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For Immediate Release

Town of Olds Launches Social Prescribing Initiative to Support 55+

Olds, Alta. **February 20, 2026** – The Town of Olds' Community Connection Centre is launching a new Social Prescribing initiative specifically designed for residents aged 55 and older. Funded by Healthy Aging Alberta, this innovative program is designed to enhance the well-being of local seniors and bridge the gap between medical and social care services by issuing a "social prescription". Through social prescribing, a health care provider can refer a senior to a Social Prescribing Link Worker. Link Workers are non-clinical professionals who help older adults navigate community services and supports.

Link Workers take a whole-person approach. They help seniors find recreational and social programs, connect with in-home support services, and navigate available financial benefits. They also provide referrals to local assistance programs. The goal is to help older adults in Olds remain healthy, supported, and connected as they age in their own homes and neighbourhoods.

"We know that health is about so much more than what happens in a doctor's office," said Heather Dixon, Community Development Supervisor. "This program helps bridge health care and community support, so seniors can access services that support their full well-being. We are excited to see how this initiative helps older adults stay active, engaged, and connected in Olds."

"We are proud to support programs that help our seniors and 55-plus residents stay connected, active, and supported," said Dan Daley, Mayor of the Town of Olds. "This initiative builds on what makes Olds a great place to live. It reflects our commitment to a strong, vibrant and caring community where people can access support close to home and continue to thrive as they age."

To improve access, the program includes weekly drop-in services. Every Wednesday morning from 9:00 AM to noon, seniors can visit the Community Connection Centre (4911 - 51 Avenue) for hands-on assistance. These sessions are specifically designed for those who need help



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filling out government forms or for those simply seeking more information about the various senior services available in Olds.

Town of Olds residents 55+ can access these services through a referral from a medical professional or by booking a self-referral. To get started, residents are encouraged to visit olds.ca/seniors or call 403-507-1819 for more information.

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