Week of June 8, 2018

Dear colleagues,

Please find below this week’s updates:

- **It’s awards-and-grants season at the Royal College** and they are welcoming submissions. They will support your development, no matter what stage you are at in your career. Advance your skills and competencies with a valuable grant
  
  - Study the highest standards at home and abroad. Final-year residents and Fellows in their first five years post-certification can gain valuable experience at medical centres in Canada or abroad with the [Detweiler Travelling Fellowship](https://www.royalcollege.ca/en/membership/fellowships/detweiler). Senior Detweilers are also available for those more than five-years post-certification.
  
  - Advance your surgical skills in the U.K. Surgeons and surgical residents can train in the United Kingdom under the Royal College’s [Harry S. Morton Travelling Fellowship in Surgery](https://www.royalcollege.ca/en/membership/fellowships/harry-s-morton). This fellowship — up to $50,000/year — is a wonderful opportunity to benefit your practice and contribute to excellence in Canada’s academic programs.

Honour your peers with a nomination for a prestigious award

- Nominate an inspiring humanitarian. One of Canada’s most prestigious medical awards, the [Teasdale-Corti Humanitarian Award](https://www.royalcollege.ca/en/membership/fellowships/teasdale-corti) is for Canadian physicians who go beyond the accepted norms of routine practice.

- Celebrate a colleague who’s an Indigenous health advocate. Recognize excellence in your colleague devoted to the rights of Indigenous Peoples with a nomination to the [Dr. Thomas Dignan Indigenous Health Award](https://www.royalcollege.ca/en/membership/fellowships/dignan). 

- Honour a peer in medical education. Nominate a colleague who has demonstrated excellence integrating the CanMEDS Roles into a Royal College training program with the [Royal College/AMS Donald R. Wilson Award](https://www.royalcollege.ca/en/membership/fellowships/wilson).

Apply before September 14

- I am pleased to invite you to participate in the [#ElderWisdom](https://www.royalcollege.ca/en/membership/fellowships/elderwisdom) community visit to Hamilton this June. #ElderWisdom is a social awareness campaign aimed at highlighting senior wisdom and contribution in our communities in hopes of combating ageism. Throughout the month of June, residents from Schlegel Villages long term care and retirement homes will bring the iconic green #ElderWisdom benches to 15 cities and sharing their stories and wisdom with the community.
Seniors from The Village of Wentworth Heights and Hamilton Continuing Care will be visiting the Hamilton Sign with the green #ElderWisdom bench to meet the Hamilton community and engage in conversations. We encourage everyone to attend this event for a five-minute conversation to show their support and learn from these seniors. This would be a great opportunity for your faculty members and students to meet seniors in the community.

Join us: Monday, June 11th, 2018 anytime between 1:30pm to 4pm at the Hamilton Sign at City Hall.

Attached is a Toolkit which is a guide in how to participate and support seniors through this campaign. We are also encouraging all members of the community to take to social media and use the tag “#ElderWisdom” to become advocates for our senior citizens. By using the #ElderWisdom tag throughout the month of June on Facebook, Twitter, Instagram & LinkedIn we hope to spread awareness to Ontario and the world about the continued contributions that seniors make and fight stigmatization of older adults. Our Toolkit provides many sample posts and suggestions for getting involved in the fight against ageism on social media. It also contains all the locations that the #ElderWisdom bench will be visiting. Please feel free to share this information with anyone whom might like to support seniors through the #ElderWisdom campaign.

More information about the #ElderWisdom campaign and the community visits can be found on www.elderwisdom.ca. If you have any questions about the #ElderWisdom campaign or how you can support Ontario Seniors through this cause, please feel free to contact me. We hope to see you in attendance on June 11th!

“The greatest resource in Canada, if not the world, is the collective wisdom of our elders” -Ron Schlegel

- You are invited to join us at Grand Rounds next week on June 14, 2018 at 8:00 am. Medical Grand Rounds - HHS will be hosting Dr. Shivani Dadwal in the Juravinski Hospital Auditorium who will be speaking on Physician Burnout: Recognizing the embers before the inferno. Medical Grand Rounds - will be hosting in the Miller Amphitheatre with the presenter and topic to be announced shortly. Further information on these events, and many others taking place in the Department, can be found in the ETA Calendar.

If you have anything you would like to share with your colleagues, please submit it to Sara Sellers at sellers@mcmaster.ca

Mark A. Crowther
Professor and Chair, Department of Medicine
Join the CONVERSATION

In June help fight ageism by highlighting the talents and wisdom of seniors.

Have a seat

Across Southwestern Ontario, come and sit on the bench and enjoy an insightful conversation with a senior. Visit elderwisdom.ca for locations and times.

Share online

Use #ElderWisdom on social media to link your message about senior empowerment and wisdom to the greater conversation across the globe.
In 2016, we began a campaign to combat ageism in our communities by highlighting the wisdom and talents of seniors with the #ElderWisdom tag on social media.

That first year, our campaign brought a green bench to 13 cities across Ontario where local seniors shared their knowledge through conversations with key influencers and community members. On June 6, 2017, 80 seniors shared #ElderWisdom on the green bench with students at 16 different high schools across Ontario.

This June, we will once again be bringing the bench to a variety of locations across Ontario as seniors from Schlegel Villages share #ElderWisdom with the community. New to #ElderWisdom this year is a Facebook Live panel and a Twitter Party.

Ageism

Ageism is a form of discrimination, particularly experienced by seniors. Our Elders have a great deal of wisdom to contribute to their communities. However, societal norms marginalize seniors, treat them with disrespect, make them feel unwelcome and otherwise generalize as if they were all the same.

Examples:

- comedians and talk show hosts joke about seniors and memory loss;
- doctors often talk past the senior patient to an adult child as if the senior wasn’t even in the room;
- younger adults mock seniors for being ‘slow’ and
- commercial ads depict seniors as out of date, and lacking knowledge about modern culture and technology.

Ageism robs seniors of choice, independence, dignity and negatively impacts their quality of life. Lets use Social Media to combat ageism this June and celebrate the great things seniors have to offer by sharing #ElderWisdom.
<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mississauga Senior’s Fair</td>
<td>Meadowvale Community Centre</td>
<td>Friday, June 1</td>
</tr>
<tr>
<td>Tri-pride Festival</td>
<td>Victoria Park Commons</td>
<td>Saturday, June 2</td>
</tr>
<tr>
<td>Whitby</td>
<td>Civic Recreation Complex</td>
<td>Friday, June 8</td>
</tr>
<tr>
<td>London</td>
<td>Outdoor Farmers’ Market</td>
<td>Saturday, June 9</td>
</tr>
<tr>
<td>Hamilton</td>
<td>Hamilton sign outside City Hall</td>
<td>Monday, June 11</td>
</tr>
<tr>
<td>Etobicoke</td>
<td>Islington Seniors Centre</td>
<td>Tuesday, June 12</td>
</tr>
<tr>
<td>Brampton</td>
<td>Brampton Seniors Centre</td>
<td>Wednesday, June 13</td>
</tr>
<tr>
<td>Facebook Live Panel</td>
<td>Live from Hamilton at 7:30 p.m.</td>
<td>Wednesday, June 13</td>
</tr>
<tr>
<td>Guelph</td>
<td>Market Square</td>
<td>Thursday, June 14</td>
</tr>
<tr>
<td>Toronto</td>
<td>Trinity Bellwoods Park</td>
<td>Friday, June 15</td>
</tr>
<tr>
<td>Burlington</td>
<td>City Hall</td>
<td>Monday, June 18</td>
</tr>
<tr>
<td>Waterloo</td>
<td>City Hall</td>
<td>Wednesday, June 20</td>
</tr>
<tr>
<td>Windsor</td>
<td>Dieppe Gardens</td>
<td>Friday, June 22</td>
</tr>
<tr>
<td>Twitter Party</td>
<td>Hosted by @SchlegelVillage, 7:30 p.m.</td>
<td>Tuesday, June 26</td>
</tr>
<tr>
<td>Barrie</td>
<td>Heritage Park</td>
<td>Wednesday, June 27</td>
</tr>
<tr>
<td>Kitchener</td>
<td>City Hall</td>
<td>Friday, June 29</td>
</tr>
<tr>
<td>St. Jacobs</td>
<td>St. Jacobs Farmers’ Market</td>
<td>Saturday, June 30</td>
</tr>
</tbody>
</table>

For time, details, and directions to our green bench events visit elderwisdom.ca.

Join live Facebook

Wednesday, June 13
7:30 p.m.
Hear from a panel of seniors, ask questions and gain #ElderWisdom.

Let’s party Twitter Party

Tuesday, June 26
7:30 p.m.
Join our Twitter party for great conversations about #ElderWisdom and awesome give-aways.

Media inquiries and questions contact ted.mahy@schlegelvillages.com, 519-496-5984.
Why #ElderWisdom?

Use #ElderWisdom on social media to link your message about senior empowerment and wisdom to the greater conversation across the globe. This ensures your post will be seen within our campaign and together we will raise awareness and fight ageism.

Join the conversation

Step 1
Think of a senior who has inspired you or start a conversation with a senior in your life.

Step 2
Share their wisdom by posting to social media using the #ElderWisdom tag.

Step 3
Participate with #ElderWisdom by sharing other posts and interacting with fellow advocates.

Make the most of your post

- Always put the pound symbol "#" before the ElderWisdom tag to ensure your post is linked to the conversation.
- No space is needed between the words ElderWisdom when using the hashtag.
- You can see other posts related to ElderWisdom by searching "#ElderWisdom" in the search bar of your social media account or by clicking the hashtag on a post.
- Incorporating the hashtag into your post instead of leaving it at the end will save you space and allow you to maximize your message when there is a character limit.
Sample posts

Download twitter header image

Download quoted images

Download Facebook cover images

Update your profile photo with the #ElderWisdom bench.

Question and answer:

At your age ___, how would you like people to view you?

Have a question you’d like to ask a senior?
Quotes about wisdom

“Listen to your Elder’s advice, not because they are always right but because they have more experiences of being wrong.” #ElderWisdom

“The best classroom in the world is at the feet of an elderly person.” – Andy Rooney #ElderWisdom

“Wisdom is the reward of experience and should be shared” #ElderWisdom

“You’re never too old to begin again, to learn something each day, and to create yourself happy endings.” #ElderWisdom

“Live each day not like an ending, but a new beginning” #ElderWisdom

Past articles

Spreading the Wisdom in St. George’s Square, Guelph Today
Senior shares Wisdom at Waterloo Square, Waterloo Region Record
The Effects of Ageism on Quality of Life for Seniors, CARF International
#ElderWisdom Shared with Students to Mark Seniors Month, Schlegel Villages
Schlegel’s #ElderWisdom Green Bench Campaign aiming to quash ageism, OLTCA
#ElderWisdom CampaignHarnesses Great Untapped Resource, Schlegel Villages
#Guelph Seniors Share Wisdom!, Mayor Cam Guthrie
Seniors Share their Wisdom at Gore Park, Hamilton Spectator
Taking Aim at Negative Stereotypes about Older People, Kitchener Citizen (page 2)
Senior Shares her Story with Strangers on Barrie Park Bench, Simcoe.com
1 Green Bench + 200 Conversations = A Successful Elder Wisdom Campaign, Senior Housing Forum