

NEWS FROM

**AGE
FRIENDLY
BRANDON**

TALKING ABOUT AGEISM AT WORK: WHAT WE HEARD

On May 13th, the Age Friendly Committee of Council hosted a community workshop on ageism in the workplace. Ageism is the discrimination of people based on their age. While ageism is more common among older workers, younger employees experience it, too. Age discrimination in the workplace often has its roots in stereotypes about and age bias according to age.

During the workshop, participants shared their experiences and discussed the many ways ageism can show up in the workplace. The key issues raised included:

Barriers to Employment for Older Adults

Participants talked about how older job seekers often face bias during the hiring process. There are common assumptions that they will expect higher pay or may be less reliable due to age or health concerns. These age-based beliefs make it harder for older adults to find work.

Challenges with Online Applications

As more companies move their hiring process online, participants said this creates an unintentional barrier. Older adults or people who struggle with technology often find online applications confusing or hard to access, limiting their chances of applying for jobs.

Lack of Cross-Training and Mentorship

Many participants said they were not offered

training or skill-building opportunities, especially later in their careers. The group discussed how employers often avoid offering training due to cost concerns. This leaves older workers feeling left out of professional development.

Limited Government Support for Training

Also highlighted was the lack of affordable and accessible training programs. Without support from the government, many older adults struggle to keep up with changing job demands or to re-enter the workforce.

Unrealistic Work Expectations

Participants pointed out that some jobs now include duties that used to be handled by multiple positions. This shift can be particularly difficult for employees who may need more time to learn or adapt to varied demands.

Generational Skills Gaps

While younger workers may have strong technical skills, they often lack the soft skills that come with experience. Participants said there's a real need for intergenerational mentorship and knowledge sharing.

What's Next

Another workshop is being planned for the fall to dig deeper into the specific topics raised during this workshop. Stay tuned for more details! Together, we can build workplaces where all ages are valued.

ELDER ABUSE AWARENESS DAY

June 15 is World Elder Abuse Awareness Day (WEAAD), a global initiative recognized by the United Nations that shines a light on the mistreatment of older adults—a growing public health and human rights issue.

In Manitoba, the effort to prevent elder abuse is a year-round commitment. Since 2002, the province has led a comprehensive strategy focused on prevention, support, and education. From April 2022 to March 2023, the impact of this work included:

- 330 calls to the Seniors Abuse Support Line
- 313 older adults receiving counseling through A & O: Support Services for Older Adults
- 45+ new clients placed in Safe Suite accommodations
- Collaboration among more than 3 dozen organizations working together to prevent elder abuse.

WEAAD is more than a day of awareness—it's a call to action. Together, we can build a safer, more respectful future for all older adults. For more information or support, visit <http://peam.ca> or call 204-669-7531.



The Canadian Network for the Prevention of Elder Abuse (CNPEA) has launched a new resource: Seniors Leading Change: How to Build an Elder Abuse Prevention Network. This toolkit, available in English and French at <http://www.futureus.cnpea.ca>, equips communities with the tools to take action.



YOU'RE INVITED! BRANDON SENIORS FOR SENIORS OPEN HOUSE

Brandon Seniors for Seniors is inviting the public to drop in for an Open House on June 5, between 1 and 4 p.m.

The event is open to both current members and those interested in learning more about the organization.

Visitors will have the chance to tour the facility, meet staff, and explore the wide range of programs,



services, and activities offered through the centre. Information tables will also be available for anyone interested in volunteer opportunities or community involvement.

Whether you're considering becoming a member or simply curious about what the centre has to offer, all are welcome.

For more information, call 204-717-9918.

UPCOMING EVENTS - JUNE/JULY

3	Fishing	Dinsdale Park 6:00 pm to 7:00 pm FREE drop-in activity, no experience necessary!
3, 10, 17, 24	Music in the Park	Princess Park Starts at 6:30 pm FREE! Bring your lawn chairs and enjoy an incredible lineup of local talent
4 to 8	Manitoba Summer Fair	For hours, tickets and info: https://provincialexhibition.com/manitoba-summer-fair/
5	Open House	Brandon Seniors for Seniors 1:00 pm to 4:00 pm For more information call 204-717-9918
7, 14, 21, 28	Farmers Market	Brandon Riverbank Discovery Centre 9:00 am to 2:00 pm
10	Pétanque	Stanley Park 6:00 pm to 7:00 pm FREE drop-in activity, no experience necessary!
14, 21	The Great Brandon Mystery	Brandon's Community Sportsplex 1:00 pm to 4:00 pm https://brandon.perfectmind.com
17	Aquafit	Kinsmen Pool (Rideau Park) 6:00 pm to 7:00 pm FREE drop-in activity, no experience necessary!
22	Anything but a brush painting and picnic	Dinsdale Park 2:00 pm to 3:30 pm https://brandon.perfectmind.com
24	Yoga	Coronation Park 6:00 pm to 7:00 pm FREE drop-in activity, no experience necessary!
July 9 to Aug 13	50+ Chair Yoga	A.R. McDiarmid Civic Services Complex Wednesdays 1:00 pm to 2:00 pm https://brandon.perfectmind.com



VIRTUAL EVENTS

Living with Dementia-3
June 7

10 am to 11:15 am

Financial Confidence
June 17

10 am to 11 am

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



PHONE EVENTS

Biographies: Monty Hall
June 4

1:30 pm to 2:00 pm

World Elder Abuse
Awareness Day
June 18

10 am to 11 am

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

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



CELEBRATING ONE YEAR OF NEWS FROM AGE FRIENDLY BRANDON!

It's been one full year since the Brandon Age Friendly Committee of Council launched News from Age Friendly Brandon—and what a year it's been! Over the past 12 months, the newsletter has shared stories, updates, and opportunities that highlight how Brandon is becoming more inclusive and supportive for people of all ages. From tips on healthy aging to upcoming events, volunteer opportunities, and spotlights on our committee members, each edition has helped connect and inform the community. To catch up on past issues, visit: <https://brandon.ca/age-friendly/board-initiatives/newsletters>

A HUGE thank you to everyone who has read, shared, or contributed to the newsletter this year. Here's to another year of building an age-friendly community together!

HAPPY FATHER'S DAY

We recognize and appreciate all fathers, grand-fathers, and father figures who build our community through everyday acts of care, guidance, and generosity. Whether through family, friendship, or volunteering, you inspire connection and age-friendly values across generations.

MAYOR'S BOOK CLUB

The Mayor's Book Club is back! Join Brandon Mayor Jeff Fawcett and other local readers on June 10th at 4:30 pm at the Downtown Brandon Library for a fun and thoughtful book discussion.

This month's book is *Get the Picture* by Bianca Bosker, a behind-the-scenes look at the art world. The book is available in print, eBook, and audiobook formats from the library. To sign up, call 204-727-6648, email programs@wmrl.ca, or visit any Western Manitoba Regional Library branch.



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