

VISION A British Columbia where seniors are valued and live well on their own terms

MISSION The Office of the Seniors Advocate works independent of government to monitor programs, identify systemic challenges and advocate for positive change to support older people. We also help seniors and their loved ones find information and resources to access health care, housing, income, transportation and community support. Our aim is to improve seniors' quality of life and support healthy ageing in B.C.

VALUES Independence | Teamwork | Empathy | Integrity | Courage

STRATEGIC GOALS

ADVOCACY

Ensure the issues of concern to B.C. seniors are heard and urge the government to take timely action to improve programs and services.

OBJECTIVES

- Improve the welfare of seniors in B.C.
- Recognize and prioritize the needs of seniors.
- Improve the quality of health care for seniors.
- Make recommendations to government that are acknowledged, accepted, attainable and monitored by OSA.
- Advocate for government to apply a seniors' lens when programs and services are developed.
- Help ensure B.C. seniors are heard, valued and respected.

MONITORING & REPORTING

Provide research and data monitoring to identify and analyze systemic issues faced by seniors, prepare reports and develop recommendations for government.

OBJECTIVES

- Use data and research to support British Columbians of all ages to champion improvements in seniors' care and services.
- Remain a credible source of information for the public, interest groups, researchers and others.
- Use data and evidence to enable continuous quality improvement in seniors' care and services.
- Monitor the progress of OSA's recommendations to government to improve the well-being of seniors.
- Collaborate with Seniors Advocates in other provinces to raise awareness of issues impacting seniors in B.C. and prioritize key areas for action by the federal and provincial governments.

PUBLIC AWARENESS

Inform seniors and caregivers of OSA's role, available resources and connect people with appropriate supports.

OBJECTIVES

- Increase public awareness of OSA's systemic reviews, advocacy, seniors' services navigation support and information and referral services.
- Develop new communication channels to inform seniors of OSA's work and support services.
- Ensure seniors are aware that OSA is amplifying their concerns to government.
- Empower seniors and loved ones to find solutions to their issues with OSA's support.
- Increase integration of seniors' services in B.C. and decrease duplication across government and in communities.

ENGAGEMENT

Work with seniors, families, partners and interest groups to identify, amplify and address systemic issues, improve programs and services, and achieve shared goals.

OBJECTIVES

- Maintain strong working relationships with both internal and external interest groups.
- Work with seniors, caregivers and families to address systemic challenges faced by older British Columbians.
- Ensure seniors' services are accessible and include methods in addition to online.
- Enhance the role of the Council of Advisors to contribute to OSA's work as visible representatives in their communities.

VOICES OF B.C. SENIORS



HOUSING



INCOME SUPPORT



HEALTH CARE



COMMUNITY SUPPORT



TRANSPORTATION