

NEW BRUNSWICK COLLABORATIVE FOR HEALTHY AGING AND CARE

A New Conversation · A New Culture · A New Collaborative · A New Brunswick Story

Context

A number of stakeholders who have an interest or whose programs support New Brunswick's seniors have come together and to create a new conversation on healthy aging in our province.

The group recognizes that:

- The future we wish to create is one where seniors are respected, valued for their wisdom, can live independently for as long as possible, experience opportunities for healthy aging, and are connected with an intergenerational mix of young and old.
- It is important to acknowledge the **barriers** (resistance to social change, poor coordination & communication, and institutional focus), and appreciate the **enablers** (willingness to change, desire to fix a malfunctioning system, population growth, and existing resources) on this journey.
- The way to bridge the gaps between the present and future is through the power of people, community support and a focus on aging at home and in our communities.
- A 'New Brunswick solution' is needed to meet our unique challenges
- We all have the **SHARED RESPONSIBILITY** in shaping health, wellness and aging
- We must embrace collaboration between health and social systems to form a **comprehensive** process that invests/considers healthy aging and care together.
- Innovation must be embraced rather than resistance to new approaches.
- A strong partnership with government to effect policy development that supports **connectivity** between communities and departments.

Shared Philosophy

The Collaborative's shared philosophy, *Seniors in New Brunswick experience improved quality of life*, is anchored by the following strategic priorities, also known as the **Collaborative Pillars** and established by participants of the Summit for Healthy Aging and Care in November 2012. These are built on the foundational concepts of partnership, shared collaboration, and a holistic approach:

- **Caring Communities** – are age-friendly and reciprocal communities that support the development of healthy living, personal responsibility and personal networks through intergenerational integration.

- **Continuing Care** – ensures access to client-centred care by breaking down silos along the continuum of care, and ensures respite services and family care supports are available for those who need them.
- **Consultation and Contribution** – seeks opportunities to share skills in building a positive image around aging, and seeks opportunity to contribute and communicate as change agents with public policy makers.

Purpose of Collaborative Pillars

The Collaborative Pillars do not stand-alone but rather work in complement to one another within the Collaborative framework. Their purpose is to encourage participating organizations and individuals who have a focused interest in a particular area. All activity that falls under the three pillars is done in the name of the Collaborative, and is branded as such.

An organization can work within one, many, all or none of the pillars and still be a member of the Collaborative. They ensure that the Collaborative remains true to themes that were brought to light at the 2012 Summit, and to help guide the more focused projects of the Collaborative.

Shared Mandate

The NB Collaborative for Healthy Aging and Care exists to create ongoing, diverse, multi-sector conversations that help us understand and define the aging experience that evolves over time, and how New Brunswick citizens want to experience aging in this province.

As such, through stakeholder alignment, the NB Collaborative for Healthy Aging and Care:

- Supports partnership and collaboration at the strategic, operational and community levels.
- Cultivates and builds greater synergy opportunities.
- Supports the development of unique partnerships to build system capacity that will drive system, Societal and policy change.
- Supports breaking down aging stereotypes in order to address ageism that is widespread in our culture.

Measures of Success

The conversations that we facilitate result in:

- Creating a central focus of the work being done by individual stakeholders and organizations at both the community, municipal and provincial levels.

- Accepting the shared responsibility in partnership with government in working together to empower communities and seniors themselves.
- Developing public policy that leads to culture and system change by identifying immediate and long term goals and partnering with organizations aligned with our efforts.
- Creating tangible, collaborative projects on the ground.
- Establishing benchmarks against which measurable cost savings can be determined.
- Identifying innovative approaches that address the challenges we face.
- Measuring community engagement and change.
- Promoting wellness and recognizing individual contributions in various states of health.

We believe that:

- It is possible to create sharing among linguistic and cultural groups that consist of diverse stakeholders, including seniors themselves, who work together to create and define the aging experience in NB.
- We can most positively influence the aging experience by focusing on identifying and helping leverage (make visible, connect, celebrate, etc.) the strengths of individuals and groups in communities (we refer to these as assets).
- Everyone, in any part of a community, with any background, can experience and contribute to healthy aging and care.
- That in spite of system challenges, customer service excellence can be achieved.
- Although government alone can't affect the societal change needed with population aging, they have a critical lead role in working with individual communities in defining their aging experience.

We are committed to (core values):

- **Learning and curiosity:** learning about how we can bring people together in meaningful, safe and productive ways where questions can be asked and curiosity welcomed.
- **Inclusivity and connection:** creating opportunities for all to have a voice, and connecting those who have an interest in the efforts of the collaborative.
- **Transparency and sharing:** Sharing all that we know, how we operate, and what we are learning with others.
- **Openness and Innovation:** Open to change that is driven by innovation and evidence.
- **Facilitating and encouraging action:** Serving as a catalyst for change by building on the existing strengths that exist within our province and communities.

Healthy Aging and Care
Innovating Together



Viellissement en santé et soins
Innovons ensemble

Our focus is on...

- Sharing and sustaining the collective conversation on healthy aging.
- Discovering the best use of contributions (expertise, knowledge, dollars) to positively impact aging in the province.
- Creating safe possibility spaces where new ideas can be explored for important and sometimes difficult conversations.
- Facilitating the narrative history and sharing of older adults.
- Celebrating our collective ability to shape the future of our province together!

Participation

Participation in the Collaborative means:

- Anyone who cares about the future of healthy aging and care in the province can contribute.
- People and organizations contributing what they can (experience, knowledge, and assets, etc.) and when they can.
- There is an expectation that collaborative member's share responsibility for promoting and transferring Collaborative knowledge and information, and work to integrate/share within their organizations and communities.
- We strive to work with First Nation communities, all levels of government (municipal, provincial and federal), the private sector and New Brunswick's linguistic communities.