

News Release

June 1, 2026



Seniors' Month June 2026

The Office of the Seniors' Advocate is pleased to launch its third annual Seniors' Month Social Media Campaign; continuing our commitment to challenge ageism and celebrate the lives, contributions, and experiences of older adults throughout Newfoundland and Labrador. Building on the success of previous years, the 2026 campaign embraces the theme Think Again. The campaign encourages people to rethink the stereotypes about aging and consider ways to reframe perceptions to instead highlight the many ways seniors continue to lead, create, learn, contribute, connect, and thrive.

Too often, aging is associated with loss - slowing down, losing skills or becoming less capable. Through powerful stories and personal experiences shared by seniors throughout the province, Think Again challenges assumptions and demonstrates that age does not define ability, purpose, or possibility.

Throughout the month of June, the Office of the Seniors' Advocate invites seniors aged 65 and older to help us show the many positive sides of aging by submitting a photo and short written response to be featured on the Office of the Seniors' Advocate's social media platforms. For more information on the campaign, please visit <https://www.seniorsadvocatenl.ca> or call 709-729-6603/ 1-833-729-6603.

Quote

"Ageist remarks, jokes, insults and generally perpetuating negative stereotypes about older adults, and the process of growing older, has become normalized. Negativity toward any person or segment of the population should never be tolerated, yet too many people ignore or make light of ageist language and images. The aim of the Think Again campaign is to remind us that the words we use and the assumptions we make matter. Newfoundland and Labrador seniors continue to lead, contribute, create, volunteer, mentor, and inspire every single day. We want this campaign to challenge people to really consider what they think they know about growing older...and then to think again."

Pamela Dawe
Seniors' Advocate Newfoundland and Labrador (Acting)