

NEWS FROM

AGE
FRIENDLY
BRANDON**AGEISM IN THE WORKPLACE**

The World Health Organization (WHO) defines ageism as discrimination based on age, encompassing stereotypes (how we think), prejudice (how we feel), and discrimination (how we act) toward people based on their age. It affects both younger and older workers, limiting job opportunities and weakening social cohesion.

Changing Reality of Retirement

Many older adults want or need to work past 65, but ageist attitudes and policies often make this difficult. Studies show that:

- Employers often view older workers as less productive or resistant to change.
- Older job seekers receive fewer interview callbacks.
- Training opportunities decline with age.
- Older women, immigrants, and Indigenous workers face multiple layers of discrimination.

At the same time, younger workers may struggle to enter the job market due to perceptions of inexperience. Hiring biases, workplace discrimination, and outdated policies create barriers for both younger and older employees.

DID YOU KNOW?

If the percentage of workers aged 55 to 69 was increased by just 8% it is estimated that **\$56 billion** per year would be added to Canada's GDP.

The Value of Age-Diverse Workplaces

Older workers experience, reliability, and problem-solving skills to the workplace. Research shows that age-diverse teams perform better, benefiting businesses and the economy. Canada needs older workers to help address labor shortages, sustain

economic growth, and support public pensions. Employers who embrace age diversity gain a competitive advantage by fostering a more skilled, innovative, and inclusive workforce. Addressing workplace ageism is

essential for building a fairer and stronger labor market for all generations.

**Get Involved!**

Join Age Friendly Brandon on May 13th for an interactive session on **Ageism in the Workplace!** See page 4 for registration information.

ADVANCE CARE PLANNING: IF NOT YOU, WHO? IF NOT NOW, WHEN?

April 16th is Advance Care Planning (ACP) Day in Canada. This day encourages people to think about and share their wishes for future health care. Planning ahead ensures your choices are understood and followed, even if you can't speak for yourself.

Why Plan Ahead?

Many people understand the importance of planning for end-of-life care, but not many people have actually had a conversation about dying with family and friends. ACP helps by:

- Ensuring Your Wishes Are Respected – Your preferences guide your care, even if you can't express them.
- Reducing Stress on Loved Ones – Family members won't have to make difficult decisions without guidance.
- Getting the Right Care – Whether you want full medical treatment or comfort-focused care, planning ensures your choices are followed.



Resources and Tools

Prairie Mountain Health (PMH) provides tools like the Advance Care Planning Workbook to help guide you through the process. Health care professionals are also available to support you in making informed choices. For a copy of the PMH ACP workbook and guide, see:

<https://prairiemountainhealth.ca/programs-and-services/advance-care-planning/>

You can also visit <https://www.advancecareplanning.ca/> for additional tools and resources.

Start the Conversation Today!

Planning for the future ensures your voice is heard, no matter what happens. Taking these steps now is a gift to yourself and your loved ones—it provides clarity, comfort, and peace of mind.

Prairie Mountain Health

advance care planning



How to Get Started

1. Reflect on Your Values – What matters most to you? What treatments would you want or refuse?
2. Talk with Loved Ones – Share your thoughts with family and friends so they understand your wishes.
3. Consult Healthcare Professionals – Discuss options with your doctor to make informed choices.
4. Document Your Wishes – Complete a Health Care Directive and name a proxy to make decisions if you can't.
5. Review Your Plan Regularly – Your feelings may change over time, and that's okay!

UPCOMING EVENTS - APRIL

1	Pro Series Concert: JD TRIO	Lorne Watson Recital Hall, BU Concert starts at 7:30 pm https://events.brandonu.ca/event/pro-series-concert-jesse-dietschi-bass/
2, 9, 16, 23, 30, till June 4	Zumba Gold	Westridge Community Centre 6:00 pm to 7:00 pm https://brandon.perfectmind.com
4, 18	TALC Talks	BU, Education Bldg., Room 107 Starts at 9:30 am https://talcbrandon.weebly.com/
7, 14, 21, 28 till June 9	50+ Fitness	A.R. McDiarmid Civic Services Complex 12:30 pm to 1:30 pm https://brandon.perfectmind.com
10	Practical Paint Night	Recreation Space - Chez Angela 5:00 pm to 7:45 pm https://brandon.perfectmind.com
10-12	Mamma Mia! Mecca Productions	Western MB Centennial Auditorium Shows start at 7:30 pm and 2:00 pm https://www.wmca.ca/events
23, 30, May 7, 14	Line Dancing	Brandon's Community Sportsplex 11:00 am to 11:45 am https://brandon.perfectmind.com
23	Fresh Air Fitness - Pickle Ball	FREE drop-in activity, no experience necessary! Stanley Park 6:00 pm to 7:00 pm
24-27	E-Gré National Music Competition	Brandon University https://events.brandonu.ca/event/e-gre-national-music-competition-2/
26	The Great Brandon Mystery	Brandon's Community Sportsplex 1:00 pm to 4:00 pm https://brandon.perfectmind.com



VIRTUAL EVENTS

Living with Dementia-1
April 12
10 am to 11:45 am

Palliative Care
Information Session
April 15
10 am to 11 am

Register at
<https://alzheimer.mb.ca>

**Have an event you would
like to see in an upcoming
edition? Email:**
agefriendly@brandon.ca



PHONE EVENTS

Curiosity Club
April 3
1:30 pm to 2:15 pm

Biographies: Burton
Cummings
April 10
1:30 pm to 2:30 pm

Types of Therapy
April 15
10 am to 11 am

For more phone sessions
and to register, contact
Seniors Centre Without
Walls at 1-888-333-3121

**SAVE
THE DATE**

**Mark your calendar and come join us for
Seniors Day at the Riverbank Discovery
Centre August 8 and 9, 2025. Watch
future editions for more details!**

AGEISM *Workshop*

**AGE
FRIENDLY
BRANDON**

Join us for an engaging workshop on ageism in the workplace. Explore how age discrimination impacts employees, discuss real-world experiences & learn strategies to create a supportive work environment for all ages.

L Tuesday, May 13th, 2025
1:00 - 4:00PM

**311 Park Ave East
SENIORS FOR SENIORS
CO-OP INC**

Guided Facilitation
Learn from community leaders with practical knowledge and solutions based ideas.

Interactive Sessions
Engage in dynamic, hands-on group discussions that are 15 minutes each.



**Scan the
QR Code Now
To Register**

Or call 204-717-9918 for more information

www.brandon.ca/age-friendly



CYCLING WITHOUT AGE INITIATIVE UPDATE

Age Friendly Brandon, along with our partners Brandon Seniors for Seniors, A&L Cycle, and Brandon Riverbank are excited to announce we have ordered our first tri-shaw. Brandon please meet the Beau!



Keep watching future editions of News from Age Friendly for more updates on this exciting initiative!

Happy Easter!

Follow us on Facebook @ Age Friendly Brandon
Visit our website: www.brandon.ca/agefriendly



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