

Women at The Forefront of Aging in Canada

Challenging the status quo for older women

Knowledge Mobilization Package



Package Overview

Welcome to our comprehensive Knowledge Mobilization Package designed to streamline the dissemination of our latest report across various platforms. This resource is crafted to empower your organization with the necessary messaging and graphics, ensuring a consistent and impactful dissemination strategy.

This package is curated to serve as a one-stop solution for all your dissemination needs related to our new report. It aims to provide clarity, consistency, and convenience, enabling you to effortlessly share key insights and updates with your target audience.

We appreciate your commitment to ensuring a clear and unified dissemination of our report.

CONTENTS

Messaging Guide

Visual Assets

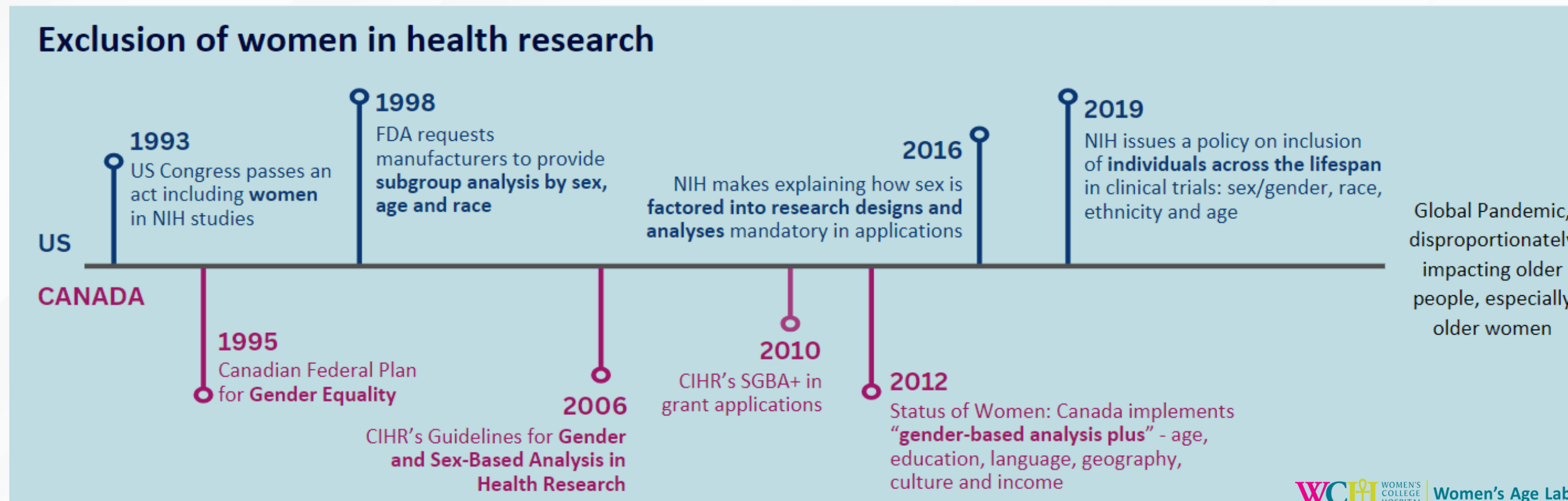
Platform-Specific Guidance

Messaging Guide

Empowering older women requires a concerted effort from government, healthcare providers, and community organizations. Prioritizing their needs is paramount to ensuring equitable access.

Canada is witnessing a major demographic shift with the aging population, particularly among women. Despite their growing numbers, older women often face unique health challenges that are overlooked in research, healthcare, and policymaking.

The collection and appropriate utilization of disaggregated data has historically been neglected in health research, which can show insights and identify uniqueness of older women.



Messaging Guide

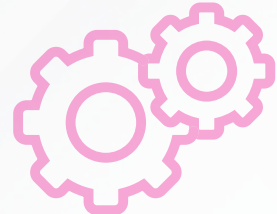
Gendered ageism is a thread that runs through the root causes of issues facing older women.

The majority of older women, like most older adults, live at home in their communities and want to remain there.

Recommendations to improve the health and well-being of older adults and women

GOVERNMENT

Develop a national strategy that supports older adults and considers the distinct needs of older women



RESEARCH

Mandate the consideration of older adults and women in research across Canada to gain a comprehensive understanding of their needs



HEALTH AND SOCIAL CARE

Use evidence and guidance based on sex, gender and age differences to better meet their unique health needs



Virtual Launch Event

Learn more about improving the status quo of aging among older women in Canada at our virtual launch event, on June 20 at 12pm!

Link to register: <https://forms.gle/keptNwufvLZPfliCA>

WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

LAUNCH EVENT

Women at the Forefront of Aging in Canada

June 20 12pm

Register now!

WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

VIRTUAL LAUNCH EVENT

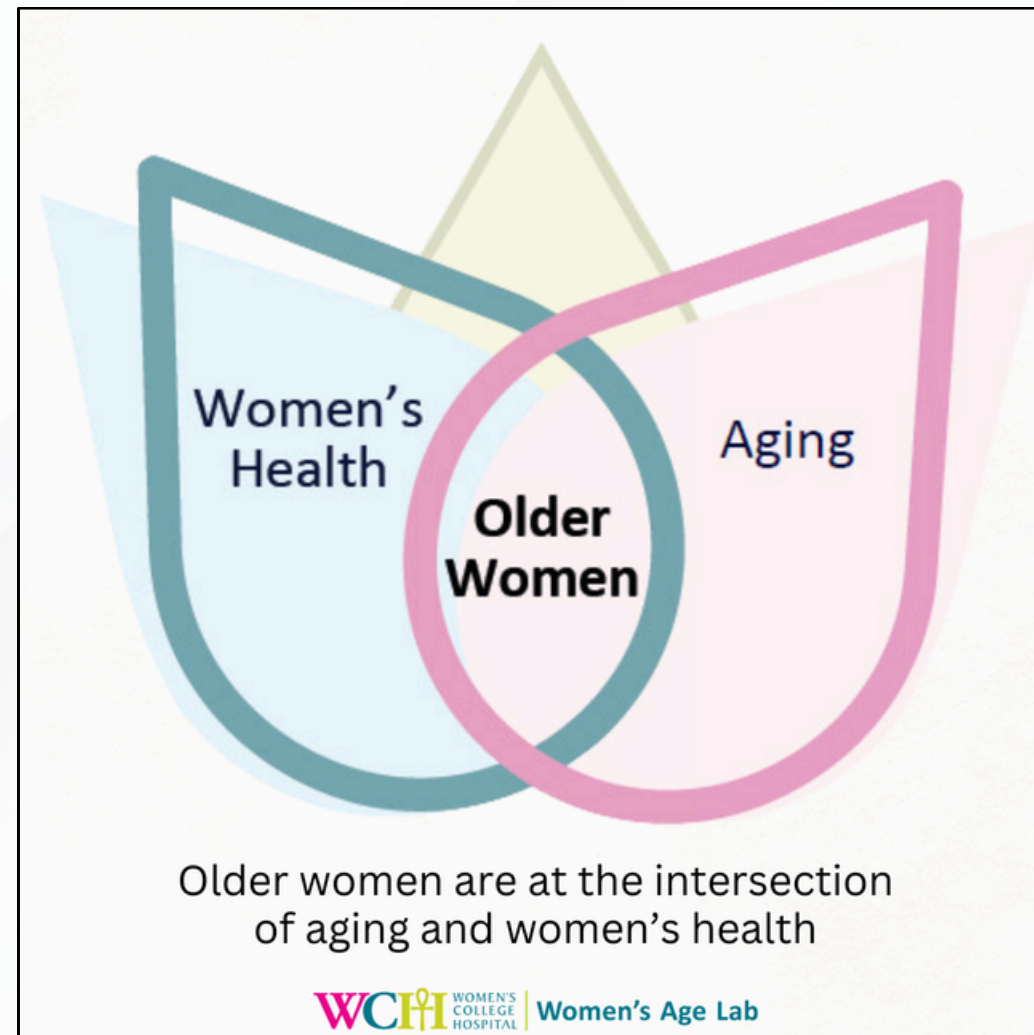
Women at the Forefront of Aging in Canada

Challenging the status quo for older women

June 20 @ 12pm

Register now!

Visual Assets



WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

WOMEN AT THE FOREFRONT OF AGING IN CANADA:

Challenging the status quo for older women

DOWNLOAD




Visual Assets

WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

DID YOU KNOW?


The number of older adults over the age of 85 have **DOUBLED** since 2001 in Canada. By 2050, this population will **TRIPLE**.



WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

DID YOU KNOW?


As of 2019, we only have **376** geriatricians in Canada, or **1** geriatrician for about every **20,000** older adults – & this gap is expected to widen.




WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

DID YOU KNOW?

1 in 9 Long-Term Care home residents could have possibly been cared for at home, with the right supports.



DOWNLOAD



Visual Assets

WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

DID YOU KNOW?

The number of older adults over the age of 85 have **DOUBLED** since 2001 in Canada. By 2050, this population will **TRIPLE**.

This visual asset features a white background with a teal square in the top-left corner and a light green square in the top-right. A pink square is on the left side, and a teal square is on the right side. At the bottom, there is an illustration of eight diverse older adults of various ethnicities and ages standing in a line. The text is centered and uses a mix of bold and regular fonts.

WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

DID YOU KNOW?

The number of older adults over the age of 85 have **DOUBLED** since 2001 in Canada. By 2050, this population will **TRIPLE**.

This visual asset is identical in layout and text to the one on the left. It features a white background with teal, light green, and pink decorative squares. At the bottom, there is an illustration of six diverse older adults standing in a line.

DOWNLOAD



One-Page Flyers

WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

Women at the forefront of aging in Canada:

Challenging the status quo for older women

Canada is witnessing a major demographic shift with the aging population, particularly among women. Despite their growing numbers, older women often face unique health challenges that are overlooked in research, healthcare, and policymaking.

Empowering older women requires a concerted effort from government, healthcare providers, and community organizations. Prioritizing their needs is paramount to ensuring equitable access. By recognizing the contributions and addressing the challenges faced by older women, we learn about men, and Canada can pave the way for a more inclusive sustainable future for all older adults.

Recommendations to improve the health and well-being of older adults and women

- GOVERNMENT**
Develop a national strategy that supports older adults and considers the distinct needs of older women
- RESEARCH**
Mandate the consideration of older adults and women in research across Canada to gain a comprehensive understanding of their needs
- HEALTH AND SOCIAL CARE**
Use evidence and guidance based on sex, gender and age differences to better meet their unique health needs

www.womensagelab.ca | Read full report: www.bit.ly/women-at-forefront

RECOMMENDATIONS

to improve the health and well-being of older adults and women.

For the full supplemental table, see Appendix A

- GOVERNMENT**
Develop a national strategy that supports older adults and considers the distinct needs of older women
- RESEARCH**
Mandate the consideration of older adults and women in research across Canada to gain a comprehensive understanding of their needs
- HEALTH AND SOCIAL CARE**
Use evidence and guidance based on sex, gender and age differences to better meet their unique health needs

A national strategy can better enable federal, provincial, territorial and municipal governments to support older adults and consider the distinct needs of older women.

A national strategy should:

- Include collaboration of all levels of government across the country
- Appoint advocates championing the rights of older adults and women across all provinces and territories
- Address the environmental, systemic and policy gaps impacting the older adults and women through:
 - Reducing drug harm
 - Addressing loneliness
 - Enabling aging in place
 - Supporting caregivers
 - Improving LTC standards
 - Combating gendered ageism
 - Supporting intergenerational connections

A comprehensive understanding of the needs of older women is critical to their health and well-being.

To support the consideration of older adults and women in all research to advance our understanding of their unique health needs, the Federal Government can:

- Mandate the collection and use of sex, gender and age disaggregated data as a standard practice in research, healthcare and policy-making
- Increasing inclusion of older women and reporting of their data in research
- Proactively include age in the Gender-based Analysis Plus framework, in addition to sex and gender to better understand impact of policies on older women and men

Providing evidence-based care informed by data on sex, gender, and age differences is important for the health and well-being of older women.

Healthcare providers can optimize care and support for the unique health needs of older women by:

- Being informed and educated on the unique needs of older women, based on sex, gender and age
- Actively engage older adults and women in decision making and empowering them to take charge of their care
- Leverage geriatricians and healthcare providers to support our aging population

Women at the forefront of aging in Canada: Challenging the status quo for older women

WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

DOWNLOAD FLYERS

Newsletter Blurb Template

We're pleased to announce the release of the latest report from Women's Age Lab at Women's College Hospital that shines a light on the unique challenges impacting older women across Canada. As our population ages, it's crucial to understand and address the specific health, socioeconomic, and systemic barriers faced by older women.

This comprehensive report delves into the health research gap, the impact of gendered ageism, and other challenges that older women encounter in Canada. From optimizing therapies, to investing in aging in place and promoting social connections, the report provides valuable insights and recommendations to improve the quality of life for older women.

Read the report and register for the launch event on June 20 at 12pm!



Email Template

Dear [xxxx],

I hope this message finds you well. We are pleased to share with you the release of the latest comprehensive report from Women's Age Lab at Women's College Hospital that delves into the challenges faced by older women in Canada.

As our population ages, it's crucial to understand and address the specific health, socioeconomic, and systemic barriers encountered by older women. This comprehensive report highlights the gaps in health research, the impact of gendered ageism, and other challenges affecting the health and wellbeing of older women across Canada.

From optimizing therapies, to investing in aging in the right place and promoting social connections, the report provides valuable insights and recommendations that can inform and guide our collective efforts to create a more inclusive and supportive environment for older women.

I invite you to read the full report and share it with your colleagues and partners.

X (Formerly Twitter)

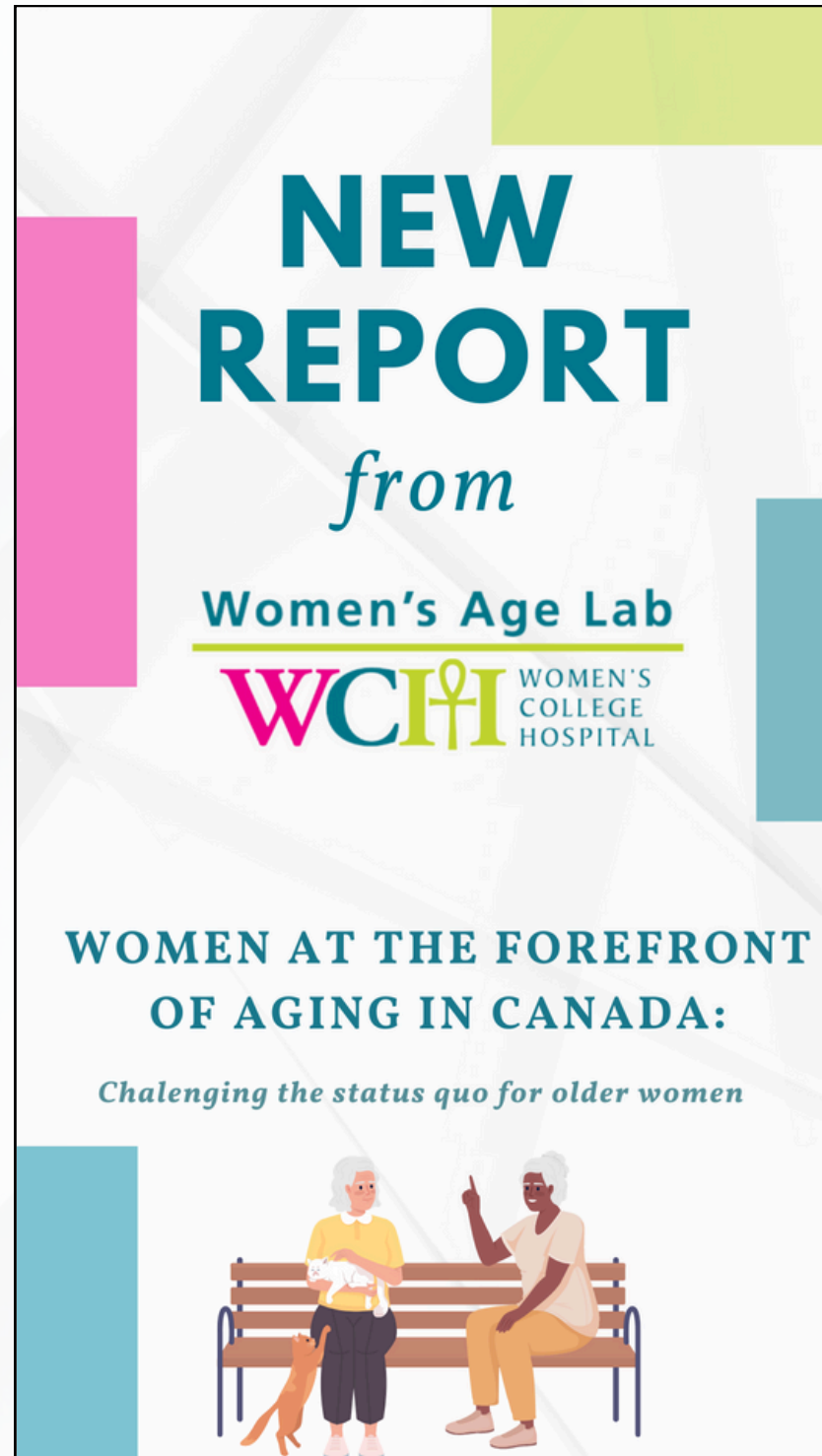
#WomensAgeLab's latest comprehensive report sheds light on the challenges faced by older women in @Canada. From health research gaps to socioeconomic vulnerabilities, this report offers valuable insights and recommendations. Read it now

LinkedIn / Facebook

As our population ages, it's crucial to understand and address the specific #health, socioeconomic, and systemic barriers encountered by older women. Women's Age Lab at @WCHospital has released a comprehensive report that highlights the disparities in healthcare and health research, the impact of gendered ageism, and other challenges affecting the health and wellbeing of older women across @Canada.

From optimizing therapies, to investing in aging in the right place and promoting social connections, this report provides valuable insights and recommendations that can inform and guide our collective efforts to create a more inclusive and supportive environment for older women. By advocating for equitable aging policies and initiatives, we can ensure that older women receive the care, support, and recognition they deserve.

Instagram Stories



DOWNLOAD INSTAGRAM ASSETS



*www.bit.ly/women-at-forefront
www.womensagelab.ca*

#WomensAgeLab
@WCHospital

@RochonPaula
@_SurbhiKalia
@JoyceMLi