

NORTHEASTERN ONTARIO | WINTER 2020

FREE/GRATUIT



# 50+

# Lifestyle

Magazine

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MARINA MOORE & BRENDAN CONNOR

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Gratitude is a word that is getting tossed about a lot lately. Along with a moment or so of meditation in the morning, taking a minute to be grateful is the appetizer on many of our daily menus. It's one of those nebulous nouns, an abstract one that can't be seen. Can't be touched. Therein lies the rub, the irony. It's when we've been touched by kindness in any of its myriad forms and when we acknowledge that stroke of care that we are grateful. Recognizing this fact and contemplating on it demonstrates gratitude. But to whom are we demonstrating our gratitude? Well, it should be to ourselves, quietly. There are precious few things worse than a workmate giggling and gushing about how grateful she is. Gratitude goes hand in hand with humility. Don't be proud of being grateful!

Some may wonder just what they have to be grateful for these days. And sometimes they are told to compare themselves with those less fortunate thereby reveling in their own relative riches. But comparisons only serve to divide and compartmentalize us. Instead, look no further than your own life. See

the good and the bad and acknowledge there will always be both.

Gratitude is a mindset that can be cultivated over time. It takes sowing the tiny seeds of thankfulness and tending to them every day, rain or shine. The reward is a harvest of gratitude that then puts you in the position to share your bounty and to touch others with your kindness.

The 50+ team and Goshenite Seniors Services would like to wish everyone a very merry Christmas and a wonderful holiday season. And I would like to remind you that in this time of giving, the greatest gift you can offer comes from within. Please take a moment to draw on your wealth of gratitude and with a word or a touch or a listen, spread kindness.

**Nicole Blais,**  
Publisher

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# TOGETHER MAY WE GROW

By Thomas Barker

Huntington University is celebrating its 60th anniversary this year. For some, that may come as a surprise. Has it really been that long? It has, but in some ways, it feels like yesterday. When it opened in 1960, Huntington U. was the first university in Northern Ontario, and at the time the newest member of Ontario's network of universities. It was also one of the founding members of the Laurentian Federation.



**Thomas Barker**

Huntington University

I arrived on campus in the fall of 2000 to begin my own post-secondary journey. I came from a family of eight kids, so making the transition to a bustling university campus was easy.

It was my first time away from home, but any nervousness faded almost immediately as I was welcomed into the Huntington family right away.

Huntington's school crest includes a pine tree, which is appropriately fitting given its location in Greater Sudbury, but also because the tree is a symbol of life and nurturing. I went on to study Gerontology, graduating in 2007. I credit my time in the halls and classrooms of Huntington University with providing me the opportunity to grow and develop into the person I am today.

It seems life has now come full circle. After learning, experiencing, and benefitting so much from my time at Huntington, today I find myself paying that forward. Being a Board Member, and President of the Huntington University Alumni Association, has offered me the privilege and opportunity to stay involved with the university and to give back to the place that played a leading role in my life.

In 60 years, Huntington University has emerged as one of the leading destinations for personalized and premium post-secondary education in Northern Ontario. As an institution of higher learning, its leaders, professors, and students have been making a positive impact locally and globally. Over the past six decades numerous graduates have earned degrees, and today Huntington University continues to lead the way with dynamic and in-demand programming such as Gerontology and Communication Studies, while still maintaining and honouring its traditions with Religious Studies.

I am proud to be a graduate of Huntington University and now a leader who has been bestowed the duty of influencing how it will shape students and guide generations for the next years in Northern Ontario. Here's to many, many more rings being added to the tree that is Huntington University.

*Thomas Barker is a proud Huntington University alumni who now resides in Kirkland Lake. He is also a member of the Board of Regents and the President of the Alumni Association. Discover more stories shared by our alumni, from the 1960's through to today, by visiting [Huntingtonu.ca/alumni](http://Huntingtonu.ca/alumni).*



**HUNTINGTON  
UNIVERSITY**

# NEW CANADIAN BLOOD SERVICES PLASMA DONOR CENTRE NOW OPEN IN SUDBURY

By Teri-Mai Armstrong

Sudburians have always stepped up to help hospital patients by supporting Canadian Blood Services. In August, Canadian Blood Services began collecting plasma in Sudbury, calling on the community to help meet a growing need by donating plasma for patient care.



**Teri-Mai Armstrong**

Canadian Blood Services

Plasma is the protein-rich, straw-coloured liquid in blood that helps other blood components circulate throughout the body. The proteins in plasma are key to producing many specialized medications. Thousands of patients in Canada depend on medications made from donated plasma to help treat a variety of rare, life-threatening, chronic, and genetic conditions.

The process for donating plasma is similar to donating blood. Those who have donated blood before will find the experience to be familiar, although there are some new and exciting features at the plasma donor centre. One highlight for many donors is the enhanced selection of refreshments. Partnering with local food vendors based in the Sudbury area, we are proud to offer a variety of fresh treats to donors after their donation is complete.

The new plasma donor centre in Sudbury is the first of three new dedicated plasma donor centres that Canadian Blood Services is opening across Canada. While operations began this summer at a temporary location, on December 1 the doors opened to a brand new, state-of-the-art plasma donor centre in Sudbury. The new donor centre is located at 900 Lasalle Boulevard. Open six days a week, appointments are available Tuesday through Friday, 7am to 7:30pm; and Saturday and Sunday from 8am to 2pm. New donors are always welcome.

During the COVID-19 pandemic, Canadian Blood Services has put a number of new measures in place to help support the wellbeing of donors and staff. Sudbury donors can learn more and book their appointments now by visiting [blood.ca](http://blood.ca). Appointments can also be booked by downloading the GiveBlood app or by calling 1-888-2-DONATE.



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# NEW LOOK FOR CTV NEWS NORTHERN ONTARIO

By Chelsea Papineau

After years in the making, CTV News is transforming its digital experience, beginning with the website homepage, CTVNewsNorthernOntario.ca, popular with our audiences right across the northeastern Ontario region.

The design changes are easy to see but improvements that go beyond the new look include:

- **Faster loading:** pages will appear 35% faster with the new design
- Minute-by-minute updates in the new **'Happening Now'** feed
- **Story Mosaics** bring together stories by related topic for easy scanning
- The new **'Watch Live'** feature highlights live events and news programs that are coming up
- **Accessibility** is top-of-mind with improvements to ensure our experience is built for everyone
- **New show promotions** that give users the ability to jump into the latest newscasts and programs
- **Improved navigation** to help you find the content you are looking for quicker and easier



Chelsea Papineau

CTV News  
Northern Ontario  
Digital Content Specialist

We're offering you a better way to stay informed about what's most important to you with the same great local news coverage of events and issues from across the region, as well as news you can use from around the country and beyond.

This is only the beginning.

You will be happy to hear that some of your favourite content has not changed, such as the up-to-date coverage of the ongoing COVID-19 pandemic. Since March, we have committed to keeping track of the ever-changing situation and providing detailed account of the disease as it affects those who live and work in the northeast.

Also, in order to serve you better, earlier this year we launched the new regional pages for Sudbury, North Bay, Sault Ste. Marie and Timmins, for those who desire a more hyper-local look at the news.

Feedback is important and we want to know what you think. Have a good look at all of the changes and be sure to let us know your thoughts. Send us an email with your feedback to [beta.feedback@bellmedia.ca](mailto:beta.feedback@bellmedia.ca)



# THANK GOODNESS FOR TECHNOLOGY?!?!?

By David Laplante

Never thought I would hear myself say that! Those who know me well know I am old school in my...let us just say, for the sake of keeping this article family friendly...disinterested in anything too techy. I love reading actual books made of paper, taking a nice walk, going for a jog or you know, having actual face to face conversations with real people! Forgive my sarcasm, but I have three beautiful daughters whose faces I cannot remember seeing without an Ipadpad thingy invading the space and accessorizing their look. All joking aside, my career path has pretty much made a smart phone a necessity and yes, computers are great and facilitate many tasks, but it wasn't until the pandemic and its awful but necessary restrictions, that I completely changed my outlook on technology.



David Laplante,  
Funeral Director

I've dedicated my life to helping people deal with death and all its baggage. Yes, life has its ups and downs. For me, the death of my father (2000) and that of my mothers (2015) were two of my life's greatest "downs". Both of their passings were "expected" but nonetheless devastating. What helped me get through it all was family and friends. It was great to have all my aunts, uncles, cousins, friends, relatives, co-workers, and neighbors gather to laugh, cry, hug, kiss, hug again, blow our noses, reminisce, look over some old photos, exchange stories and pats on the back. The next day, after a beautiful service in front of a full church, we all shared a wonderful meal at the reception and continued with the therapeutic exchanges.

Humans need interaction and touch. For me, those exchanges were not only helpful but downright necessary. Working in the funeral industry has always been challenging to say the least. My heart goes out to anyone dealing with death at anytime, but this pandemic has been particularly cruel for those trying to cope with loss. How does one hug, kiss, and exchange energies all the while maintaining six feet of distance and covering two thirds of their face with a mask or shield? What technology has managed to prove to this "old schooler" is nothing short of amazing. Technology is helping us grieve and connect at funerals like never before. With limited numbers of folks allowed to gather for visitation or services, the industry has seen an uprising of live streaming of events and increase in website usage due to its obvious safety advantages. Friends and family can share photos and stories online, reach out and offer sympathies, and comfort without placing themselves or others at risk. This past week alone, for the first time in my 23 years of funeral directing, I was privileged enough to be part of a chapel service where a woman was eulogized by her granddaughter....live from Texas directly streamed from a laptop. I also heard a beautiful rendition of "Amazing Grace" from a grandson who wanted to play it one last time for his "pépère"....from Switzerland not to mention safely gathering a large group of friends and relatives virtually who would otherwise not have shared those moments. Yes, indeed...thank goodness for technology!

Stay safe everyone.





**Mission:**

The Cooperative Funeral Home is a company distinguished by: - The quality of its services - The professionalism of its employees - The interpersonal relationships it maintains with all of its members and clients

**Vision:**

The Cooperative Funeral Home, firmly established in the core of Sudbury since 1952, aims to satisfy the needs of grieving families by using a simple, humane and professional approach.

**Goal:**

Our goal is to serve the people of all nationalities, expression or religion in the Sudbury area by following the cultural traditions of its members.

**Mission:**

La Coopérative funéraire est une entreprise qui se distingue par: - La qualité de ses services - Le professionnalisme de ses employés - Les relations interpersonnelles qu'elle entretient avec tous ses membres et ses clients

**Vision:**

La Coopérative funéraire, solidement établie dans le milieu sudburois depuis 1952, vise à satisfaire aux besoins des familles endeuillées par une approche simple, humaine et professionnelle.

**Raison d'être:**

Notre raison d'être est de desservir les gens de toute nationalité, expression ou religion de la région de Sudbury en suivant les traditions culturelles de ses membres.



**David  
Laplante**

*General Manager  
& Funeral Director*



**Chantal  
Bourgeois**

*Funeral Director*



**André  
Rainville**

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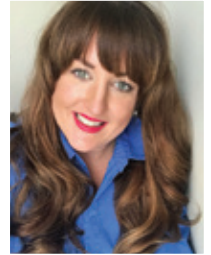


INTERIOR DESIGN

## LAYERS, LOVE AND DESIGN

By Kerrie Michelutti

Kitchens and Bathrooms tend to have a lot of hard surfaces without a lot of soft furnishings, so creating that unique space needs to come from every element you choose. I love to see people choose something that doesn't "match" but complements the other materials used. It is so inspiring to pick a starting point and build out from there and really play with different materials. When I am designing a space, I like to layer patterns, colours, textures, and really try to make the space interesting... and then it happens, you fall in love!



**Kerrie Michelutti,**  
PMP, Owner  
Home & Haven  
Design Studio

All my spaces have colour whether it is heavy on the tonal whites or soft pastels, or striking black, colour is a must! The trend right now is to build calm, relaxing spaces echoing that high-end spa feel or minimalist setting. If that's not for you, then don't do it. Find your love and layer it out.

*When people walk in a room, all the elements should be working together in harmony and complementing each other so that it creates that wow factor.*

For me, I believe in bringing nature inside. I have to have wood to balance the fabrics I pick because when I get that sweet spot of comfort and richness, I know I am on the right path. Mother Nature had it right, and I am not going to mess with her. I always choose a combination of metals. That may not be for everyone but for me I like the little details to feel on purpose and not "matchy matchy". When I design my kitchens and bathrooms for clients, I like to blend and have the unexpected. When people walk in a room, all the elements should be

working together in harmony and complementing each other so that it creates that wow factor. Knowing how to use different heights and shapes also makes a space more complex. You can apply this recipe to every room in your house.

If you get overwhelmed, my go-to piece of advice is.....never settle. If you don't love it, don't keep it. It may take a while to find all your loves and to coordinate them to work together, but it will be worth it.

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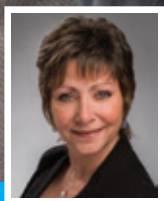


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# LIFE INSURANCE- BACK TO THE BASICS!

By Deborah Slywchuk

If the year 2020 has proven anything, it might well be that "anything can happen"!

Arguably, this could be the case in any given year, however, these past several months have really forced us to slow down and consider what is truly important in life. For others, it has been what will be important in death.

A lot of attention has been turned toward life insurance coverage, shining a light on just how many different types and combinations of coverages are possible. Let's take a look at a couple of the primary types of insurance coverages on the market today, albeit in very broad terms.

Let's start with term insurance, which is initially less expensive than permanent insurance, however, the coverage is temporary, as well as the premium. The initial premium is set and guaranteed throughout the elected term, normally these are 10, 15, 20, 25, and 30-year level terms. Most of these plans will automatically renew at the end of the term without any medical questions, however, the premium increases, and this may be extreme in some cases. Term insurance is most beneficial for shorter term needs, such as outstanding debts and mortgages, replacing the earned income of a spouse or providing for child support.

Permanent insurance, on the other hand, provides level coverage for a lifetime. Initially, permanent plans carry a higher premium, however, unlike term plans, there is no set renewals nor price increases. Universal Life and Whole Life are two types of permanent insurance and both allow for the opportunity to grow some cash value within the insurance plan. Whole life plans may earn dividends from the Company, while Universal Life has an investment component that is determined in part by the insured, and by formulas that determine the amount of additional funds that can be tax-sheltered within the plan. This type of tax-sheltered investment in a Universal Life policy will also be considered tax free when paid as part of the death benefit. These features make the Universal Life and Whole Life insurance policies more attractive and practical for estate planning.

The insurance industry has come a long way, with plenty of options for guaranteed issue and no medical plans available for those with a compromised medical history. If you would like to know more, I'm happy to help. Please reach out to me today!



Deborah Slywchuk,  
CFP®, CEA

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# A MESSAGE OF HOPE

By Jo-Anne Palkovits

A tiny virus, COVID-19 has dramatically changed our lives. The past nine months have put tremendous pressure on our mental and physical health and on our personal relationships. Many of us feel COVID-weary, COVID-tired, or COVID-fatigued.

No matter how you chop it up, the feeling likely resonates for many at this point in the coronavirus pandemic. Months of isolation, fears, and lifestyle changes have taken their toll. In turn, following COVID-19 safety guidelines has begun to feel like more and more of a challenge.

What's followed is a collective burnout or exhaustion, and everyone experiences it differently. Some may feel restless, irritable, unmotivated, or have difficulty concentrating on tasks. Some people may find themselves withdrawing from socializing, while others might feel physical symptoms like changes in eating and sleep habits.

Before 2020, the general population was not wearing face masks in public, maintaining physical distancing, and avoiding family and friends, or washing their hands frequently. Now health experts are recommending these precautions to everyone to prevent the spread of the COVID-19 virus. Keeping up with it all can be overwhelming.

The most important thing is not to give up. The coronavirus pandemic isn't going away anytime soon. Preventive practices are needed until there's a treatment or vaccine which could still be months away.

In the meantime, there is hope. There are so many examples of kindness in our community that demonstrate an individual and collective compassion toward those who are most vulnerable. An example of this can be seen in our many long-term care homes in Sudbury. As the administrator of St. Joseph's Villa in Sudbury and Villa St. Gabriel Villa in Chelmsford, I have been overwhelmed by the generous spirit demonstrated by our community. Our residents and staff have received many gestures of kindness including but not limited to community drive-bys, multiple donations by individuals and companies of personal protective equipment, donations of food for our dedicated and overwhelmed staff, and gifts of clothing, stuffed animals and cards for our residents. These are but a few examples.

People are kind. And the fact that people are able to rise to levels of kindness and compassion despite being COVID-tired, weary, and fatigued, gives me hope that we will be okay. Thank you to each and every one of you for continuing to be kind. Please know that this pandemic will eventually end. In the meantime, please wear your mask, wash your hands, and continue to social distancing. Please continue to be kind to yourself and to one another. Merry Christmas! God Bless.



Jo-Anne Palkovits,  
President and CEO  
St. Joseph's  
Health Centre



St. Joseph's Health Centre Of Sudbury  
Centre de santé St-Joseph de Sudbury



# HEREDITY A MAJOR FACTOR IN FOOT PROBLEMS

By Julie DeSimone,  
Chiroprapist, B.Sc.  
Podiatric Medicine



Have you ever heard someone say, "I've got my mother's awful feet!" or "I've inherited my father's bunions"? Many foot problems are hereditary. It is maddening for those people who wear good shoes all their lives and still end up with bunions, clawed toes, heel pain, etc.. You don't exactly inherit those specific foot problems. Most foot ailments are caused by improper bone or muscle function during walking, or in other words, a biomechanical dysfunction. This means that certain bones, muscles and ligaments are not working the way they should when you walk. After many years of walking this way a certain amount of permanent damage is done in the form of bunions, arthritic joints and clawed toes. If you inherit the same walking dysfunction as a relative then you usually end up with the same foot problems.

Most of these problems can be detected at an early age. If detected early, then later foot problems can be avoided through the use of orthotics, exercise or shoe advice.



Although poor footwear plays a part in foot disorders, heredity is a much bigger factor.

Early symptoms of foot disorders include tired feet, achy knees, sore leg muscles and intermittent soreness in the big toe joint. Lower back pain can even be related to poor function. Shoes that tend to be worn on one side more than the other is another early sign.

If foot problems run in your family it would be advised that your children or grandchildren be examined by a chiroprapist/podiatrist. This will ensure a healthy step towards the future.

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# HOME FOR THE Holidays

By John Kelly

Home for the holidays. Not so fast, buddy. The phrase embodies the feelings of happiness and warmth, the idea of traveling home, of being home over Christmas time with family. Or at least it used to. This year, 'home for the holidays' takes on another meaning. Staying put.

This pandemic has thrown everyone and everything a curveball. For those few who don't get the baseball reference, curveballs are hard to hit. Not that you could wipe out the virus with a bat. Funny though, it started with one.

In (There's No Place Like) Home For The Holidays, Perry Como sang, 'When you pine for the sunshine of a friendly gaze, for the holidays you can't beat home sweet home!' It was true in 1954, and it's even more true today. It's unfortunate that for many of us that friendly gaze might have to come from the other end of a virtual meet. The thing that makes us want to be with each other more than ever now is the very thing that is keeping us apart. Give us nuclear winter. Give us imminent asteroid impact. We could still embrace our loved ones at a time when we need the human touch most. Damn you, COVID-19.

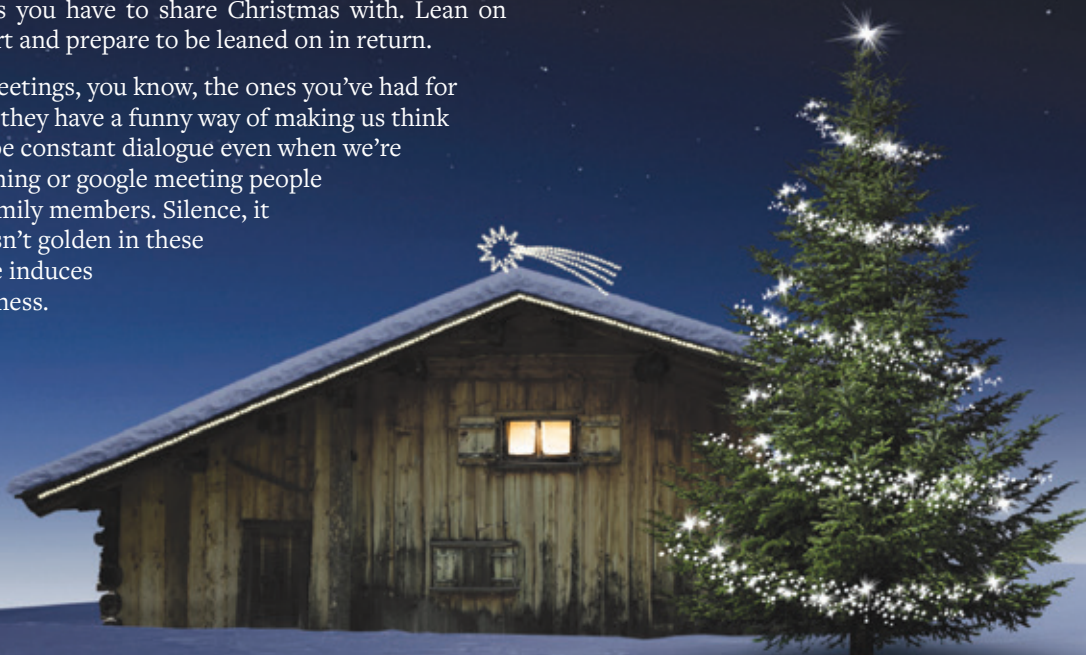
Family comes first. I've yet to come across anyone save Lizzie Borden who would disagree with that statement. Family is put before virtually everything else. Work. Play. Money. You name it. During this time of distance and isolation, family is more important than ever. If you are able to spend holiday time with family, count your blessings. You have at least the number of family members you have to share Christmas with. Lean on them for support and prepare to be leaned on in return.

These virtual meetings, you know, the ones you've had for work or school, they have a funny way of making us think there needs to be constant dialogue even when we're skyping or zooming or google meeting people as familiar as family members. Silence, it would appear, isn't golden in these settings. Silence induces panic, awkwardness. Relax.

You're not always talking when you're in the same room with someone either. Do what you would normally do. Eat, drink, be merry. Enjoy the pregnant pauses and just revel in the company.

These unexpected curveballs nature throws at us can sometimes scare us. They remind us of our fragility and our mortality. But wait, not so morbid. They also bring context and perspective to our lives. They teach us (in their own peculiar way) to slow down. They tell us to stop and smell the roses. I would add coffee, wine, and crisp winter nights. You can include whatever sets your nose off.

This holiday season, it's the fortunate few who aren't missing somebody. If you are in the vast majority who is thinking of people you can't be with, use the time and space for reflection. You don't know what you've got 'til it's gone. Joni Mitchell has a wonderful grasp of the obvious. We don't need a tree museum. We need trees. Maybe having to do without some of our loved-ones for the time being will help us to appreciate them all the more. Maybe going with fewer hugs and kisses will make us recognize how wonderful they can be. We will turn a corner and we will head down a different road. Here's hoping that the new normal includes all the people and things some of us realize we maybe used to take for granted a little and that we never do it again. It's coming, but until paradise returns, we've got to make the most of this parking lot.





# MAINTAINING OUR MENTAL HEALTH DURING A PANDEMIC

By Alexandria Pakkala BA & Kristen Bradley R/TRO

Geriatric Mental Health Outreach Service & Behaviour Support Outreach Service

A pandemic can cause a great deal of stress and worry that we might not be familiar with. Our routines and social interactions have changed which can impact our mental health.

**Mental Health** refers to our emotional, psychological, and social well-being. Our mental health influences how we think, feel, and act and determines how we respond to stress, communicate with others, and make decisions.

It is important to be aware and understand what may trigger us to feel more stress or worry. Older adults are at a higher risk of social isolation as a result of the restrictions of the pandemic which impact their mental health. Older adults are more likely to experience loneliness and low mood or reduced social interactions and changes in routine.

## Finding Purpose

One strategy to maintain good mental health is to stay busy by finding activities or outlets which are meaningful and can give us a sense of purpose. This is especially important when we can't connect with our friends and family as we normally would. Some ideas include starting a small project at home such as painting, decorating, model building, or organizing. Other fun and inexpensive options include knitting, drawing, painting, completing simple crafts, baking/cooking, playing board games, reading, puzzles, and journaling. Setting time aside to complete these activities can help with mood and motivation and help us feel accomplished.

## Staying Connected

Even though we aren't able to interact with our friends and family in the usual way, there are still ways to stay connected. Talking over the phone, or using virtual platforms like facetime, skype, or zoom can help us stay connected with others.

## Just Breathe

Just breathe. We will get through this. Something as simple as deep breathing can help relieve stress and worry throughout the pandemic. Inhale through your nose, relax your shoulders, hold, and then release through your mouth. Breathing exercises are a helpful tool to help reduce anxiety and can help us relax and feel calm.

If you are having a difficult time maintaining your mental health, reach out to your doctor, family, or friends for support.

## Resources to help enhance your well-being during the pandemic:

- 1) Youtube video entitled "Deep breathing exercises for seniors"
- 2) Canadian Mental Health Association for mental health resources: <https://cmha.ca/>
- 3) See Wellness Together Canada for information related to mental health support during the pandemic. <https://ca.portal.gs/>



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# COGNITIVE CHANGES IN MENOPAUSE

By Drs. R. Righi and S. Wallace

Northern Ontario Women's Wellness (NOWW)

Because of increased life expectancy, cognitive aging and dementia are a growing health concern. Estrogen is involved in brain function and cognitive complaints are common during the menopause as estrogen production declines. Estrogen receptors are found in the areas of the brain that control memory and cognitive function. This hormone also promotes brain cell growth and survival.

It is understandable that symptoms of forgetfulness that occur in the perimenopause and menopause may raise concerns of early Alzheimer disease, however, dementia is rare during middle age. Current research suggests that common forms of forgetfulness such as the inability to remember the name of an acquaintance or the reason why you entered a room are not an early sign of future dementia in healthy middle aged women. Indeed, these changes may in fact be transient and resolve after menopause. Other factors affecting memory during midlife include stress, fatigue, depression, sleep disorders, hot flashes, and medication.

*There is currently  
no definitive  
evidence to suggest  
that hormone  
replacement  
therapy has  
beneficial effects  
on cognition.*

Despite the fact that estrogen appears to have a role in cognitive function, there is currently no definitive evidence to suggest that hormone replacement therapy has beneficial effects on cognition. It is reassuring however that hormone replacement started early in menopause to relieve symptoms such as hot flashes does not induce cognitive harm. Nevertheless, data does show that hormones started

later in life (age 65+) can have deleterious effects on cognitive health.

There are some lifestyle choices that have been shown to protect against dementia. These include maintaining an extensive social network, staying active both mentally and physically, stopping smoking, consuming alcohol in moderation, following the Mediterranean diet, and increasing your intake of foods rich in omega-3 fatty acids. Dietary supplements and vitamins have unfortunately not shown to be of significant benefit.

It is important to have a discussion with your health care provider in order to make informed choices about the management of your menopausal symptoms and prevention of future health problems.



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# Positivity WINS



By Cyril McFate

In this time of serious concern for our wellbeing it is important for us to react appropriately as we work our way through the various stages of Covid 19's impact.

This concern is certainly in regards to our own safety, but more broadly (and critically important) is the way we react to and support those around us.

So with these obvious points stated I will add my thoughts about how we can help deal with this issue and, for that matter, other serious or difficult personal problems.

I think most will agree that a positive mind and approach to serious issues gives us a much better start point than allowing ourselves to react solely to the negative aspect of an issue. And it follows that maintaining a positive approach throughout a trying time should increase our ability to achieve a successful outcome.

First I suggest you look to the dictionary and get the surprise that comes from there. Definitions for the word "positive" is given under the terms Grammar, Philosophy, Astrology, Music, Photography, Electrical, Physics, Mathematics and Medicine. In short; positivity has a place in most of all that we are and do.

The question then is how do we achieve and/or strengthen positivity within ourselves. As a start point I will refer back to a piece I wrote in this same Northern Ontario Seniors

Magazine "50+ Lifestyle" January 2020 Issue titled "Building Self Confidence". The central point of that was "through association with more positive people we become more positive ourselves".

I of course still stand by that human connection process as the best form of building our self-confidence and positivity but who could have imagined at that time the arrival of a pandemic that greatly reduced that very important human need. During this period of serious danger and stress we must exercise social distancing and facial covering to prevent the transmission of the virus. The impact of these restrictions can lead to the loss of close connection with people we need and perhaps count on to keep us positive and confident. In this regard we all hope for a rapid and effective resolution to Covid-19.

The reality is that we are in the midst of a bad situation and should do all that we can to lessen the impact to ourselves and all those around us. So keeping a reasonable contact with those most important to us is very important. And I believe that we can manage this important connection with our loved ones and close friends while keeping a safe distance and wearing personal protective equipment.

Our connection with those outside our inner circle however is also very important. Perhaps not so much for us if we have good close relationships but certainly for others who may not be as fortunate.

Considering the circumstances we face it is not easy and perhaps even unsafe to connect with others in the general public so my recommendation is to keep it simple and safe.

So give what you can safely give. And in this regard I would put a SMILE at top of the list as a safe and very impactful communication method.

When we pose a smile we transfer to others a sense of recognition, acceptance and perhaps even appreciation. In my opinion the power of this basic human act is immeasurable. In support of this I ask that you think of the times you looked into the eyes of a small child. You can't help but smile most times, and the reaction from the little ones is always something that warms our hearts. I do not suggest this is the same between adults but the impact still is quite amazing and offers the opportunity for us to safely connect with those around us in a safe and effective manner.

My conclusion here is that our eyes can easily transmit a smile to others in this time of restricted facial connection and should be central to our contact with those around us.

In closing I present a few thoughts:

You may feel a smile is being too forward – No, it is being friendly

You may feel a smile is misleading- No, it is being open

You may feel a smile is only for response – No, it is yours to initiate

And finally – A smile is not your umbrella, although it can be. I prefer "smile and you'll see the sun come through" (Thank you Charlie Chaplin)

May the sun keep us warm and keep us smiling.





# STAYING SAFE

By Natalie Champagne

Marketing Manager, Autumnwood Mature Lifestyle Communities

Staying safe has been everyone's focus since the start of COVID-19. Taking necessary isolation measures has helped us stay safe.

When the pandemic hit, there were tragedies in long-term care (LTC) facilities and retirement residences. Many residences immediately went into lock down to protect their residents. Lockdown included a prohibition on visitors and resident outings. These measures have since been lifted and rethought by our governing bodies due to the isolating effects on seniors.

Other safety measures implemented in mid-March still continue, including:

- Active screening protocols occur with staff, residents, and essential visitors. This includes taking temperatures twice daily.
- Staff were trained and are required to use personal protective equipment (PPE) daily – with the use of a mask, at all times, at a minimum.
- Strict and frequent disinfection protocols, especially for common areas and on high-touch surfaces are followed.
- Residents, staff, and essential visitors are educated on the best ways to protect themselves.
- New move-ins and returns from hospitalization are required to complete a 14-day isolation period to ensure they do not introduce the virus into the residence.

As the pandemic continues, retirement residences work closely with the Retirement Homes Regulatory Authority (RHRA) and Public Health to provide the additional safety measures required to continue offering an active lifestyle such as:

- Designated social visiting areas that are cleaned/disinfected after each use
- Onsite bi-weekly staff swabbing and access to resident swabbing
- Modified dining to allow for physical distancing
- Access to small group activities in physical-distanced settings

The RHRA has introduced an "Alert" status system. Alert status is for residences in communities with high transmission rates. This regional approach is an advantage for residences in low COVID-19 case areas as they will not be subjected to the same restrictions where active case counts are high.

With these measures, social and active living continues in retirement residences. New Residents are seeing that, even with the pandemic, there are too many benefits to living in a retirement residence to stay home any longer. Residents get regular exercise, three healthy nutritious meals daily, housekeeping services, and access to staff for supports.

But now, more than ever, the most important benefit to living in a retirement residence is socialization and companionship. Once the initial isolation period is over, a new resident sees other residents every day at meals, activities, and in common areas. It's this move away from being isolated at home that is the biggest appeal to new residents.

Most of us are really excited to expand our social circles, but we also want to stay safe. For many seniors, retirement residences are a way to do both and have their aging needs met as well.

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Auteur: Sébastien Perth

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**Laboratoires en ligne:** on se sert d'outils interactifs sur l'internet pour aider la compréhension des leçons. L'expérience collégiale est bien connue pour son aspect "hands-on" et même avec les limitations de Covid, nous trouvons des façons de continuer ce genre d'apprentissage. Plusieurs sites et programmes sont disponibles qui permet à l'étudiant de manipuler un environnement virtuel pour bien transférer les leçons théoriques au réel. De plus, Boréal a investi dans différents logiciels de simulation interactifs, ce qui fait toute la différence pour l'apprentissage.

**En présentiel:** on reconnaît que l'apprentissage à distance a ses limites, et Boréal continue à offrir des cours en face à face avec des précautions supplémentaires. Le port du masque est nécessaire dans tous les cas où l'espacement social n'est pas possible. L'équipement de protection personnel est utilisé assidûment et le nettoyage se fait fréquemment.

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FASHION

# HAPPY ANNIVERSARY

By John Kelly

*It was twenty years ago today  
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But they're guaranteed to raise the smile,  
So may I introduce to you,  
The act you've known for all these years...*

Lennon & McCartney



**Kyle Hoddy**

Owner  
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We'll use our poetic licence for a moment here and make Kyle Hoddy Pepper and his Jean Country staff the band. Guaranteed to raise a smile? Definitely. Going in and out of style? Nope. Just outfitting you in yours for two decades strong.

Most businesses fail in their first year. Fifty percent of all marriages end in divorce. Leave it to Kyle Hoddy to defy the odds and buck the trends.

"When I was 16, and attending Espanola High School, I got a job at Jeans Unlimited in the Espanola Mall part time", says Kyle Hoddy owner of Jean Country Espanola. "I worked weekends and after school until I left Espanola to attend college. After I got my diploma, I returned to Espanola to pursue a career in the insurance industry, which I worked in for many years."

Local business Sue Sullivan had owned Jeans Unlimited in Espanola and Parry Sound since 1976. When downsizing was in the works, instead of closing the Espanola location, Sullivan approached Kyle about purchasing it.

"When she presented the opportunity to me in November of 2000 I was delighted. I didn't want to see the town lose a place to buy jeans. That was twenty years ago," says Kyle.

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The traditional gift for a twenty-year anniversary is china, like the plate not the country. The modern equivalent is platinum. It's meant to represent the beauty and elegance of a relationship between spouses forged over those years. How about between merchant and patron? The truth is the best gift you could give Jean Country is a visit to either their Espanola or Lively location. Drop in and browse around. You'll be glad you did.

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- Kadence Music Therapy
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- Korner Confectionary
- Sudbury Library
- Lakeshore Manor
- Lakeview Apts
- Lockerby Confectionery
- Loughheed Flowers
- Memorial STAT program
- New Sudbury Library
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- Red Oak Villa
- Regional Hearing Services
- Rehan's Independent
- Rexall Barrydowne, Lasalle, Minnow Lake
- Regent Manor Residence
- Rockview Towers
- Season's Pharmacy and Culnaria
- Scotia Bank Barrydowne
- Silver Cross
- Sudbury South End Library
- Sudbury Southwind Residence
- Sudbury St. Andrews Place
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- St. Joseph's Villa
- Summit Apts.
- Tarini's Meat Market
- The Walford Residence
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- True Canadian Home Health & Cleaning Services
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- Metro Supermarket
- Mr. Gas
- Pharmasave
- Kwik Way
- Valley East Library

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- Le Fromage

## WARREN

- Kate's Kountry Kitchen



# 5 SUCCESS MEASURES ON SOCIAL MEDIA THAT AREN'T FOLLOWERS

By Hailey Hastie

Ask any social media professional what their biggest gripe is when it comes to managing accounts for clients and you'll likely get a resounding answer: **clients who focus on follower count as their only measure of social media success.**

A business' follower number is what's called "a vanity metric", a surface level data point that isn't necessarily indicative of that business meeting real goals like engagement, new subscribers, or sales. While it's frustrating that many people still can't let this go, it's not entirely their fault.

The world of social media can sometimes feel overwhelming. With so much information coming in from every direction, it's easy to see how a client might get misled by the false promise of "gaining hundreds of thousands of followers easily overnight". These are what we call "Bot Followers", fake "robot" followers that are bought to provide the illusion of a strong social media presence. The reality is this: Followers who aren't real, won't buy from you and will actually drive down your engagement rate!

Thankfully, there are plenty of other ways to show how your social media efforts are moving the needle. **And we can help you execute them all!**

Here are 5 success measures on social media that AREN'T FOLLOWERS.

## 1 | Saves & Shares

When someone saves your post, it indicates that you've successfully created content your audience finds inspiring or interesting - something worthy of another look. Think about how powerful it is that a potential customer has something representative of your client's business SAVED on a platform so they can revisit it.

When someone shares a post it means you've successfully created a piece of content that the audience personally relates to. You've managed to connect with them on a deeper level, and this emotional connection matters. You've also motivated them to SHARE it with their followers which is pretty much the gold standard of driving brand awareness organically.

## 2 | Clicks & Swipe Ups

A click or swipe up indicates that you've crafted a compelling message and created a strong call to action, one that resulted in someone leaving the platform to do the thing you asked them to do. Driving traffic off of social media isn't exactly simple, so consider this a big win!

A click through the link in a bio or a swipe up in a story might direct a follower to sign up for a newsletter, read a blog post, view a product or services page, make a purchase, etc. And I don't know about you, but I'll take increased traffic to my most important offers over a few new followers ANY DAY OF THE WEEK.

## 3 | Sales

The reason we're all in business is to make money, is it not?

Did you know we can actually show how social media content can track through to sales conversions?

## 4 | Contacts & DMs

An appointment, an email, a phone call, or even a direct message are all indicators of an account successfully attracting & engaging followers to take action and get in touch.

## 5 | User Generated Content & Social Proof

Of course, it's a success when someone goes out of their way to mention your brand or share it on social media. It's practically every marketer's dream! So when someone tags your business in a static post or mentions you in a story, this is social proof in action and further proves social media's inherent value.



Hailey Hastie,  
Founder,  
The Social  
Soulpreneur

## The Social Soulprenuer

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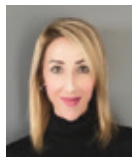
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