



Message from the Advocate

June is here, and with it comes the start of summer in Newfoundland and Labrador—longer days, brighter evenings, and a welcome chance to enjoy everything our province has to offer. June is also Seniors' Month, a special time to recognize and celebrate the many contributions, experiences, and continued impact of older adults in communities in our province. Seniors play an essential role in shaping our families, our communities, and our shared history, and this month is an opportunity to acknowledge that in a special way. You can learn more about how we celebrated Seniors' Month through our **Think Again** campaign in the pages that follow.



As Acting Advocate, I am pleased to share this first newsletter under my interim role. Although my time in this position has been short so far, it has already been both busy and incredibly rewarding. I have had the opportunity to connect directly with community members, speak with media, and meet with a variety of professional groups who are all working in different ways to support seniors and strengthen aging well in our province. While this is a period of transition for the office, it is also a period of continuity and momentum. The work continues, the conversations continue, and the commitment to advocating for seniors remains as strong as ever. I am looking forward to the months ahead, continuing to build relationships and support the important work already underway.

As we move further into the summer season, I hope everyone is able to take time to enjoy the longer days, the warmth of the sun (whenever it decides to show up!), and the opportunity to slow down and connect with family, friends, and community.

Wishing you all a safe, healthy, and enjoyable summer ahead.

Pamela

Pamela Dawe
Seniors' Advocate NL (Acting)

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Office of the
SENIORS' ADVOCATE
Newfoundland and Labrador

June is SENIORS' MONTH

This June, the Office of the Seniors' Advocate proudly celebrated Seniors' Month through our third annual social media campaign, **Think Again**, an initiative aimed at challenging ageist stereotypes and celebrating the lives, contributions, and experiences of older adults in Newfoundland and Labrador.

Too often, aging is associated with slowing down or becoming less capable. Through inspiring photos and personal stories shared by seniors throughout the province, **Think Again** encouraged people to reconsider common assumptions about growing older and instead recognize the many ways seniors continue to lead, create, volunteer, mentor, learn, connect, and thrive.

Throughout the month, older adults aged 65+ helped us shine a spotlight on the positive realities of aging by sharing their experiences and perspectives on what it means to grow older in Newfoundland and Labrador. The campaign served as an important reminder that age does not define ability, purpose, or possibility.

think *again.*



Advocacy Actions

Issue	OSA Action	Response
Aging Well at Home Grant Application Concerns	Seniors raised concerns regarding technical issues with the Aging Well at Home Grant application process. The issue was resolved; however, the OSA contacted the Department of Seniors after learning that emails sent to the program during the intake period may not have been received and the applicants may be unaware. The OSA raised concerns about a fair application process to ensure seniors were not disadvantaged.	The Department acknowledged the concerns raised by the OSA and advised that the matter would be reviewed. The OSA continues to monitor the issue and advocate to ensure eligible seniors are treated fairly and provided equitable access to supports intended to help them age well at home.



Issue	OSA Action	Response
Ageism Awareness During Seniors' Month	Throughout Seniors' Month, the OSA worked to raise awareness of ageism and challenge stereotypes about aging through its annual Think Again campaign. As part of this effort, the Seniors' Advocate spoke to several media outlets about the harmful impacts of ageist language, stereotypes, and assumptions, while highlighting the important contributions older adults continue to make in communities throughout Newfoundland and Labrador. Media engagement focused on encouraging the public to rethink common misconceptions about aging and recognize the value, experience, and leadership of seniors.	The campaign generated public engagement and discussion about aging and ageism throughout Seniors' Month. Through media coverage and social media storytelling, the OSA amplified positive messages about aging and encouraged Newfoundlanders and Labradorians to challenge ageist assumptions and "Think Again."

Issue

OSA Action

Response

World Elder Abuse Awareness Day

On June 15, 2026, the OSA marked World Elder Abuse Awareness Day by issuing a news release to raise awareness about elder abuse and its connection to ageism. The OSA highlighted the importance of recognizing, preventing, and responding to abuse of older adults while emphasizing how ageist attitudes and stereotypes can contribute to mistreatment, neglect, and diminished respect for seniors. Read it here: <https://www.seniorsadvocatenl.ca/pdfs/NewRelease-June15-2026.pdf>

The news release helped raise public awareness of elder abuse and reinforced the importance of respecting the rights, dignity, and safety of older adults. The OSA continues to advocate for greater awareness, prevention, and action to address elder abuse in Newfoundland and Labrador.

Issue

OSA Action

Response

T5007 Rent Subsidy Reporting and Potential Benefit Claw Backs

After hearing concerns from seniors regarding T5007 Statements of Benefits issued by the Newfoundland and Labrador Housing Corporation (NLHC) for provincial rent subsidies, the OSA wrote to government about the potential impact on low-income seniors. While this is not the first year T5007 slips have been issued, it was the first time the provincial rent subsidy must be claimed as income. The rent subsidy is not taxable but adding the T5007 amount to income, could affect eligibility for, or the amount received through, income-tested benefits and programs. The OSA highlighted longstanding concerns regarding benefit "claw backs," where modest income increases in one program can unintentionally reduce access to supports through another. The OSA requested assurances that the inclusion of rent subsidies as reported income would not create unintended financial hardship for seniors.

Government acknowledged the OSA's concerns and advised that, while there is no provincial flexibility in how T5007 amounts are treated for federal benefits, the issue has been brought to the attention of relevant departments for consideration regarding provincial income-tested programs. Government also noted that annual indexation of provincial benefit thresholds may help mitigate impacts and indicated that further review would occur to assess how rent subsidy amounts may be treated across programs under provincial responsibility. The OSA will continue to monitor this issue.

Issue

OSA Action

Response

Caregiver Benefit Eligibility Criteria

The OSA requested clarification from the Department of Seniors regarding the eligibility requirement for the Caregiver Benefit that individuals must be "in receipt of home and community support services for Newfoundland and Labrador Health Services." The OSA raised concerns that this requirement could unintentionally exclude seniors who are unable to access services due to financial barriers or workforce shortages, despite having demonstrated need.

Government clarified that individuals are not required to be in receipt of home and community support services to qualify for the Caregiver Benefit; rather, they must be eligible for such services. The Department acknowledged that public-facing information did not reflect current policy and advised that updates are underway in collaboration with NL Health Services to improve clarity for seniors, caregivers, and service providers.



Status Report

2025–2026 Status Report on Recommendations

The Office of the Seniors' Advocate released its **2025–2026 Status Report on Recommendations**, covering the period April 1, 2025 to March 31, 2026. The report provides a public update on the status of OSA recommendations, outlining whether they have been implemented or otherwise resolved, partially implemented, or not implemented.

This year's report shows a 12% decrease in implemented recommendations and a 25% increase in recommendations not yet implemented compared to the previous year. This shift is partly attributed to the introduction of two new recommendation reports during the reporting period: **An Ounce of Prevention is Worth a Pound of Cure** (April 2025) and **From Review to Action: A Continuum of Care Approach** (May 2025).

Despite progress in some areas, the report highlights that 15 recommendations from 2025 have seen no action to date.

Since beginning the annual reporting of status on recommendations of the Office of the Seniors' Advocate, we have seen progress. It is true what gets measured gets managed.



Town Hall Meetings with the Advocate



The Office of the Seniors' Advocate regularly meets with organizations/groups.

If you would like to arrange a session :



1-833-729-6603



seniorsadvocate@seniorsadvocatenl.ca

The schedule books up quickly, so be sure to reach out as soon as possible!



Meet Our Newest Student

Nazrin Dadashli

Nazrin Dadashli, known as Naz to friends and colleagues, is currently completing a placement with the OSA as part of the Master of Applied Psychological Science (MAPS) program at Memorial University. Originally from Azerbaijan, Naz moved to Newfoundland and Labrador in 2021 to pursue a Bachelor of Science in Psychology (Honours) at Memorial University and has since developed a strong connection to the province and its communities.

During her placement with the OSA, Naz is contributing to the annual Seniors' Report and conducting research across a range of topic areas, including dementia, intergenerational housing, and digital inclusion. She is interested in how evidence-based research can inform policy and improve programs and services that support healthy aging and quality of life for older adults in Newfoundland and Labrador.

Outside of work and school, Naz enjoys exploring local coffee shops, spending time with her cat, and staying active. This summer, she ran her first (and last) Tely 10. She is excited to continue combining her passion for research, community engagement, and helping others through her work with the OSA.

Public Engagement

On April 23rd, the previous Advocate, Susan Walsh, met with the Canadian Seniors' Advocates, bringing together offices from across the country to share perspectives on seniors' experiences, needs, and emerging issues. The group was also pleased to welcome Leigh Anne Caron, the first Seniors' Advocate for Manitoba, further strengthening the national network of Seniors' Advocates.



The Office met with representatives from the Department of Social Supports and Well-Being, staff working within the health care system, and community and long-term care stakeholders.

Discussions also included the implementation of the Madrid International Plan of Action on Ageing, as well as broader system challenges and opportunities to improve supports and services for seniors.



The Office provided presentations to the Care of the Elderly Resident Learners/Practitioners, Pleasantview Towers, the Provincial Advisory Council on Aging and Seniors, and Kenny's Pond Retirement Home. The Office also brought greetings to the Mount Pearl Seniors Independence Group Dinner and Dance, further strengthening community connections.

The Seniors' Advocate was honoured to attend the 2026 Seniors of Distinction Awards. Congratulations were extended to all nominees and award recipients in recognition of their remarkable contributions, dedication, and lasting impact in communities across Newfoundland and Labrador. Their service and leadership continued to inspire communities and inform the work of the Office.



Media Interviews

The Seniors' Advocate participated in media interviews covering a range of topics, including navigating higher levels of care within the health system, the Office's Seniors' Month campaign Think Again, and broader issues related to ageism.



'Confused more times than not': NL nan awaiting next steps in care transition after fall

After a missed homecare visit led to a serious fall, Mount Pearl woman's family say they are still waiting for clarity on her long-term care

priatlantic / May 29

Listen Here

[Click Here for NTV re Seniors' Month Campaign and Ageism](#)

Read Here



June is Seniors Month and the Seniors Advocate has launched their "Think Again"...

Acting Seniors Advocate Pamela Dawe says this helps everyone rethink the stereotypes about...

100.1 BayFM



Seniors' Month Campaign Aims to Shatter Stereotypes About Growing Older in NL

The Office of the Seniors' Advocate has launched a social media campaign which they hope will encourage people...

VOCM / Jun 6

LEGISLATIVE UPDATE

On June 5, 2026, legislation to replace the current **Seniors' Advocate Act** was passed in the House of Assembly. This marks an important early step toward strengthening advocacy and oversight for seniors in Newfoundland and Labrador. Once proclaimed, the new Act will provide the Seniors' Advocate with expanded powers. These changes will align the role with other statutory officers in the province. The expanded mandate will allow the Office to more directly support seniors. While this represents a positive development, there remains significant work ahead. Many details related to implementation, resources, and timing have yet to be confirmed, and proclamation is still some time away. So, for now, the Office continues its systemic advocacy work... but stay tuned!



Stay Connected



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To receive updates and information from the Office of the Seniors' Advocate, contact us to be added to our email list. If you prefer printed copies of our reports, let us know, and we will mail them to you.





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