



# Amplifying Inclusive Voices for All Seniors in Canada

**Senior Care Prism** is a collaborative non-profit agency. Experts in diversity and inclusion, sharing strategies & best-practices from across Canada. We transform aging communities into inclusive communities of care.



# The New Norm

## 01

**CANADA IS AGING RAPIDLY:** Seniors are the most rapidly growing segment of the population. **Today's seniors are more diverse and are living longer than any previous generation.** How they experience aging will have profound effects on the sector.

## 02

**THESE SENIORS ARE QUEER** — They are different than previous generations, more diverse, more gay, and represent the new ways of our integrated world.

## 03

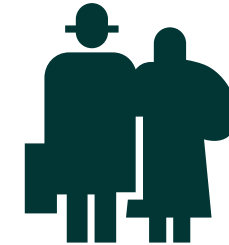
**IT IS THE LAW:** Governments are continuing to strengthen LGBTQ+ protections, increase funding streams to close gaps in services, and legislate in favour of LGBTQ+ interests.



# 01

## Canada is Aging Rapidly:

Presently, over 6 million Canadians are aged 65 or older, representing 16% percent of Canada's population. By 2030—in less than two decades — there will be **over 9.5 million seniors — 23% of Canadians.**

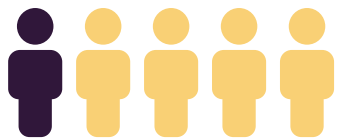


EQUALITY-SEEKING SENIORS MAKE UP A SUBSTANTIAL AND GROWING PORTION OF SENIORS IN CANADA'S POPULATION.



# 02

## These Seniors are Queer — They're Different



**1/5** are visible minorities, LGBTQ+, Indigenous, or a new-comer/refugee seniors.

Amongst them is the **1<sup>st</sup> generation of OUT seniors**; and **50% of them are afraid** of being pushed back into the closet in order to survive.



A lack of culturally competent care directly contributes to poor patient outcomes, reduced patient compliance, and increased health disparities, regardless of the quality of services and systems available.

NATIONAL SENIORS COUNCIL, CANADA



# 03

## It's the Law: LGBTQ+ Have Guaranteed Protections.

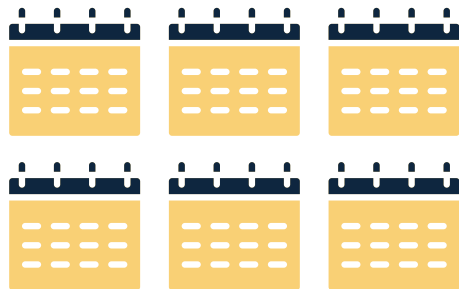
**Inclusive Spaces** are for more than just the LGBTQ+ seniors in our spaces. LGBTQ+ recognition and **visibility** has increased dramatically in the whole population.

Imagine spending your final years among peers who never accepted or acknowledged your love or identity.

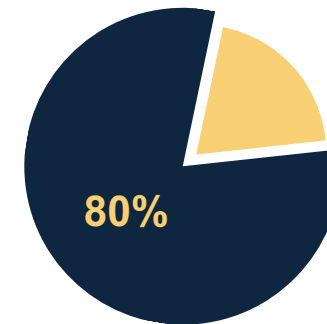
Imagine seeking care from workers who were **never trained** for your unique needs



## We Need a Seniors Sector That Supports Diversity



In Toronto Long Term Care homes: ethno-specific homes have a far greater waiting-list than mainstream homes, nearly **6 months longer**, it may take years in some cases before a resident can gain access to their preferred home.



Almost **80 percent** of LGBTQ+ seniors are interested in explicitly LGBTQ+ designated housing. Though none exists in Canada.



# How Senior Care Prism Supports Partnership:

- ❑ We Conduct **Networking and Dialogue Groups** That Foster **Inter-regional and National Collaborations** Supporting Seniors.
- ❑ We **Audit and Create Strategic Assessments** of Inclusivity, Diversity, Equity and Action Initiatives across Canada.
- ❑ We Work with Local, Regional, and National Stakeholders to **Increase Capacity, Increase Access to Resources, and Increase Reach** for Diverse Senior Serving Initiatives.
- ❑ We Provide **Consulting and Training Services** to Governments, Boards, Health Authorities, Businesses, Non-Profits, and Interest Groups.
- ❑ We **Partners with Researchers** to **Advance LGBTQ2S Representation & Research** Projects.
- ❑ We Undertake **Campaigns to Raise Visibility** for **LGBTQ2S** Seniors Serving Issues & Projects.
- ❑ We Provide **Best-Practices, Resources, and Trainings** on **How to Champion Inclusivity**.
- ❑ We Help **Shepard Strategically Meaningful Culture Growth** that **Supports Diverse Seniors** in Canada. We Do This Work From an **LGBTQ2S** Because **LGBTQ2S People are ALL People**.



## Senior Care Prism is Built...



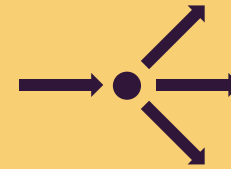
### For Agility

We move fast. We're an autonomous think-tank; a group of *Doers* with pooled knowledge.



### With Broad Expertise

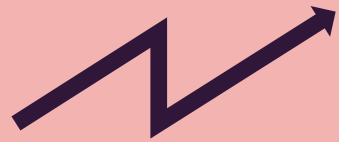
Pan-Canadian, Intersectional Identities, Representative Experiences.



### To Be Adaptive & Developmental

We help provide structure and a backbone to ideas, projects, collaborations that could use a little more support to reach their full capacity. We develop lasting change systems that grow with culture.





# Our Agile, Expert, Ready- Made Team Means Quicker Progress

We undertake projects where we can execute **focused interventions** – **pooling our knowledge** and collaborative capacity.

Our ‘help how you can’ model is good for contributors from all backgrounds, **more shared experience means more buy-in and more opportunities to contribute.**

We can help with any size business or project, adapt policy, and shift with modern trends – **a necessity these days.** We don’t waste time doing the wrong things over and over.



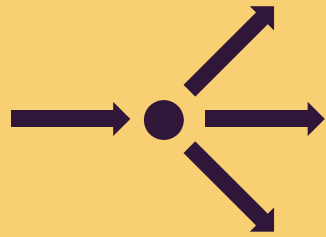
## Benefits of our Broad Expertise and Diverse Teams

**We know how to work** with government, community stakeholders, and across the senior sector.

**We are a ready-made network of contributors** - By working together, we can help effect change now, for everyone.

**Custom hands-on support** matching community projects with the right teams of stakeholders who can make an impact.

**Our members are a part of the sector**, and are networked with connections in countless other seniors networks across the country.



## Adaptive + Developmental Focus

We work from the LGBTQ+ lens because **LGBTQ+ people are ALL people.**

Everything we do is meant to support all diverse-communities, by building on values based dignity affirming initiatives.

With the **right approach, even small steps towards meaningful inclusivity are amplified exponentially.** We specialize in capitalizing on those opportunities. Offering continuous improvement to our partners, contributors, and community of communities.



## Making An Impact

A **senior widower** who had lost his wife moved into a care home. Although he **identified as a man**, he insisted on **wearing a 'woman's' nightgown** to bed (just as he always had at home previously). Following **altercations with staff**, the care home decided to undergo **LGBTQ+ competency training**. The facility opened this training to staff and residents.

During the workshop, **two straight Grandmothers** (residents of the facility in their late 70s) shared they came to learn how to **support** their grandchildren: a **trans niece**, and a **gender-fluid grandchild**. One of these grandchildren had shared she was **afraid to visit** her grandmother in case other residents or staff **harassed her grandmother** as a result.





## Cass Elliott

**Executive Director**

Cass is a change leader committed to developing people and organizations to do what they do better. Coaching people to find their place of engagement and point of personal influence is his expertise.

With more than a decade of experience developing systems, translating anti-oppressive frameworks and best practices - he positions teams where they need to be to stay adaptive and thrive.



## Martin Krajcik

**Director of Education**

Martin is a Human Rights activist and educator. He studies, breaks-down, and teaches the ways governments, institutions, and individuals can take action to improve the well-being of diverse communities across the globe.

With a Masters in Social Work and over twenty years experience as a human rights instructor, he knows how to create space for everyone to live visibly and be celebrated.



# Long Term Goals

We are **your neighbours**, your grand-parents, your children, and your colleagues. We partner to create or **strengthen inclusive, diverse, equitable spaces** that enrich aging communities. We do this so that **ALL Canadians can age with dignity**.

We are excited to **connect with you**, to hear about your experiences in the senior sector or community and to help **amplify your impact** to create **lasting positive change in Canada**. As our network of partners and advocates committed to improving LGBTQ+ senior lives grow, we want senior serving champions from across Canada to know **we are all in this together**.

Through **Senior Care Prism**, we pool our collaborative efforts, diverse experience, and lived experience to **catalyze meaningful and lasting community development**.

We want to be the space **where people and agencies converge – where transformations happen**.

**We won't hold *anything* back to achieve our goals.**

**Reach Out & Connect with Us Today**  
**Partner With Us to Help Amplify**  
**Inclusive Voices For All Seniors**  
**In Canada**

**Contact:**

t. 613 407 8858

e. [info@seniorcareprism.com](mailto:info@seniorcareprism.com)

a. 1111 Seymour Street,  
Vancouver, BC  
V6B 0R2

w. [seniorcareprism.com](http://seniorcareprism.com)

