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News-service Helps Break Aging Myths

News program and social media help address issues leading to ageism. Stories and videos published on the website of Ontario long-term care provider OMNI Health Care demonstrate that seniors are contributing members to their communities and active people in their homes, all of which helps promote a positive image of aging, says OMNI CEO Patrick McCarthy.

According to a [recent report](#) released by Revera Inc. and the International Federation on Aging, ageism is the most accepted form of discrimination in Canadian society, a finding McCarthy says doesn't surprise him.

Noting that negative views of long-term care homes come with ageism, McCarthy says *OMNIway* stories help portray what long-term care is really all about — living.

Some examples of recent *OMNIway* stories breaking stereotypes of aging and long-term care:

- [A discussion with a computer-savvy Burnbrae Gardens resident](#)
- [A Streamway Villa staff member taking a resident to a hockey game](#)
- [A Frost Manor resident's first-hand account of how her socialization has increased due to the home's many outings](#)

"We see long-term care as a place for living, and there's a view in society that it's some place different and that it's a highly negative environment; that it's a place to die and not a place to live," says McCarthy.

Stories told in the provider's news publication, the *OMNIway*, he adds, show the great things seniors and the people working in long-term care homes are doing, and

these stories cast a positive light on seniors and the sector.

“As with any prejudice, when you get to know a person ... it takes away the myth,” says McCarthy.

Additionally, McCarthy says sharing stories through social media tools, such as Twitter, is bringing positive stories about seniors and the long-term care sector to a broader spectrum of people.

“Social media hits a significant population that, perhaps, is younger, and it does broaden the field in terms of reach,” he says.

McCarthy adds the news program recently added a video component to provide visuals of life in long-term care homes, which is helping people see the positive things residents and staff members are doing.

If you have feedback on this story, please call the newsroom at 800-294-0051, or e-mail [deron\(at\)axiomnews.ca](mailto:deron(at)axiomnews.ca).

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