

NATIONAL SENIORS DAY

GUIDEBOOK



ABOUT NATIONAL SENIORS DAY

Every year on October 1, Canadians pay tribute to all seniors who have helped make our country what it is today and who continue to enrich our lives every day.

Why celebrate seniors?

Older people have made—and continue to make—a profound contribution to Canada: at home, in communities and as part of the workforce. They represent a large and growing proportion of our population.

We can all think of a senior who has made a difference in our lives. They are our mentors, teachers, grandparents and loved ones. They are volunteers and role models. They have contributed generously, building our families, communities, workplaces and country.

Why get involved?

National Seniors Day is an opportunity to recognize the important role seniors play in our society. It's also a great way to connect with the community, network with contacts and raise awareness of issues that matter to seniors.



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DID YOU KNOW?

On December 14, 1990, the United Nations General Assembly designated October 1 as the International Day of Older Persons.

In Canada, the first National Seniors Day was celebrated on October 1, 2011.

October 1 is the day Canadians come together as a country to celebrate seniors. Some provinces, territories and municipalities also have their own seniors celebrations and occasions.

Canadians born before 1945 contribute greatly to their communities through volunteering. In fact, they contributed the most volunteer hours on average, at 222 hours per year.

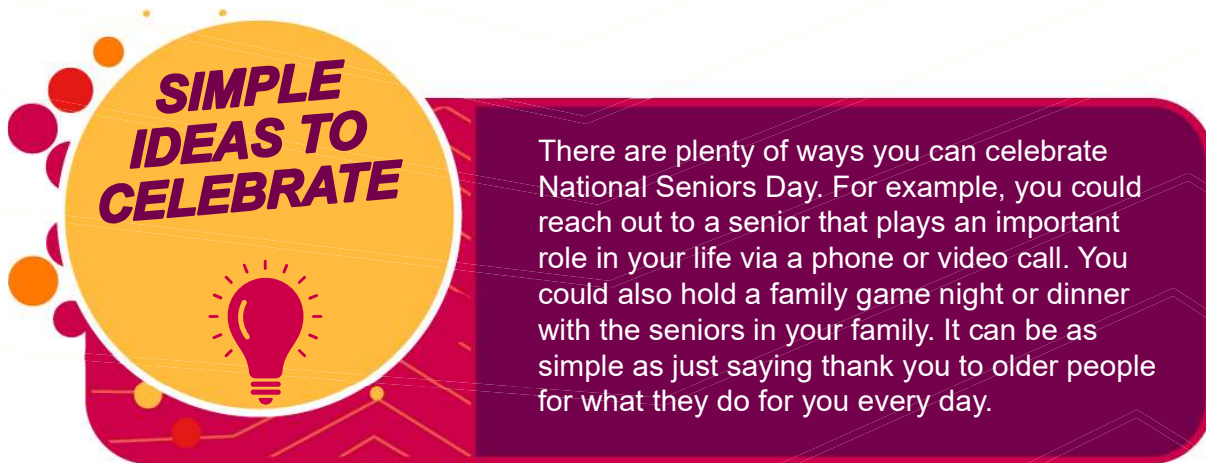
Source: <https://www.un.org/en/observances/older-persons-day>

Source: Government of Canada Celebrates Canada's First National Seniors Day - Canada.ca

Source: Hahmann, Tara. 2021. "Volunteering counts: Formal and informal contributions of Canadians in 2018." Insights on Canadian Society. April. Statistics Canada Catalogue no. 75-006-X.

HOW TO CELEBRATE NATIONAL SENIORS DAY

National Seniors Day is your chance to do something special for the older people in your family, workplace or community. How you celebrate is up to you. However, if you choose to celebrate National Seniors Day, make sure your first consideration is the seniors themselves.



SIMPLE IDEAS TO CELEBRATE

There are plenty of ways you can celebrate National Seniors Day. For example, you could reach out to a senior that plays an important role in your life via a phone or video call. You could also hold a family game night or dinner with the seniors in your family. It can be as simple as just saying thank you to older people for what they do for you every day.

How to organize a larger-scale event for National Seniors Day

If you chose to plan a larger-scale event or activity, we recommend the following three steps:

Planning

Set a realistic budget.

Pick a practical location and make sure it's fully accessible for wheelchairs and people with reduced mobility.

Contact local businesses, community organizations or others about being partners or sponsors.

Recruit volunteers to help you with the event.

Coordinate technical and logistical elements.

Have a Plan B in case of unforeseeable circumstances.

Promoting (spread the word)

Contact seniors' groups, including local retirement and long-term care homes, seniors' clubs, associations and community centres, to let them know what you are planning.

Make sure to promote your event on different mediums and platforms: flyers, posters, social media content, radio advertising, articles for local event websites and blogs, etc.

Issue a media release to let local journalists know about your event so they can promote it.

Don't forget word of mouth; spread the word by telling everyone you know.

Hosting your activity

Create a "runsheets" for you and your co-organizers with a clear checklist and timeline, as well as roles and responsibilities for everyone, from setup to takedown.

Coordinate your volunteers. Give them a central place to check in and get instructions when they arrive.

Coordinate the cleanup after the event.

Give credit where it's due and make sure to acknowledge everyone's time and efforts. Don't forget to acknowledge community partners, sponsors and donors.




For more information on how to promote your activities, visit the **National Seniors Day webpage!** There you will find a variety of communications products and tools for you to use to promote your event(s).

RESOURCES FOR SENIORS

Below are useful links to programs and resources for seniors, their loved ones and their caregivers:

Seniors in Canada Facebook page 

Minister of Seniors' monthly newsletter 

Service Canada

Programs and services for seniors

Aging and seniors

National Seniors Council

United Nations Decade of Healthy Ageing