
For Immediate Release

GETTING READY FOR THE BOOM

Ottawa long-term care homes prepare for increased care demands as Baby Boomers age

September 18, 2009 (Ottawa) – A new qualitative study released today by the Institute of Marriage and Family Canada reveals Ottawa long-term care homes share similar concerns and expectations with the arrival of the Baby Boomers. “Ottawa is growing older,” says researcher Derek Miedema, “as is the country as a whole. Long-term care homes in Ottawa say they are already experiencing increased demand, as well as increased expectations of care.”

Long-term care facilities see a staffing and funding crunch as they attempt to care for more seniors.

Recommendations include wherever possible, family and community support for seniors needing care, “adopt a grandparent” ideas for those who live far from elderly loved ones, as well as encouragement for young people entering the workforce to consider careers that engage with seniors.

“Ultimately, Canada’s population is aging,” says Miedema. “We have to first of all accept this and then focus on policy and family solutions that acknowledge this reality.”

The study can be read in full [here](#).

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