



SENIORS HEALTH
INNOVATIONS HUB

(SHIH)

Pushing Back on Ageism

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Ageism is everywhere...

- Older people themselves can be ageist...internalized stereotype, fears of death
- One of the last socially acceptable prejudices, e.g. refusing to hire someone of a certain age when not relevant to the work
- Majority of Canadians believe older adults are less important
 - 63% of Canadians have felt unfairly treated because of age
 - 2/3 said it has increased since COVID

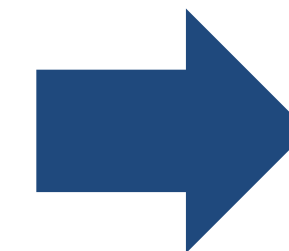
Federal/Provincial/Territorial Ministers, Ageism Consultation Toolkit, August 2022



Ageism

“The stereotyping, prejudice, and discrimination towards others based on age”

- Stereotype.....how we think
- Prejudice.....how we feel
- Discrimination....how we act



towards others
based on age



World Health Organization, Q&A , April 28, 2025

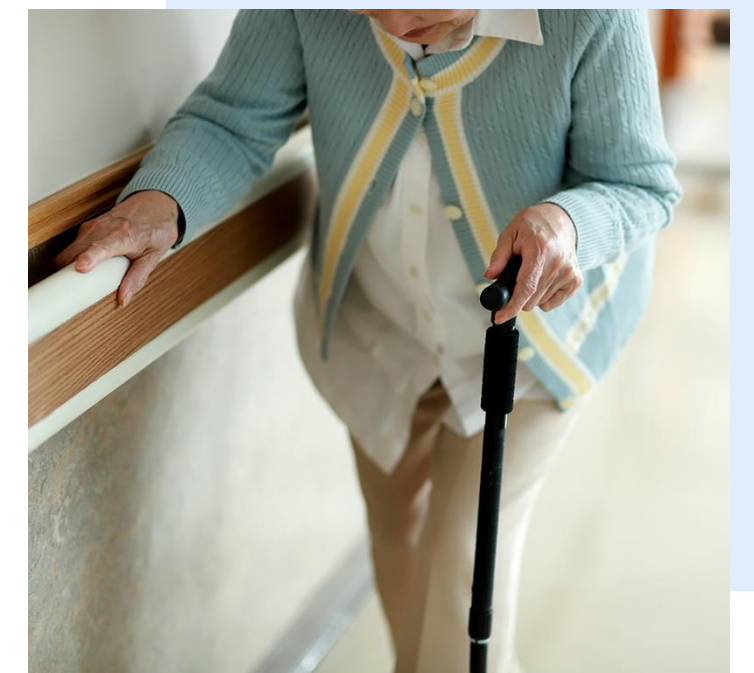
Stereotypes

Common stereotypes about older adults and aging:

- Lack technical skills and can't learn
- Have dementia
- Most live in long-term care homes
- Are resistant to change
- Are frail and dependent



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Discrimination in Health Care



Attitudes and behaviours of health care providers:

- May be impatient, dismissive, less attentive
- Use condescending language ...as to a child
- Assume symptoms are due to age – inaccurate diagnosis
- May not recommend treatment options



Ageism

Ageism has a negative impact on older adults' health and well being:

- Reduced longevity
- Poverty
- Poor health outcomes
- Reduced self-esteem and confidence



Impact of Lack of Primary Care

- Significant as older adults more likely to need routine health care and specialist referrals
- Longer wait times for non-urgent procedures
- Increased reliance on ERs
- Potentially worse health outcomes
- Strain on the system...burnout....shortages



PUSHING BACK!

- Origins 2018 with SWOOS and concern around walkability in winter
- Seniors Health Innovation Hub (SHIH) - innovative ways to support healthy aging in place with a focus on housing, primary care, home care, and technology
- 2023 – with partners, Centretown Community Health Centre and Perley Health, the SHIH submitted a funding request for a nurse practitioner clinic to focus on unattached older adults



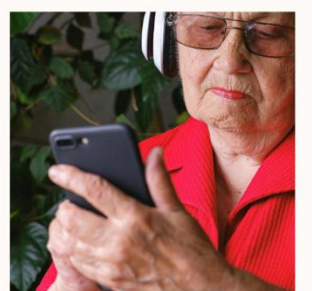
Primary Care



Home Care



Housing



Technology

Ontario Primary Care Action Plan

- Nurse practitioners included in model
- Health Care Connect – REGISTER!!
- Impact
 - How will older adults be prioritized?





FUTURE

- Continue to advocate that seniors can't wait. **THE TIME IS NOW!!**
- Partnerships
- Ownership of your own health
YOU OWN IT!!

