



Better at Home

Community Development Report, Shuswap

Sue Rossi
June, 2013

Table of Contents

1. Introduction	3
1.1 Better at Home Program Introduction	3
1.2 Description of the Local Community Development Approach.....	4
2. Community Profile	5
2.1 Description of the Local Seniors' Population	5
2.2 Summary of Community Assets	6
2.3 Seniors' Needs Related to Non-Medical Home Support Services	7
2.4 Suggested Opportunities for Service Integration and Coordination.....	8
3. Community Readiness	9
3.1 Explanation of Community Readiness that Reflects Community Consultations and Meetings.....	9
3.2 Potential Risks Going Forward.....	10
4. Local Better at Home Details	10
4.1 List of Preferred Services from the Better at Home Basket of Services that Reflect Community Consultations and Meetings and How They Link to the Identified Needs	10
4.2 Key Lead Organization Criteria Identified by the Community.....	12
4.3 Proposed Lead Organization – including Commentary on the Identification Process and Rationale for Why They Were Chosen	13
5. Recommendations and Next Steps.....	14
6. Appendices	15
Appendix A: Salmon Arm Community Development Survey	16
Appendix B: Shuswap Better at Home Community Meeting Notes.....	17
Appendix C: Discover the Shuswap	18
Appendix D: Community Assets	20
Appendix E: Media	22
Appendix F: Salmon Arm Stakeholder/Advisory Meeting Notes, June 7 th , 2013	24
Appendix G: Shuswap Stakeholder Meeting Notes, June 12 th , 2013	25

The Shuswap Better at Home Community Report

1. Introduction

1.1 Better at Home Program Introduction

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 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:



- Friendly visiting
- Transportation to appointments
- Snow shoveling
- Light yard work
- Simple home repairs
- Grocery shopping
- Light housekeeping



The Shuswap region has been identified as a potential Better at Home site. Sue Rossi; Community Developer was contracted as community developer to assess community readiness, identify seniors' assets, needs and priorities in regards to the basket of services, and help identify a potential lead organization best suited in the community to deliver the Better at Home program.

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 community needs.

1.2 Description of the Local Community Development Approach

Gathering information in Salmon Arm was done by using four different approaches, which allowed for as much input from the community as possible:

1. Focus Groups
2. Key Interviews
3. Presentations
4. Surveys

Focus Groups:

- 8 focus groups were held
- over 160 people participated
- Seniors and people who care for seniors
- People who work with seniors
- Some examples: Canoe Seniors, Retired Steel Workers, Caregivers, Interior Health; Community Care, Stroke Recovery Group and Neskonlith Health Dept.

Key Interviews:

- 15 interviews were conducted
- Non-profit agencies and service organizations
- Community Response Network
- Municipal (City of Salmon Arm Planner), regional (Interior Health), provincial (Greg Kylo; MLA and Minister of State for Seniors; Honorable Ralph Sultan) and federal government (Colin Mayes; MP)
- Public services (library)
- Senior private service providers
- BCGEU President
- Health Services (mental health, day programs)

Presentations

- 68 people in total attendance
- Some examples: Retired Teachers Association, Rotary and Non-profit board of directors

Paper surveys (see Appendix A – survey template) were also made available for the public to complete and return to the Fletcher Park Seniors Resource Centre. There were 10 surveys in total completed. Surveys were also made available to the public at the Seniors Resource Fair, held at the Piccadilly Mall in Salmon Arm.

The results of the findings were provided at the Community Presentation meeting held on June 7th, 2013. There were over 50 people in attendance. At the end of the presentation, the floor was opened for further feedback, input and suggestions on Better at Home in Salmon Arm and area.

People attending the Community Presentation meeting were representing, Salmon Arm, Sicamous, Sorrento, and the North/South Shuswap. Although the community development approach focused on Salmon Arm, the outlying community representatives felt the issues, needs and wants were the same as the findings for Salmon Arm.

(Community Meeting Summary– Appendix B)

2. Community Profile

2.1 Description of the Local Seniors' Population

There are a large numbers of seniors living in the Shuswap region. According to 2011 BC Stats Community Facts (www.bcstats.gov.bc.ca), the BC average distribution of people aged 65 and older is 15.7%.

The city of Salmon Arm has a general population of 17,465 people. Of this population, 4,240 people are 65+ or 24.3%

The municipality of Sicamous has a general population of 2,445 people and of this, 620 people are 65+ or 25.4%.

The city of Enderby has a general population of 2,935 people and of this, 810 people are 65+ or 27.6%.

BC Stats website did not provide information about Sorrento or the rest of the Regional Districts or First Nations On-Reserve Populations.

For the purposes of this report, it can be assumed that there are higher percentages overall, even in the outlying districts and territories, of seniors than the average for BC.

Another interesting fact is that there are more female seniors than men in all three census demographics. Also, there has been an increase of people 65+ since the 2006 census. This could be an "aging" local population base and also an increased number of seniors choosing to retire to the Shuswap area.

The seniors that took part in the community development process ranged from characteristics of being healthy, fit and active to disabled (mobility, hearing or disease) and/or showed signs of advanced aging (Dementia and Alzheimer's).

It will be important for the Shuswap Better at Home project to be flexible in its service delivery model to accommodate each individual's needs and desires for services and to respect the cultural diversity of the seniors and Elders living in this vast geographical region. (Appendix C – The Shuswap)

2.2 Summary of Community Assets

Salmon Arm has four main seniors centres:

- a) Fletcher Park Seniors Resource Centre
- b) Shuswap Lake Senior Citizens Society Drop in Centre
- c) Seniors 5th Avenue Activity Centre
- d) Canoe Senior Citizens Centre

There are also many support groups available such as: Stoke Recovery, Care-givers Alliance, Parkinson Society, Brain Injury and the Alzheimer's Society support groups.

Clubs provide many local services through Rotary, Elks, Lions, Knights of Columbus and the Masons.

There are a variety of organizations for retired seniors as well. Examples are the Steelworkers Organization of Active Retired Seniors and the Retired Teachers Association.

Faith based groups add to the community assets; such as Neighbourlink and Second Harvest.

Privately operated companies and individuals are available such as: home and personal care, yard work, maintenance and repair, foot and hair care and house cleaning.

Salmon Arm also has the Shuswap Lake General Hospital, Interior Health's Community Care Services, adult day programs and mental health and addictions workers. There is also a community response network and a transition house for women.

Each of these community services and resources play a part in providing seniors and their families and care-givers with a variety of supports, education, transportation, information, advocacy, medical care and helping with day to day tasks.

The Neskonlith Elders have access to community home care services for the Salmon Arm and Chase residents. (See Appendix D-Community Assets)

Note: The Splantsin First Nations, Enderby, Sicamous, Sorrento and North South Shuswap area are not covered in this section of the report, as they did not participate in this part of the community development process.

2.3 Seniors' Needs Related to Non-Medical Home Support Services

The main issues facing seniors in Salmon Arm to living at home longer in their own homes are:

- How to find information and who to find to deliver the services
"Computer only information and automated phone menus are the worst."
- There is a need for a "one stop" shop – a reliable service outlet where providers of services can be trusted, responsible and build a relationship
- People are afraid to just phone anyone and explain their situation – afraid to be taken advantage of (seniors' scams)
- Money and rising costs of services
- Most seniors are independent and don't want to seek help or want to bother anyone. What can happen is the senior will tackle a job, say climbing a ladder, lose their balance and end up in the hospital
- Losing their confidence (balance, hearing, out of touch, no car license) and become lonely, isolated and possibly depressed
- Family issues – does the family support the person to stay at home with some help of time/money and energy. Do they live close by? Are they on the same page for care giving as the other siblings?
- Seasonal chores because they are labor intensive

- Staying healthy and vital – having easy access to transportation for food and medical appointments, keeping their homes clean and tidy, maintaining their investment (house) with yard work and odd jobs (gutters etc) and keeping and feeling safe (friendly visits, knowing someone is there, snow and ice removal, ladder climbing)
- Sense of neighbourhood and community involvement
- "It's ridiculous to move seniors from their homes after 30 or 40 years and expect them to down size and adjust. It's bad for the family, bad for the senior and bad for the economy."

2.4 Suggested Opportunities for Service Integration and Coordination

The Shuswap has a background of developing projects regionally. They have learned how to overcome communication barriers through collaborative practices. Prior to Better at Home, over 115 participants joined in a two day workshop called "Moving Forward Together." This conference included the agency representatives from Chase, Enderby, Sicamous, Salmon Arm and the chiefs of Adams Lake, Neskonlith, Splatstin and Little Shuswap bands (see Appendix E - Media).

By using a regional model, this allows for multiple means of service integration and coordination. For example, there are already outreach services delivered from Salmon Arm throughout the Shuswap, such as: Hospice, Neighbourlink, emergency response programs, Community Care services and mental health services.

During the community development process at the focus group held with Interior Health Community Care team members, the intake/access staff member volunteered to join the advisory committee because of the natural fit of Better at Home's non-medical services with Community Care's medical services available to seniors. These types of service integration and coordination appeared throughout the community development process.

There is an opportunity for the Better at Home coordinator(s) to work with the municipal governments on important issues; like public transportation and age-friendly communities to ensure integration of Better at Home and local government planning.

Coordination of Better at Home as a regional model will tie together all of the existing services in local communities within the Shuswap and provide that “one stop” shop that was identified as an issue for seniors to live in their own homes longer.

The Better at Home coordinator(s) will be able to facilitate regional volunteer recruitment and training of volunteers, develop a directory of services, screen service providers and connect community services with seniors, including seniors living in the rural and outlying areas.

3. Community Readiness

3.1 Explanation of Community Readiness that Reflects Community Consultations and Meetings

Better at Home was widely accepted by the Shuswap region residents. Although there are existing seniors’ centres and services, there is a need for the coordination of the services. There are existing infrastructures in each of the Shuswap communities, although each community is unique in its capacity and available programming. Better at Home was welcomed during the community consultations as it will strengthen the existing infrastructures and bring connectiveness to the region by linking the unique qualities of the communities.

There are currently community volunteers who serve seniors; for example, through driving programs, grocery shopping assistance, friendly telephone calls, and tax preparation. These volunteer services are delivered through resource centres, Veterans’ associations, Neighbourlink and service clubs. The Shuswap Rotary Knight Club offered its members as a source of volunteers for Better at Home.

Overall, the community development process was very positive. There was an appetite for more and more focus groups, interviews and presentations that were beyond the ability to provide due to the time frame of the project. There was no lack of people who wanted to dedicate their time to remain involved with this project.

The Shuswap region is ready and willing to provide Better at Home for their senior population.

3.2 Potential Risks Going Forward

Some of the potential risks for this project that will need to be included in conversations as the project moves forward are:

- Geography – which boundaries are going to fit within Better at Home service delivery
- Coordination of the project – how will a coordinator or coordinators be able to respond to the needs of seniors throughout a region, rather than a single community project
- Communication – will each community agency partner feel included in a regional decision making model
- Equity – will population base (i.e. Salmon Arm) count more than expensive rural outreach to less people when determining a service delivery model
- Capacity – each organization working within the regional model will need to support the community agencies with less capacity and moderate the amount of work load on the smaller organizations

4. Local Better at Home Details

4.1 List of Preferred Services from the Better at Home Basket of Services that Reflect Community Consultations and Meetings and How They Link to the Identified Needs

Common Themes in Priority:

➤ ***Transportation***

Transportation was the number one priority in all conversations, as a need. Right now, there is Handy Dart, bus, taxi, service at the Seniors' Resource Centre for medical appointments, delivery of groceries from Askews (but not in Canoe), some delivery services for books from the library, walking (hilly terrain and slippery in winter) and driving your own vehicle, but gas can be very expensive.

Ideally there would be transportation available through Better at Home that didn't have the requirements of Handy Dart (eligible,

phoning ahead, cost and not always convenient for multiple stops, not offered evenings and weekends), didn't have the limitations of the public transit (lengthy routes, infrequent schedules, cost and some fear associated with ridership), costs of the taxi services (it costs about \$18.00 to get across the city of Salmon Arm). One person suggested a senior's discount at the gas station.

"People need rides for day to day tasks, outings and social or entertainment events."

➤ ***House Cleaning***

Housecleaning was definitely second on the list. Associated with keeping the house clean was a sense of feeling good. If the house is clean then the rest is manageable. If aches and pains got in the way of housecleaning, then the person couldn't do anything else for the rest of the day – exhausting. Community Care used to be able to do some of the chores, but with cut backs they don't have the time to do this anymore. House cleaning services are particularly important when a person is living alone and recovering from an illness or injury. As safety; clean surfaces are important for food preparation, garbage needs to be removed regularly to prevent mice and other rodents from entering the house, cleanliness reduces the spreading of germs for low immunity and eliminating clutter can reduce falls. One person suggested offering to take the extra unwanted items to a collective senior's garage sale to put money back into Better at Home services.

➤ ***Seasonal Yard Services***

When living in a four-season community, there is always yard work and this came up a lot at the groups and in the interviews. Curb appeal is important to the house owner. Yard services could include garden start up, tree pruning, leaf raking, snow and ice removal and gutter cleaning for the rainy days. The benefits of enjoying the back yard are tremendous and getting things started in the spring and tidied up in the fall was paramount to the seniors.

➤ ***Friendly visits and companionship***

Loneliness is a reality for some seniors living in Salmon Arm and area, especially when the person has trouble getting out and about or is hard of hearing. Friendly visits are about building a relationship with someone in the community and can be anything from having a cup of tea or going on a short walk or a scenic drive.

Other considerations:

- ***Stuff to the dump***
- ***Home maintenance (installing safety equipment, hanging fixtures, carpentry and plumbing etc.)***
- ***Home hair care***
- ***Outreach to outer lying communities***

Meal preparation, cooking and serving of meals was brought up in focus groups quite often. Although Better at Homes does not offer this in their basket of services, it's worth noting in this report as an identified need.

4.2 Key Lead Organization Criteria Identified by the Community

During focus groups, interviews, and surveys, the community identified various criteria for an appropriate lead organization to deliver Better at Home services. The top criteria identified are shown below:

- On a bus route
- Experienced in service delivery
- Plenty of parking
- Open Monday to Friday
- Trusted
- Low Administration cost – maybe a guide line of services/program costs and overhead
- Reliable
- Organized
- Friendly, understanding, patient and interested in seniors

- Good training program – on how to help people get in and out of cars, how to pick up a person if they fall, how to understand signs of dementia and not to be frustrated by the seniors' questions or behaviors
- Longevity of staff – relationship

4.3 Proposed Lead Organization – including Commentary on the Identification Process and Rationale for Why They Were Chosen

Eagle Valley Community Services Society has been chosen as the lead organization, in collaboration with Fletcher Park Seniors Centre, Shuswap Hospice Society and Neighbourlink who have expressed an interest in partnering on this initiative.

The process for making this decision was through the initial stakeholder/advisory committee meeting held following the community presentation meeting on June 7th, 2013.

Attending the stakeholder/advisory committee meeting were people who had self identified an interest in remaining with the Better at Home project after the community development phase was completed, agencies who had expressed an interest in hosting the Better at Home project and United Way of North Okanagan Columbia Shuswap representatives. The session was co-facilitated by the Shuswap Better at Home community developer and the provincial office Better at Home field coordinator from the United Way of the Lower Mainland.

Originally, Better at Home was introduced as a City of Salmon Arm project. At the stakeholder/advisory meeting, representatives from Sicamous and Sorrento offered a new concept of a regional model. This was accepted by group. Eagle Valley Community Services Society has extensive experience in the responsibilities of a host agency and could represent Sicamous and the rural surrounding areas, Fletcher Park Seniors Resource Centre has the experience in providing similar services that are offered through the Better at Home basket of services and is centrally located, the Shuswap Hospice Society has the experience of regional service delivery and represents Sorrento and surrounding rural areas, and Neighbourlink has the experience of working with volunteers to offer multiple services in the region (see Appendix F – Stakeholder/Advisory Meeting Notes).

A follow up meeting was arranged to allow continued discussion and to adopt the host agency/partnership model (see appendix F – Stakeholder/Advisory meeting notes and appendix G – follow up meeting notes for Host agency/partnership/advisory).

5. Recommendations and Next Steps

- The stakeholders and advisory members continue to meet and work on the details of implementation of the Shuswap Better at Home
- The host agency builds a strong relationship with its partners and together, they can define their roles and responsibilities to the project and to take into consideration the potential risks
- The host agency develops a relationship with the Better at Home provincial office as a support to this project
- Once the stakeholders have decided on their Better at Home services and delivery of services, that there is a public awareness campaign about the program to ensure the community is aware of the project

In summary, this project has been fast paced, exciting and has provided the host agency and its partners with useful information to guide the Shuswap Better at Home program.

I would personally like to thank all of the people who made time to participate in the project, gather people together to share their input with the development phase and for all the warm welcoming smiles and opportunities that arose during the community development presentations and interviews. I would also like to thank Linda and Sylvia of United Way of North Okanagan Columbia Shuswap for all their support.

6. Appendices

A – Salmon Arm Survey Template

B – Community Meeting Summary

C – The Shuswap

D – Community Assets

E - Media

F – Stakeholder/Advisory Meeting Notes – June 7th, 2013

G – Host/Partners/Advisory Meeting Notes – June 12th, 2013

**Appendix A: Salmon Arm
Community Development
Survey**



Better at Home is funded by the Government of British Columbia.

Are you a... Senior and/or a Service provider

1. What are the main issues to keep Salmon Arm seniors living longer in their own homes? _____

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

Service

Provider

<i>Service</i>	<i>Provider</i>
_____	_____
_____	_____
_____	_____

b. Are they accessible? _____

3. What non-medical home support services from the Better at Home basket of services are needed in Salmon Arm?

- | | |
|--|---|
| Light housekeeping <input type="checkbox"/> | Friendly visiting <input type="checkbox"/> |
| Grocery shopping <input type="checkbox"/> | Transportation to appointments <input type="checkbox"/> |
| Simple home repairs <input type="checkbox"/> | Snow shovelling <input type="checkbox"/> |
| Light yard work <input type="checkbox"/> | |

a. What non-medical home support services not listed above do you think are needed in Salmon Arm?

4. What criteria would be important for a strong lead organization to offer Better at Home services in Salmon Arm?

5. If you are interested in being on the Advisory Committee, please provide name and telephone: _____

**Use back of the page for additional comments.
For more info - call Sue, Coordinator at 250-549-4534 OR Linda,
United Way at 250-549-1346.**

Appendix B: Shuswap Better at Home Community Meeting Notes

**Held on June 7th
Downtown Activity Centre
From 10:00 until Noon**

Attendance – over 50 people; a mix of people who had attended previous focus groups and presentations and some new to Better at Home

Debbie Sharp provided an overview of the provincial Better at Home role by Power Point

Sue Rossi provided the local findings of the Salmon Arm Better at Home community development process by Power Point

The crowd was asked if there were any other issues that could be identified that were not recognized in the Salmon Arm community report. The following were generated from the audience:

- Nutrition and healthy eating
- Transportation to buy food
- The difficulties in downsizing and relocation
- It will be positive that Better at Home can identify persons for earlier referral to IH for diet and health issues
- Couldn't a central organization provide cooks, food preparation and clean up?
- More programs and services are needed for cooking, meal prep, good variety and healthy prepared meals available
- Build on existing food services; like Askews delivery, Better Meals and Community Kitchens
- Identify families that would invite people in to eat with them
- Identify and reach out to vulnerable seniors (food, finances, wellness and security)
- Community education

Debbie spoke about the limitations of Better at Home in regards to food, which is why this priority wasn't in Sue's report.

Snacks and refreshments were made available. The presentation ended by noon and was followed by lunch and a meeting for the stakeholders.

Appendix C: Discover the Shuswap

(www.shuswaptourism.ca)

Facts

- The Shuswap encompasses the area around Shuswap Lake, from Falkland north to Seymour Arm, and from near Chase to east of Sicamous.
- The Shuswap's largest community is Salmon Arm, home to one of North America's longest fishing piers.
- In addition to lakes, rivers and beaches, the area's terrain consists of flat inland valleys, rolling hills and forest, set against the majestic backdrop of the Monashee Mountains



Communities

Salmon Arm

Salmon Arm sits on the edge of Shuswap Lake, one of BC's most popular recreation destinations. Salmon Arm is the hub of the Shuswap with a population of 17,465.

Sicamous and Eagle Valley

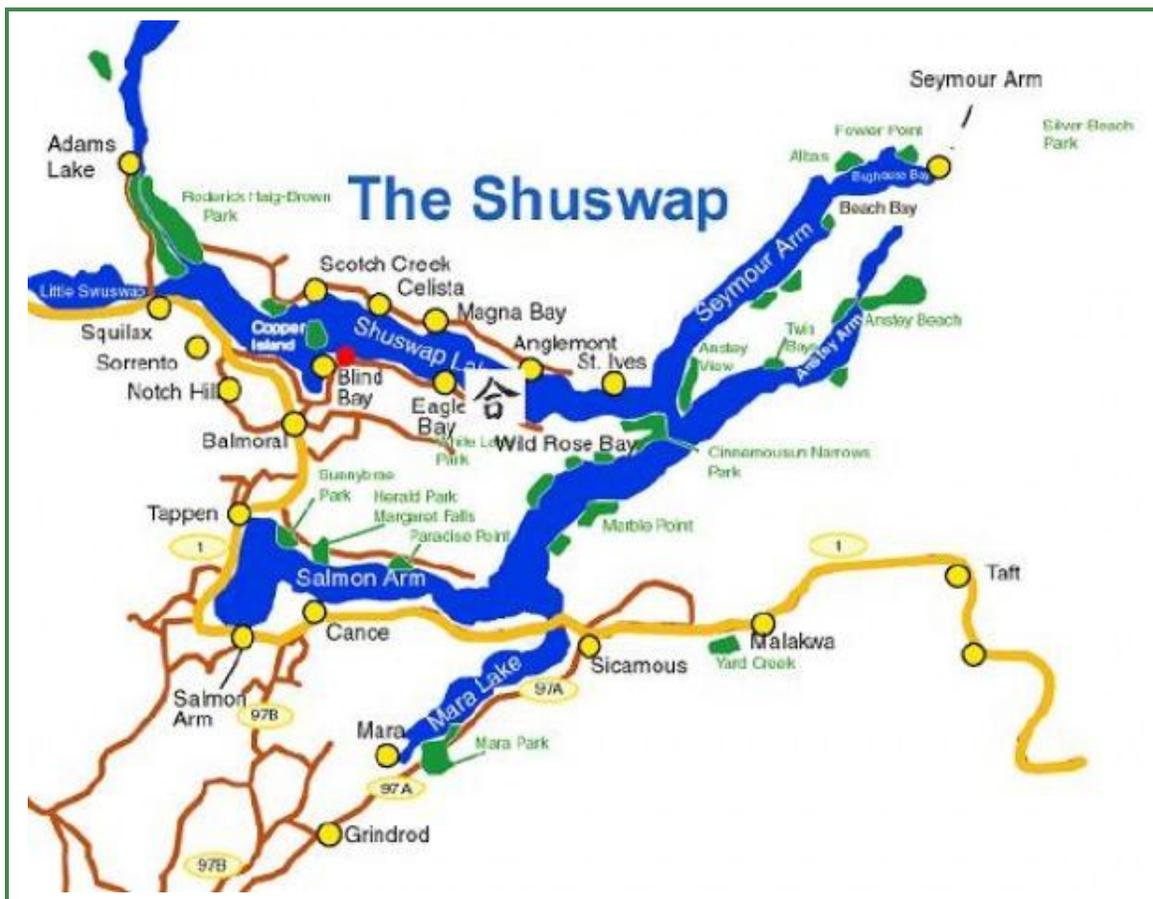
Sicamous sits at the junction of Highway 97A and the Trans Canada Highway, on a narrow channel between Mara and Shuswap Lakes. Sicamous and the surrounding communities of Malakwa, Eagle Valley, Craigellachie and Three Valley Gap provide an astounding natural backdrop for life on the water and the land. Population: 2,441.

South Shuswap

The South Shuswap has been long renowned as the Heart of the Shuswap and offers a relaxed lifestyle with a great variety of recreational choices and accommodation properties. Each of the South Shuswap's communities - Balmoral, Blind Bay, Eagle Bay, Notch Hill, Skimikin, Sorrento, Sunnybrae, Tappen, White Lake, and Wild Rose Bay - are unique in character. Population: 6,379.

North Shuswap This is some of the Shuswap at its natural finest. The North Shuswap is a recreation and vacation paradise that is located on the north side of Shuswap Lake and is accessed by the Squilax-Anglemont Road, just off Highway 1. The North Shuswap stretches from Scotch Creek to Seymour Arm and includes the communities of Lee Creek, Scotch Creek, Celista, Magna Bay, Anglemont, St. Ives and Seymour Arm. Population: 3,200.

Enderby Where the Shuswap meets the Okanagan, you'll find Enderby, a little city rich in culture and natural beauty. From the towering Enderby Cliffs to the sparkling Shuswap River. Our story began with the Splatshin First Nation, which has occupied its traditional territory in the Shuswap for generations and continues to protect and enhance its culture with pow-wows, naming ceremonies and other community events. Population: 3,134.



Appendix D: Community Assets

Organization	Contact
Seniors Resource Centre	250-832-7000 www.seniorsresourcecentre.org
Shuswap Lake Seniors Citizens Society - Drop in Centre	250-832-3015 – Centre sasadmin@telus.net
Seniors 5 th Ave. Activity Centre	250-832-1065 – centre Seniors5thave@shaw.net
Canoe Senior Citizens Assoc	250-832-8215
Eagle Valley Community Support Service Society	250-836-3440 Sicamous
Shuswap Hospice Society	250-832-7099
Enderby and District Community Resource Centre	250-838-9446 edcomrc@telus.net
Neighbourlink Shuswap and Second Harvest Food Bank	250-832-3272 (Neighbourlink) 250-833-4011 (Second Harvest)
Caregivers Support Group	320A 2nd Avenue NE 250-832-7000
Stroke Recovery Support Group	250-832-6213
Parkinson Society of BC	Meets 1/3 wed 9:50 United Church 20 4St SE
Alzheimer's Society	250-832-2170 ext 206
Brain Injury Society	250-833-1140
Community Caregivers Alliance (CCAS) Canoe	Jean 250-832-8290
Library	250-832-6161 ext 1201
Senior Literacy Group	lassloc@telus.net
Welcome Wagon	250-832-0090
Family Resource Centre	250-832-2170
Retired Teachers Association	250-832-5001 or 250-832-1933
Steelworkers Organization of Active Retired Seniors (SOARS)	250-832-3497
RCMP	250-832-6044
Community Response network	250-832-9616 safesociety@shaw.ca
Community Care Services and Home Support Services	250-832-6643
Harmony Haven Adult Day Program	250-803-4525 Direct 250-803-4504
IH Seniors Mental Health	250-833-4166

Seniors Mental Health and Addictions	250-833-4102
Neskonlith Band Health Unit	250-679-3295 chr@neskonlithband.com
We Care - Home health services	250-309-7573 jenstrachan@shaw.ca
Legion Branch #62	250-832-3687
Masonic Lodge Medi car program	250-832-9457
Shuswap Rotary Knight Club chairperson	djleather@shaw.ca
Elks #455	250-833-4803
Knights of Columbus	250-832-3021
Lions Club	250-832-0523
Order of the Royal Purple	250-832-6507
North Okanagan Columbia Shuswap United Way	250-549-1346
Clover Court	250-832-9726
The Gardens	250-832-9726
Lakeside Manor	250-832-0653
Picadilly Terrace	250-803-0060
Acute Care Social Worker Shuswap Lake General Hospital	Ph: 250-833-3600 ext. 2412 Fax: 250-833-4111
IHA - Corporate administration chair; board of directors	250-804-0099 250-804-3459 cell nembree@shaw.ca
City Hall Planning and Development Officer	250-803-4000 kyoung@salmonarm.ca
Minister of State for Seniors	250-356-0912 Ssnr.minister@gov.bc.ca
MLA Liberal riding Shuswap	250-833-8131 (local office) Cell 250-833-2967 greg.kyllo@bcliberals.com
MP Okanagan- Shuswap	250-260-5020 Colin Mayes
COSCO	1-877-683-2243

Appendix E: Media

The Salmon Arm Observer was instrumental in the media coverage for the Shuswap Better at Home project.

Each public forum event was advertised to the public two weeks prior to the event with time, location and details of Better at Home using key messages.

The Salmon Arm Observer advertised the Seniors Resource Fair in its community event column. Better at Home was present at the Fair with a display booth and the community developer and the local United Way.

A reporter from the Salmon Arm Observer attended the entire Community Presentation session on June 7th from 10:00 until noon.

Salmon Arm Observer – Thursday 20th June, 2013



Salmon Arm seniors hear from Linda Yule, executive director of United Way, during the Better at Home presentation at the Downtown Activity Centre.

Seniors in Salmon Arm will soon have several more resources. United Way's Better At Home program aims to help seniors live at home for as long as possible and should be running by January 2014. Local co-ordinator Sue Rossi has spent several months researching the need for the program in the Shuswap. Better at Home is a \$20-million province-wide project funded by the provincial government and managed by the United Way of the Lower Mainland. Rossi's presentation earlier this month included field co-ordinator Debbie Sharp who said Better at Home is aiming to have funding for the Salmon Arm program by October.

"The way this rolls out is up to you," Sharp told the 30 seniors in attendance. "It looks different in each community."

The Better at Home program provides non-medical services such as yard work, home repairs, transportation, snow shovelling, housekeeping and grocery shopping. Sharp says it fills a gap that normally causes seniors to move into care homes or to cities where there are more resources. The program is available for anyone who self-identifies as a senior and fees operate in a sliding scale

based on self-declared income, with some being free. "The structure is absolutely wonderful." said 81-year-old Anne-Marie Maide, who attended Rossi's presentation. "We have many seniors that could help with Better at Home but also receive. It's a wonderful program. If we can get it off the ground it will be fantastic and leave us to enjoy a lot of years in our own homes."

Rossi has been involved in community engagement to assess the need in Salmon Arm and how the program will operate in the community. Her research included focus groups with more than 160 people including Canoe Seniors, Retired Steel Workers and Interior Health. She also conducted interviews with non-profit agencies, service organizations, health organizations and municipal, provincial and federal government representatives. Rossi found the services most needed locally were transportation, house cleaning, seasonal yard services and friendly visits. She also said seniors are afraid of being taken advantage of and need a reliable program where they can get information as well as services. Rossi said many seniors are unlikely to seek help.

"We need to normalize the fact that it's okay to ask for help," Rossi said. Because Salmon Arm's program will be one of 68 across B.C., Rossi says she hopes it will be a good resource for seniors and something they trust.

The geographical boundaries of the program have not been determined but it's possible it will be available to much of the Shuswap area. Rossi says there will always be opportunity for new input and growth within the program. There will be a mix of paid and volunteer workers from local non-profit organizations.

"It's really about people helping people," Rossi said.

The Moving it Forward event (mentioned in section 2.4) was a feature full page, with photo on Wednesday, June 5th, 2013 in the archives.

Appendix F: Salmon Arm Stakeholder/Advisory Meeting Notes, June 7th, 2013

Attending: 15 stakeholders plus United Way of North Okanagan Columbia Shuswap (Linda Yule and Sylvia Arneson), Better at Home Provincial Field Coordinator (Debbie Sharp) and Better at Home Community Developer (Sue Rossi)

Representatives from: Fletcher Park Senior Centre, Senior's Drop In Centre, Eagle Valley Community Resource Centre (Shuswap Co op Sicamous member), Hospice (Shuswap Hospice Society – Sorrento member), Neighbour Link, Interior Health; Community Care and other interested parties (seniors).

Two main issues were identified:

1. Regional services – how to partner, who will take on the lead organization role and the structure of the partnership.
2. Service delivery model – how to provide regional services, community capacity, and how to address the needs over such a large geographical area.

Considerations (from the flip chart notes):

- The approach – what would it look like?
- Brainstorming about the regional services – location of the coordinator, location and registry of volunteers, how to share the resources etc.
- What are the next steps towards actual services?
- What type of structure or model would work best for a regional Better at Home in the Shuswap?
- Current advisory members (those who volunteered during the community development process) need to be involved in all steps and stages of Better at Home.
- Advisory members who represent the communities in the Shuswap will need to be recruited to add to the existing advisory members
- The advisory reports to the lead organization
- Keep the money in "one pot"
- Use the same criteria in each community

Identified next steps:

1. Bring the "community" stakeholders and advisory together to further discuss a regional Better at Home program
2. Eagle Valley Board President to coordinate this meeting by contacting people to join the meeting
3. Date of the meeting: June 12th, Wednesday at 10:00 at the Seniors Drop in Centre.

Appendix G: Shuswap Stakeholder Meeting Notes, June 12th, 2013

Attending: Fletcher Park Seniors Centre; Eagle Valley Community Support Society; Sorrento & District Hospice Society; Enderby & District Community Resource Centre; Splatsin Tsm7aksaltn; IHA Community Nursing; Seniors Drop in on Hudson; Shuswap Hospice Society; Neighbourlink Shuswap; Interested Citizens; United Way North Okanagan Columbia Shuswap

Remaining items to be resolved carried forward from the June 7th meeting:

1. Identify Lead Organization for Better at Home Shuswap
After discussion and clarification of criteria it was moved and seconded by members of the meeting that: Eagle Valley Community Services Society take on the Lead Organization role for Better At Home Shuswap going forward; carried.
2. Identify those organizations that wish to partner on Better at Home Shuswap
After discussion Fletcher Park Seniors Centre, Shuswap Hospice Society and Neighbourlink expressed an interest in partnering on this initiative.
3. Identify potential Advisory Committee Members
After discussion all in attendance expressed an interest in serving on the Advisory Committee for Better at Home Shuswap.

Both Sue Rossi as Better at Home Community Developer, Debbie Sharp the Better at Home Provincial Field Coordinator and myself as the local United Way representative would like to thank all who have participated to bring this initiative through this phase in the Shuswap.

Going forward, Debbie Sharp will be in contact with Eagle Valley Community Services Society.

Sincere thanks,

Linda Yule, Executive Director
United Way North Okanagan Columbia Shuswap

Sue Rossi, Community Developer
Shuswap Better at Home