

Seniors' Month Social Media Campaign "Think Again" - June 2026

Now in its third year, the Office of the Seniors' Advocate's Seniors' Month social media campaign continues its mission to challenge ageism and celebrate the lives, contributions, and experiences of seniors in Newfoundland and Labrador.

This year's theme, "**Think Again**," confronts common stereotypes about aging and encourages people to rethink what it means to grow older. Too often, aging is associated with slowing down, becoming less capable, or fading into the background. This campaign highlights the reality: seniors continue to lead, create, learn, contribute, connect, and thrive every day. Through powerful stories and personal experiences, "Think Again" celebrates seniors who are redefining aging and proving that age does not define ability, purpose, or possibility.

We invite all seniors in Newfoundland and Labrador to join us in challenging ageism by submitting an application and photo of yourself by **June 22, 2026** to be featured in the campaign! Throughout the month of June, the OSA will create social media posts featuring submissions with your first name, region, age range, photo, and some or all of your written response.

Who can apply?

- Applicant must be 65 years of age or older.
- Applicant must be a current resident of Newfoundland and Labrador.
- Applicants can be individuals or couples (including siblings, friends, etc.).
- Applicants must consent to having the requested information posted to social media.
- Applicants must either:
 - o self-apply, or
 - o family members and community organizations can apply on behalf of a senior, with the senior's signed consent. Applications should be completed with the senior as the applicant, and family member/community organization information is not required.
- All applicants will be highlighted on the Office of the Seniors' Advocate Social Media accounts (Facebook and X – formerly Twitter).

How do I apply?

- Submit directly on the Office of the Seniors' Advocate website by **June 22, 2026**.
- **OR** complete the following application and submit via email or mail by **June 22, 2026**.
- Include a photo of applicant(s) only. Photos with other individuals will not be accepted. Please note that if submitting by mail, the photo will not be returned so good quality photocopies will be accepted. Whenever possible, applicants are encouraged to submit

a photo of themselves participating in the activity, hobby, passion, or contribution they are describing in their response.

- Submit directly at: <https://www.seniorsadvocatenl.ca/SeniorsMonth.aspx>
- If submitting via email, send to: SeniorsAdvocate@SeniorsAdvocateNL.ca
- If submitting via mail, send to: PO Box 13033, St. John's, NL, A1B 3V8

Have questions?

Contact the Office of the Seniors' Advocate:

Phone: 709-729-6603 or 1-833-729-6603 (toll free)

Email: SeniorsAdvocate@SeniorsAdvocateNL.ca

Application

Seniors' Month Social Media Campaign

(Please complete as you would like it to appear on social media)

Applicant Information

Name of Applicant: _____

(We will only use your first name for social media)

Age

65–69

70–79

80–89

90–99

100+

Region

Eastern Urban

Eastern Rural

Western

Central

Labrador-Grenfell

If applying jointly, please complete co-applicant information and include a photo together.

Name of Co-Applicant: _____

(We will only use your first name for social media)

Age

65–69

70–79

80–89

90–99

100+

Region

Eastern Urban

Eastern Rural

Western

Central

Labrador-Grenfell

What to Include:

I confirm that I have completed the writing prompt on the following page.

I confirm that I have attached a photo that only features the applicant(s).

Consent:

I consent to be included in the Office of the Seniors' Advocate NL Seniors' Month "Think Again" Social Media Campaign. By providing information in this application and photo, I consent that

my first name, age range, region, question response, and photo may be posted to the Office of the Seniors' Advocate Facebook and X (formerly Twitter) accounts and remain indefinitely. I understand that the OSA is not responsible for any possible re-sharing or duplication that occurs via social media. I consent that my information will be stored secularly in a digital format and all paper copies will be discarded. I consent that my information may be used for other future senior recognition events. I confirm that the information provided in this application is correct.

Signature of Applicant: _____ Date: _____

Signature of Co-Applicant: _____ Date: _____
(if applicable)

Writing Prompt:

Please complete the following prompt in 60 words or less:

“They said _____... Think again. _____”

Tell us how you challenge stereotypes about aging through your experiences, lifestyle, passions, contributions, or accomplishments.

Examples:

- “They said I’d slow down at 65... Think again. I started hiking across the province.”
- “They said technology wasn’t for me... Think again. I video chat with my grandchildren every day.”
- “They said retirement meant stopping... Think again. I became a volunteer mentor.”

Please note: Responses may be edited by the OSA for clarity or length.

