

#BeCourAGEous

ACTION KIT

FOR ORGANIZATIONS



Dear Changemaker,

Welcome to the **COURAGE**: Action for Better Aging community.

We believe everyone deserves to age on their own terms.

As you know, our current approach to aging is broken. The focus on institutional care is expensive, and not what most of us want. But it doesn't have to be this way.

Let's join forces to challenge the current system, advocate for policies and implement solutions that help older adults, thrive in their communities.



Who is this toolkit for? Organizations that impact older adults – directly or indirectly E.g. community-based service organizations, businesses, advocacy groups.

This toolkit has specific ideas – Acts of **COURAGE** – on how your organization can get involved and make a difference.

Are you ready to reimagine aging? Together, let's
#BeCourAGEous!

Your friends at COURAGE

What is COURAGE?

COURAGE: Action for Better Aging is an alliance of everyday people and organizations committed to creating a society where we can age on our own terms. It was started by Covenant and SE Health in 2021 and is gaining momentum.

We spoke to over 1,000 people, most of whom were older adults. We held a [Summit](#) and created a [Roadmap](#). One thing was clear. Almost all of us want to live at home and in our communities with dignity and choice.

This means getting enough health care, age-friendly transportation, affordable housing, ways to stay connected, live with purpose, and much more. How do we make this a reality? **A national plan for aging.**

A plan that is created by the federal government and supported by provinces and municipalities. A plan that addresses all facets of living, and not just health.



What is COURAGE?

The plan should:



Recognize and value the contributions of older adults.

Bust silos and connect systems. Older adults and their caregivers shouldn't have to be system navigators.

People want easy access to services and wraparound supports. We've named these **360 Living Models**.

Check out our blueprint to create one in your community: [Blueprint](#).



Build an environment to support **innovative housing solutions** that are affordable, accessible, and meet our changing needs.



Recognize and provide support for unpaid **caregivers** through financial assistance, respite care, and mental health services.

Examples of countries that have a plan – Ireland, Finland, Singapore. Some highlights:



- Health and social services being delivered together
- Tax incentives for employers who hire older people
- Funding municipalities to improve accessibility in public spaces.

To learn more about COURAGE, visit actionforbetteraging.ca

What you can do...

You are a big part of the solution! We need your leadership and collaborative spirit to:

- **Advocate for a national aging plan**
- **Bring 360 Living Models to life** in your organizations and communities
- Create **age inclusive** environments

Ready to #BeCourAGEous?


Explore the Acts of **COURAGE** on the next two pages.


These actions are a springboard – tailor them to align with your organization's strategic objectives and make the biggest impact for your audience and in your community.


To learn more about how we can join forces contact us at courage@actionforbetteraging.ca

Let's do this!

Acts of COURAGE

 **Stay in the Loop:** [Sign up for our Action Updates](#) to see how you can join others to advocate for a national aging plan.


 **Get Social:** Use the messages on pages 9 to 11 and share with your network. Use the hashtag #BeCourAGEous or simply follow the hashtag and share our posts.

 **Support 360 Living Communities:** Check out our 360 Living Model blueprint to see what 360 living communities are all about: [Blueprint](#).


Support organizations that provide services such as transportation, meal preparation, maintenance, etc. through financial sponsorship or in-kind resources.

Provide space or resources that local communities can use to host events.

Organize a team volunteering event. Group volunteering is a great team building activity while helping the community.

 **Get Businesses Involved:** Talk to local businesses about how to become more age-friendly (E.g. discounts, improve accessibility, or support local programs for older adults).


Acts of COURAGE

 **Create an Age-Inclusive Workplace:** Check your workplace for age-positive policies, accessibility, skills training, hiring practices, age-friendly benefits and pension plans. See how you can become a [Certified Age Friendly Employer](#).

 **Support caregivers within your organization:**

Create supportive work environments by offering flexible work arrangements, respite care, care navigation and coaching services.

Organize education sessions for your employees on the supports available to them, such as legislated caregiver benefits or through your employee benefit programs such as employee and family assistance plans (EFAP), flexible spending accounts or other supports you may offer.

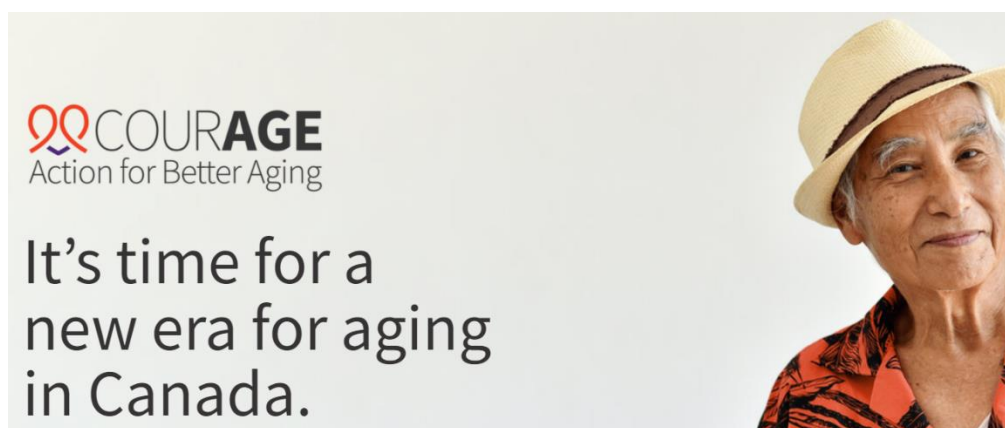
 **Share Your Stories:** Tell us what you're doing so we can amplify your efforts and rally our community to support you. Email us at courage@actionforbetteraging.ca

Do you want to take action individually? Check out our Action Kit for Individuals.

#BeCourAGEous Social Media Kit

On the following three pages, you'll find sample messages you can share on your social media channels. The length works for Facebook, but feel free to use all or part of the messages. Include **#BeCourAGEous** in your posts.

Social media posts that have images get more attention. Here are images you can use, or snap one that is meaningful to you.



#BeCourAGEous Social Media Kit

Message 1



We need housing that works for us—not against us.

As we age, our housing needs change. But finding an affordable, accessible place to live shouldn't be so hard.

We need:



More affordable housing options



Accessible homes that adapt to our needs



Communities designed for all ages

Right now, too many older adults are struggling to find a place that works for them. It's time for **innovative housing solutions** that let us live where we choose—safely, comfortably, and independently.



We deserve to live with dignity. Let's push for housing solutions that work for every stage of life.



Share this if you agree! Get more ideas for action: [LINK](#)

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#BeCourAGEous Social Media Kit


Message 2

Why is aging in Canada so complicated?

Health care, housing, social services—they all work in silos.

It shouldn't be this way. **We need a system that connects the dots.**

- ✓ Health care that works with housing solutions
- ✓ Social supports that are easy to access
- ✓ One-stop services so older adults and caregivers don't have to chase help

 **Aging should be easier, not harder.** Let's demand a system that works together, not apart.

 **Who else has faced this challenge? Share your story in the comments!**

Get more ideas for action: [LINK](#)

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Message 3

❤️ **To all the caregivers out there—you deserve better.** Many of us are caring for a spouse, friend, or family member. We do it out of love, but let's be honest: It's exhausting, overwhelming, and often unpaid.

Caregivers need:

- ✓ **Financial assistance** to help with costs
- ✓ **Respite care** so we can take a break
- ✓ **Mental health support** to manage stress and burnout

We shouldn't have to fight for the support we need.


Recognizing and supporting caregivers isn't just the right thing to do—it's necessary.

💡 **If you agree, share this to raise awareness.**

Get more ideas for action: [LINK](#)

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Additional Resources

 Here are several additional resources for you to explore to as you continue to reimagine aging!

- [Aging in Canada Infographic](#)
- [Singapore's National Aging Strategy: A Success Story](#)
- [Madrid International Plan of Action on Ageing \(MIPAA\)](#)
- [United Nations Decade of Healthy Ageing](#)
- [Progress report on the UN Decade of Healthy Ageing, 2021-2023](#)
- [AARP Analysis of government plans for healthy aging from around the world.](#)
- [National Seniors Council Final Report of the Expert Panel Supporting Canadians Aging at Home: Ensuring Quality of Life as We Age](#)
- [Employment and Social Development Canada. National Report: Implementation of the Madrid International Plan of Action on Ageing and Its Regional Implementation Strategy](#)



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