



AdvantAge
Ontario

Advancing Senior Care

Reimagining Aging: **Bold Ideas to Support Ontario Seniors**

Recommendations for Ontario's Political Parties

Seniors. They are our parents, our grandparents, our uncles and our aunts. They have worked their whole lives, and helped build Ontario into the province it is today.

Ontario's seniors' population is expanding at a rapid rate, a societal change we should all view as an opportunity, rather than a risk.

Our older loved ones deserve to be supported with the same care and dignity as they showed us. Now is the opportunity to do that.

Few things are more important to seniors than the place they will grow older and the services available to them as they age. Research shows us that almost all seniors – more than 9 in 10 – say they want to age at home and they want the government's help to do it.¹

Today, however, Ontario does not have the seniors' care system in place to properly care for our loved ones the way they deserve. This again must be seen as an opportunity.

All political parties must commit to take bold action to provide seniors with the housing options and care supports they deserve.



¹ (Ipsos, 2022)



AdvantAge Ontario, the trusted voice of the non-profit seniors' care sector for over 100 years, recommends all parties commit to releasing a multi-year seniors' action plan and include the following bold ideas to support Ontario's seniors:

1. Home First Approach

Introduce a 'home first' approach by providing substantial new supports for seniors so they can stay in their own homes and live independently longer. This can be done by:

- > **Investing in community wellness hubs:** publicly funded programs for seniors in affordable housing that provides health and social care by community partners.
- > **Funding new and existing seniors' supportive housing:** these are affordable accommodations with support for seniors who cannot afford retirement housing. Specific initiatives are outlined in next section.
- > **Introducing Nursing Home Without Walls:** a program from New Brunswick that would provide seniors living at home with access to supports and services provided by their local LTC home.

2. Expand Capacity

Create thousands of additional spaces in the community for seniors to age in and redevelop our LTC system to offer more modern, home-like settings. This can be done by:

- > **Funding a multi-year capital program** to build non-profit LTC homes seniors want to live in and facilitate the ability of LTC homes to transition to relationship-based, person-centred models of care.
- > **Instantly create thousands of additional seniors supportive housing units** by adding healthcare and social services supports into existing non-profit seniors housing buildings.
- > **Building 5,000 new units of supportive housing** for seniors.



3. Rural and Northern Support

Invest in housing and transportation for healthcare workers in rural and northern Ontario to ensure seniors living in these regions can get the care they need close to home. This can be done by:

- > **Providing funding** to LTC homes, home and community care and seniors supportive housing operators to provide housing and transportation for healthcare workers in rural and northern communities.

4. Fair Wages

Pay staff caring for our seniors a fair wage to help attract and retain the very best workers to the seniors' care sector. This can be done by:

- > **Investing \$500 million annually** over the next five years to close the wage gap and align the community health sector's compensation rates with industry standards.

By committing to these bold, important steps, all political parties will ensure the province provides the care that Ontario seniors deserve and need.



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For more than 100 years, AdvantAge Ontario has been the voice of not-for-profit seniors' care in Ontario. We represent more than 500 providers of long-term care, seniors' housing, supportive housing and community service agencies, including 98 per cent of all municipal long-term care homes and 86 per cent of all not-for-profit long-term care homes.