



**SOCIAL PRESCRIBING**

**AGE FRIENDLY**  
Manitoba



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## Insights on Social Connections

CJNU in partnership with the Manitoba Association of Senior Communities and Active Aging in Manitoba is excited to launch “Insights on Social Connections” – a new program that will air during the last week of each month. Host Jim Feeny will be joined by co-hosts Connie Newman, MASC, and Linda Brown, AAIM.



Connie Newman, Jim Feeny, Linda Brown, Dr. Michael Routledge

They will be talking about Social Prescribing - the medical term for connecting patients with non-clinical services in the community.

The May 29, 2024, program launch featured a discussion with Dr. Michael Routledge, who supports the concept of social prescribing and is helping to spread the word to Family Physicians in Manitoba.

Dr. Routledge sees social prescribing as a valuable tool that can aid family physicians in connecting their patients to the Senior Resource Coordinators/Finders in their local community.

The goal of “Insights on Social Connections” is to reduce social isolation for older adults by providing information to listeners about some of the resources in the community and how they can connect. We also want to help people experience the power and the health benefits of social connections. Each program will feature a guest that contributes to fostering community social connections for older Manitobans. We will explore some program options in Winnipeg and in rural Manitoba and hear first-hand some of the benefits individuals gain from being active and socially connected.



Please join us for  
**Insights on Social Connections on CJNU**



## Announcement!

The World Health Assembly endorsed a resolution to implement, strengthen and sustain regular and meaningful social participation in decision-making processes for health.

Social participation, as defined by WHO, means empowering people, communities and civil society through inclusive participation in decision-making processes that affect health across the policy cycle and at all levels of the system.

The resolution acknowledges the instrumental role that social participation can have in fostering mutual respect and trust, while making health systems more responsive, equitable and resilient.

***Social participation is an important paradigm shift in global health that offers great potential for meeting the health needs of people, in particular those who are in vulnerable or marginalized situations.***  
**Dr. Tedros Adhanom Ghebreyesus**  
**/ WHO Director-General**



## Manitoba Represented in BC!

"It was a privilege to speak at the 2024 Friesen Conference in Vancouver. The Conference was filled in insightful information from various speakers with a B.C. perspective ranging from Social Prescribing, Men's Sheds, Aging in Place, affordable housing, enhancing community services, etc. I am confident that Manitoba is on the right track with Social Prescribing in enhancing services between medical and non-medical services to address social determinants of health working along side older adults to promote health and well being and to assist independence in community living."  
- Kathy Henderson



Dr. Michael Routledge, Dr. Andrew Wister, Kathy Henderson, WHRA

## The 6 Dimensions of Well-Being...

Wellbeing is not just the absence of disease or illness. It's a complex combination of a person's physical, mental, emotional and social health factors. Wellbeing is strongly linked to happiness and life satisfaction. In short, wellbeing could be described as how you feel about yourself and your life.

### Health

Get answers to physical and mental health questions and finding the services that you need when you need them.

### Home

Take care of your home, inside and out, renovations or learning about housing options.

### Transport

Find transportation services in your area to meet your needs.

It can be hard to know where to go to find specific supports available in your area. Senior Support Coordinators/Finders are there to help you find the programs and services that may vary from community to community.

Source: Public Health Agency of Canada. (2021, November 9). The Safe Living Guide—A guide to home safety for seniors. Canada.ca.

### Finances

Learn about financial assistance options, tax services and programs to help you to afford the things that you need.

### Social

Try a new activity or life-long hobby. Participate or volunteer to build your social connections.

### Equity & Inclusion

Find resources that that relate to your diverse and unique needs and experience.

## Are you aware?...

Here are the national costs **per day** for those over the age of 65...

Home Care	\$103
Hospital Stay awaiting a bed	\$750
In a care home	\$200



Social Prescribing aims to support elderly individuals in remaining in their homes for as long as they can. This approach benefits both the healthcare system and the older adult by enabling them to age in place.

Also, it is no surprise that nearly 100% of older adults asked indicated their preference is to remain in their own home with supports if needed!



To learn more about implementing social prescribing:

- In Manitoba contact [Manitoba Association of Senior Communities](#)
- [Alliance for Healthier Communities – social prescribing community of practice](#)
- [Canadian Institute for Social Prescribing](#)
- [World Health Organization – toolkit on social prescribing](#)