

**JOINT MEDIA RELEASE**  
**June 1, 2022**  
**For immediate release**

## **Keeping Well resource continues to support Alberta seniors emerging from pandemic**

Based on last year's successful distribution of the *Keeping Well* resource and in recognition of Alberta's upcoming Senior's Week from June 6 to 12, Alberta Blue Cross® has once again teamed up with the Injury Prevention Centre to support the well-being of Alberta seniors as pandemic health measures ease.

"The pandemic has been a challenging time for everyone, but took a particular toll on Alberta seniors," says Brian Geislinger, vice-president of Corporate Relations with Alberta Blue Cross. "Many older adults have been living through periods of quarantine and isolation with reduced access to exercise, activity, socialization and interaction with peers—and this has had an impact on their physical, mental and emotional health."

*Keeping Well* is a booklet designed to help older Albertans stay well, keep active and stay connected to lower their risk of falling. It contains a myriad of useful information for seniors ranging from activity and exercise tips to advice on fall prevention, healthy eating, medication use, vision care, mental health and avoiding fraud and scams. The free resource is available to download as a PDF document at [findingbalancealberta.ca](https://findingbalancealberta.ca), and printed booklets can be ordered online or by phoning 780-492-6019.

In 2021, a total of 15,000 copies of *Keeping Well* were distributed across the province through seniors' resource and recreation centres, seniors' service organizations and seniors' independent living residences. Information about the resource was also provided to physicians, nurses and pharmacies to share with patients.

Falls are the leading cause of injury among seniors in Alberta and can significantly impact lifestyle and independence for older adults. Based on 2021 census data, the population of seniors is expected to triple by 2046, which will have a big impact on the health care and long-term care systems.

"*Keeping Well* is a practical and timely resource to help seniors re-engage post-pandemic, prevent falls and stay independent," says Kathy Belton, associate director of the Injury Prevention Centre. "We want to support older adults to have the confidence to get back to living their best lives."

An image for media use is available on our website at [ab.bluecross.ca/images/2022/newsroom/Keeping-Well-image.jpg](https://ab.bluecross.ca/images/2022/newsroom/Keeping-Well-image.jpg).

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