



ONTARIO HEALTH TEAM

## MEDIA RELEASE

FOR IMMEDIATE RELEASE

November 9, 2021.

### **Local Organizations Invited to Add to Activity Calendar for Free**

**Simcoe County** – Local organizations are invited to add activities to the *South Georgian Bay Recreation and Social Activities Calendar for Older Adults*. The calendar connects older adults to local recreation or social activities to enhance social connections in their community.

“What we’re hearing from older adults is that there are so many different organizational websites, each with their activities on them. This makes it overwhelming and difficult for them to figure out what is available in their community,” says Pam Hillier, Executive Director, 211 Community Connection. “We’re asking organizations to come together to make it really easy for older adults to find the activities they’re looking for.”

In a recent survey conducted by 211 Community Connection, to help inform projects across Simcoe County aimed at connecting seniors to resources and supports, almost 80% of survey participants indicated that they are not as socially active as they would like to be. The majority of respondents wanted to see more opportunities for social/entertainment/games (58.7%), education/learning (58.6%), and exercise/sports (52.9%), but 43% felt they didn’t know where to find out about them.

“Posting an activity or resource for older adults on the recreation and social activities calendar is a great way for organizations to get the information out into the community. It’s free, easy to use, and encourages older adults to get involved and active in their community,” says Sherry Teeter, Community Connection Project Lead, Reducing Senior Isolation. “This calendar makes it easy for older adults to find what they’re looking for because they can find a variety of activities happening in their local community both virtually and in-person all in one place.”

Local organizations are encouraged to add programming to the calendar by filling out a very brief, online form available on the South Georgian Bay Ontario Health Team (SGB OHT) website for their programming each month at [www.southgeorgianbayoht.ca/connect-to-resources](http://www.southgeorgianbayoht.ca/connect-to-resources). Programs must be in South Georgian Bay for in-person activities, or within Simcoe County for virtual activities, open to the general public, free or low cost, and suitable for older adults 65+.

COVID-19 restrictions have taken a significant toll on many, and older adults and seniors are particularly vulnerable to isolation during these unprecedented times. This online resource connects older adults and seniors with others in the community to reduce this isolation and promote health and wellness.

### **About the South Georgian Bay Ontario Health Team (SGB OHT)**

The SGB OHT is a new model of organizing and delivering health care that better connects patients and providers in their communities to improve patient outcomes. We are comprised of eleven anchor partners and a strong network of supporting community organizations. SGB OHT members collaborate with patients, families, caregivers and the community to co-design the best possible care for our region. To learn more about SGB OHT or get involved please visit [www.southgeorgianbayoht.ca](http://www.southgeorgianbayoht.ca) or follow us on Twitter [@SGBOHT](https://twitter.com/SGBOHT)

“We strive to be the healthiest community in Canada”

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Cutline: The *South Georgian Bay Recreation and Social Activities Calendar for Older Adults* connects older adults to local recreation or social activities to enhance social connections in their community. Activities are updated monthly and are free or low cost, in-person activities located in South Georgian Bay and virtual activities are across Simcoe County.

Photo credit: Parkview 55+ Centre