Now is the Time: CCAA's Call to Action for the Future of Aging in Canada

The election is over, and the time for action is now. The promises made during the campaign must be followed through with concrete steps to eliminate ageism and ensure dignity and respect for older persons in every aspect of their lives. We call upon our elected leaders and lawmakers to work with leaders of all other sectors—especially those within health, housing, and workplaces—to take immediate action to deliver and enact the necessary reforms for older Canadians.

1. Reaffirm the Importance of Commitment

- **Pre-election message**: *"The future of aging in Canada depends on bold leadership and urgent action from all sectors."*
- **Post-election tweak**: *"The time for bold leadership is now. The election is over, and it's time for politicians and all sectors—health, housing, workplaces, and beyond—to deliver on their promises and enact the necessary reforms to support older Canadians."*

We urge all sectors to align their policies and actions with the commitment to end ageism and provide inclusive care and support for older persons. This is not just about promises—it is about creating systems that reflect dignity, inclusion, and justice for all.

2. Call for Accountability

- **Pre-election message**: *"Canada must prioritize ageism in all policies and practices."*
- **Post-election tweak**: *"Now that the election is behind us, it's time for our leaders to demonstrate true commitment by prioritizing ageism in every policy and ensuring its systematic removal. We are watching, and we will hold them accountable."*

The time for talk is over. We call upon our leaders to eradicate ageism from our policies, workplaces, healthcare, and communities, and make systemic changes to ensure older persons are treated with the dignity and respect they deserve.

3. Urgency to Follow Through

- **Pre-election message**: *"We need legislation and policy changes to eliminate ageism and create inclusive systems for older people."*

- **Post-election tweak**: *"The election may be over, but the work is just beginning. We now call upon policymakers to follow through on their promises and enact comprehensive legislation to eliminate ageism and build inclusive systems for older persons."*

The work that was promised during the election must be put into action now. We call upon policymakers to swiftly craft and implement inclusive, age-friendly systems that reflect the dignity of older persons.

4. Call for Action Across Sectors

- **Pre-election message**: *"Ageism has no place in our healthcare, workplaces, or communities."*

- **Post-election tweak**: *"It's time for politicians and lawmakers to work together with leaders of all sectors—especially healthcare, workplaces, and housing—to act on their commitment to end ageism. From accessible care to inclusive workplaces, we must see meaningful change that directly impacts the lives of older Canadians."*

Ageism doesn't just exist in healthcare—it is pervasive across all sectors. We call upon every sector—health, housing, workplace, and beyond—to take immediate action to eliminate ageism and create systems that promote the well-being, dignity, and rights of older persons.

5. Encourage Political Leaders to Act Now

- **Pre-election message**: *"Elect leaders who understand the urgency of addressing ageism."*

- **Post-election tweak**: *"The leaders we elected now have a responsibility to take immediate action. We urge them to move beyond rhetoric and start implementing policies that protect and uplift older Canadians."*

Now that the election is behind us, our leaders must act swiftly to address the pressing issues of ageism, neglect, and the systemic barriers faced by older persons. The rhetoric has ended—now is the time for tangible, lasting change.

6. Focus on the Cost of Inaction

- **Pre-election message**: *"If we fail to act now, the consequences will affect generations to come."*

- **Post-election tweak**: *"The time for inaction is over. If we do not act now, the cost will be steep—socially, economically, and morally. The government and all sectors must now deliver on the changes we urgently need."*

The cost of inaction is too high, both for older Canadians and for society as a whole. Every day of delay increases the risks—social isolation, deteriorating health, economic burden, and diminished quality of life. We call upon all sectors to take immediate action to prevent these consequences.

7. Create Specific Calls to Action

- **Pre-election message:** "We need bold leadership and reforms to address the challenges older people face."

- **Post-election tweak:**

    1. *"We call upon the government to introduce legislation to prevent ageism in healthcare, workplaces, and housing within a timely manner."*

    2. *"We call on leaders and authorities within the housing sector to implement policies that ensure accessible, affordable, and supportive housing for older persons."*

    3. *"We challenge employers to create workplaces that foster intergenerational collaboration and inclusion."*

    4. *"We call upon the government to introduce legislation and policies to eliminate ageism in healthcare, ensuring that older persons receive timely, effective, and respectful care, with tailored services that meet their unique needs."*

These are not just suggestions; they are **urgent calls for reform** to all our existing systems, laws, and regulations within each sector.

We need **clear, actionable steps** from our political leaders and institutions.

We call upon:

- governments to introduce legislation within a timely fashion
- on housing authorities to ensure affordable and accessible housing,
- on employers to foster inclusive, intergenerational workplaces, and
- on healthcare systems to eliminate ageism and provide equitable, person-centered care for older persons.

Join the Canadian Coalition Against Ageism (CCAA) at no cost to support this movement and be part of the change.