



## Don't just read the stats, change the future for seniors with your vote

**Toronto, April 10, 2025** – In this federal election, your vote holds the power to change the future for seniors in Canada. Alarming statistics show that 1 in 3 seniors is at risk of social isolation, 1 in 10 experiences elder abuse, and a shocking 91% of plastic waste goes unrecycled. These statistics highlight the urgent need for policy change, and your vote can help create a better future for Canadians as they age.

RTOERO is proud to launch the *Vibrant Voices* campaign, a national advocacy initiative aimed at raising awareness and driving change to protect the health and well-being of seniors. The campaign encourages voters to focus on three key issues: establishing a national seniors' strategy, expanding access to geriatric health care, and championing environmental stewardship.

"As we saw during the COVID-19 pandemic, seniors' issues were a national priority, but many of these concerns have since been sidelined," says John Cappelletti Chair of RTOERO's Board of Directors. "The recent elimination of the Minister of Seniors portfolio signals a troubling shift in focus. We are calling for the reinstatement of this essential role to ensure that the needs of seniors remain a top priority in government."

RTOERO, in collaboration with other senior-focused organizations, has signed a letter advocating for the return of the Minister of Seniors portfolio. This move is necessary in addressing the unique challenges seniors face and to promote the development of meaningful, long-term solutions.

Solutions include incentivizing medical students to specialize in geriatrics, investing in accessible healthcare, and promoting sustainable environmental policies.

The *Vibrant Voices* campaign engages Canadians through a range of initiatives, offering tip sheets for engaging with candidates, sending letters to electoral candidates, launching a national digital campaign with inspiring [videos and ads](#), hosting a webinar featuring Globe and Mail columnist André Picard, and organizing local all-candidate meetings centered on senior policies. Learn more at [vibrantvoices.ca/federal](https://vibrantvoices.ca/federal).

"With over 86,000 members, RTOERO is a trusted voice advocating for seniors' rights and needs," says Jim Grieve, Chief Executive Officer of RTOERO. "The *Vibrant Voices* campaign encourages Canadians to engage with RTOERO's resources and help shape the future of senior policy."

RTOERO advocacy extends year-round, with initiatives including funding for research related to geriatrics through the [RTOERO Foundation](#); student [Scholarships](#) in geriatric-related fields, [Community grants](#) to improve the lives of seniors and educational [webinar series](#).

"Remember," Grieve says, "your vote can make a difference in changing the stats."

[RTOERO](#) is a bilingual trusted voice on healthy, active living in the retirement journey for the broader education community. With 86,000+ members in 51 districts across Canada, we are the largest national provider of non-profit group health benefits for education retirees. We welcome members who work in or are retired from the early years, schools and school boards, post-secondary and any other capacity in education. We believe in ***a better future, together!***

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