

Enhanced attention to education for the aging and elderly will have to involve more than attempts to increase their participation in conventional programs. Significant numbers of older Canadians had limited access to formal education in their youth, or have emigrated to Canada from countries where languages other than English and French are spoken, and thus require assistance in the areas of language and literacy. Programs responding to the special needs of older Canadians are thus required, as well as the enhancement of their participation in conventional programs.

**The Committee therefore recommends that the federal government seek the cooperation of provincial governments in fostering increased participation by older Canadians in education and retraining programs, both through the adaptation of these programs and the enhancement of financial assistance available to older participants (Recommendation 15).**

Negative age-based stereotypes rest on substantially erroneous information, and ageism remains a root cause, within Canada, of many of the specific problems of the aging and elderly examined in previous parts of this report. An inadequate awareness of human rights contributes here too, although we are pleased to note increased attention to general human rights education in initiatives such as the six human rights primary education modules developed by the Canadian Human Rights Foundation, currently being tested in seven provinces, and already accepted for general use in Manitoba, New Brunswick and Nova Scotia.

There is clearly a need for increased awareness, among Canadians, of human rights and the concepts of the aged. We therefore endorse the call, widely made by witnesses, for a broadly based public information and education campaign designed to attack the problem of age-based discrimination at its source, in the attitudes and assumptions of many Canadians. Such a campaign will require extensive cooperation between the federal and provincial levels of government, given provincial jurisdiction over education.

**The Committee recommends that a national campaign against ageist attitudes, possibly coordinated at the federal level by the new Ministry of State for Senior Citizens, be launched immediately, and that it include:**

- A. A public information campaign, which would enhance the awareness of Canadians with respect to the standards of treatment and conditions**