



NEWS RELEASE

For Immediate Release

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Seniors Advocate to Host Quesnel Town Hall Meeting November 27, 2015

Victoria – B.C.'s Seniors Advocate, Isobel Mackenzie, is inviting seniors and their family members in the Quesnel area to meet with her on November 27th.

The Advocate will discuss her role and the activities her office currently has underway, including a recent report and recommendations for system improvements relating to seniors' housing in B.C., as well as a recent report on caregiver distress highlighting the fact that one-third of B.C. caregivers are in distress and more respite services are needed in the province.

The Advocate will also discuss upcoming surveys of home support and residential care her office will be conducting, the first time in B.C. that all individuals receiving these publicly funded services will be surveyed. She will also talk about her office's ongoing monitoring activities of key seniors' services. The audience is invited to participate in questions and discussion.

"This is part of my on-going commitment to engage with seniors, in the communities where they live, to participate in a conversation about improving the lives of seniors in B.C.," said Mackenzie. "Please come and share what is working, and what is not working, for seniors in Quesnel."

Event: Friday, November 27th, 2015

10:00 AM– 12:00 PM

Quesnel Seniors Centre, 461 Carson Avenue, Quesnel, B.C.

Learn more:

The Office of the Seniors Advocate is an independent office of the provincial government with a mandate of monitoring and analyzing systemic issues that affect B. C. seniors. Visit seniorsadvocatebc.ca, call 1-877-952-3181 toll-free (in Victoria: 250-952-3181) for information and referral from seniors' service analysts or email info@seniorsadvocatebc.ca.

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The Office of the Seniors Advocate

The Office of the Seniors Advocate was established by the provincial government as part of the Seniors' Action Plan, a strategy to address the needs and issues of B.C.'s growing seniors' population.

The Seniors Advocate Act was passed in 2013. In March 2014, Isobel Mackenzie was appointed the first seniors advocate for the Province of British Columbia.

Key functions of the Office of the Seniors Advocate

1. **Monitoring and analysis:** The advocate is responsible for monitoring the provision of seniors' services in the areas of health, personal services, housing, transportation, and income supports. The office will monitor through data analysis, surveys, consultation and input from seniors and their families.
2. **Information and referrals:** The office will provide information to seniors and members of the public about seniors' services. The office will refer individual complaints to the appropriate person or body for resolution and will track the issues raised by individuals and stakeholders, which may become topics for review.
3. **Examining issues of importance:** The office will work in the best interest of seniors by identifying, analysing and promoting awareness of systemic challenges, and finding solutions to these challenges.
4. **Recommendations:** The office will make recommendations through direct advisories to service providers and stakeholders; public statements and reports on specific topics; and mandated formal reports to the minister.

About the seniors' advocate

Isobel Mackenzie has over 20 years' experience working with seniors in home care, licensed care, community services and volunteer services. Isobel led B.C.'s largest not-for-profit agency, serving over 6000 seniors annually. In this work, Isobel led the implementation of a new model of dementia care that has become a national best practice, and led the first safety accreditation for homecare workers, among many other accomplishments. Isobel has been widely recognized for her work and was named B.C. CEO of the Year for the not-for-profit sector and nominated as a Provincial Health Care Hero.

Prior to her appointment as the Seniors Advocate, Isobel served on a number of national and provincial boards and commissions, including the BC Medical Services Commission, the Canadian Homecare Association, BC Care Providers, BC Care Aide and Community Health Worker Registry, and the Capital Regional District Housing Corporation. Isobel currently serves on the University of Victoria's Board of Governors.

Isobel received both her undergraduate and graduate degrees from the University of Victoria and has a Certificate in Health Care Leadership from the University of Toronto. Isobel lives in Victoria with her husband and they have two children attending university.