



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.**

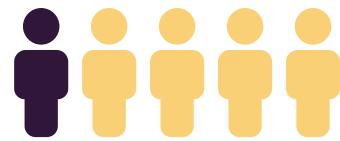


EQUALITY-SEEKING SENIORS MAKE UP A SUBSTANTIAL AND GROWING PORTION OF SENIORS IN CANADA'S POPULATION.



02

These Seniors are Queer — They're Different



$\frac{1}{5}$ are visible minorities, LGBTQ+, Indigenous, or a new-comer/refugee seniors.

Amongst them is the **1st 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

Mistakes & oversights happen, but the stakes are high, we live in a time where **people expect you to get it right**.

Society is more attuned than ever to policies, practices, and workplace cultures that violate someone's dignity.

How sure are you that your company is doing what it needs to be above reproach? How sure do you think your competitors are?

Does your staff know how to positively disrupt homophobic, racist, or discriminatory behaviour?

- Are you liable?
- Could you afford a discrimination case?
- Could your brand?



Hire Our Experts

Hands-on, tailored **Diversity & Inclusion** strategies, policies, and practices for your company right-now.

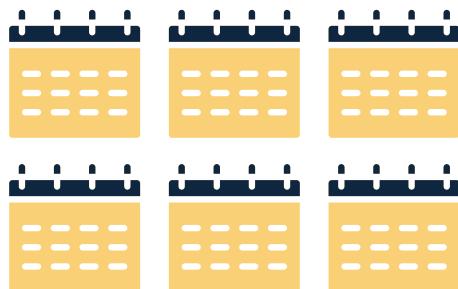
- ✓ **Be prepared**
- ✓ **Gain a competitive advantage**

We bridge the gap between the needs of equity-seeking seniors and today's senior sector.

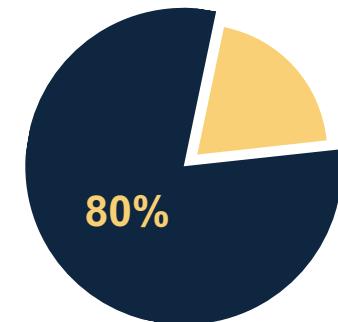
No organization is too small to **improve inclusivity**, we work with small, medium and large businesses and organizations in both the private and public sectors.



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.



Without YOU, LGBTQ+ Seniors Cannot Do It Alone

Many seniors of this generation spent decades coming to terms with who they are, but ...

Imagine spending your final years among peers who never accepted or acknowledged your love, your identity. *Imagine* seeking care from workers who were **never trained** for your unique needs – and you're no longer able to articulate them on your own behalf.

LGBTQ+ older adults often avoid senior services due to the lack of specific LGBTQ+ programming and fear of harassment.



Djale Rutowitz stock.adobe.com/1362945



Discrimination Affects Everyone: **Your Seniors, Your Staff, Your Clients' Families.**

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

Does your staff know how to positively disrupt homophobic, racist, or discriminatory behaviour?

- Are you liable?
- Could you afford a discrimination case?
- Could your brand?



How We Partner:

Connect

We connect you with senior diversity & inclusion experts.

Consult

We demystify learning 'what you don't yet know.'

Co-Learn

We help you collaborate with our community of communities.



Senior Care Prism is Built...



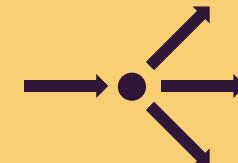
For Agility

We move fast. We're an autonomous think-tank with pooled knowledge.



With Broad Expertise

Pan-Canadian, Intersectional
Identities, Representative
Experiences.



To Be Adaptive & Developmental

With a contract-business model, we meet you where you are and bring you to where you need to be, we develop lasting change systems that grow with culture.



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

Our consultants execute **focused interventions** based on years of collaborative learning.

Our Contract model is good for employees & budgets, **more shared experience means more buy-in.**

Adaptable and can: help with any size business or project, adapt policy, and shift with modern trends in such a fast-paced process.



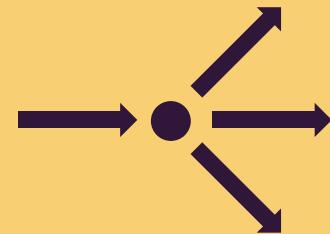
Benefits of our Broad Expertise and Diverse Teams

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

We are a ready-made team, and easily deployable. It takes time to make your own representative, informed, collaborative D&I committee.

Custom hands-on support matching your project with the right teams, providing strong cost-effective service.

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 support LGBTQ+ seniors, we design **Adaptive Systems** that continue to **empower others to support LGBTQ+ seniors** AND these same systems help support other marginal communities as well.

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

With the **right approach, even small steps towards meaningful inclusivity are amplified exponentially.** We specialize in capitalizing on those opportunities. Offering continuous improvement.



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.

What SCP Can Do For You:

- Conduct an **Audit & Strategic Assessment** of Inclusivity, Diversity, Equity and Action Initiatives
- Corse-Correct Any Human Rights or Protected Class** Organizational Vulnerabilities
- Help Prevent Costly **Discrimination/Harassment** Suits
- Transform Your **Organization's Desirability** as an Inclusive Organization
- Increase **Positive Engagement Metrics** for All Diverse Folks accessing service/ working with you
- Increase **Client/Staff/Volunteer Retention**
- Increase Organisation's **Collaborative Capacity** and Appeal to other **Value Driven Brands**
- Streamline** Internal Functioning with **Comprehensive Policy Management**



Services:

AUDITS

We examine the organization's existing practises: we guide you to using a detailed summary and strategic map based on your company culture to enhance inclusivity.

We use a range of **engagement methods**:

- Digital inquiries + surveys
- Group dialogues + emphasis interviews
- Team participation events
- Internal & external records and comms search

CONSULTING

We provide you and your company with personalised resources, ranging from:

- Strategies and best-practices on **IDEA outreach**,
- Policy writing**,
- Collaborative facilitation
- Coaching (1-on-1 and team)**
- With regular **check-ins**

TRAINING

We provide customizable tailored training and development workshops so that your staff and members are prepared to meet the challenges of a ever changing world.

Our business model also allows us to partner with your organization to apply for new funding opportunities, If you qualify we can help you navigate new funding streams to further your work.



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 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. By leveraging incremental developmental potential, he gets lasting results.



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.

Say Hello!

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 SeniorCare
Prism

