IT ALL BEGAN WITH A DOG. CELESTE BECAME A CERTIFIED THERAPY DOG & GOT A JOB AT A NURSING HOME.
BOOMER TSUNAMI FACING THE FACTS

BY 2050, 25% OF CANADA'S POPULATION WILL BE AGED 65 OR OLDER.

The Canadian Study of Health & Aging -- world’s largest study of prevalence of dementia -- shows that by age 85, one-third to one-half will have dementia. NOT NECESSARY.
PROPOSING A MAJOR CAMPAIGN TO MAKE ONTARIO A WORLD LEADER:

- TO PREVENT LINKED EPIDEMICS THAT THREATEN TO BANKRUPT OUR HEALTH CARE SYSTEM
- BASED ON 2 SUCCESSFUL MODELS:
  - ANTI-TOBACCO LEGISLATION 1970s-2000s (we don’t have 30 yrs)
  - 5 CENT CHARGE FOR PLASTIC SHOPPING BAGS.
PREVENTION IS KEY

- EVERYONE FROM TOM KENT TO LLOYD AXWORTHY AGREES.
- FOCUS: CHANGE HUMAN BEHAVIOUR.

CHANGE IS A PROCESS, NOT A SINGLE EVENT.
RESISTANCE TO CHANGE


- The 5 cent charge for plastic shopping bags -- Controversial when policy passed by Toronto City Council, Dec. 2008. 1st city in CDA.
Health care spending per person by age group:

- Ages 15-44: $1,706 --- 42% of pop.
- Ages 65+: $10,330-----13%
- In 2030, 65+ will be-----22%
- Ages 85+: $20,702----1.6%

(Ont. Min. of Health data)

THE BIG PROBLEM
Mt. Sinai Hospital’s geriatric team says:

- People over 65 = 14% of pop.,
- They consume 50% of healthcare dollars, today.
They spend more than $200 million every year on a wasted expense: Bed Blockers – mostly seniors – who take up 20 per cent of hospital beds. They’re ready for discharge but can’t be sent home because of inadequate care in the community.
Seniors lined up in emergency wards:

IT COSTS $1,000-$2,000 A DAY TO KEEP A PERSON IN HOSPITAL.

$3,000 a day for Intensive Care

IT COSTS $43,000 A YEAR TO KEEP A PERSON IN LONG TERM CARE.
Hospitals can be bad for your health

- 35% of seniors end up more immobile at discharge than they were at admission – requiring LTC.
- $43,000 a year, instead of going home.
The current system is not sustainable.

Already, hospitals are unable to cope with demands, the community care system is stretched to the limit, and the demographic tsunami has not yet hit.
System overwhelmed by:

Epidemics ---- that are largely preventable.
Linked Epidemics:

Obesity, Diabetes, Dementia.

ODD
An Economic Tsunami – the Cost of Diabetes in Canada.
Between 2000-2010, the incidence of Type 2 (adult onset) diabetes went up 100% – increasing the risk of heart attack, stroke, kidney disease, impotence, blindness, dementia, amputation.

Up from 1.3 million to 2.5 million people.

More than 20 people diagnosed every hour of every day.
IN CANADA

- In 2000, 4.2% of pop diabetic
- In 2010, 7.3% of pop.
- In 2020, close to 10% diabetic
ECONOMIC COST diabetes

- In 2010, $12.2 billion
- In 2020, more than $17 billion
- Number of days in hospital for diabetics: 1.9 mill. in 2000
- 3.6 mill. in 2010 days in hospit.
- 5.4 mill. in 2020 days in hospit.
Cost for meds & care per person w. diabetes:

- Approx. $15,000 a year BUT....
- 57% of diabetics say they do not comply with prescribed therapies, adding to....
- Higher hospital rates, more severe medical crises & surgeries, including amputation
Diabetes stats:

- Canada ranks 3rd in the world for death due to diabetes.
- Main risk factors:
  - Overweight (poor nutrition)
  - High blood pressure, hypertension (salt)
  - High cholesterol
  - Lack of exercise/inactivity
Diabetes:

- Can lead to dementia.
- People with high blood pressure, hypertension & poor diet & excess salt: 60% more likely to develop dementia.
- Hypertension & high cholesterol can provoke mini-strokes that damage the brain and increase the onset of dementia.
Diabetes a global epidemic

- Est. 285 million w/w with diabetes.
- 80% of diabetics will die of heart disease or stroke.

Compare to HIV-Aids:
- 33 million people w/w
- 68% in sub-Saharan Africa
- 1 million in N. America

(World Health Organ.)
“Diabetes is a disease that results in elevated blood glucose, which can damage the arteries throughout the circulatory system. Damage to the heart arteries & arteries to the brain increase the risk of heart disease & stroke...” Gulati & Torkos, *Saving Women’s Hearts.*
LINK TO HEART DISEASE

- 70,000 Cdns. Die every year from heart disease.
- HIGH B.P. increases risk of stroke.
- CLOTS CAN BLOCK BLOOD VESSELS TO BRAIN...INCREASE DEMENTIA.
Leading causes of death in Canada

- Cancer, heart disease and stroke account for close to 60% of deaths in Canada.
Heart drug costs up 200% in last 10 years

- $5 BILLION A YEAR SPENT ON HEART MEDS WILL DOUBLE BY 2020 to $10 BILLION

- IN 1960, CANADIANS SPENT $16 PER PERSON PER YEAR ON DRUGS.

- IN 2007, CANADIANS SPENT $644 PER PERSON PER YR ON DRUGS.
Diabetes & kidney disease

“diabetes damages small blood vessels of the body...the retina (blindness)...the delicate blood vessels in the filters of the kidney, wch can be so damaged (over time) by diabetes that the kidneys fail.”

The Kidney Foundation of Canada
Kidneys & dialysis

- **Cost of dialysis p.person $60,000 a year** (Cdn. Instit. Health Info)
- Dialysis (clean blood of impurities) 3x a week, 4 hrs. per session.
- **Taxis to dialysis: $13,000 a yr.** (hospital cutbacks)
- Kidney transplant cost $23,000, plus meds
38,000 Canadians live with kidney failure in 2009—more than triple the number (11,000) in 1990. Prevalence rates up by more than 500% for ages 75 and older — they account for 20% of all kidney failure cases.

Of all Canadians with kidney fail. in 2009, 59% (22,300) on dialysis and 3,000 on wait list for transplant, compared to 53% (5,900) on dialysis in 1990 and roughly 1,600 people on the wait list.
Dementia epidemic

- In our 80s, one-third to one-half of us will develop dementia.
- Under the present circumstances, that is. It doesn’t have to be this way.
- It’s possible to delay the onset of dementia – until our 90s. And then we won’t get it because.....
Alzheimer Society of Canada

- In 2008, 103,700 new cases per yr.
- 1 diagnosed every 5 min.
- In 2038, 257,800 new cases per yr.
- 1 diagnosed every 2 min.
Economic impact on health care/ cost of dementia:

In 2008: $15 billion
In 2018: $37 billion
**In 2038: $153 billion.**
In your 50s today? Add 30 yrs. Think about dementia in 2040. Locked dementia wards...
CHRONIC STRESS contributes to dementia

- Floods brain with cortisol, stress hormone, contributes to Alz.
- CONSTANT HYPERACTIVATION OF THE STRESS RESPONSE CAN UNBALANCE THE ENTIRE SYSTEM.
- 90% IN OUR 80s WILL DEVELOP HIGH BLOOD PRESSURE, contributes to dementia.
- Smokers: 70% more likely to develop dementia.
The danger of chronic stress:

- Raises blood pressure
- Stiffens arteries
- Suppresses immune system
- Increases risk of diabetes, depression & Alzheimer’s disease
- Changes neural chemistry
WHAT IS TO BE DONE?

- ARE WE HELPLESS, DOOMED TO ENABLE SELF-DESTRUCTIVE BEHAVIOUR? WE CREATED A SOCIETY THAT HAS PRODUCED NEGATIVE HEALTH OUTCOMES.

- SUBURBS, DRIVING, INACTIVITY, JUNK FOOD, lack of knowledge abt what we’re eating.
Try something different……..

FIND YOUR PASSION. BE YOUR AUTHENTIC SELF.
GO FIT: GOVT OF ONTARIO FITNESS INCENTIVE TAX CREDIT

$1,000 max. per year.
WALK!!!
NUTRITION & OTHER PROGRAMS.
Something completely different:

- Prevention: reward good behaviour.
- Financial incentives for people sensitive to finances: seniors.
- Reduce health care costs
- Improve overall health of the nation
- Provide volunteer roles, social connection, goals, activation.
Deliver programs & coordinate volunteers

- Through community centres – become vibrant hubs, one-stop shops, CCAC etc. compare Copenhagen.
- Walking groups led by volunteers
- GO FIT card stamped every time you walk or exercise – constant reminder.
- $500 tax credit for physical activity 3x per week.
- $500 for other programs.
ONTARIO BECOMES WORLD LEADER:

- Get people moving – research shows tremendous benefits from 3x a week.
- Dr. John Ratey...SPARK
- Nutrition educ./cooking classes
- Memory & Aging program
- Reduce isolation/volunteer corps.
“Movement is an evolutionary mandate...our body, brain and genes evolved during man's long evolutionary history.” We “require physical activity for proper gene functioning. Without it our cells become cellularly deranged which leads to the myriad of chronic disease conditions we face today. Physical Activity is a Health Imperative.” A world leader in the study of the effects of exercise on the brain, Dr John Ratey’s research shows that exercise physically transforms our brains for peak performance. An associate clinical professor of psychiatry at Harvard Medical School, Dr Ratey focuses on the remarkable effects of exercise on the brain, showing that it is the body's best defense against numerous medical conditions, including menopause, Alzheimer's, ADHD and mood disorders.
AMERICAN ACADEMY OF NEUROLOGY study

- People who do NOT do physical exercise lose their memory 3 times faster than those who exercise 7 days a week.
- Baycrest studies show cardio 3x a wk= growth of hippocampus.
- Onset of dementia can be delayed.
Regular exercise is the key to preventing rapid physical and mental decline.

Exercise improves blood flow to the brain.

It’s never too late to be active. Walk & decrease risk of falling & getting dizzy.
NO NEW BUREAUCRACY

- The Ontario Seniors Secretariat and the Ministry of Health Promotion amalgamated to focus on the mission, to develop an INNOVATIONS INVENTORY, to oversee the ACTIVATION and ENGAGEMENT of our citizens.
FOCUS ON DIABETES

- CONTINUE REMOVAL OF JUNK FOOD FROM SCHOOLS & PUBLIC PLACES
- FAT TAX ON JUNK FOOD
- POST CALORIE & FAT CONTENT OF FOOD in restaurants, grocery stores etc.
- Truth in advertising/hard hitting campaign about consequences. People aren’t aware: overweight can lead to....
PEOPLE DON’T KNOW WHAT THEY SHD. EAT

- Average woman – 1,500-2,000 cal. per day, w.exercise
- Average man – 2,500-3,000 cal. per day, with exercise
- A 2,000 calorie diet -- about 67 grams of fat, including 22 grams of saturated fat

DO YOU KNOW WHAT YOU’RE EATING?
Restaurants must post calorie & fat content

- Montana’s Sizzling Fajitas sound healthy BUT: 1,570 calories (total daily allowance for woman), PLUS 31 grams of saturated fat (1&1/2 days worth).
- Boston Pizza’s Baked Chipotle Bacon Penne: 1,430 cal. w. 40 grams sat. fat, add 3 meatballs=1,940 cal.
TAKE-OUT SANDWICHES

- Santa Fe Chicken w/w wrap – 800 cal. & 44 grams fat.
- Roast beef – 990 calories, 49 fat.
- Salami & cheese – 1,100 cal. 53 fat
Diabetes & dementia delayed or prevented:

- 50% of diabetes could be delayed or prevented with improved nutrition, more exercise, quitting smoking.

- All the risk factors for diabetes are also risk factors for dementia.

- The demographics of aging Canadians: inactive + overweight =
KEYS TO ANTI-SMOKING SUCCESS

1. INCREASE TOBACCO TAX
2. SMOKE-FREE PLACES – controversy.
3. TELL THE TRUTH: IN ADVERTISING, HARD-HITTING CAMPAIGNS ABOUT DEADLY CONSEQUENCES....
4. Truth about industry practices, selling consumer products that kill more than half of users.
Economic Value of Reducing Smoking to 18%

- Smoking rate peaked in 1960s, 65% of men smoked.
- In 1974, NSRA began, 45% smoked.
- (Gar Mahood demonized)
- In 2000, down to 24%.
- In 2011 = 17%
- 1.2 million fewer smokers today = $505 billion economic benefit (value of reduced health care costs and premature deaths averted) since 2000.
Legislative changes produced:

- **MAJOR PARADIGM SHIFT:**
  - 2004 Manitoba 1st smoke-free prov.
  - 2006 Smoke-Free Ontario Act, got rid of designated smoking rooms.
  - At the same time, aggressive pro-smokers eg Peter Gzowski, Christopher Hitchens, on rampage. They died...
PLASTIC BAG Controversy

- 5 CENT CHARGE AT POINT OF SALE, City of Toronto 1st to pass bylaw, in 2009
- Loblaws diverted 1.3 bill plastic bags from landfill in 2009. Metro & Sobeys reduced plastic bag usage by 70-80%.
Tobacco industry denormalization

FROM THE NSRA


Push to tell truth about tobacco industry’s role in tobacco epidemic.

2007: What Smoke Folk have in common with Organized Crime.
Tobacco co’s target youth

- Most smokers start before age 18.
- 23% of young adults smoke now – highest rate for any demographic group.
- Youth & poor sensitive to price:
- When tobacco price rises 10%, demand falls by 4%
Cdn Diabetes Assoc.

- Cites numerous studies showing that the risk of diabetes can be reduced by 60% when people:
  - Exercise moderately 30 min. a day
  - Lose 5% to 7% of body weight.
INNOVATIONS INVENTORY

We can find happiness and connection at every stage of life.
BOOMER TSUNAMI FACING THE FACTS

INNOVATIONS INVENTORY TO FORM THE FRAMEWORK:

SHRTN – Seniors Health Research Transfer Network, a knowledge transfer network linking ‘communities of practice’ in alzheimer’s, incontinence, led by knowledge brokers.

www.shrttn.on.ca
BOOMER TSUNAMI FACING THE FACTS

INNOVATION IN HOW SENIORS ARE CARED FOR & HOW THEY LIVE.

WE ARE INDIVIDUALS, WE MAKE CHOICES, WE FIND PLEASURE
GROUP PROGRAMS ARE ESSENTIAL

Studies show that group programs like Toronto Western Hospital’s Falls Prevention Program reduce the risk of life-threatening falls and educate seniors to better care for themselves through exercise, nutrition and activities.

Seniors Wellness Clinics, based on Toronto Western Hospital’s model, in community centres across Ontario. Seniors make their own appointments. They are seen by a geriatrician, OT, physio, nutritionist, sent to programs as needed. Medications are assessed.

WALKING GROUPS

SENIORS WELLNESS CLINICS

COMMUNITY CENTRES – VIBRANT HUBS, ONE STOP SHOPS
IT COSTS $3,000 A YEAR TO KEEP WWII VETERANS – AVERAGE AGE 84 – AT HOME, WITH HOUSEKEEPING AND GROUNDSKEEPING SERVICES.
HOME CARE:

In Ontario, if you need a little help with house cleaning, you won’t be eligible for CCAC home care. You have to require medically necessary services.

In Canada, VIP – veterans independence program – is the gold standard for home care. When seniors know they will receive help to stay at home, a funny thing happens: they feel secure, less stressed, and function better. Overall, they cost the system less money, and they enjoy life more.
When Marcus Hollander’s research team studied VIP’s outcomes, they found that waiting lists for nursing homes shrank when veterans joined VIP. Once they realized they could manage at home with VIP support, they no longer wanted to go to nursing homes.

-Again remember the costs:

$3,000 per year for VIP, $43,000 per year for nursing home.
THE LONGEST LIFE

MME. JEANNE CALMENT, DIED AT 122.
LIFE EXPECTANCY THROUGH THE AGES

Early humans did not generally live long enough to develop heart disease, cancer or loss of mental function. A snapshot of how life expectancy has changed, and the big killers of each era:

**AVERAGE LIFE EXPECTANCY**

30 years

**Neanderthals**
(30,000 years ago):
Died of injuries
caused by rock falls,
hunting accidents
and conflicts. Food
scarcity led to
malnutrition. These
hunter-gatherer
groups contracted
diseases that spread
from animals. Rabies,
tuberculosis,
brucellosis, yellow
fever and encephalitis
were widespread.

38 years

**Neolithic**
(8500 BC to
3500 BC):
Agriculture,
irrigation and urbaniza-
tion brought problems
associated with settled
populations, such as
fetal contamination of
water and diseases such
as cholera, smallpox,
typhoid, polio and
influenza. Malaria and
other diseases carried by
mosquitoes and
insects, which fed on
domesticated animals,
appeared.

48 years

**Medieval period**
(500 AD to 1500 AD):
Life expectancy grew
with urbanization, but
famine caused by crop
failures and bubonic
plague were the big
killers. The Black Death
(1347-1351) wiped out 25
million people in Europe
and 60 million in Asia,
returning several times,
culminating in the Great
Plague of London
(1664-1666). By 1500, life
expectancy had dropped
back to 38.

38 years

**Late Medieval**

**Classical Greece and Rome**
(500 BC to 500 AD):
Tuberculosis, typhoid
fever, smallpox and
scarlet fever spread
among the denser
urban populations.
Malnutrition, gastro-
enteritis and violence
were also big killers.

40 years

**Victorian**
(1850s to
1900): Typhus,
typhoid fever, rickets,
diphtheria, tuberculosis,
scarlet fever and cholera
raged in crowded cities.

70 years

**1900s**: Better health care,
sanitation and living
conditions boosted life
expectancy to 70 for men
and 75 for women by 1950.

82 years

**Today**: Cancer, heart
disease and stroke are the
biggest killers in the
developed world. Our
longer lifespan also comes
with unprecedented loss
of mental function and
mobility problems.
Questions?

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