# Aging in Community Education & Research Hub (ACER)

*Accelerating solutions for tomorrow!*

## Purpose

**Aging in Community Education and Research** (ACER) Hub conducts innovative research that creates, implements, and evaluates solutions that strengthen community-based supports to empower older adults to remain engaged in and connected to their communities.

## Goals

ACER strives to shape research in the field of aging at Humber. Faculty, staff and students will work collaboratively with the Office of Research and Innovation to:

- **Facilitate** research at Humber.
- **Develop** innovative applied research projects.
- **Train** a diverse cohort of students in applied research that aligns with partner needs and interests.
- **Strengthen** connections with community, corporate and industry partners.

## Why is this important?

In 2016, Canada reached a significant milestone. Adults 65+ now outnumber children aged 14 and under.[1]

**Increase in Life Expectancy**

**Decline in Birth Rate**

1   Source: Statistics Canada, Annual Demographic Estimates: Canada, Provinces and Territories, 2022

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**HUMBER** Research & Innovation   **humber.ca/research**

## Core Values

**INTEGRATION**

Research conducted by ACER is connected to and enhances academic programs at Humber and partnerships with our Centres of Innovation (CoI network).

**ENRICHMENT**

Supporting opportunities that create a culture of innovation and learning for Humber students, staff, and faculty.

**INCLUSIVITY**

Older adults ('end users') are involved in guiding research that is important to them and, to the extent possible, participate in research projects.

**INTERDISCIPLINARY COLLABORATION**

Cross-disciplinary research resulting in as many perspectives as possible contributing to the research.

**PARTNERSHIP BUILDING**

Collaboratively build partnerships and create solutions with business, industry, government, community organizations and other post-secondary institutions.

**EQUITY & DIVERSITY**

Taking into account Equity, Diversity and Inclusion for responsible research.

## Be part of the ACER community!

**FACULTY AND STAFF**

Become involved in a research project that draws on your experience and expertise and advances your knowledge.

**ORGANIZATIONS**

Unlock innovation through academic collaboration for competitive advantage.

**STUDENTS**

Learn more about the impact of an aging population on your area of study and how you might become involved.

**Get involved in Aging in Community**
(agingincommunity.ca/get-involved)

Aging in Community
Education & Research Hub (ACER)

**HUMBER**
Research & Innovation   **humber.ca/research**

## Research Areas

› **Workplace Innovation:** Recruitment, training, and retention strategies for older workers, age-inclusive workplaces & older entrepreneurs.

› **Community Connection:** Strengthening communities, addressing social isolation and loneliness, the role of social prescribing.

› **Enabling Technologies:** Technologies to support social inclusion and foster community connections.

› **Health and Wellness:** Support community-based health and wellness services to promote a longer and healthier "health span" for older persons.

› **Communication and Marketing:** Promoting positive images of aging, developing strategies for marketing to mature consumers, and communicating effectively with older adults (online and in print).

› **The Built Environment:** Creating safe, affordable, housing options as well as developing accessible public spaces both indoor (e.g., banks, medical clinics. Grocery stores) and outdoor (e.g., parks, hiking trails).

**To join the Community of Interest, please visit agingincommunity.ca**