

Canadian Centre for Policy Alternatives – BC Office and BC Health Coalition

Media Advisory

February 5, 2015

Ombudsperson, Seniors Advocate to speak at sold out seniors care conference Friday; overwhelming response indicates strong appetite for change

(Vancouver) Media are welcome to attend tomorrow's sold out conference: System Change for Seniors Care. BC's Ombudsperson Kim Carter and Seniors Advocate Isobel Mackenzie will both speak about their roles in improving seniors' care. Afternoon sessions will address residential care, home support, poverty and other key issues.

The conference is co-hosted by the Canadian Centre for Policy Alternatives and the BC Health Coalition.

"We know that there is tremendous concern across the province about our fractured and inadequate seniors care system," says Shannon Daub, who co-directs the CCPA's Seniors Care Project. "Lack of access to services like home support that help seniors stay in their homes and communities is an urgent problem."

The 420 spots in the conference sold out within a week, and organizers are still receiving hourly requests for registration. Participants include seniors, caregivers, community groups, doctors, provincial and municipal politicians, health authority staff and more.

"Seniors all over BC are grappling with incredibly serious challenges," says BC Health Coalition co-chair Rick Turner. "The response to this conference shows just how concerned British Columbians are, and how great the appetite is for system-wide change."

For more information or to arrange interviews, contact:

Thursday: Sarah Leavitt, 604- 604-801-5121 x233 or sarah@policyalternatives.ca

Friday: Lindsey Bertrand, on site at the conference, cell 778-238-7710

System Change for Seniors Care

Friday, February 6, 2015

Hilton Metrotown, Burnaby

Conference: 8:30 AM – 5:00 PM

Keynotes begin at 9:30 AM:

- **Marcy Cohen** (CCPA Seniors Project) on how BC came to have a Seniors Advocate.
- **Kim Carter**, BC's Ombudsperson, on her office's ongoing role in monitoring the government's response to her recommendations.
- **Isobel Mackenzie**, BC Seniors Advocate, on plans to monitor and advocate for better services.