

IT'S TIME FOR **BOLD LEADERSHIP:**

Protect the Rights of Older Persons in Canada Now



Canada is aging rapidly.

By 2030, 1 in 4 Canadians will be over the age of 65. Despite being the fastest-growing demographic, older persons are too often sidelined—as if they are passive recipients of care. Political leadership and public policy continue to ignore the needs, rights, and contributions of older persons.

This isn't a future issue – it's a NOW issue.

Canadians need bold action and courageous leadership, calling on all federal parties to commit to these four priorities in the next election.

JOIN CCAA AT NO COST

Support this movement and be part of the change!

1

Appoint a Federal Minister for Older Persons (Seniors)

Establish a Cabinet-level Minister with sustained funding and authority, with a mandate to champion the rights, inclusion, and leadership of older Canadians—across all sectors and ministries.

2

Enact a National Aging Strategy Grounded in Human Rights

Canada needs a whole-of-government National Aging Strategy to challenge ageism, promote equity, and leverage the capacity of older persons. This strategy must reflect the full diversity of the aging population and uphold human rights across health, housing, economic participation, and community life.

3

Invest in Age-Friendly Policies Across All Sectors

Design systems—across healthcare, housing, employment, and digital access—that are inclusive by design and informed by the voices and lived experiences of older Canadians. Let's move beyond outdated notions of "support." Just as we invest in schools or roads for all, we must invest in environments that recognize and enable the contributions and autonomy of older persons.

4

Commit to Immediate and Sustained Action

Inaction will deepen inequities, strain health systems, lead to higher costs, economic loss, and limit Canada's potential. Older persons are essential to Canada's present and future. We must act now to build an inclusive, equitable, and age-just Canada.

ccaageism.ca/join



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-âge