International Longevity Centre Canada
Centre international sur la longévité du Canada

Human Rights do not have a best before date
Support a U.N. Convention on the Rights of Older Persons

Canadian Coalition Against Ageism
Coalition canadienne anti-âgisme

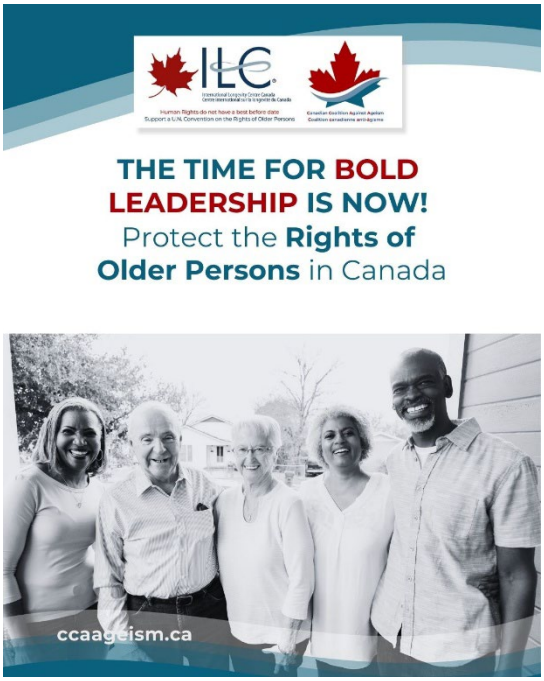
Now is the Time: CCAA's Call to Action for the Future of Aging in Canada

Sample Post 1: Reaffirm the Importance of Commitment

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.

Suggested image options:



Sample Post 2: Call for Accountability

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.

We are watching, and we will hold them accountable.

Suggested image options:

Sample Post 3: Urgency to Follow Through

The election may be over, but the work is just beginning..

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.

Suggested image options:

Sample Post 4: Call for Action Across Sectors

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.

Suggested image options:

Sample Post 5: Encourage Political Leaders to Act Now

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.

Suggested image options:

Sample Post 6: Encourage Political Leaders to Act Now

The cost of inaction by leaders to address ageism 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.

Suggested image options:

Sample Post 8: 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.

Suggested image options:

Sample Post 9: Now is the Time: CCAA's Call to Action for the Future of Aging in Canada (Video)

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Post with video:

https://drive.google.com/file/d/1opYi1itiuz00-GXglUx-boImLkmjZyyn/view?usp=sharing

Sample Post 9: Specific Calls to Action

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

☑ Governments to introduce legislation in a timely manner

☑ housing authorities to ensure affordable and accessible housing

☑ Employers to foster inclusive, intergenerational workplaces

☑ Healthcare systems to eliminate ageism and provide equitable, person-centered care for older persons.

Suggested image options:

Stand alone images:

Sample Post 10: Specific Calls to Action Carousel

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

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☑ housing authorities to ensure affordable and accessible housing

☑ Employers to foster inclusive, intergenerational workplaces

☑ Healthcare systems to eliminate ageism and provide equitable, person-centered care for older persons.

Suggested image options:

Carousel (Set of 4):

ccaageism.ca
We challenge employers to create **workplaces that foster intergenerational collaboration and inclusion.**

ccaageism.ca
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.