



# Toward optimal health for life.

**“Active aging:** the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age”

(World Health Organization: Active Aging-A Policy Framework 2002)

## What is Active Aging?

Active aging can vary from individual to individual; however, taking a life-course approach, the common element includes older people continuing to be active throughout their life. Within a re-framed context of aging, “active” refers to older people continuing in social, economic, cultural, spiritual and civic affairs, not just the ability to be physically active or to participate in the labour force. “Active” also means older people remaining to be active contributors and resources to their families, peers, communities and country throughout their entire lifetime.

## Who we are:

Active Aging in Manitoba (AAIM) is a non-profit organization, dedicated to the promotion of active aging opportunities for all older Manitobans to enhance their health, mobility and continuing participation in their community. AAIM strives for the ageless engagement of older Manitobans in healthy choices that contribute to physical, social and mental wellness, independence and quality of life. AAIM promotes programs that enable older Manitobans to stay socially connected, participate in regular physical activity, eat healthy foods and reduce risk for falls and injury

## Who we were:

Active Aging in Manitoba (AAIM), formerly known as the Active Living Coalition for Older Adults in Manitoba (ALCOA-MB) was incorporated in 2007.

## What we do:

Active Aging in Manitoba encourages all older Manitobans to move more and sit less; to continue to connect with and contribute their time, knowledge and skills to their community; and, to strive toward optimal health for life. AAIM promotes and provides programs and services that encourage older Manitoban participation through peer volunteer leadership development, awareness and education on healthy active aging topics, and management of the annual Manitoba 55 Plus Games sport for life program.



## For more information contact:

Jim Evanchuk, Executive Director  
1075 Leila Avenue  
Winnipeg, MB R2P 2W7

Phone: (204) 632-3947  
E-mail: [info@activeagingmb.ca](mailto:info@activeagingmb.ca)  
Website: [www.activeagingmb.ca](http://www.activeagingmb.ca)