

This “Social Participation” study was conducted by researchers from the University of Manitoba and Brandon University and ran from May 18 - June 29, 2020. The purpose of this study was to ask individuals aged 55+ about: (a) their social well-being and the kinds of social programs they prefer (pre and during Covid-19); (b) how they get access to information about social programs (pre and during Covid-19); and (c) their opinions on promotion brochures designed to increase social participation. The survey was delivered online using SurveyMonkey and three focus groups were conducted using Zoom.

ONLINE SURVEY PARTICIPANTS

109 participants
84% females, 16% males
Age: 25% < 65, 75% 65+

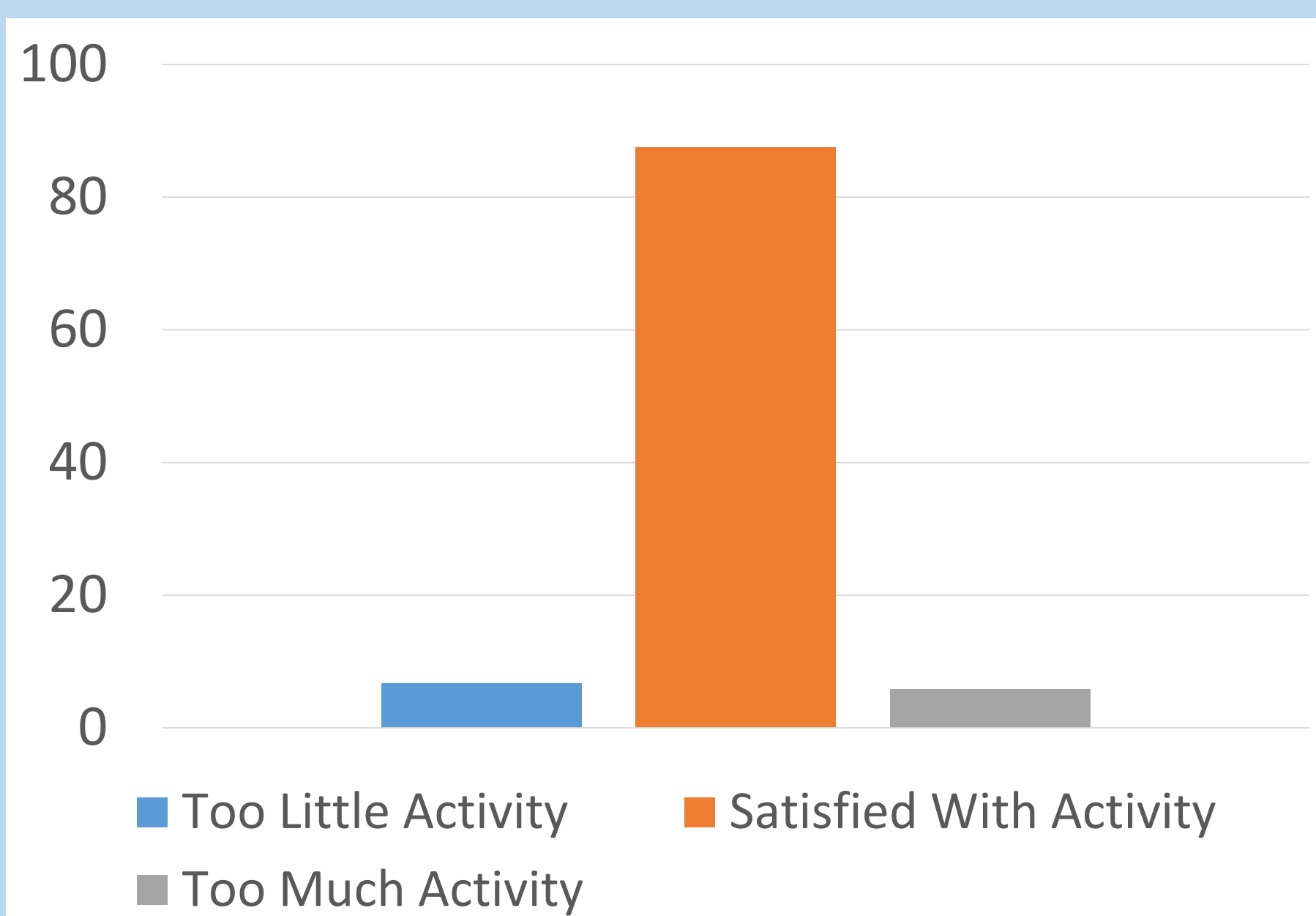
ONLINE FOCUS GROUPS

17 individuals participated
in 3 focus groups via Zoom

Some general findings

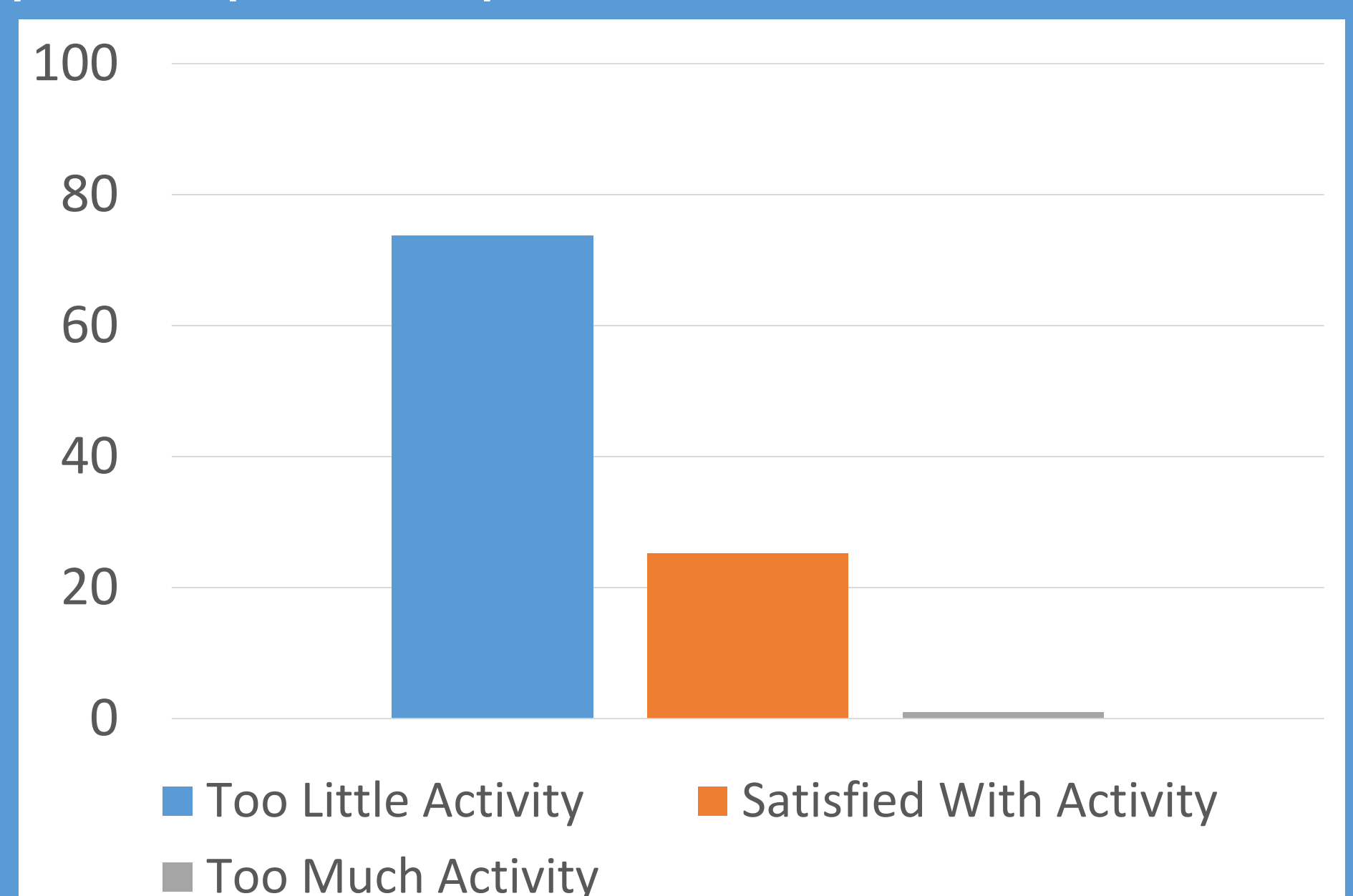
PRIOR TO COVID-19...

88% of respondents were satisfied with the amount of activities they were participating in per month



DURING COVID-19...

Only **25%** were satisfied with the amount of activities they could participate in per month



“My sister and I go to the Wellness Institute. So, we were there 2 or 3 times a week, and I also worked at home with a personal trainer. So, with COVID, and once everything shut down, that all came to an end. So, I really miss that.”

Quote by focus group participant

PRIOR TO COVID-19...

11% felt lonely (3-4 days a week or more often)

23% of respondents felt depressed some of the time (1-2 days a week or more often)

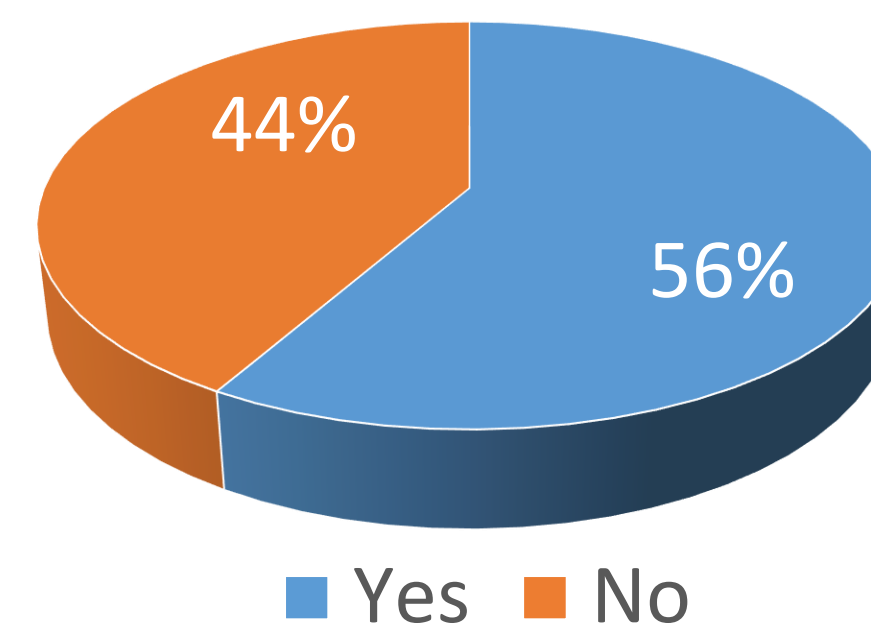
DURING COVID-19...

31% felt lonely (3-4 days a week or more often)

58% of respondents felt depressed some of the time (1-2 days a week or more often)

During Covid-19 social distancing, **56%** of respondents were able to add **NEW** social activities to replace ones they could no longer do

Added New Activities During Covid-19



[Since Covid-19]... “Gardening, I’ve taken on more... a friend gave me a grow light that she wasn’t using, so I started a few tomatoes. I always did flowers, but doing container vegetable gardening has been really something new for me, and it’s great.”

Quote by focus group participant

91% had someone they could confide in or talk to about private matters during Covid-19

99% had someone they could call in case of an emergency during Covid-19

90% were able to connect by phone or online with friends on a weekly basis or more during Covid-19

Top 3 ways people get information during Covid-19 about social activities: (1) family/friends; (2) social media; (3) Senior Centres

REFLECTIONS ON THE 3 BROCHURES DESIGNED TO PROMOTE SOCIAL PARTICIPATION

1



2



3



56% of survey respondents preferred Brochure 3 and **53%** said it caught their attention most.

Most survey and focus group participants preferred the more **positively-themed** brochures (1 and 3).

“My favourite was Brochure 3 because it’s very positive seeing the smiles and the laughter but, also, because sometimes I found that men thought there were a lot of women at senior centres, so this is two pictures showing men actively involved.”

Quote by focus group participant

This study is part of the larger ‘Older Winnipeggers Social Engagement Project’ conducted by A & O Support Services for Older Adults Inc., Active Aging in Manitoba, Manitoba Association of Senior Centres, Transportation Options Network for Seniors, and the University of Manitoba. The project is funded by the Government of Canada's New Horizons for Seniors Program and was conducted by Drs. Menec, Newall, and Parker from the University of Manitoba and Brandon University.

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