

**Together, we can give
seniors a hand.**



**Better
at Home**

United Way helping seniors remain independent.

Abbotsford Community Developer Final Report

**Final Report prepared for the United Way of the Lower Mainland
Prepared by Mission Community Services Society
Project Leads: Cory Cassel and Laura Hope**



ACKNOWLEDGEMENTS

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1. INTRODUCTION

1.1 Better at Home program

Better At Home is a program that helps seniors with simple day-to-day tasks so that they can continue to live independently in their own homes and remain connected to their communities. The Program is funded by the Government of British Columbia and managed by the United Way of the Lower Mainland, with services delivered by or through a local non-profit organization. The Better At Home program is designed to address the specific needs of local seniors, allowing communities to choose from the following basket of services:



Light housekeeping

Grocery shopping

Simple home repairs

Light Yard Work

Transportation to appointments

Friendly visiting

Snow shovelling



Abbotsford has been identified as a potential Better at Home site. Mission Community Services Society was contracted as the Community Developer to assess the Community's readiness, identify seniors' needs and priorities in regards to the basket of services, and to help identify a potential lead organization to design a local Better At Home Program that meets the community's needs. This report reflects the findings of the community developer and will be used by the lead organization to design an appropriate local Better At Home program that meets the community's needs.

1.2 Community Developer Profile

The Community Developer Team consisted of Cory Cassel, Community Development Liaison, and Laura Hope, Program Coordinator for Children, Seniors and Multi-cultural Programs. Mission Community Services currently offers many programs for seniors, and each brought with them extensive experience in working with and understanding seniors and their needs.

1.3 Community Development Approach

The Community Development activities included:

- A series of 10 Stakeholder interviews with professionals in the community. These people possessed information relevant to seniors, mostly through their work as service providers. We were impressed with the passion and dedication each had to their work and for the health and well-being of seniors in the community.
- Over 230 interviews/surveys from seniors. They were asked for their input on what they saw as the main issues that would help keep seniors living in their home longer, what services were currently offered, if they were accessible, what services they would use from the Better At Home services, and who they thought would be a strong lead agency to deliver these services and why.
- Several community consultations with seniors to explain the Better At Home Program and to gather input from participants.
- An overview of the demographics of Abbotsford and the senior population.
- A meeting with seniors and Service Providers was held to determine the collaborative partners and the lead agency best positioned to provide Better At Home services.
- Media coverage of the Better At Home Program that included an invitation to seniors, Service Providers and others to the above meeting.

2. COMMUNITY PROFILE

2.1 Description of the Local Seniors Population

According to the Fraser Health Profile (2010), there are 18,610 people aged 65 or older living in Abbotsford. This makes up 13.4% of the total population of 138,833. Seniors represent one of the fastest growing age groups in Abbotsford. The senior population is expected to grow by about 20% over the next ten years. Currently, the population in Abbotsford is slightly younger than Fraser Health’s area overall, with a larger proportion of children 16 years and younger, and a higher birthrate. Similar to the rest of the province, however, the birth rate is dropping and the proportion of children and youth is expected to decline over the next 25 years. In contrast, the proportion of seniors is expected to grow, and will surpass the proportion of children and youth by 2035. Abbotsford is gradually aging. The fastest growing group is the 45 to 65 age group, also known as the “baby boomers”

Ethnicity:

According to the 2006 Census (Statistics Canada) South Asians are the most predominantly visible minority group in Abbotsford. The South Asian population represents 19.10% of Abbotsford’s total population.

Language Spoken at Home: 2006

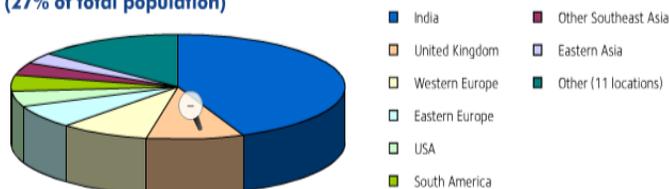
Language	% of Population
English	78.76%
Punjabi	13.61%
Korean	1.1%
German	.98%
Chinese languages	.90%
Vietnamese	.61%
Spanish	.48%
French	.24%
Russian	.16%
Dutch	.16%
Other	3.10%

Source: Statistics Canada: 2006 Census

Ethnic Composition

Abbotsford is the third most culturally diverse community in BC, after Vancouver and Surrey. The City is home to 58 different ethnic and cultural groups, with one of the largest South Asian populations in the province. Forty-two percent of Abbotsford’s immigrant population is from South Asian descent.

Immigrant Population Region of Birth (27% of total population)



Source: Statistics Canada: 2006 Census

Life Style and living arrangements:

Over 90 percent of seniors live independently in the community and want to remain there. According to the 2006 Census (Statistics Canada), 6% of seniors 65 and older live with relatives, 1% with non-relatives, 68% in apartments, condos, adult-orientated situations or independent/assisted living arrangements and 25% live alone. As people age, their needs change due to disabilities, medical conditions, changes in their household composition, and/or changes in their financial situation. Population aging therefore requires various forms of housing, a range of models of coordinating housing with support services, and community planning that respond to the needs of seniors and enhance their quality of life. Older adults can live longer, healthier lives by living in their own homes, staying socially connected, increasing their levels of physical activity, eating in a healthy way and taking steps to minimize their risks for falls. But there are real environmental, systemic and social barriers to adopting these healthy behaviours. Some relate to these inequities as a result of age, gender, culture, education, mobility, income, geography, ageism and living situations. 37% percent of Abbotsford seniors did not graduate from high school, 6.9% possess a Bachelor's or higher University Degree. The ability to access and understand health information improves with higher education. The generation now entering retirement is, on average, better educated and more active and healthier than previous generations of retirees. They are also a changing and evolving group, with needs, wants and preferences that are different from those of previous generations of seniors. Socially isolated seniors are more likely to suffer poor physical or mental health than are seniors with active social lives. Over 60% of Abbotsford seniors reported high levels of social support, while 25% of Abbotsford seniors live alone.

Income

The average senior makes approximately \$18,588 per year. 8.4 % of Abbotsford seniors are reported to be low-income. In 2010, roughly 2.2% of all seniors in Abbotsford collected the maximum Guaranteed Income Supplement (GIS), a federal income assistance plan for retired seniors with no income other than the Old Age Security Plan. Elderly are among society's most vulnerable and are typically the most strongly affected by low income and poverty; however, a great majority of seniors are financially secure with stable incomes and mortgage-free homes, some still active in the workforce and most in full retirement.

2.2 Summary of Community Assets

Abbotsford currently has many support systems in place for seniors. Many seniors describe themselves as very independent, and many volunteer to help other seniors through different organizations. One independent senior stated, “I am used to doing things for myself, and it is hard for me to accept help from someone else.” After looking over the basket of services that may be offered from Better At Home Program, she admitted that she could use some help with light housekeeping and it would be nice to have someone visit, as she is often lonely. It was identified by several seniors that they “wanted someone in their age bracket that would have some commonalities” with them if they were to have a visitor. Seniors want and need community activities and many are involved in church functions, activities at the Seniors Centre and activities where they live such as the Garden Towers. The Garden Towers is a senior’s residence and during our focus group at the Towers, seniors told us that they were very content with their living arrangements and had all they needed provided for them. They have social activities, medical services, personal care services and much more on site. The Indo-Canadian community have established a Seniors Society to help support seniors in their community. We received 62 surveys from the Indo-Canadian population, and many stated stress, loneliness and language barriers as issues for them at home. During our interviews with Stakeholders and others who work with seniors in Abbotsford, we were continually impressed with the dedication and caring that the people offering services have for seniors. (A full list of Community Assets is listed in Appendix B.)

2.3 Seniors Needs Related to Non-Medical Support Services

Seniors needs were identified through a series of community meetings, talking with seniors and having seniors fill out a survey. Access to reliable and safe transportation was one of the main concerns for Abbotsford seniors. HandiDart was identified by many as being hard to use and unreliable. Light housekeeping was also identified as a high need. Help around the house, vacuuming and such things as window cleaning and meal prep was mentioned. Grocery shopping was also important. Many noted that a meal delivery service would be desirable if cost was manageable. Many reported that they did not know what was available to them and not sure

where they could find this information. Many seniors stated that they find themselves isolated and lonely, and like the idea of a friendly visit, provided that the visitor is someone that they might have something in common with, and that they are someone they could trust. Many stated that even a phone call to have someone “check in” once or twice a week would be appreciated. Seniors also felt the same way about small home repairs – they would like the service but knowing who they would be letting in their home was a big issue for them. Another theme that surfaced was that seniors would appreciate services such as these would be delivered by the same agency rather than searching for services on their own and dealing with several different service providers is confusing.

2.4 Suggested Opportunities for Service Integration/Coordination

Most survey respondents mentioned that they would like to see a more organized, well-advertised list of services. It was repeatedly identified that many seniors did not know what was available, where services were offered and if the services would be available to them. There was frustration that most information is available on the Internet. Many felt there was the false assumption by today’s society that everyone is “on line” when in fact many seniors are not comfortable navigating the Internet. Many indicated that they would like to see a “one stop shopping” style of services, where a senior could make only one call and have someone direct or possible even set up the services they need. It was also identified that it would be unrealistic to expect these services to be delivered by volunteers, particularly housekeeping and transportation services, as there are costs for such things as gas and insurances. In discussions with Stakeholders and Service Providers, they expressed interest in partnering for program delivery. There were also several for-profit agencies that currently offer services such as home support, personal care and housekeeping that expressed interest in partnering for program delivery.

3. COMMUNITY READINESS

3.1 Explanation of Community Readiness That Reflects Community Consultations

It has been identified that there is currently a comprehensive list of services in Abbotsford. The biggest concern that came forward at both the community consultation and in the surveys was the lack of public awareness regarding what was available to seniors in the community. An important piece for the lead agency to undertake will be to ensure that community agencies and service providers connect one another in order to provide the best possible services to seniors. During the Community and Stakeholder meeting it was very apparent that there is a strong dedication, caring and concern for Abbotsford's seniors and a willingness to work together to provide these services.

3.2 Potential Risks Going Forward

Potential risks going forward include concerns about:

- Putting programs that are needed in place, and then not being able to sustain them if funding should end or there is a change in the Provincial Government's priorities
- Lack of volunteers to be able to sustain the services
- Volunteers replacing paid workers
- Comprehensive training for volunteers is needed as well as proper screening to ensure the safety of seniors.

It was also noted that research shows that there is a large increase in the number of seniors expected in Abbotsford in the coming years, and concerns were raised regarding the ability to maintain services for a growing population.

4. LOCAL BETTER AT HOME PROGRAM DETAILS

4.1 List of preferred services from the Better At Home basket of services that reflect consultations and surveys

Light housekeeping

Grocery shopping

Simple home repairs

Light Yard Work

Transportation to appointments

Friendly visiting

Snow shovelling

237 surveys were completed by seniors at the following venues:

- Abbotsford Community Services Lunch With A Bunch
- Golden Age Society
- Abbotsford Senior's Association Exercise for Seniors
- Abbotsford Senior's Association General Meeting
- Matsqui Seniors Association General Meeting
- Elwood Estates
- Abbotsford Peer Support Group
- Gurdwara Sahib Kalgidhar Darbar
- Khalsa Diwan Society
- Gurdwara Baba Banda Singh Bahadar Sikh Society

Survey Questions and Results:

1. What are the main issues that would help keep seniors living in their homes longer?

Issue	Number of Responses
Stress	24
Isolation and loneliness	23
Reminders to take medication	18
Personal care	17
Language barriers	15
Need home support	18
Adaptive equipment unaffordable	14
Lack of social activities	14
Assistance with banking, taxes, etc.	11
Respite care	9
Depression	3

2. What services and programs are currently offered that help seniors live longer in their homes and who provides them?

Services/Programs	Number of Responses
Not aware of any services	36
Programs at Abbotsford Community Services	35
HandiDart	26
Indo-Canadian Senior Services	14
Veterans' Affairs	13
Activities at Seniors' Centre	12
Tea and Talk	6
Alzheimer's Society	6
We Care Home Care	6
Better Meals	5
Fraser Health	5
Peer Support	5
Rental Assistance Program	4
Friendly Visitor	1

3. Are the services available?

Not aware or don't know	64
Yes	40
No	26

Seniors told us that they are frustrated that:

They don't know what is available to them	72
HandiDart is unreliable/difficult to use	37
Cost for services is prohibitive	21

4. What non-medical home support services from the Better At Home basket of services are needed in Abbotsford?

Better At Home Basket of Services	Number of Responses
Transportation to appointments	153
Light housekeeping	142
Grocery shopping	127
Light yard work	112
Friendly visiting	112
Simple home repairs	110
Snow shovelling	105

5. Are there non-medical supports not listed that are needed in Abbotsford?

Non-Medical Supports Not Listed	Number of Responses
Not sure/don't know	81
Service directory for seniors	38
Social gatherings	21
Physical fitness and health opportunities	12
Translation services	11
None needed	10

Ten Stakeholders were interviewed for this project:

- Menno Housing
- Abbotsford Community Services
- Abbotsford Regional Hospital/Cancer Centre
- Abbotsford Mental Health
- Seniors Activity Centre
- Abbotsford Parks and Rec
- Care Connections Health Services
- Tabor Home
- Alzheimer's Society
- Fraser Health-Outpatients Rehab Program

Interviews were conducted with each agency/individual that provides services to seniors in Abbotsford. Each gave an overview of their services and then listed some of the issues they saw for seniors.

Results:

- Transportation and grocery shopping are a huge need.
- HandiDart is a challenge. Long wait times, weather is often bad so seniors will put off appointments and picking up their medications.
- Most seniors cannot afford services unless they are paid through a Veterans Card Program.
- Seniors need help finding services, arranging their own transportation, keeping appointments and remembering to take their medications.
- Loneliness and isolation is a huge issue. Friendly visiting or phone calls are needed.
- Respite care is needed for those caring for seniors to alleviate stress and burnout.
- There needs to be earlier intervention for medical issues such as dementia.
- More services need to be offered directly in the senior's home such as meals, personal care and visiting, etc.
- There needs to be more public education so that seniors may be more aware of available resources. Public awareness is lacking.

- More education is necessary around fall prevention and safety, nutrition and understanding medication.
- Seniors need assistance in understanding such things as Power of Attorney and other legal issues.
- Seniors need to know where to go for help if they are experiencing abuse or neglect.

4.2 Proposed Lead Agency

Survey results regarding the best lead Agency to deliver the Better At Home services:

Best Lead Agency to Deliver Better At Home Services	Number of Responses
Abbotsford Community Services	121
Don't know/Not aware	52
Indo-Canadian Seniors Society	13
Abbotsford Seniors Society	9
We Care Home Care	7
Salvation Army	6
Abbotsford Peer Support	3
B.C. Government	3
Abbotsford Learning Plus	2
City of Abbotsford	2
Golden Age Society	2



5. Recommendations and Next Steps

Early in the Community Development process, there was a clear decision that Abbotsford Community Services would be the best lead agency to deliver the Better At Home Program. Recommendations for Abbotsford Community Services were put forward at the Stakeholders meeting. They are as follows:

- Abbotsford Community Services submit an application for funding to provide the Better At Home non-medical home support services.
- Considering the survey results, focus on providing the top four needed services.
- Work closely with the Indo-Canadian Seniors Association to ensure the needs of that community are addressed.
- Set up an Advisory Committee.
- Invite proposals from interested Stakeholders and community members who are currently offering some of services identified in the Better At Home basket of services.
- Development of promotional material to inform seniors of the services available to them.



Appendix A: COMMUNITY SENIORS AND STAKE HOLDER MEETING

A Community Stakeholders and Seniors meeting was held in Abbotsford at the Seniors Centre on Cyril Street in Abbotsford on February 7th, 2013. There were 18 seniors and 38 Stakeholders in attendance. After an overview of the Better At Home Program by Eirikka Brandson from United Way and a presentation of our findings by Cory Cassel from Mission Community Services, the attendees were asked to discuss three key questions in groups. The questions and responses were:

Question 1:

“What services are currently working well to keep seniors independent in their homes and engaged in the community?”

- Veteran’s VIP Program
- Not sure what is available – community networking needed
- Transportation is needed. There is currently a cost for seniors to use transportation provided by Abbotsford Community Services and some seniors might find that a barrier. Also, gas is costly for volunteers doing the driving
- Some grocery stores offer deliver
- Lunch With A Bunch
- Better Meals
- Meals on Wheels
- Pharmacy delivery
- Library
- Red Cross Loan Cupboard
- Home Health Services
- Abbotsford Seniors Clinic
- Alert Line
- Abbotsford Community Services Seniors Programs

- Churches
- MCC
- Continuing Education
- Friendly Visiting
- Peer Support
- HandiDart
- Abbotsford Recreation Centre
- Golden Age Society
- Learning Plus Classes

Question 2:

“What non-medical home support services from the Better At Home basket of services are needed in Abbotsford?” (Each participant was given two stickers to place their top two choices as the most important need on the seven charts, listing the services.)

Better At Home Basket of Services	Number of Responses
Transportation	38
Light housekeeping	26
Grocery shopping	18
Friendly visiting	14
Minor home repairs	7
Light yard work	3
Snow shovelling	1

Question 3:

“By what criteria/who would make a good lead agency for Better At Home?”

Criteria:

- Someone already working with seniors
- Ability to be able to communicate services to the community
- Staff and a volunteer base
- Easy access and enough staff
- Printed material and someone available for calls

- Sensitivity to those with disabilities – the right equipment
- Transparency and financially responsible
- At least 5 years involvement in the community already serving seniors
- Able to provide multi-lingual services
- A real person answering the phone
- Potential to expand programs if needed
- Willingness to advocate for seniors
- Networking opportunities for seniors

Agency:

- Abbotsford Community Services 12
- Communitas 1
- Salvation Army 1
- City of Abbotsford 1
- Fraser Health Home Support 1
- Maplewood Seniors Society 1

Stakeholder Meeting Summary

After lunch, Stakeholders were invited to stay for further discussion and information sharing. An overview of that discussion is summarized below:

After introductions, the discussion started with criteria for the lead Agency. Some of the ideas were:

- Strong senior advocate
- Willing to coordinate and collaborate with other agencies
- History of successful programs for seniors
- Good communication within the community
- Strong Multi-Cultural department that will offer translation services
- Ability to self-evaluate and show outcomes to see if they are successful and to change if they are not

- Being able to look at other communities and learn from what they are doing
- Make sure resources and information regarding the services is available to all seniors in the community
- Great care is needed in recruiting the right volunteers to work with seniors and an excellent training program needs to be in place
- The Agency needs to be able to identify what they are able to do and what they are not
- Needs to be respectful of other agencies or individuals that already are providing services to seniors

Other topics and ideas discussed:

- Flexibility around age parameters for seniors who need services should be considered
- Fairly small budget – what is in scope and what is out of scope needs to be looked at
- The issues for seniors in the Indo-Canadian Community need to be addressed and relationships need to be built
- Transportation needs to be for more than just medical appointments (i.e. grocery shopping, visiting, etc.)
- Services should not be duplicated. Need to work together and respect what is already being done in the community
- Find a way for people serving seniors to communicate and share together.
- Development of an advisory committee
- If a senior contacts the lead agency and their need is not in the basket of services, there should be a referral list in place so that senior can get the help they require
- Contracts to other agencies will be considered and a process in place for bids

Appendix B: ABBOTSFORD COMMUNITY ASSETS LIST

These recognized programs and organizations deliver services in an effective and efficient manner, addressing a range of seniors' needs and priorities helping them to live longer in their own homes and engaged in their community: (Cannot be considered comprehensive)

- **Abbotsford Community Services - Seniors' Services**
Provides social services in partnership with government ministries and the local community
- **Abbotsford Learning Plus Society**
A seniors' organization that offers interesting classes at the Seniors Resource Centre for people of all ages on Tuesday, Wednesday and Thursday mornings from 10 AM til noon (September to May)
- **Abbotsford Peer Support for Seniors**
Maintains the mental health & well-being of older adults through a peer support program.
- **Abbotsford Retired Teachers Association**
Phone: 604-850-2465
Brings a sense of fellowship to retired teachers by planning entertainment, speaking events and trips.
- **Abbotsford Seniors' Association**
Phone: 604-850-2465 or 604-853-5774
Many weekly activities, including bridge, carpet bowling, crafts, dancing, etc.
- **Allied Senior Veterans Club**
Phone: 604-853-3409
A social club for World War II veterans. Seven different events are planned each year.
- **BC Government Retired Employees Association**
Phone: 604-826-9197
Assembles information and brings in guest speakers that will assist and educate retired employees.
- **Federal Superannuates Association - Central Fraser Valley**
Phone: 604-852-2992
Actively ensure seniors are given information and assistance regarding pensions, health plans, and other benefits.
- **Friendship House Society**
A place to meet and engage in various recreational activities, including pool and cards.

- **Garden Park Tower/Golden Age Society**
Phone: 604-853-5532 Fax: 604-853-5502
Provides a meaningful outlet of service to others.
- **Indo-Canadian Seniors Society**
Phone: 604-758-2185
Assists and supports senior Indo-Canadians by providing a forum for discussion.
- **Matsqui Seniors Centre #69**
Phone: 604-859-7265
Organizes various recreational activities for each day of the week, Monday to Friday.
- **Seniors Help and Awareness Council (S.H.A.C.)**
Phone: 604-870-4151 Fax: 604-870-4150
Primarily concerned with crime prevention and creating a safer community for seniors; under the umbrella of the Abbotsford Community Police Office.
- **Abbotsford Chamber of Commerce**
For information about special events and programs, call the Chamber of Commerce or visit the Visitors' Information Centre.
- **Bevan Lodge**
604-850-5416
Residential Care Facilities
- **The Maplewood House Society**
604-853-5585
Aged Home Retirement & Assisted Living Facilities Assisted Living Facilities residential care
- **The Creative Centre Society**
604-850-1168
- **Hylan Brinrose (1995)**
604-850-8122
Residential care Nursing Care Facilities skilled nursing Rehabilitation Center
- **Mennonite Central Committee Canada**
604-864-2178
Self Help Group Home residential care Nursing Care Facilities skilled nursing
- **The M.S.A. Manor Society**
604-853-5585
Aged Home Retirement & Assisted Living Facilities Assisted Living Facilities residential care

- **Valhaven Rest Home**
604-856-2812
- **Sunrise Special Care Facility**
604-853-3078
- **British Columbia Schizophrenia Society**
604-859-0105
- **Peardonville House**
604-856-3966
- **Mennonite Benevolent Society**
604-859-7631
- **Tabor Home Society**
604-859-8715
- **Life Recovery Association**
604-855-4440
- **MSA Manor Society**
604-853-5831
- **SHARES**
Seniors Healthy Aging Resource Environment Society
604-854-1733



Appendix C: REFERENCES

Statistics Canada – Senior Demography & Thematic Map

1.800.263.1136

<http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/tbt/index-eng.cfm>

http://www12.statcan.gc.ca/census-recensement/2011/geo/map-carte/pdf/thematic/A_S/2011-98320-002-932-013-01-00-eng.pdf

BC Stats – Senior Demography

1.250.387.0327

<http://www.bcstats.gov.bc.ca/StatisticsBySubject/Demography.aspx>

B.C. Seniors' Home Renovation Tax Credit

<http://www.newsroom.gov.bc.ca/2012/03/renovation-tax-credit-helps-bc-seniors.html>

Abbotsford Seniors' Resource Directory

604-850-2465

<http://www.seniorsinbc.ca/resources/orgs.html>

Service Canada – Seniors' Resources & Publications

1-800-622-6232

<http://www.servicecanada.gc.ca/eng/audiences/seniors/index.shtml>

BC Housing - Seniors' Resources & Publications

1-800-257-7756

<http://www.bchousing.org/Find/Senior>

Healthy Aging and Wellness Working Group

http://www.health.gov.nl.ca/health/publications/vision_rpt_e.pdf

Abbotsford Fraser Health – Home Health

604-556-5000

http://www.fraserhealth.ca/about_us/media_centre/feature_articles/home_is_best_for_seniors_and_their_families

Seniors' Health Profile 2010

Abbotsford Community Services

604-859-7681

<http://www.abbotsfordcommunityservices.com/Our-Programs/Programs-for-Seniors>

Communitas

604-850-6608

<http://www.communitascare.com/seniors-complex-care.html>

Vital Statistics

1-888-876-1633

Ministry of Health

1-250-953-3547

<http://www2.gov.bc.ca/gov/theme.page?id=E2F17E8BD56D50D8D4BAA2892C68960F>

City of Abbotsford

604-853-2281

http://www.abbotsford.ca/economic_development_and_planning_services/planning_services/social_planning/demographics_statistics.htm

<http://viewer.zmags.com/publication/851986af#/851986af/1>

Public Health Agency of Canada

1-604-666-2083

Canadian Institute for Health Information

[http://www.cihi.ca/CIHI-ext-](http://www.cihi.ca/CIHI-ext-portal/internet/EN/Quick_Stats/quick+stats/quick_stats_main?pageNumber=1&resultCount=10)

[portal/internet/EN/Quick_Stats/quick+stats/quick_stats_main?pageNumber=1&resultCount=10](http://www.cihi.ca/CIHI-ext-portal/internet/EN/Quick_Stats/quick+stats/quick_stats_main?pageNumber=1&resultCount=10)

Abbotsford Regional Hospital – Senior Division Social Worker

604.851.4700

Seniors' Housing Report – Canada Mortgage and Housing Corporation, 2011**Housing for Older Canadians Report – Canada Mortgage and Housing Corporation, 2011****Elders of Abbotsford Report - Abbotsford Safer City Committee, BC Municipalities**

<http://www.abbotsford.ca/Assets/Abbotsford/Strategic+and+Community+Planning/Social+Planning/Seniors/Elders+of+Abbotsford+-+An+Exploration+of+Strengths+and+Issues.pdf?quot; target=>

Healthlink BC

1-800-465-4911

Appendix D: DOCUMENTATION OF MEDIA COVERAGE

Press release sent to Abbotsford Times, Abbotsford News, Country 107.1, and StarFM 98.3:

‘Better at Home coming to Abbotsford’ - January 2nd, 2013 - As community developer for the United Way's "Better at Home" program, Mission Community Services has the task of assessing Abbotsford's readiness to implement the program and to identify non-medical home support services in the community. To accomplish this, MCS will be hosting a Better at Home Community Consultation Meeting on February 7th and is inviting seniors and other stakeholders to attend and provide input.

Seniors are an important and growing part of our community and their active involvement enriches everyone's lives. To ensure that seniors continue to play an active role in our communities, they often need support to live independently in their homes, surrounded by family, friends, and neighbours. The United Way of the Lower Mainland supports seniors to age with dignity and with funding provided by the BC government will manage the Better at Home program in up to 60 communities across BC. Better at Home is a program designed to help seniors with simple day-to-day tasks and is designed to be adaptable to the characteristics of a community to address the specific needs of local seniors.

Abbotsford has an opportunity to launch the new Better at Home program with the help of the United Way of the Lower Mainland to provide non-medical home support services such as light housekeeping, grocery shopping, transportation to appointments, simple home repairs, friendly visiting, light yard work, and snow shovelling. In order for this to happen, MCS and the United Way need the support and the will of the community to identify priorities and make this program a reality for Abbotsford.

If you, or someone you know needs this kind of support, please add your voice. All seniors and stakeholders are invited to attend a community meeting on Thursday, February 7th from 9:45 a.m. - 12:45 p.m. at the Abbotsford Social Activity Centre where the findings of this project will be presented along with a final chance to provide input. The Social Activity Centre is located at 2631 Cyril Street.

Lunch will be provided and transportation can be arranged with advance notice.

To register for the Better at Home Community Consultation Meeting or to provide input to this project, please call Laura Hope at 604-826-6194 or email laura.hopel@missioncommunityservices.com.

Newspaper advertisements that ran in the Abbotsford Times and the Abbotsford News:

The ad below ran in the Abbotsford News on January 31st, 2013 and February 5th 2013.



Together, we can give seniors a hand.

**Better
at Home**

United Way helping seniors remain independent.

MISSION
Community Services

Community Consultation - Feb. 7th, 2013
9:45am - 12:15pm Lunch provided
Abbotsford Social Activity Centre
33889 Essendene Ave.

For information contact: Cory Cassel 604.814.3941
cory.cassel@missioncommunityservices.com
www.betterathome.ca

The ad below ran in the Abbotsford Times on January 31st, 2013 and February 5th, 2013.



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PUBLIC INPUT

We'd like input from seniors, family members and community agencies on how we can best support seniors who face challenges coping with chores, getting to appointments, or who would benefit from a friendly visit. This program is not designed to provide medical services – just helping hands. Come share your ideas.

	For more info please contact: Cory Cassel 604.814.3941 cory.cassel@missioncommunityservices.com	Community Consultation FEB 7, 2013 9:45am-12:15pm Lunch provided 2361 Cyril Street
United Way	www.betterathome.ca	