

PROBLEM

How might we support the elderly population 65+, through addressing social isolation and lack of mental stimulation within 1-2 buildings in CHH?

13% Of adults 55+ experience low income in Hamilton (2021)

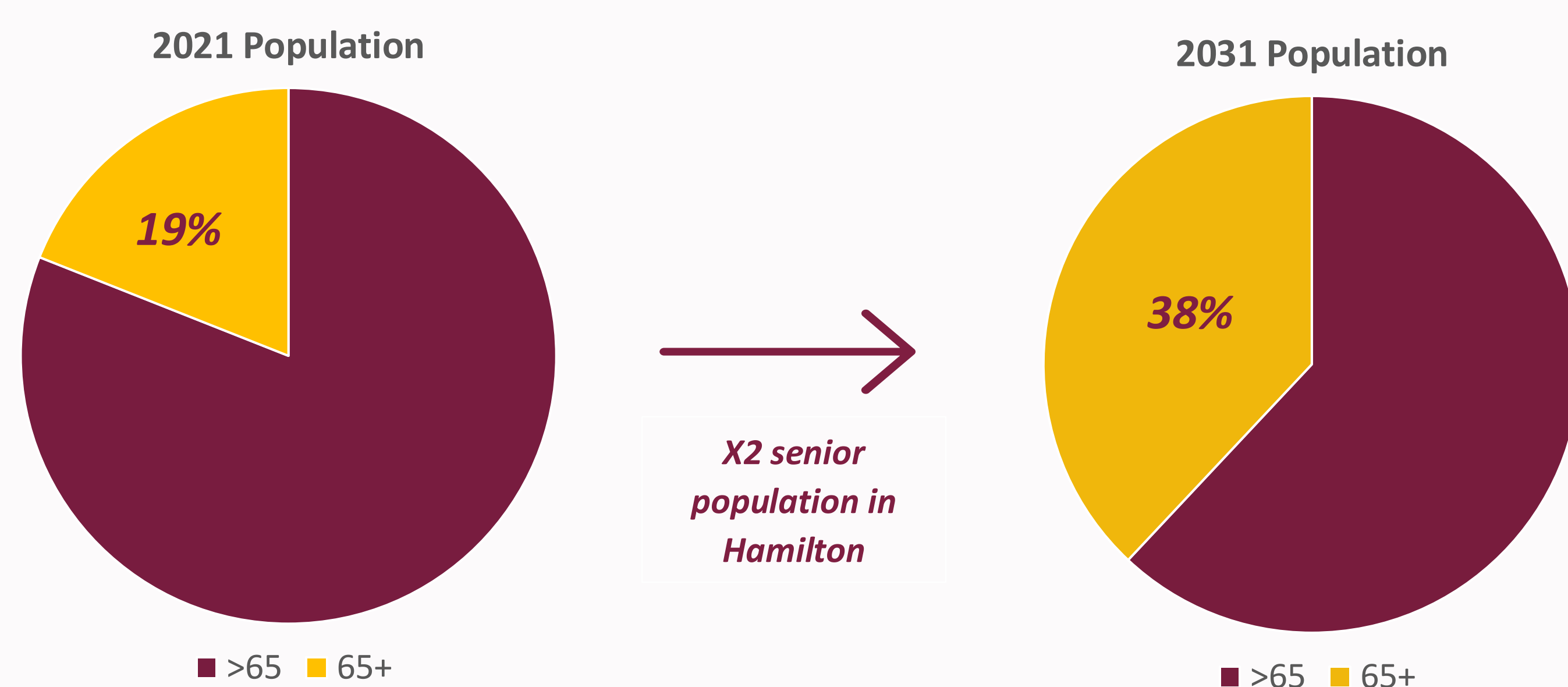
30% Risk of becoming socially isolated

↑59% Mental and physical decline



Canadian Mental Health Association
Mental health for all

Research illustrate that **20-30% of Canadian seniors** experience social isolation



SOLUTION

Personalized bingo kits and games

- Personalized themed bingo cards with individual's interests, hobbies, portraits, colouring it in etc. as well as some small accessories (adjusted for some physical impairments)
- Personalized dauber with their name (ergonomic design)
- Personalized box/container to store items

Bi-weekly sessions hosted in the conference rooms or halls of the CHH

- Donated and fundraised prizes for motivation
- Weekly communication and flyers sent out to the elderly by building ambassador
- Taking surveys and questionnaires with some seniors in each home, prior to starting the initiative and then every 6 months-tracking impact
- Fostering genuine and trustworthy intergenerational relationships-during the games and promotion



PROTOTYPE

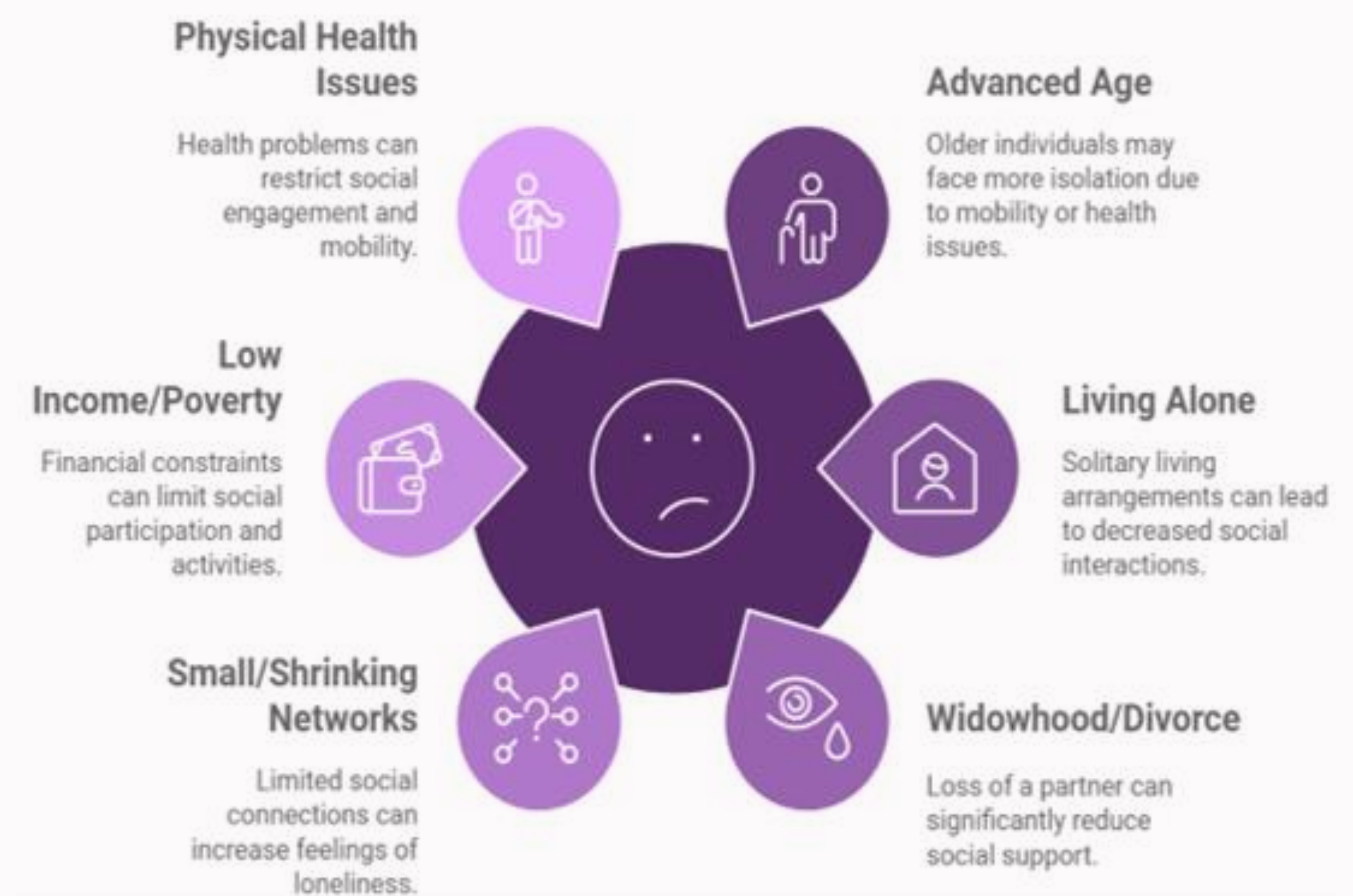


IDEA #1

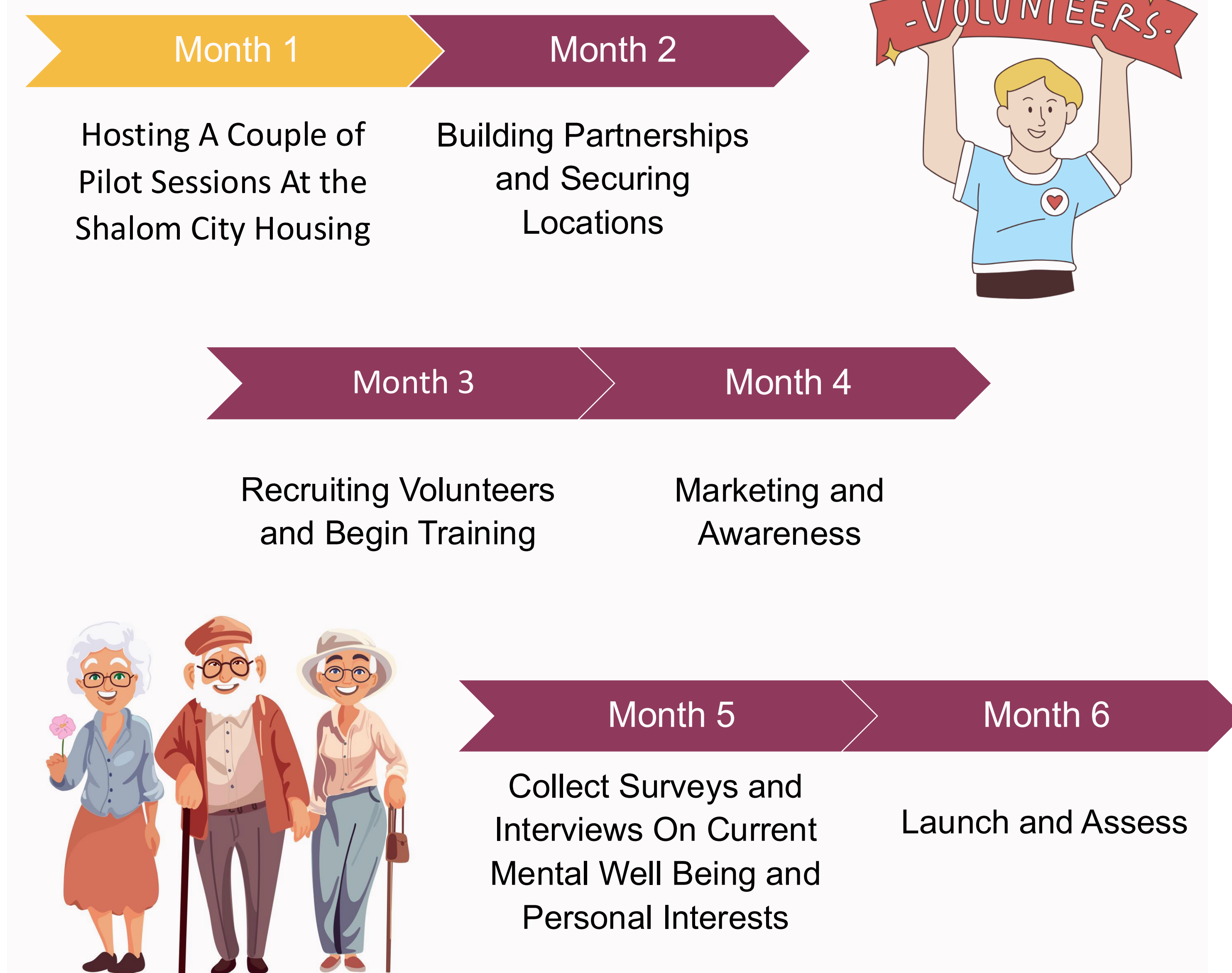
IDEA #2



Risk Factors for Social Isolation & Loneliness



NEXT STEPS



REFERENCES

- Comfort Keepers Georgian Triangle. (2023, August 22). *Loneliness and isolation can affect senior health*. <https://www.comfortkeepers.ca/georgiantriangle/blog/loneliness-and-senior-health/>
- Comfort Keepers. (2025). *How seniors can enhance mental health*. <https://www.comfortkeepers.com/articles/info-center/senior-health-and-wellbeing/how-seniors-can-enhance-mental-health/>
- Epidemiology and Evaluation. (2019, March). A statistical profile of older adults in hamilton. <https://www.hamilton.ca/sites/default/files/2022-07/statistical-report-older-adults-hamilton-2019.pdf>
- Government of Canada, S. C. (2024, August 2). *Census profile, 2021 census of Populationprofile Table*. Profile table, Census Profile, 2021 Census of Population - Hamilton, City (C) [Census subdivision], Ontario. <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=hamilton&DGUIDlist=2021A00053525005&GENDERlist=1&STATISTIClist=1&HEADERlist=0>
- Nice. (2024). *Loneliness and social isolation among older adults - nice information tool*. NICE. <https://www.nicenet.ca/articles/loneliness-and-social-isolation-among-older-adults>
- SPRC. (2022, October). *2021 census: Poverty in Hamilton by major age groups*. HAMILTON'S SOCIAL LANDSCAPE . <https://sprchamilton.ca/wp-content/uploads/2023/01/SPRC-Hamilton-Social-Landscape-Poverty-and-Social-Assistance-Oct-2022.pdf>

ACKNOWLEDGEMENTS