



A NEW ERA - A NEW YEAR

In the last year Age Concern has steadily been charting a new course. The year started with the completion of groundbreaking research that introduced the platform for the Campaign for Successful Ageing.

The Successful Ageing Campaign is designed to heighten the awareness of ageing adults and policy makers about the very serious issues that we have to consider in order to ensure that older adults in Bermuda are able to have a high quality of life as they age.

We engaged several key persons in nursing, economics, geriatrics, pensions, healthcare and more, to help us to amplify the message to the Bermudian community that much preparation is required to age successfully.

Sadly, in the back drop of this work, the economic crisis seems to be deepening, Age Concern's Call Centre activities have increased and for the first time in our history we are seeing responsible

older adults having difficulty in meeting the basic necessities of life like the ability to pay an electric light bill.

We are now recognizing that we are racing against the social clock. This realization has caused us to reach out to our donors, our LINK partners and our members for help. On October 25, 2011 our members of Devonshire South Central responded in force, attending a meeting with political candidates in order to seek answers for themselves on how our country's leaders will make plans about the future of the ageing population in Bermuda.

Mr. Craig Cannonier leader of the OBA articulated that seniors would remain a priority in his party's platform and he named several ways that he would deliver on meeting the needs of seniors. Mr. David Sullivan, expressed his views as a candidate and a member of Age Concern. Mr. Anthony Richardson of the PLP promised to take the issues raised by our membership straight to the top.

On November 2, 2011, Sir Richard Gozney announced in the Throne

Speech that in the year 2012 the Government of Bermuda would seek to:

- Commence the National Strategy on Ageing
- Amend the Human Rights Act to address age discrimination
- Review elder abuse legislation
- Address requirement for 'up front' payment to medical providers when paying insurance
- Review of Eligibility Criteria for financial assistance so seniors who own their own homes are not penalized
- Work to see how Government and the private sector can work more effectively in supporting non-profits
- Redesign the health benefit structure
- Assessing potential of establishing government clinics offering dental and vision service

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Caring for a loved one as their health falters and then fades is not an easy task. Here in Bermuda many of us face this struggle, but why then do we feel so alone? Why do we not speak out and talk about the unique issues which make caring for our loved ones such a challenge?

My grandfather passed away about 1 ½ years ago. He was bedridden for 3 months before he died, making it impossible for my grandmother to care for him independently. As a family, we realized that my grandparents would not be able to afford the \$5,000 per month price tag of a nursing home. (In fact, had we known that my grandfather would only be alive for 3 months, they probably could have dealt with the cost, but at the time, we had no idea how little time we had left with him.) Another difficulty was that since my grandfather was not Bermudian, he did not qualify for any government assistance; a harsh reality given the fact that my grandfather lived and worked here for the vast majority of his working life.

Fortunately, we were able to keep my grandfather home, which is where he died. We were able to “take shifts” during the late afternoons into the night. During “working hours” we were able to hire some help to look after my grandfather for a couple of hours. In a way, our family was fortunate that we did not have to go through this for years and years. Many families do. Many people have to quit their jobs to stay home to look after their loved ones. Many people get no break whatsoever; caregiving is their life – 24 hours, seven days a week. Many people suffer

terrible health problems from heavy lifting, stress or fatigue. For so many, life is not easy on this island paradise.

There are so many issues to consider when we talk about looking after our ageing or medically fragile loved ones. I think that the only way that we can move forward and start to REALLY support each other is by starting to discuss the challenges that we face. Hopefully by becoming a unified voice, we can find ways to fill in the gaps that exist within our community.

Age Concern’s Campaign for Successful Ageing is about ensuring that older adults, their families and their caregivers are prepared for the challenging times that may lie ahead. These times do not have to be so challenging if we plan beforehand and know where to turn when we need help. For more information on caregiving support and services that can assist you call Age Concern on 238-7525.

Veronica Baptista is a registered nurse and a member of Age Concern Bermuda’s, Campaign for Successful Ageing. If you would like to comment on this article or learn more about the Campaign, e-mail: info@age-concern.bm.

Get LINKED

Age Concern is a regular guest on the ZBM 60 Something Radio Show every month on the 1st Tuesday at 10:30am with Marlene B. Landy. Our own LINK Radio programme every 2nd Thursday with host Charles Jeffers at 11:30am. Here is the 2012 line up so far.

Although the guests for the month are the same the topics will be different so tune into both so you don’t miss out.

60 Something Radio Shop & LINK Radio Show Dates

January 10th ZBM
January 12th VSB
Bermuda Gas

February 7th ZBM
February 9th VSB
Coldwell Banker Bermuda Realty Home Show

March 8th VSB
March 13th ZBM
Bermuda Commercial Bank

April 10th ZBM
April 12th VSB
Mello Jones & Martin

May 8th ZBM
May 10th VSB
Bermuda Red Cross

June 12th ZBM
June 14th VSB
Age Concern talks about Elder Abuse

July 10th ZBM
July 12th VSB
CELL ONE

August TBA

September 11th ZBM
September 13th VSB
HWP



A New Era cont.

All of these issues were raised in our membership meeting and candidate forum, indicating that the voices of Age Concern's members are being recognized and heard. But, the work has only just begun, until the Throne Speech initiatives become a reality we cannot verify significant progress.

Until then, the Age Concern, Advocacy Committee will be on the road, coming to a venue near you with an aim of ensuring that the issues that are important to older adults are addressed through individual responsibility and Government and community-wide support.

And so, as we enter a New Year and a New Era, we also engage a new way of influencing change. As a member, you are making that change happen!

As the Holiday Season comes around we hope that you will be able to enjoy it! We hope that you can use the time to reflect on how you would like to grow as an older adult and commit to helping Age Concern in whatever way you can to make a difference in the lives of seniors in Bermuda. Volunteer, donate, participate. Every contribution helps to change lives. And remember, we are here for you also, call us on 238-7525 if you need information or advice.

May God grant you favor in this Season.

Claudette Fleming

Executive Director, Age Concern Bermuda



BERMUDA COMMERCIAL BANK LIMITED
LINKS WITH AGE CONCERN

Age Concern recognises the need for a wealth management and Banking partner to compliment our LINK products and services. Bermuda Commercial Bank have demonstrated to us that they care about you. In their own words...

Bermuda Commercial Bank is delighted to be a new LINK partner with Age Concern Bermuda. We are excited about the opportunities that we can offer to Age Concern members, including upcoming

financial seminars during the month of March. We have listened to the market, and today we are proud to say we offer an array of products and services tailored specifically to the needs of those over 50 years of age. Give us a call today to discuss how we can help with your finances during this exciting era of your life. Our client advisors are available to answer any of your questions or concerns and would be delighted to speak with you at your convenience.

T: 441-295-5678 E: enquiries@bcb.bm

W: www.bcb.bm



LINK partners provide to Age Concern members special seasonal offers, look for them and also our seal of approval. It means we have gone the extra mile for you.

AGE CONCERN LINK PARTNERS

Mello Jones & Martin

Sousa's Gardens

Bermuda Commercial Bank

Bermuda Gas

CELL ONE

Coldwell Banker Bermuda Realty

HWP

The MarketPlace Supermarkets

OBMI

WOW

BELCO

Cambridge Beaches Resort & Spa

Bermuda Red Cross

Bermuda Diabetes Association

Sandys 360 (starts Jan 2012)



WELCOME

BERMUDA GAS

Judith Uddin, General Manager of Bermuda Gas, expressed her support for this new partnership with Age Concern in the following statement.

"I am delighted to announce the range of products and services that Bermuda Gas has put together to create the Age Concern Member Discount Programme. These exclusive offers are being made available to members in 2012. On behalf of the Bermuda Gas team of propane gas and appliance professionals, we look forward to welcoming you to our 25 Serpentine Road location in the new year."

This new LINK partnership kicks off in January 2012. The existing appliance showroom on Church St. will close on December 23rd and reopen on January 3rd, in it's purpose-built location at 25 Serpentine Rd.

Look for these marvelous Age Concern Member specials:

- Member Discount Programme: Service (maintenance/repairs services – not installations) and Parts Departments will offer a 10% discount for members
- Four times each year, members will be offered seasonal special on gas appliances, other than gas stoves.
- In January Bermuda Gas month at Age Concern, we will offer members a free gas-powered water heater or fireplace; only pay for installation +
- a quarterly draw for a free 100 lb. cylinder of gas for one lucky member
- **January 18th - open house in new appliance showroom from 2:30 p.m. – 4:30 p.m. – just show membership card at the door – light refreshments will be served**
- February, see you at the Home Show at Cedarbridge Academy, while there visit the Bermuda Gas-MarketPlace BBQ Demo area.



LINK Seminars for 2012

Details on all seminars will be sent well in advance however if you are unsure or want more information please call us on 238-7525 or visit our website www.ageconcern.bm for more details. All seminars require pre-registration.

January 18th
Bermuda Gas in their new
Show Rooms (see article)

February 17th & 18th
The Coldwell Banker
Bermuda Realty Home Show
2012 - Cedarbridge
Academy

March - March 21st
Bermuda Commercial Bank

April 26th
Mello Jones & Martin
Annual Legal Clinic,
Charities House

May - Date TBA
Bermuda Red Cross at BRC
Headquarters

June 5th
Age Concern Bermuda AGM
and discussion on Elder
Abuse

July - Date TBA
CELL ONE

September - Date TBA
HWP



**THE AGE CONCERN LINK
SHOWCASE WILL BE LOCATED IN
THE CEDARBRIDGE CAFETERIA**

AGE CONCERN 50+ LIFESTYLE LINK SHOWCASE

This year we have teamed up with our LINK partner Coldwell Banker Bermuda Realty. Look for us at the ever popular Home Show. Our LINK partners will have terrific offers for you. There will be entertainment, cooking demonstrations, seminars, and more. We look forward to seeing you at Cedarbridge Academy.

**NOT A MEMBER OF AGE CONCERN?
JOIN AT THE SHOW.**

**If you would like to volunteer to
assist at the Home Show please
give us a call at 238-7525**

COLDWELL BANKER BERMUDA REALTY HOME SHOW 2012

FRIDAY - FEBRUARY 17TH

3:00PM - 8:00PM

SATURDAY - FEBRUARY 18TH

9:00AM - 4:30PM



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LINK

If you ever miss a radio show and want more information on Age Concern visit www.ageconcern.bm - live streaming of Radio Shows, news articles, helpful tips and for information on our events and most importantly volunteer opportunities are listed.

