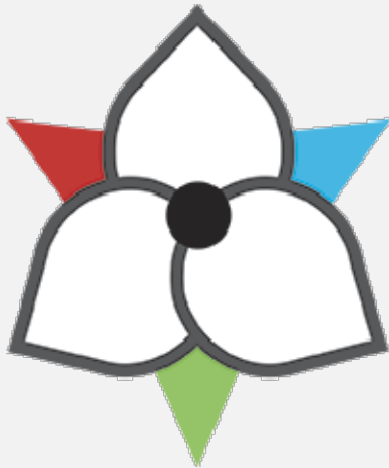


OUTREACH



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Message from Executive Director

*Elizabeth Nykorowytch
Macnab, CHRL*

The countdown is on for Ontario’s Premier Seniors Conference and Information Fair as we celebrate OSSCO (and its members) contributions to improve the wellbeing of older persons. In 2009 OSSCO’s staff and Ontario Seniors Secretariat led the Age-Friendly initiatives with forums across the province. It ignited the passion of OSSCO board member Larry Duffield. He’s continued advancing this initiative ever since.

What did we learn from recent events of Hurricanes Harvey, Irma, Maria and Jose? It’s that everyone needs a preparedness plan. Preparing for the various stages of aging is no different. The Ministry of Seniors Affairs recently learned that people between the ages of 55 - 64 were more concerned about the uncertainty associated with aging. People who come to our information fair meet more than 30 exhibitors. It helps them prepare for the various stages of aging - from

assistance with meal preparation to financial management. With new knowledge, people deal more confidently with issues they may encounter, moving them from crisis to control.

Ten years ago OSSCO moved from organizing multicultural fairs to delivering a learning empowerment conference. This year key note speaker Dr Louise Plouffe shares her insight on the World Health Organization’s Age-Friendly communities’ framework. Our panelists speak on the changing face of Ontario seniors. Forestview Retirement Community spotlights on the good life in retirement living, and opening speaker Mark Adler reflects on seniors in society. Inside this newsletter you will get a sample of what to expect.

The information fair’s exhibitor hall is open to the community. The learning sessions are targeted at persons 55+ because there are no other such learning opportunities provided free of charge to them in Ontario.

Not sure how older persons advance the well-being of others? OSSCO’s prestigious Dan Benedict award

Ontario Society of Senior Citizens Organizations

La Société des Organisations des Citoyens Aînés de l’Ontario

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recognizes those who advance social justice. Last year Ontario Health Coalition for community mobilization and Natalie Mehra for partnerships and collaborations received the award. The previous year, Herb John, was recognized for leadership. Visit our website for information or to nominate someone or organization who will receive the 2018 award at Conference.

We thank our sponsors Province of Ontario, OLG, Breckles Insurance and others for their generous support.

The “Meaning of Me®” For Those In Need of Home Care

By Jane Teasdale, Business Development Director and Principal at Mosaic



Highlights from the talk Jane Teasdale will deliver on October 26 & 27, 2017. Mosaic has been asked to present on its unique Person Centered Care Service, “The Meaning of Me®”, at the European Society for Person Centered Health Care’s Fourth Annual Conference and Awards Ceremony in London UK.

“What do older people with high physical and mental support needs say they want and value in their lives?”

This question was posed by a 2011 Joseph Rowntree Association report “A Better Life - What older people with high support needs value”. It made some key observations some of which I note below.

“Older disabled people are generally still viewed through the “medical model” (in which the focus is on the impairment) and the discourse is one of dependence, care, dignity, frailty and pity.... The focus has been on their needs in relation to services, rather than their broader aspirations in relation to their lives.”

“All of us, regardless of age, need opportunities to show others who we are and to feel good about ourselves... many older people with dementia want and are able to tell us about their views and experiences, even if they are confused about some factual details of their lives.”

To date the private and public home care service model has largely been built around the delivery of personal support and to a lesser extent medical assistance. Clearly this is a very important base, but it fails to address personal, social and emotional needs, desires and objectives of the individual.

How can firms develop a more complete model of care? Well there are a number of things they can do.

They can set out to find out more about the individual’s life history, interests, hobbies, challenges, wishes interests and values within a framework and medium that engages the individual, care givers and family in an ongoing conversation. As a firm we have developed and instituted a personalized conversation framework, “The Meaning of Me®”, around which we deliver lifestyle services and activities.

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Ontario’s Premier Seniors’ conference & Information Fair



On November 7, 2017 OSSCO will present Ontario’s Premier Seniors’ conference and Information fair. This one-

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and-only educational event Celebrates 30 Years of realizing OSSCO's mission to improve the quality of life for aging Ontarians. We do that through a number of ways including offering educational programs and information, such as the seniors' conference.

This year we return to the Jamaican Canadian Centre, where the staff and reliable volunteers have always worked diligently to make the day a success for everyone.

The day begins at 9:00am when the exhibitor hall opens providing vital information and services from the many sponsors and exhibitors participating at the conference.

The conference aims to increase awareness of the many programs and services available to older persons of varying backgrounds and abilities. This includes guidance on housing options, developments in Age Friendly Communities initiatives, and much more.

Don't miss out! Call 416-785-8570 or email ocsco@ocsco.ca to register today. There is no charge for adults 55+, caregivers and family members to attend. Registration is required as a light lunch is included.

Thank you to our sponsors for their contributions to Ontario's Premier Seniors' Conference & Information Fair

Conference Sponsors



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Access a wide range of consumers at the one-of-a-kind educational event targeted at adults 55+.

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- Water Sponsor
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- Hand Sanitizer Sponsor
- Healthy Lunch Sponsor

Advertising Opportunities

Purchase full, half and quarter page ads in the 2017 Conference Guide. Delegate bag inserts are also available.

Exhibitor Opportunities

3 exhibitor spaces available

Contact Althea Barclay

for more details

416-785-8570

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MEET OUR SPEAKERS

NOVEMBER 7, 2017 | 9:00 AM – 3:00 PM



Louise Plouffe brings extensive experience in aging policy within Canada and internationally with the World Health Organization in her current role as the Research Director of the International Longevity Centre (ILC) Canada. As Senior Researcher for ILC Brazil, she played a leading role in international comparative policy research and advice. She conducted and guided policy research and analyses related to healthy aging for the Public Health Agency of Canada and the National Advisory Council on Aging for many years, and was a consultant on aging and health promotion to the World Health Organization, the Pan-American Health Organization and the European Commission.



Rev. Jeff Rock was born and raised in Sudbury, Ontario. In high school he decided to live openly as a gay male. He graduated from McGill University, initially intending on a career as an AIDS researcher. He later decided he wanted to be a minister. After completing his seminary studies, he became the Pastor at a United Church in Red Deer, Alberta, where he worked with organizations such as the Central Alberta AIDS network and the Red Deer Interfaith Network. He was recently chosen as the new Senior Pastor of the Metropolitan Community Church of Toronto, which has the largest LGBTQ congregation in Canada, as well as an active Seniors Network.



Mr. John Rae, a totally-blind Toronto senior, has devoted his life to representing disabled Canadians as a speaker, writer and advocate. He has worked for the Ontario Government, held elective offices in Canada's labour movement at the local, provincial and national level, and has participated actively in numerous community-based organizations dealing with disability, including the Council of Canadians with Disabilities and the Ontario Disability Support Program Action Coalition.

FROM OUR SPONSORS

Water and weather losses in Canada



Water-related claims have surpassed fire losses as the number one cause of losses for many insurers in Canada. Losses from natural catastrophes, including severe weather, are on the rise around the world. Natural catastrophes have ranged between \$10 billion and \$50 billion a year internationally over the past decade ¹. In 2013, floods in central Europe, northern India and Canada, in the month of June alone, caused upwards of \$27 billion in flood-related losses. These weren't the result of tropical storms, but rather torrential rainfall in highly populated areas.

¹ Study by the Institute for Catastrophic Losses for the IBC, June 2012

Canadians are feeling the economic impact as a result of these catastrophic losses. The increased frequency and severity of extreme weather events translates into a significant increase in insured loss payouts. Flooding in Alberta in June 2013 cost

insurers \$1.7 billion, resulting in the worst natural disaster in Alberta's history. Losses from the Toronto flash flooding, Ontario's worst natural disaster and, according to the IBC, the third largest natural insured catastrophe in Canadian history, cost insurers roughly \$940 million.

Fig. 1: Catastrophic event costs to Canadian Insurers

In coastal regions, a severe weather related event such as a hurricane, with its high winds and difference in pressure, can drive ocean waters from the normal shoreline and cause flooding inland. On Canada's west coast, a highly earthquake-prone region, seismic activity can trigger a tsunami or tidal wave. A tsunami's waves can travel hundreds of kilometres and cause significant destruction to everything in their path.

In city areas, increased urbanization has a significant impact on the amount of runoff flowing into the streets. The increased flow leads to overland flooding as aging and inadequate infrastructure is unable to withstand the water volume. Sewer back up almost always accompanies this type of flooding, especially in urban areas. In addition, snow melt, river floods, heavy rains, and thunderstorms are resulting in increasing water damage claims, even in areas outside of known flood plains.

The combination of increased extreme weather events, increasing urban density and aging infrastructure will only further compound the issue of increasing water damage claims. Ensuring you have the proper coverage for water-related losses is the first step in protecting yourself.

* Coverage is subject to policy terms, conditions and exclusions. Refer to your policy wording for details. Please note that coverage for Flood or Sewer back-up may not be available at all locations.

Contact Gary Banks of Breckles Insurance Brokers for your home and auto insurance needs:

Phone: 1-866-705-1468

Email:

gbanks@brecklesgroup.com.