and receiving help
- influence legislations which protect older persons

## Ageism

Definition - Prejudice or discrimination against an age-group ...especially seniors

To address this ACA will:

- align with age friendly initiatives with the aim to eliminate ageism
- promote inclusiveness of older persons



Make things easy:  
to see, to hear, to use, to understand

**Alberta Council on Aging**

PO Box 62099

Edmonton, Alberta

T5M 4B5

Phone 780.423.7781

Toll free 1. 888.423.9666

info@acaging.ca [www.acaging.ca](http://www.acaging.ca)