

# GRAY MATTERS

Published by Saskatchewan Seniors Mechanism  
Fall 2018

*Seniors Working Together*

## AGEISM IN MEDIA





## Ageism in the Media

Remember the “Little Old Lady from Pasadena....Go Granny Go” or the “Old Lady that swallowed the fly”? These popular songs are part of the culture of North America and part of how we represent older adults when we see and hear references to seniors in the media. How we approach old age is conditioned by our culture. Media has a large cultural influence in depicting images and attitudes toward old age and older adults. When Rodney Dangerfield spoke of getting “No Respect” he often illustrated it by stereotypes of older adults and situations older adults are perceived to represent.

We often approach older adults’ representation in the media by considering visual images – depictions in visual documents like photos and video, with a focus on television, social media, and print plus images we see in our minds based on music and radio. It’s time to challenge the concept of “visual ageism”: the practice of visually underrepresenting older adults or misrepresenting them in an unbalanced way in the media.

These representations can reinforce inaccurate perceptions of older adults. Seeing these stereotypes in the media can negatively impact the self-esteem, health and wellbeing of older adults. Misrepresenting older adults in the media, representing them inappropriately or ignoring this segment of the population is now being challenged in order to effect change.

The Saskatchewan Seniors Mechanism has spent time researching this issue including engaging in monitoring of how older adults are portrayed in local media. Based on this we have been providing feedback to media outlets to demonstrate the need for fundamental change in how older adults are presented to the public.

Through our collective efforts we will strive to fulfil our vision of “Quality life for all older adults in Saskatchewan”.

Live, Love, Laugh,  
Randy Dove

# GRAY MATTERS

Volume 23 Issue 2  
Fall 2018

Published by  
**Saskatchewan Seniors Mechanism**  
*Seniors Working Together*

Saskatchewan Seniors Mechanism is an umbrella organization that brings together groups of older adults who offer their wealth of experience, knowledge and time to work together in the interest of seniors in Saskatchewan. From a wide range of backgrounds, these groups work selflessly to better the life of older adults, whether advocating about issues of interest to seniors, providing specific types of programming, or sharing information to benefit seniors in our province.

SSM Member Organizations are as follows:

Canada Post Heritage Club—Golden Sheaf Chapter  
CARP - Regina Chapter  
Fédération des aînés fransaskois  
Lifelong Learning Centre  
Moose Jaw & District Seniors Association  
National Association of Federal Retirees  
Power Pioneers Association of Saskatchewan Inc.  
Regina Senior Citizens Centre Inc.  
Saskatchewan Union Retirees Federation  
Saskatchewan Retirees Association  
Saskatchewan Seniors Association Inc.  
Saskatchewan Senior Fitness Association  
Saskatoon Council on Aging  
Saskatoon Services for Seniors  
SaskTel Pioneers Chapter 59  
Senior Power  
Superannuated Teachers of Saskatchewan  
Women of the Dawn

Supporters of SSM:

Association of Personal Care Home Operators in SK  
Eden Care Communities, Regina  
Prince Albert Seniors Advocacy Centre  
Saskatchewan Association of Nurse Practitioners  
Saskatchewan Association of Rural Municipalities  
Saskatchewan Registered Nurses Association

Partner:  
Saskatchewan Urban Municipalities Association

## TABLE OF CONTENTS

How did we become so ageist?.....	4
Celebrating Seniors.....	5
Age-Friendly Communities.....	6
Ageism in Media.....	8
CAA Travel Tips.....	9
Your picture of the Gym.....	10
Pop-up Surveys.....	12
Ageism & Media Advertising.....	14
Do You Agree?.....	16
Pickleball & Seniors.....	18
Philips Lifeline.....	20
SSM Member Profile - SCOA.....	21
Century Club Corner.....	22
SSAI Newsletter.....	24-27

## SENIORS INFO-LINE

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**[www.skseniorsmechanism.ca](http://www.skseniorsmechanism.ca)**

***Donations to SSM to support our seniors' programs are gratefully accepted. Charitable receipts will be issued for gifts of \$15.00 or more.***

All editorial matter published in Gray Matters represents the opinions of the authors and not necessarily those of SSM. Statements and opinions expressed do not represent the official policy of SSM unless so stated.

Look for Gray Matters to be available quarterly: January, April, July, October.

Articles for consideration for publication are welcomed. Deadline for submissions is the first day of the month preceding publication.

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# How did we become so **AGEIST**

Humans are not naturally Ageist.

Do you know that there were times in history where ageism against older people didn't exist?



According to historians, in tribes, elders were venerated, valued and they were usually the most powerful and respected persons in the community. They have the extensive knowledge based on experience and teachings of their ancestor, they memorize their community's history, and they pass their knowledge to the next generations. Some indigenous peoples today still practice this and still recognize their elders as powerful figures in their communities.

**Printing Press and Industrial Revolution made older people less revered.** Their roles as wise vessels of knowledge changed along with society's advancement. When the printing press was invented, the elder's unique task of passing information to younger people became irrelevant. During the industrial revolution, families were required to be mobile to adapt to the changing market. In this case, older family members were often left behind by young relatives to increase the mobility of the family. When older people played lesser roles, they were also viewed as lesser by the society, and even by their own.

Ageism is so normal that it is incorporated in our everyday language...

Ageism is so normal that it is incorporated in our everyday language and subtle comments on older people. **Most ageist remarks are often overlooked or missed** and although it's hurtful, older adults are forced to just accept it. At the same time compliments towards them are double-edged. If you refer to an older woman as "young lady", you unconsciously perpetuate the idea that old is bad (so you shouldn't call them old) and young is good. By trying not to hurt their feelings, you unintentionally hurt them instead.

Reprinted from: [www.seniorliving.org/guides/ageism-against-older-people/](http://www.seniorliving.org/guides/ageism-against-older-people/)  
*12 Ageist Comments You Never Know are Hurtful and How to Respond to Them*

# 9th Annual Saskatchewan Senior Volunteer Awards



On September 30, 2018, Saskatchewan Seniors Mechanism hosted the 9th successful **Celebrating Seniors Volunteer Awards** at the Conexus Arts Centre in Regina. Thank you to our sponsors Platinum: CAA Saskatchewan; Gold: All Seniors Care Living Centres, Sasktel Pioneers Chapter 59; Silver: Saskatchewan Ministry of Health; Bronze: Access Communications, Affinity Credit Union, Barker's Trophies; Friend: GMS, Philips Lifeline, SURF.

The following people were nominated and/or were award recipients:

## Advocacy

Robert (Bob) Gawley, Regina

Robert A. Walker (Award Recipient), Silton

## Arts & Entertainment

Ronald Crone, Regina

Lynn Kot (Award Recipient), Weyburn

## Centenarian

Marjorie Englund (Award Recipient), Strasbourg

## Community Leadership (Rural)

Leigh Bishop (Award Recipient), Southeby

Adeline Fossey, Shellbrook

Beverley Keyser, Wynyard

Genny Novak, Semans

Chris Oehler, Strasbourg

## Community Leadership (Urban)

Margo Anderson (Award Recipient), Regina

Mavis Ashbourne-Palmer, Regina

## Contribution to a First Nations or Métis Community

Eddie D. Bitternose, Punnichey

Marie M. Favel (Award Recipient), Île-à-la-Crosse

Lorna J. Standingready, Regina

## Education

Dr. Ann Grahame, Regina

Marj Thiessen (Award Recipient), Regina

## Fitness

Jan Gavel (Award Recipient), Regina

## Heritage & Culture

Bill Brennan, (Award Recipient), Regina

Dale Racette, Strasbourg

## Intergenerational

Eden Care Communities (Award Recipient), Regina

Harbour Landing Village, Regina

## Lifetime Achievement

Sylvia Appel, Strasbourg

Leslie (Les) Lye, Regina

Cornelius Martens (Award Recipient), Rabbit Lake

Lois Morrison, Saskatoon

Albert Provost, Prince Albert

Gwendolyne Seed, Regina

## Senior Friendly Business

Beth Kessler -- Save on Foods Pharmacy #5505, Regina (Award Recipient)

Andrew Gilbertson -- Hill Ave Drugs, Regina

## Teamwork

Kamsack & District Nursing Home Auxiliary (Award Recipient)

Regina Beach & District Lions

Strasbourg Forever...in Motion Leaders

## Working with the Media

**Building a relationship with media has really helped many communities and organizations realize greater success.** Local media coverage raises awareness about age-friendly endeavours within a community.

It is important to learn how to work with reporters. Newsrooms are busy places which may have only one or two reporters. Although there is no guarantee that media will cover your story, you can increase your chances by understanding their needs:

***FYI: It is a good idea to have one person from your committee that can be reached as the main contact for media - this person should be comfortable talking to media.***

- Know the deadlines
- Discuss your story idea with media in advance - they may be able to work with you on your story idea or photos
- Explore options for a feature story - talk to the editor/reporter about doing an advance feature story. The story could profile some information about your organization.
- Write a news release or media notice - send the release/notice at least one week before the event. Follow up the day before with a phone call to provide any updates or changes to the details of the event.

### Using Photos/Special Guests

Using photos will help attract the media. In your media release describe the photo opportunities including unveiling of projects, celebration activities, and list special guests and dignitaries. Be sure to take your own photos to help publicize future events and develop a record of events.

### Special Media

Social media can also be a good way to get your message out. Twitter and Facebook are becoming more popular for media to get information and find stories. Posting information about your event can attract attention from community members. This can show media that the event is well supported in the community.

### Tips for Writing a News Release

A news release provides reporters with basic information needed to develop a news story. Here are some tips to get your event noticed by the media:

- Provide the basics
- Be brief
- Use plain language
- Provide contact information
- Provide photos or logo



**Sample Media Opportunity Photo at Age-Friendly Regina**



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Promoting Fairness

# SASKATCHEWAN SENIORS MECHANISM TACKLES ISSUE OF AGEISM IN MEDIA

*In February of 2017 the SSM Ageism and Media Committee conducted two weeks of monitoring Saskatchewan newspapers for stories that featured older adults (50+) or that would be particularly relevant to older adults. We discovered that the voices of older adults were often not included. We also discovered that ageism was present in several stories through using words and phrases which stereotype older adults in a particular way.*

## How have the monitoring results been used to engage our media (TV, newspapers and radio) and the general public?

- Summarized the findings in small brochures so that the key concepts could be easily communicated.
- Used a variety of methods to inform the public and engage media, including personal visits to news outlets, articles in Gray Matters and inclusion in workshops and events.
- Created a style guide for writers and speakers entitled *Words are Powerful*. Published *Tips for Journalists* in an easy-to-use fold-out.
- The theme of the SSM Conference in May was *Moving Beyond Ageism* and a 4-person media panel offered glimpses into the reality of news production.

## Moving Onward

We will continue to talk with media managers and journalists throughout the fall and early winter, encouraging them to increase news coverage of older adults. We also will collaborate with willing news outlets providing information from SSM for future stories.

We will take part in a variety of workshops and events raising awareness about how ageism affects the lives of older persons.

## Monitoring 2019!



In the **second and third weeks of February of 2019** we will again monitor media just as we did in 2017. People in various locations read newspapers, watch TV, and listen to radio to assess how older adults (50+) are included and portrayed. This research will provide data and show if there is any change in media coverage.

**We need monitors!** If you monitored in 2017 and are interested in doing the second round, you will be VERY welcome. If you are interested but don't know what is involved, please contact Linda Anderson who will provide help and training about the forms that all monitors will use to collect data. Please contact Linda at [ageis@skseniorsmechanism.ca](mailto:ageis@skseniorsmechanism.ca) if you are interested.

## CAA Travel Tips for the Savvy Traveller

Heading south this fall or winter? CAA has some advice for a stress-free, enjoyable vacation.

### Before you go, get your paperwork in order:

Purchase emergency travel medical and trip cancellation insurance coverage for all travellers.

Contact a CAA Travel Consultant or visit your local CAA Store. Check that all passports are valid and not expiring within six months. Make photocopies of your passports, health cards and credit cards in case of loss or theft.

[caask.ca/travelinsurance](http://caask.ca/travelinsurance)

Fill any prescriptions before you leave. Keep pills in the original packaging. Any liquid medications can be stored in 100 mL containers. Place clearly labelled containers in your carry-on bags.

To learn more, read *The Savvy Traveller* and *The Galapagos* travel feature in the fall issue of CAA Saskatchewan Magazine. [caask.ca/caa-saskatchewan-magazine](http://caask.ca/caa-saskatchewan-magazine)



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### Crossing the border with your grandchildren:

All Canadian children, from newborns to 16, require their own passport to travel. Passport photos are available at CAA Saskatchewan Stores. To enter the United States, children 15 years and younger arriving by land or sea may present an original or copy of his or her birth certificate or a Canadian Citizenship Card. Carry a notarized letter signed by the absent parent(s).  
[caask.ca/safety](http://caask.ca/safety)

## Why do I need to make a will?



You need to make a Will to carry out your wishes in order to provide for those you would like to ensure benefit from your estate. If not, the people you care about including charities may not receive what you desire. If you have no Will, promises you have made may not be carried out, your wishes may be disregarded. Also, you may leave your loved ones with legal and financial challenges to sort out.

If you are considering including a charity in your plans (and I hope you are), then I encourage you to discuss with your lawyer or financial advisor. You may choose to contact that charity to be sure you have the charities proper legal name, and you may wish to discuss how your gift can be of most help to those in need.

*Robbie Gamble*

R. Gamble CFRE EPC, Gift Planning Manager, Saskatchewan



If you would like more information about how to include Canadian Red Cross in your will and the various giving options, contact me by email [robbie.gamble@redcross.ca](mailto:robbie.gamble@redcross.ca) 1-306-692-9779 or visit our website [www.redcross.ca/legacy](http://www.redcross.ca/legacy)

\* All conversations and inquiries are confidential\*

# Is this what you picture when you think of a gym?



**Seniors enjoying each others' company and doing fitness level appropriate exercises? Or do you picture the young, with firm abs and rippling muscles?**

After scanning through multiple magazine covers and ads, it was clear that fitness advertisements/magazine covers almost exclusively portray young men and women already in top shape and looking super! This concept, portrayed by the media, leaves many older adults feeling intimidated. Survey results on [www.mygroupfit.com](http://www.mygroupfit.com) state “**Although some of our survey takers did enjoy the gym environment the general consensus was that by attending a gym they could expect a very isolated hour of exercise in an intimidating environment, where most participants are young and glamorous and already appear to be fit and properly attired.**”

On the other hand, advertisements also portray overweight individuals (body-shaming) in hopes of getting people out to the gym or on weight loss products. A clear message that if you don't look trim, you are a lesser person – not as valued and in need of help! The actual truth is that those who feel less confident of their physique are less likely to attend a gym. It is quite easy for older adults to side step the idea of taking advantage of facilities such as gyms because they feel that they don't look good enough or that they will be embarrassed by their level of fitness. A concept, probably unknowingly, instilled by media.

The majority of older adults are aware of the value of exercise to their long-term health. Walking, biking and other outdoor exercise is easily accomplished in Saskatchewan in the summer. How about when the snow and cold makes it less convenient and maybe even dangerous? What avenue of exercise do you as an older adult feel comfortable pursuing?

How does the media affect your perception? Is it ok to have a few spots that sag? Are you wary of going to the gym because you don't fit the image portrayed by media?

Perhaps you should visit your local gym and see whether the images portrayed so widely are reality. By the way, it's great if you prefer to exercise at home, but it's not ok to avoid the gym because of ageist concepts.





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*Meriel provided this service to my Mom, in July of 2016. Meriel gave wonderful advice for actions to take to get the house ready, and for service providers to assist. The people she recommended were excellent and worked very well with a senior in their 80's.*

*The house sold to the first serious buyers, within a week, and well within the price range Meriel recommended. The sale went smoothly, easily, and made my Mom very happy in her move.*

*By all means, give Meriel a call! You won't be disappointed."*

*Ginny N.*



  
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# Pop-up surveys can be a) scams b) traps c) costly?

Have you ever come across those annoying pop-up windows or online surveys? They often claim that you'll get a free product in exchange for a few minutes of your time to complete the survey. After answering several questions about your telecom services, your skin care needs or your experience shopping at wholesale stores or pharmacies, you're offered your choice of several free products.



To obtain your free product, you're directed to click through to a website which takes you to yet another website. That website turns out to be a **subscription trap**. These websites are intended to trick you into believing that you'll just pay a small shipping fee to receive your so-called free product. Instead, you'll end up locked into paying a monthly fee.

Scammers will try to pique your interest by using larger-than-life statements or slogans on websites, social media or even emails. These types of ads, often referred to as "clickbait", are meant to entice you into taking a **specific action, such as visiting a webpage, watching a video or answering a survey**.

Avoid throwing your money out of the window by recognizing the **RED FLAGS**:

- You're asked for your credit card number even though the reward offered is free.
- Ads or sponsored content includes exaggerated slogans or provocative images that entice you to click through.
- The survey URL doesn't end in ".com", ".ca" or ".org" unlike most legitimate company websites in Canada.
- Surveys include multiple choice boxes that

don't have to be ticked for you to progress to the next question.

- The timer, if there is one, restarts after a certain period of time.
- The survey is short, the questions very general and the survey doesn't seem to be very useful.

Here are a few extra **PRECAUTIONS** you can take to protect yourself:

- Avoid pop-up surveys, especially if they offer free products – these are often a trap!
- Use your browser's pop-up ad blocker (a quick search online will help you figure out how to do it on your browser).
- Do not assume a survey is legitimate just because it appears to be from your internet service provider (ISP), scammers can determine who your ISP is by reading your IP address.
- If prompted to complete a survey from your ISP, verify with your ISP that they have sent out the survey.
- If a pop-up window is particularly difficult to get rid of, consider turning off your computer. On mobile devices, restarting your device can sometimes solve the problem.
- If pop-up windows persist you may be dealing with malware. Keep your anti-malware software up to date and regularly run a scan to detect possible issues.

*Info reprinted: Competition Bureau of Canada - News Release May 24, 2018*

*<https://www.canada.ca/en/competition-bureau/news/2018/05/pop-up-surveys-can-be-a-scams-b-traps-c-costly.html>*

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# Ageism and Media

## a.k.a. “Fixing”

**DID YOU EVER NOTICE...**  
that the cool advertising,  
featuring great looking men,  
women, children and even  
pets, is primarily focused  
on a market of 20 to 45 year  
olds?

**DID YOU EVER NOTICE...**  
that much of the advertising  
aimed at 55+ people presumes  
that something is wrong that  
needs fixing? As in: age spots,  
wrinkles, erectile dysfunction,  
available ready cash, dietary  
supplements and medications,  
walk-in bathtubs, stairwell  
chair lifts, etc.

*“Daily we are witness to, or even unwittingly participate in, cruel imagery, jokes, language and attitudes directed at older people,”* contends Robert N. Butler, M.D., president and CEO of the International Longevity Center - USA.

Greeting card and novelty companies call them “over-the-hill” products: from anti-aging soap and gift boxes with prune juice; to birthday cards mocking the mobility, intellect and sex drive of the no-longer-young, reported the Associated Press in a widely circulated 2004 article titled “Ageism in America.”

It is interesting to note that the average age of advertising agency staff in North America is 30. What is their level of awareness about the actual lives and abilities of older persons?

There is a CHIP Ad on television, featuring Kurt Browning and two boys, that ever so charmingly backhands older people. Early in the ad the boys imply that Kurt would qualify for a CHIP loan. Later on, Kurt skates around the ice ending with a backflip and the question, “Could an old guy do that?”

**As a major component of the media that both influences and reflects mainstream culture, advertising often mirrors contemporary life in both its best and worst aspects.** Advertising is where promises are made, and these promises are based on the damaging premise that youth is incredibly valuable and that one can buy youth (or at least a youthful appearance).

# Advertising Older Persons”



## The Anti-Aging Industry

An Orbis Research report issued in June of 2017 states: “**the Global Anti-Aging Market was worth \$250 billion in 2016 and estimated to be growing at a CAGR (Compound Annual Growth Rate) of 5.8%, to reach \$331.41 billion by 2021.** The future growth of the anti-aging market is observed to rely on advancement and technological development, with enhanced efficacy and safety of anti-aging products.”

### Really?! Anti-Aging?

Not only is the false term “anti-aging” loathsome, the ads, without fail are offensive. One ad promises, “use this cream at night and rest easy for overnight repair.” Translation: You’re broken! But don’t worry. The cream will repair you overnight.

We don’t mean to imply that no one should use products that moisten and protect our skin. However, many advertised anti-aging products are insanely expensive, with little evidence that they do a better job than any good hand and body cream.



### Some **facts** about the Anti-Aging Industry

- Our insecurities have fueled a multi-billion dollar business.
- We can’t turn back the clock.
- Some of the most popular treatments aren’t regulated.
- **Some of the best “anti-aging” medicine is free – exercise, human interaction, activities that stimulate the brain.**





## Do You Agree?

- John Knight

Ageism, as we see it in the media, is common. Most commercials are about young people having fun, partying, enjoying each other. Commercials about older people depict things about how to keep your dentures in, reverse mortgages and health care.

Bring out movies like 'Grumpy Old Men'. It is said that these stereotypes affect old people. Research has found that portraying older people as bitter and cantankerous can have an adverse affect on them. The America Psychological Association Journal found that older adults are negatively affected in situations that remind them of, and reinforce, negative age stereotypes.

However the biggest problem with ageism is the internet. The media called 'Facebook'. It is dominated by our youth, a lot of whom, have no use for older people and there is no filter. They can post or say anything and do not have to prove it. The only thing they have to worry about is their conscience. My family has personally been attacked on the internet (Facebook) by younger people suggesting I am old, don't know what I am doing, etc. I suggested at one time to a young woman 40 plus that closing STC Transit System was a bad idea and that older people without cars could not get to doctors, etc., that there were other solutions that could have been thought about. Her response was, "Why should I care about some old guy that is going to die shortly anyway when it can save the taxpayer from further support of losing money."

I am sure that all of us that are getting older have been snubbed or rejected because we are old. I

talk about it quite frequently with younger people and some are great. Others not so. I have had young people argue with me and suggest that I should just retire and get out of the way. I have others suggest that they can learn a lot from older people. I said to my son a while back, "How much further ahead would you be if you had listened to me when you were younger. His reply, "A lot".

Mature adults have a lot to give and a lot of wisdom that can be helpful to our younger generation. Be proud of yourself and your age! Stand tall and be counted!

I read an article the other day on the internet entitled Between 65 & Death. Point 5, 6, 7 said:

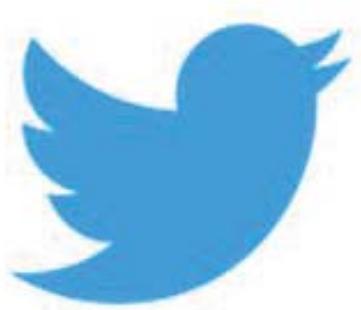
5. *Don't stress over the little things. You've already overcome so much in your life. You have good memories and bad ones, but the important thing is the present. Don't let the past drag you down and don't let the future frighten you. Feel good in the now. Small issues will soon be forgotten.*

6. *Regardless of age, always keep love alive. Love your partner, love life, love your family, love your neighbor and remember: "A man is not old as long as he has intelligence and affection."*

7. *Be proud, both inside and out. Don't stop going to your hair salon or barber, do your nails, go to the dermatologist and the dentist, keep your perfumes and creams well stocked. When you are well-maintained on the outside, it seeps in, making you feel proud and strong.*



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and  
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# PICKLEBALL AND SENIORS



So what is this sport called Pickleball and why are so many seniors not only playing it, but making it their main sporting activity? Well fundamentally, it is a racquet sport played on a badminton sized court with an oversized table tennis racquet using a plastic ball that has holes in it to somewhat restrict its flight. Sounds simple enough and for the most part, it is. We all know

that any sport can be taken to any level and in that respect pickleball is no different. The beauty of the sport is that it is very entertaining in its simplest form.

I would like to highlight some of the main **ATTRIBUTES OF PICKLEBALL** and how a lot of the characteristics of the game are senior friendly.

- **Cost** – This is definitely one advantage to the game. It is quite inexpensive to play. A good pair of court shoes, which you may already have, a racquet (\$25.00 and up) and a three dollar ball are all you need.
- **Rules** – For the most part the game is quite simple to play with a minimum of rules.
- **Action** – Pickleball is most often played “doubles” meaning two people on either side of the net. This provides a maximum amount of action with limited movement. Again the game can be taken to all levels but it does provide good action when playing doubles. I believe this is a strong draw for the senior group.
- **Accessible Venues** – Although there have been problems getting enough places to play, especially indoors, existing buildings can be used – Buildings such as halls, gyms and shops. Outdoors, a lot of tennis courts are being shared.



- **Good Support Groups** – I believe the reason that pickleball has started off well and has maintained its growth is because of the support the sport gets from the Provincial groups, PSI (Pickleball Saskatchewan Inc.) and SSFA (Sask Senior Fitness Association). Both of these provincial organizations have been instrumental in promoting pickleball with their members and in the community.

This game was put together with seniors in mind. The non-volley zone or “kitchen area” is a great idea for the game. It allows keeping the sport safe and slows it down at times. Yes, indeed, Pickleball has arrived and seniors are embracing it as a great way to get some exercise and socialize with old and new friends.

- submitted by Saskatchewan Senior Fitness Association



## Less Stuff, **More Life**

It's exactly the trade you may want to make at this point in your life. Downsizing your possessions and rightsizing your lifestyle can be exhilarating. A cozy studio, one- or two-bedroom suite with less stuff to maintain... an unencumbered lifestyle of services, friends & family, and lots to do. All while enjoying the peace-of-mind that comes with knowing support is there when and if you need it.

**Right size your lifestyle! Call today or visit [EspritLifestyle.com](http://EspritLifestyle.com) to arrange your personal visit and join us for lunch.**

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306-974-7990

**Riverbend Crossing  
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306-347-7773

**West Park Crossing  
Retirement Community**  
1801 Meier Dr, Moose Jaw  
306-694-4744

**Yorkton Crossing  
Retirement Community**  
348 Morrison Dr, Yorkton  
306-782-0005

**Is memory care impacting your loved one?  
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memory care at each Esprit community.  
We understand and we can help.**

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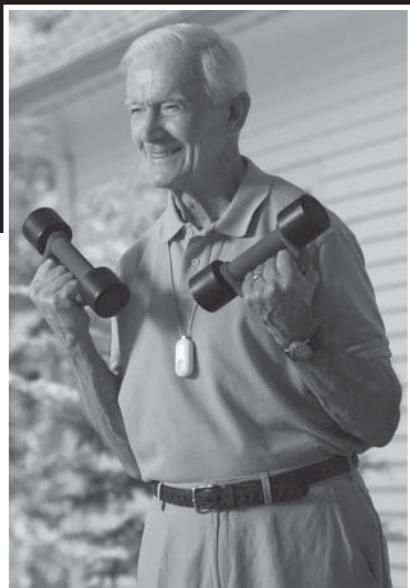
**Make Yourself at Home**

# Keeping active helps you avoid falls

Staying physically active and exercising regularly can help prevent or delay some diseases and disabilities as people grow older. Older people have much to gain from staying active.

**Here are some of the key benefits to leading an active lifestyle:**

- Maintains muscle strength
- Strengthens bones; slows down the process of osteoporosis
- Keeps joints, tendons and ligaments more flexible, making it easier to move around
- Increases energy
- Strengthens heart and lungs
- Promotes a sense of well-being



You don't need a gym to exercise. Walking, gardening, and household chores are all physical activities that keep you moving, active and fit. Just be sure to consult with your physician before beginning any exercise program.

While fear of falling often leads to a cut back in physical activity, you should do just the opposite! Talk to your healthcare provider about your concerns so they can help you to overcome your fear and reduce your risk.

While keeping active helps, you should also be prepared in the event you have a fall. How would you access help? Lifeline is an easy to use medical alert service that provides fast access to highly trained, caring Response Associates at the push of a button. Lifeline with AutoAlert fall detection provides an added layer of protection by automatically placing a call for help if a fall is detected and you or your loved one can't push your button.

For an overview of exercises and tips for reducing the risk of falls, visit [www.lifeline.ca](http://www.lifeline.ca) and select *Tools and Tips for Seniors Safety*.

To find out more about the Lifeline service, call Lifeline Saskatchewan in partnership with Saskatchewan Seniors Mechanism at 1-800-856-0599 or visit [www.lifeline.ca](http://www.lifeline.ca).

## It's never too early to protect yourself or a loved one

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**PHILIPS**  
**Lifeline**



The Saskatoon Council on Aging [SCOA] works to create an age-friendly community that supports older adults to stay active, engaged and informed.

SCOA provides an information hub, lifelong learning programs, caregiver support and promotes community change to make Saskatoon a great place to grow up and grow old.

We believe that older adults need to be empowered to let their voices be heard.

## **SCOA BY THE NUMBERS 2017—2018**

### **CAREGIVER INFORMATION & SUPPORT**

**145** Supported & empowered caregivers

### **CENTURY CLUB**

**174** Members 90+

Reduces isolation, promotes social participation

### **SENIORS NEIGHBOURHOOD HUB CLUB**

**377** Older adults attended monthly socials

Promotes social & learning opportunities

### **SCOA RESOURCE CENTRE**

**20,343** Referrals & information resources provided

**2,800+** Members and growing fast!



**World Older Adult Abuse Awareness Day Panel Discussion, June 12, 2018**

Thanks to Saskatoon Police, Investors Group, Conexus, and Cheryl Kloppenburg

### **SPOTLIGHT ON SENIORS**

**October 10, 2018—TCU Place, Saskatoon**

**9 am to 3 pm**

**Tickets \$10 Pay at door**

**“Get your groove on!”**

### **VOLUNTEERS**

**158** Volunteers active & engaged

### **TECHNOLOGY**

**50** Older adults learned to use their tech devices - Promotes independence

### **SCOA GLOBE WALK**

**2,815** Globe Walkers, 505,997 miles

Promotes health & well-being

### **THANK YOU TO OUR PARTNERS**

Saskatoon Police Service, Saskatoon Fire, Saskatoon Transit, City of Saskatoon, Saskatchewan Health Authority, Saskatoon Open Door Society

**Visit our website [scoa.ca](http://scoa.ca) for more information on SCOAs partnerships.**



**Canadian Paralympian Colette Bourgonje Keynote Speaker, SCOA Globe Walk Celebration Luncheon May 9, 2018**

Thanks to Richard Kilburn, Investors Group: SCOA Globe Walk Presenting Sponsor

### **The Best of SASKATOON ZOOMER IDOL**

**October 25, 2018**

**Western Development Museum**

**5 p.m. to 9:30 pm Tickets \$100, includes supper and partial tax receipt**



There was a period in our history when it was felt that Remembrance Day was merely to glorify war. There is no glory in orphaned children, widows, young men maimed or killed, crippled old men and children. Remembrance Day is just that – a day to remember heroic friends and innocent victims of war. It is also a day when special prayers should be made for peace – for a permanent peace.

- Jean E. Thomas

### WWII MEMORIES by Bob Mason



## We Are Distinctly Canadian – Something to be Proud Of

The ragged old fellow, standing on the rubble-strewn street, took one look at the two of us and said, "I think you two guys are from Saskatchewan." Naturally we were a bit surprised at this because we were part of an eastern Regiment of Canadian boys mostly from Hamilton and Toronto who acted and spoke (we thought) exactly the same as we did.

The old fellow offered us each an apple from his basket he always carried and then he told his story.

*Early in the homesteading days of the 1900s, his father had come out from Europe and started farming in northern Montana. The farmstead was a couple of miles south of the 49th parallel and the Saskatchewan border.*

*He had grown up in Montana, gone to a country school, struggled through the 30s, and in general lived the prairie life that we all did in those days and many of his friends and acquaintances were*

Saskatchewan people.

*He'd gone back to Holland, just before the war, intending to visit his relations for a while. The war had started and for some reason or another he hadn't made it home. So, six years later, here he was standing in the rubble of Heusden.*

A lot of local residents of the town had been blown up in the local church and most of the others had gone somewhere else and left him to look after what remained.

Because of his almost perfect English we were really taken aback when he strolled up to us and addressed us the way he did.

Was he ever happy and he proudly proclaimed to everyone near how easy it had been able to pick a couple of Saskatchewan soldiers out of a crowd of Canadians! He said there was nothing to it. The second he saw us he knew we were boys from home.

Maybe we didn't realize it out here on the lone prairie in the province of Saskatchewan but we do have something about us that is distinctly Canadian.

# Barrack Memories

Sometimes I wonder exactly what it is that inspires a person to "join up". It must be for "Queen and Country."

Suddenly, we are there. In a room with a whole bunch of undressed, funny looking guys jumping up and down to prove how good their route marching legs are and are later addressed by a fellow with "hooks" on his sleeve, who says something like: "If you co-operate with the army, the army will co-operate with you!" and then proceed to bawl you out because you are the dumbest looking clucks he had seen!

The first night in barracks I slept in a lower bunk. This proved to be a disaster. I soon learned to choose an upper bunk, for more reasons than one.

It takes a little while to wise-up to life in a crowd of army men. Being bawled out for nothing, told to "hurry up and wait" and trying to get into the kitchen early, before the big pot of boiled fish became a pot of water and bones.

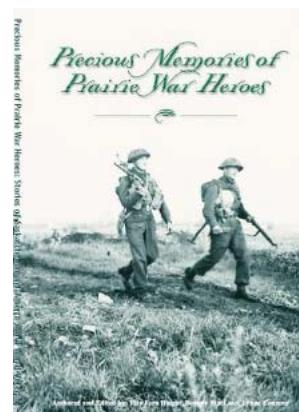
When we first entered "His Majesty's Service", we were all different types and didn't mix much, and wondered why the one Sergeant was always so miserable! Years after the war was over I found out why. Although most of us didn't have a common thought by the time "basic" training was over we sure all had the same idea. We all hated that one darn Sergeant and it was his job to see that we did. As a matter of fact that's when we began to be a soldier.

# Parcels from Home – Christmas 1944

In those years when we were overseas it was a great moment when we received parcels from home. One cannot thank the persons who sent them enough, for the feelings they conveyed to the whole army were wonderful.

On that particular Christmas they were especially welcome because we had been on the move and only the superhuman efforts of the postal people could keep up with the ever-changing addresses.

Those parcels were a real touch of home! The privations of war were ever-present and to get a package of luxury and a note of love was really something. Many times when a package arrived it would be torn open and distributed in a few minutes, sometimes before the recipient had finished the enclosed letter from home. Everyone was glad to share his parcels.



*Precious Memories of Prairie War Heroes*  
Excerpts written by Bob Mason are from 'Precious Memories of Prairie War Heroes'. This book is full of stories about WWII Saskatchewan and Alberta Veterans. You can buy it for \$15.00 plus \$3.00 shipping from SK Seniors Mechanism. [www.skseniorsmechanism.ca](http://www.skseniorsmechanism.ca) or mail a chq to SSM, 112-2001 Cornwall Street, Regina, SK S4P 3X9

## Saskatchewan Century Club

### The Century Club is

- A province wide association of Seniors who have reached the age of 90 years and beyond
- And are determined to live in as full and active a style as possible to the age of 100 and beyond
- Pursuing physical activity, mental agility, social and spiritual creativity
- There is no membership fee

### You may join the Century Club by calling:



Toll free 1-888-823-2211  
or 359-9956 (Regina)  
or send a note to:  
Saskatchewan Seniors Mechanism  
112-2001 Cornwall Street,  
Regina, SK S4P 3X9.

If you live in Saskatoon, please call Saskatoon Council on Aging (306-652-2255) to register.

# SASKATCHEWAN SENIORS ASSOCIATION INC.

## NEWSLETTER

Please send all your news and comments about the SSAI newsletter to:

Mike Kaminski, 136 – 2nd Ave. W., Invermay, SK S0A 1M0

Email: aelkam@sasktel.net



### SASK SENIORS ASSOCIATION AT WORK

Every time I read or hear the work "ageism" I know that is the perception that somebody or some group of people have of us as the elderly. Is that perception good? Maybe, maybe not. Is it bad? Maybe yes, maybe no. Is it complimentary? Not necessarily.

In your own world of today, how many times have you been out with other people or groups of people and upon reflecting, were you treated with extra little kindness? Were you treated as though you were "in the road" or that you didn't matter? I like to treat the people I meet with friendliness and that can always help to make their day. Did I listen to the radio this morning? Some days I do some I don't. Sometimes the radio noise can give us seniors a smile and maybe even a giggle, then there are times when you feel that the announcer is passing his or her "bad day syndrome" onto us. No cheer in their voice no announcements encouraging the elderly to enjoy their day.

I work with the elderly in Saskatchewan quite a

bit. I serve as president of SSAI and I really enjoy the people I come in contact with. Everyone has something to say or share that can help each other have a better day. Now we realize that in our midst are many elderly people who have done notable things in their lives, they may have even met the Queen! Through their endeavours, they may have won many baking or horticulture accomplishments, they may have nurtured many a new baby or critically sick child or other elderly persons. A great number of ordinary people in their younger years worked very hard and helped to create some of the entities we have enjoyed that make our lives much better. The formation of Sask Wheat Pool, the Credit Union system and the Co-op retailing system just to name a few.

Where are these people today? They sit out there at the cribbage tables and coffee group gatherings. They still have active minds and concerns for society. But who else cares?

I am shocked and terribly disappointed to realize how little attention the media in general pays to the elderly in our province. It probably is as bad elsewhere as well. In all the years that I have belonged to SSAI I have never seen a newspaper carry a coming events type announcement to tell people that our annual convention is coming up, and I do watch for those announcements. I have invited the media (several forms) to come and cover our convention and no one ever comes. Don't we matter? Have we not gained a position of some knowledge through all of our years of experiences? Don't they believe we have some valuable experiences that may help future generations in developing their new world.

So by not ever attending one of our conventions, rarely, if ever interviewing any of us on crucial events in our world, are the media telling us that we don't matter anymore?

There's an old saying " Those who forget the past are condemned to relive it". That old saying should

remind people that they should be looking to the past so they don't have to make the same old mistakes over again.

*-Pat Trask, President  
SSAI President*

(306)373-2010 or (306)222-2365, [pattrask@sasktel.net](mailto:pattrask@sasktel.net)

## WELDON FROM WYNYARD

Hi! Hope you had a great summer.

The media doesn't seem interested in what seniors are doing. They never come to cover our conventions even when invited. When they report that a senior has had a traffic accident, they report that seniors should not be allowed to drive or be given another test.

People feel the media could help to make the government aware that a lot of seniors are living below the poverty line or just making ends meet. The media could make a very positive difference from the seniors' point of view.

If seniors want to respond to items in the media, it has to be done by e-mail, texting, face-book, etc. Many seniors do not use cell phones or computers and as a result they are left out. The media should enable seniors to communicate by phone or letter.

It is nice when the media show some interest in seniors and interview those that are 100 or 100 plus years old. Questions then focus on some of the challenges they faced and how they survived. The media doesn't seem to realize that they could have made a very positive difference along the way.

These are some of the ageism problems I am aware of that seniors face.

Hope you all have a good fall and are getting ready for winter activities.

*-Lorna Weldon,  
1st Vice*

## AGEISM IN THE MEDIA

Diversity in our society is the result of the many cultures living and working together to ensure a wholesome lifestyle. All the traditions of each culture are preserved and perpetuated by members of each of the cultures. However, the society created by the cultural mosaic has demographic commonalities. In our society, the media has become the voice for all types of social interactions – news, politics, health, marketing, crime, education, sports, etc. In most cases, instead of reporting from a factual perspective, sensationalism strategies are developed and used to facilitate attention-grabbing media strands. The main objective of the media is to increase its audience and thereby grow its marketing share. Stereotypes expedite media reports. Racism, sexism and ageism are components of their social reporting – like symptoms of a disease. Elders are lumped together under the heading of "old" and attributed a demeaning set of characteristics: senile, sickly, unattractive, greedy, cranky, and child-like. The media transforms the way our society sees older people and are seldom held to be accountable. How do we protect society against ageism in everyday media interactions, cultural commentaries and news reports?

There are five harmful ways in which these stereotypes are perpetuated in media and popular culture. **The first is portraying elders as helpless victims.** Elders are predominantly depicted as sweet and vulnerable. News stories that feature older people as crime victims are a natural extension of this narrative. Daily headlines exemplify this. Such stories perpetuate the stereotype of elders as being warm, but incompetent figures who deserve our pity. Older people are characterized as vulnerable children in need of protection and charity. Unfortunately, this narrative makes it easier for the opinions, concerns, and contributions of elders to be marginalized and discounted. Surprisingly, well-intentioned media advocates, working to help elders may, inadvertently, be furthering this stereotype. In order to secure the resources and benefits that are genuinely needed by some elders, advocates often try to generate media atten-

tion that overemphasizes the vulnerability of older people.

**The second harmful instance is that of elders who defy negative stereotypes. They are presented as bizarre, uncooperative, comical – almost senile members of society.** A seemingly “bizarre” news story featured an older person who fended off an intruder by hitting him with a frying pan. Would this story be as newsworthy if the person wielding the frying pan were age 35? Probably not. These non-stereotypical figures end up reinforcing negative stereotypes – precisely because they are seen as unnatural, odd, bizarre - exceptions to the stereotypical norm.

**A third area occurs when growing old is equated with inevitable deterioration and decline.**

Stereotypes of growing older include generalizations about declining health, happiness, and attractiveness. However, research estimates indicate that dementia-related illnesses only affect about 10 percent of people over age 65... Like racism and sexism, ageism is a social disease fed by stereotypes. Elders are lumped together under the heading of “old” and attributed a demeaning set of characteristics: senile, sickly, unattractive, greedy, cranky, and child-like. To transform the way our society sees older people, we must combat ageism in everyday interactions and cultural exchanges where stereotypes are conveyed and reinforced.

**Elders are demonized as a group in the media.** As individuals, elders are often treated as sweet, pathetic figures. As a group, however, elders are judged more harshly. When discussed as the elderly, older people are often condemned as “greedy geezers” who undeservedly drain our shared resources via Medicare and Social Services.

Some media have also declared that “*Medicare uses the force of government to take money from one group of people — those who are working — in order to pay for the health-care costs of another group — senior citizens.*” Another prominent politician recently stated that most seniors are non-productive members of society.

Such demonization conveys the message that elders are not worthy of humane treatment, which in turn fosters exclusion and discrimination.

**The final stereotype is that elders are under-represented and ignored in the media.**

When elders do appear in media and popular culture, it is often in a stereotypical manner. But, more often than not, elders are simply excluded altogether. According to statistics, elders were represented in less than 2 percent of programs on prime-time television. Nothing could convey the low status of elders in our society better than their invisibility.

Most Canadians desire to never be “old” and to never be associated with “those people.” As a result, most non-elderly people have few meaningful relationships with older people. The number of intergenerational programs exemplifies this. This lack of meaningful exchange, coupled with the lack of complex depictions of elders in media and popular culture, allows the negative stereotypes to be that much more influential in the minds of most Canadians.

So why does any of this matter? It matters because we act on the stereotypes and assumptions we harbour about older people. In a recent survey 80 percent of elder respondents reported experiencing ageism, such as being ignored or not taken seriously because of their age. Researchers have also documented the propensity of younger individuals to use “baby-talk” (i.e., exaggerated tone, simplified speech, and high pitch) when speaking to older adults. Some physicians have been shown to condescend to and patronize older patients by providing oversimplified information or speaking to the family instead of the older patient.

Ageism stereotypes matter. We all have a responsibility to challenge them when and where they do occur, whether you are a senior or not!

*Mike Kaminski, SSAI – 2nd VP*

Parts of this article are adapted from:  
*Elder Stereotypes in the Media & Popular Culture”/ Aging Watch at [www.agingwatch.com](http://www.agingwatch.com)*

## SOUTHEY PICKLE BALL

Here is breaking news about a very successful Pickle ball Tournament hosted by the Southey Seniors Club on July 1, 2018.

Registered were 8 Men's doubles, 8 Ladies' doubles, and 16 Mixed doubles. The tournament took place in the Southey Skating Rink.



### Winning Men's Teams

Gold - Phil and Ray Greenwood  
Silver - Keith Jackson and Gord Hebig  
Bronze - Brent Cooper and Marwin Brito



### Winning Womens' Teams

Gold - Carolyn Falman and Linda Helfrick  
Silver - Maelyn Greenwood and Marcie Benson  
Bronze - Brenda Fry and Sharon Brown

### Winning Mixed Teams

Gold - Keith Jackson and Dianne Mooney  
Silver - Linda Helfrick and Gord Hebig  
Bronze - Phil Greenwood and Marcie Benson

## Engaging Canadians A National Drug Plan NOW!

[https://www.canada.ca/content/dam/hc-sc/documents/corporate/publications/council\\_on\\_pharmacare\\_EN.PDF](https://www.canada.ca/content/dam/hc-sc/documents/corporate/publications/council_on_pharmacare_EN.PDF)

As Canada considers how best to put pharmacare in place, it is important that Canadians have a voice in helping shape it. If you have views on any of the questions in this discussion paper, please go to [canada.ca/pharmacare](http://canada.ca/pharmacare) to share your views.

## NPF HEALTH COMMITTEE RESEARCH REPORTS

1. Seniors' Strategy - JoAnn Lauber
2. Tough Love: Health Care for Seniors in Canada - Kathleen Jamieson
3. Responsive Primary Care - JoAnn Lauber
4. Dental Care - Alma Tynes-Johnson
5. Pharmacare - Kathleen Jamieson
6. Mental Health - Donna Bowyer

The main objectives facing the Health Committee are Pharmacare and the development of a Seniors' Strategy.

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FLUZONE® High-Dose flu shot and get protected now.

  
**FluZone® High-Dose**  
INFLUENZA VACCINE

\*Vs. standard-dose FLUZONE® vaccine against laboratory-confirmed influenza caused by any viral type or subtype.

FLUZONE® High-Dose is a vaccine used to prevent influenza in adults 65 years of age and older. Influenza (or flu) is an infection caused by the influenza virus. Annual vaccination using the current vaccine is recommended for prevention against influenza as immunity declines in the year following vaccination. Persons with a history of severe allergic reaction to eggs or egg products or any component of FLUZONE® High-Dose should not receive the vaccine. FLUZONE® High-Dose will only protect against the strains of influenza virus contained in the vaccine or those that are closely related. FLUZONE® High-Dose will not protect against any other strains of influenza virus. FLUZONE® High-Dose is not indicated for the prevention of hospitalization or death after the onset of disease. As with all vaccines, FLUZONE® High-Dose does not protect 100% of people immunized. Allergic reactions can occur. The most common side effects are pain at the injection site and muscle ache. Contact your healthcare provider to see if this vaccine is right for you. For more information, visit [www.sanofipasteur.ca](http://www.sanofipasteur.ca).

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