

Healthy Aging

by United Way



Better *at* Home

A thick, light green curved line that starts under the 'B' and ends under the 'e' of 'Home', resembling a smile or a protective arc.

United Way helping seniors
remain independent.

Community Consultation & Stakeholder Meeting
Campbell River – June 2, 2020

Overview:

“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.”

Campbell River Family Services Society has a long history with the Better at Home program in Campbell River and began offering services in 2014. The community, in partnership with senior serving agencies in the region supported Better at Home and provided services which included, Friendly Visiting, Grocery Shopping, Housekeeping, occasional Light Home repair and occasional Yard Work. According to the 2019 Annual Report, Campbell River Family Services provided direct services to 84 seniors in the community. This included 59 women and 29 men. At the time of reporting, 34 of the participants received full subsidy and 49 of the 84 received housekeeping services.

During COVID 19 – March of 2020, Campbell River Family Services Society undertook a change in Executive Directors. Over the course of a few months, the organization decided that Better at Home, while an important service to the community would best be served by a new host agency. As COVID 19 is (at the time of writing) still very much a part of community, the community consultation was held via Zoom on June 2, 2020 at 1:00 PM.

The focus of this report is to review the resources in Campbell River; discuss with the assistance of an advisory group the potential host agencies in the area and to determine next steps as they relate to the current program.

There are two attachments as part of the report which include the notes taken from the community consultation and a Power Point Presentation shared during the Zoom meeting.

Facilitators:

Cathy Holmes, Regional Community Developer, Vancouver Island & Gulf Islands United Way of the Lower Mainland

Kristi Schwanicke, United Way Central & Northern Vancouver Island

Emily Sorensen, Executive Assistant, United Way Central & Northern Vancouver Island

The meeting was opened with an overall welcome by Cathy Holmes and an acknowledgement of the First Nations Communities by Kristi Schwanicke.

A power point presentation outlined the rudiments of Better at Home and assets in the Campbell River Community. An overall discussion regarding Better at Home services offered provincially and the statistics of Vancouver Island’s programs was explored.

Introduction to Healthy Aging by United Way:

To better support older adults to be socially connected, live healthy lifestyles, and maintain independence, United Way’s Healthy Aging strategy aims to help British Columbia’s seniors stay at home and in their communities longer. Working towards a vision of a healthy, caring, inclusive community for all members. Healthy Aging by United Way embraces a holistic setting where older adults have unrestricted access to community programs and services. so that they can age in place. Together with

community agencies, local, provincial, and federal governments, and a diverse set of vested partners and donors, the Healthy Aging Team delivers programs including Better at Home, Active Aging, and Community and Sector Development initiatives, such as Healthy Aging CORE and Project Impact.

This work is based on three **Healthy Aging Pillars** – priorities that were identified through extensive research, community consultations and recommendations, and learnings uncovered through 12 Better at Home Communities of Practice (COPs) facilitated across the province:

Increase physical activity: Physical immobility and lack of leisure activity are related to social isolation and loneliness. One of the Healthy Aging Strategy goals is to increase physicality to help older adults remain socially connected and active as they age.

Reduce social isolation: The Healthy Aging Strategy aims to keep seniors mentally engaged in their communities, therefore reducing feelings of social isolation and social frailty.

Maintain and enhance independence: Through provincial investments that maintain and enhance seniors' independence, the Healthy Aging Strategy strengthens United Way's commitment to providing home and community services that encourage self-determination.

Raising the Profile Project (RPP):

The RPP was launched in 2016 and was created to increase support and recognition of the role of community-based seniors' services in promoting health and fostering resilience in seniors in BC.

A significant component of the RPP was the development of a provincial network, the goal of which is to understand and build on the capacity of community-based seniors' services to meet the growing needs of an aging population. The network consists of executive directors and managers from municipal and non-profit organizations around BC, seniors who are volunteer leaders in the community-based senior services sector, as well as provincial organizations and others that support the work of the sector.

Healthy Aging CORE:

Healthy Aging Collaborative On-line Resources and Education is a platform to connect community-based senior services organizations and allied agencies and individuals in British Columbia. CORE is designed to provide up-to-date information, resources, and training opportunities and to make it easier to communicate, coordinate, and collaborate in order to help build capacity, strengthen the network, and develop a collective and cohesive voice among volunteers, staff, and others who support healthy aging initiatives.

The knowledge hub was created for Community Based Seniors' Services organizations and allied agencies and individuals in British Columbia. This portal features training, resources such as tool kits, guides, highlighted community programs, and CBSS Leadership Council's Provincial Working Groups discussion groups.

www.healthagingCORE.ca

Community-Based Seniors Services sector (CBSS):

The CBSS sector is broad and diverse bringing together key stakeholders, including seniors themselves from across the province in a central forum; Between April 2019 and July 2019, 12 regional consultations showcased Healthy Aging CORE, recommendations from the Provincial Summit on Aging, and guidance from the CBSS Leadership Council.

Community based organizations provide seniors with access to a range of low-barrier programs in seven core areas: 1) nutritional supports, 2) health and wellness programs, 3) physical activity, 4) education, recreation, and creative arts, 5) information, referral, and personal advocacy, 6) transportation, 7) affordable housing.

These programs and services are offered through a range of municipal and non-profit agencies including; senior centres; community centres; neighbourhood houses; community coalitions; ethnocultural organizations; and multi-service non-profit societies.

Better at Home Expansion Sites:

Over the past few years, there has been considerable interest in expanding the Better at Home (BH) program to more communities in BC. Based on a reviews of community population, data and needs assessments of prospective communities, in 2019, BH will expand to serve six (6) new program sites in British Columbia.

Better at Home Community Dialogue:

The agenda for the June 2nd, 2020 meeting was to come together as a community, through structured conversations, to identify senior's needs and priorities with regards to Better at Home services, as well as help identify a potential lead organization in the community who is best suited to deliver the Better at Home program.

Working with local community members, one potential lead organization was identified as being interested in holding the Better at Home program:

✦ Volunteer Campbell River

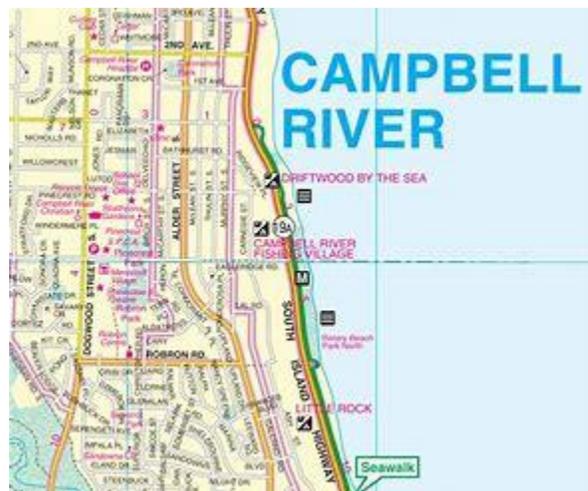
Profile of Campbell River:

- Campbell River has the 3rd largest population on the island with over 60,000 people living and working within the region
- The average cost for a house is 417,500
- For rented homes the average median monthly costs is \$1036.00 (outside the city center)
- Average Household income \$78,740 / 41,984 (single parent) 14% poverty rate
- Seniors 65 and over (21% of population) The senior poverty rate has decreased slightly from 13.9% to 12.5% in 2018. 25.6% of seniors live alone.

- The gender difference 9.7% of men and 15.4% women. Provincially the poverty rate is 14.9%
- According to the 2016 Census, 35,138 reside in Campbell River
- 7, 460 65 years and older.
- The land area of Campbell River is 144.36 square kilometers and the population density is 20.8 persons per square kilometer.
- In 2016, there were 15,922 private dwellings up 5.1% from 2011.
- Wei Wai Kum - Campbell River First Nations population is 729, 358 living on reserve and 31 are over the age of 65. The community is part of the Laich-kwil-tach or Southern Kwakiutl subgroup of Kwak'waka'wakw peoples.

Geographic Area of the Region:

Located in virtually the center of Vancouver Island, Campbell River is known for its eco-tourism and boasts some of the best sport fishing in the world. It is also well known for its Orca population and the Whale Watching Tours are popular among visitors.



Campbell River Community Data:

- Average age of population 44.5
- Low income seniors 12.8% (after tax)
- Median age at death 79.8
- 1815 seniors in 75+ age group are primary home maintainers

Assets in The Campbell River Region:

A community asset, or community resource, is anything that can be used to improve the quality of community life. Includes networks, people, current initiatives, programs, services, policies, structures, or other resources that can be leveraged to improve the community's sustainability.

- Local Government – Mayors, Council, Regional District Directors, MLAs and MPs
- Municipal Age Friendly committees
- Seniors Advisory Council
- Island Health programs and services, Divisions of Family Practice, Pathways, Primary Care Network
 - Community-based Senior Services,
 - Health and wellness community partners and non-profits offering programs
 - o United Way Central & Northern Vancouver Island
 - o Division of Family Practice
 - o LFLS Indigenous Family Services and First Nations Health Authority
 - o Seniors Information Hub Project / Volunteer Campbell River
 - o Island Health / City of Campbell River
 - o Quadra Island Seniors Circle
 - o Immigrant Welcome Center
- Nearby Better at Home programs; Port Hardy, Denman Hornby servicing Comox and Courtney.
- Nearby Healthy Aging Grants including Active Aging, Social Prescribing, Family Friends and Caregivers and Therapeutic Activity Programs are located in Port Hardy, Nanaimo, Gabriola Island and Cowichan. While the closest is Hardy Bay Seniors, the other programs are within an hour or two drive from Campbell River.
- Safe Seniors, Strong Communities, bc211 COVID 19 Emergency Response has 3 Hub agencies on the island including Victoria, Nanaimo and Denman Hornby which is servicing Courtney and Campbell River. Services for this program are currently being delivered by Volunteer Campbell River in the area.
- Seniors organizations and associations in the region providing social activities
- Community Paramedics, Poverty Advocate, Seniors Advocate,
- Faith and Service groups like Elks, Fraternal Order of Eagles, Legion, Rotary, Lions

What does Better at Home do?

The Better at Home program helps seniors live in their own homes by providing simple nonmedical support services delivered by local Lead Organization, a non-profit organization using a mix of paid workers and volunteers. Better at Home programs are guided by Local Advisory Committees and each

program will have a paid coordinator. As stated above the program is funded by the Government of British Columbia and managed by the United Way of the Lower Mainland (UWLM).

In our 7th year of service delivery, we are thrilled to continue supporting existing programs, and welcome new ones, as they ensure that seniors live well, remain independent, and are active contributors to their communities.

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

What are the needs of Seniors in this community?

Better at Home in Campbell River has provided seniors in the area with Friendly Visiting, Housekeeping and Transportation to medical appointments.

The growing need for services has illustrated the depth of need for virtual visits to combat social isolation. Grocery Shopping has also taken a priority for seniors.

Better at Home Stakeholder Meeting:

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 Government of British Columbia funds the program, United Way of the Lower Mainland manages it, and local non-profit organizations provide the services.

Its unique 'seniors planning for seniors' approach means older adults contribute to the design, operation and evaluation of their local program.

Older adults who receive Better at Home services may pay a fee based on their income. Some services may be free. These fees-for-service are fed back into the local program in order to serve more seniors.

Although each program is unique and serves based on the community, there are also commonalities among 75 Better at Home programs:

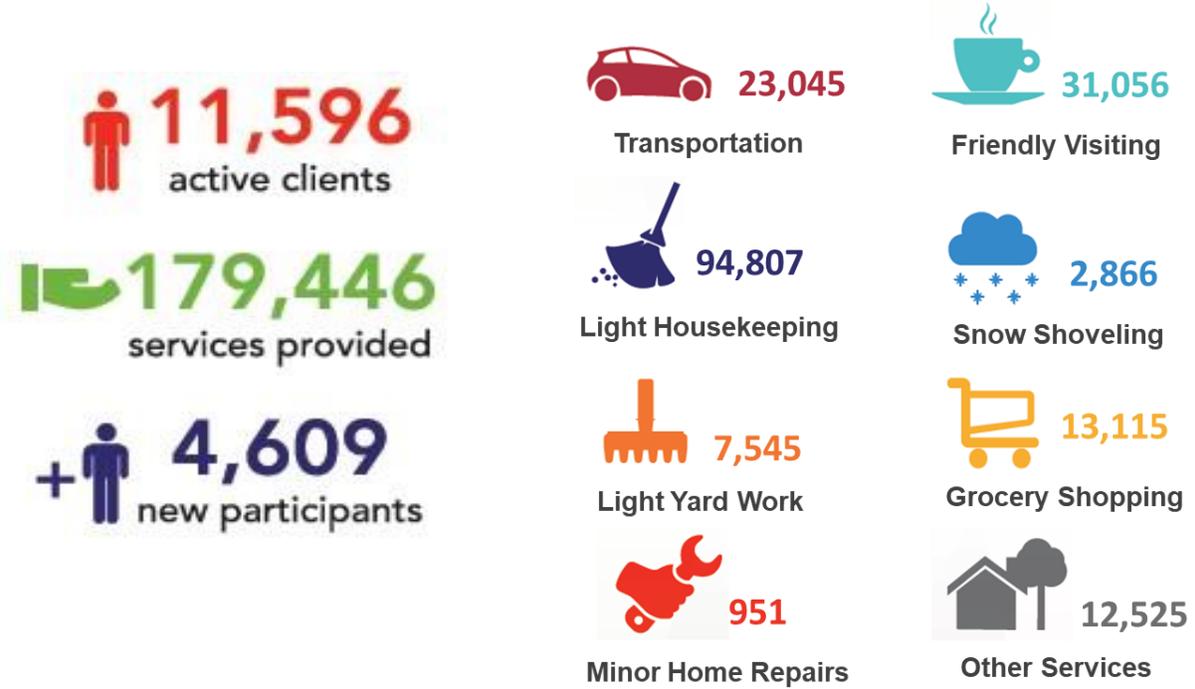
- Service fees are established on an income-based sliding scale which ensures that services are free for low income seniors, and market rate for seniors with an income above the BC average.
- All volunteers providing services directly to seniors must have a criminal record check.
- Programs submit regular reports to the provincial office to monitor performance and progress.

- Program coordinators engage in a Community of Practice which includes sharing, learning activities, discussing best practices on an online portal, and meeting annually for training opportunities and participation in collective dialogue. These activities help develop the capacity of each local program to best serve and support the older adults in BC.

Better at Home Across the Province:

*69 out of 70 programs reporting

From April 2018 - March 2019*:



Better at Home Investments on Vancouver & Gulf Islands:



- \$1,805,250 invested
- 15 programs
- 2,471 seniors received at least one service
- 785 new seniors enrolled
- 75% are female
- 64% live alone
- 32% are 85+
- 806 volunteers engaged

Better at Home Locations on Vancouver Island:

Better at Home programs have been established in Vancouver Island Region since 2012. Currently Island programs include:

- 5 Better at Home Host Agencies in Greater Victoria
- Sooke Region
- Nanaimo – Ladysmith – Lantzville – Gabriola Island – Yellow Point – Cedar
- Oceanside – Nanoose Bay, Parksville Qualicum
- Port Hardy – Sointula and surrounding communities
- Courtney – Comox – Denman Island – Hornby Island

- Pender Island - Saturna Island
- Galiano Island
- Salt Spring Island
- Cowichan Valley – Duncan, Cowichan Bay, Saltair, Mill Bay, surrounding communities to the Malahat
- Cowichan Elders – First Nation Communities both Urban and Reserve
- Port Alberni and area

Learning, reflective practice, and knowledge-sharing are central to Better at Home, particularly to support program development and quality improvement. Together these programs participate in Communities of Practice. There are two COP's on Vancouver Island and they meet regularly throughout the year to discuss best practices and to ensure quality control are shared within the regions.

Because the program is established using a community development approach each program is unique to the communities it serves. Each program must meet the basic grant criteria and beyond that can offer the some or all of the services from the basket using a mix of paid staff, contractors, and volunteers. Better at Home Program Coordinators presented a brief synopsis of how the program operates in their community and services that are delivered in their area.

Identifying a Lead Organization:

We have designed a different approach to the selection of the Lead Organization for delivering the Better at Home program. Instead of a competitive process where the funder selects which agency will receive the grant, each community will go through a community engagement process. In this process, stakeholders – seniors in particular – have a chance to shape the program according to local needs and help select the Lead Organization that is the best fit with the program they envision.

This approach encourages partnerships and collaboration, results in better service delivery for the seniors, and empowers communities to make their own decisions.

In order to qualify to hold the Better at Home program, the lead organization must:

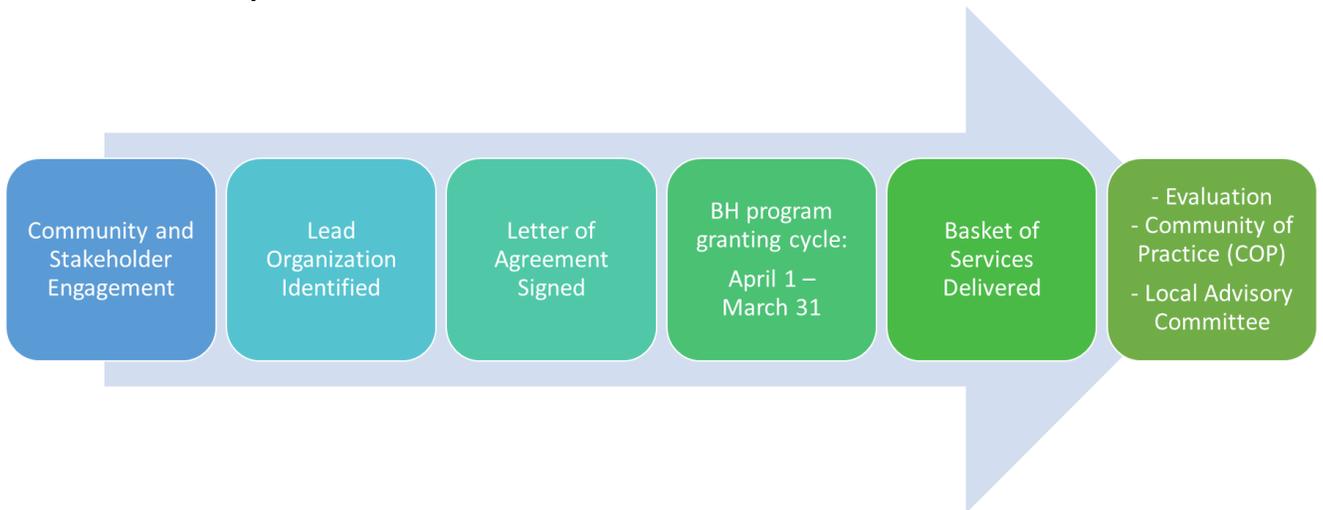
1. Be a non-profit, charitable organization,
2. Employ a program coordinator,
3. Complete a BH application form, including the following:
 - a. Governance structures, financial statements
 - b. A description of geographical boundaries for service delivery
 - c. A list of Better at Home services that your program will offer
4. Provide two (2) completed budgets;
 - ✦ UWLM Program Funds budget,
 - ✦ and a Total Program Funds budget.

5. Provide any other documentation considered key by the community or by UWLM to support approval of the implementation plan and application.

BH program must meet the following grant criteria:

- Clients must be 65 years of age or over
- Clients served must be residents of the identified service area
- Determine fees for service(s) based on provided Sliding Scale.
- The program must have a paid Program Coordinator
- The organization that receives and is accountable for the funds must be a non-profit and charitable organization.
- The program must seek in-kind support (e.g., donated office space, equipment)
- The program must comply with evaluation requirements (data collection, reporting, participation in Community of Practice).
- That a *Better at Home Advisory Committee* be established to support, guide, and to help the integration of the program into community and be responsive to seniors' needs.
- Establish strategies to maximize reach / impact of the program, volunteers, and in-kind support.
- Undertake outreach, marketing and public awareness to reach older adults.
- Provide Volunteer training and support.

Better at Home Implementation Process:



Suggested Timeline for Implementation of the Campbell River BH program:

An ideal timeline was suggested for the BH program be:

- Schedule a Community Meeting in as early in June as possible (June 2nd, 2020)
- June 2nd Community Zoom Meeting to identify a Lead organization and take recommendations from the advisory committee

- Review recommendations offered at the meeting the Lead organization meet all grant criteria and submit BH Grant Application with United Way of the Lower Mainland and United Way Central & Northern Vancouver Island by June 15th, 2020.
- A signed Letter of Agreement for dispersal of funds be for July 20th, 2020.
- A Program Coordinator be employed as soon as possible. Invitation to participate in the Provincial Better at Home Communities of Practice Meet-Up in the fall of 2021. Travel bursary Funds have been set aside for reimbursement of travel expenses for 1 Program Manager and 1 Program Coordinator from Lead Organization.
- Transition the program from Campbell River Family Services to the new host agency
- That BH services be delivered to seniors throughout the transition process and taken over by the new host agency as seamlessly as possible. Final day of services from Campbell River Family Services will be July 17th, 2020
- New lead organization to commence services, July 20, 2020

The organization that was initially identified as potential lead agencies were sent Better at Home materials to inform their decision to present including:

- Better at Home 2020/2021 Application
- Better at Home 2019/20 Annual Reporting Template
- A list of program criteria a lead organization must meet.

Although 66 agencies from the Seniors Planning Table were invited to the Zoom dialogue and encouraged to collaborate from the onset of the community consultations, only one organization was recommended:

Volunteer Cowichan
Executive Director - Mary Catherine Williams

Dialogue with Community – Meeting Highlights:

In Attendance:

Cathy Holmes, Kristi Schwanicke, Mary Catherine Williams, Linda Nagle (Campbell River), Brenda, Denford, Josie, Kris Anderson, Alyssa Christensen, Michelle, Betty Doak (Quadra), Cheryl Stinton, Ann McLeod, Josephine Coak, Cindy Maxwell, Marcia McKay, Trudy Parry

Chair: Cathy Holmes

Minutes:

Welcome Community and Territory recognition

Overview of Better at Home – Presentation Current Campbell River landscape

Invitation to the Community for suggestions to hold the Better at Home contract

Community Dialogue

- *Brenda asked if, going forward, could there be a gap in services? No there will not be a gap thanks to Mary Catherine and Kris Anderson with all of their work. July 17 is the last day that they will be providing services and July 20 the new host agency will take over.*
- *Josaphine Coak – is there going to be a contract for CR? Yes – it may be Volunteer CR, but as an advisory board we are asking for your input as to if there is any other potential organization. Josaphine is a Contractor and it ends June 30. Will need to apply to the new agency to be a potential service provider*
- *Brenda – Volunteer CR would really be the very best choice and applied when the B@H was brought to CR and has worked closely with Family Services. They have a very good handle on seniors' services in CR.*
- *There also needs to be proven track record with successfully managing contracts and a good transition plan. Cathy added that a transition plan, confidentiality and facilitation are already in place.*
- *A. Wilson, agrees that Volunteer CR would be great.*
- *Cheryl agrees that this is the right dovetail for CR to ensure good flow and no silos.*
- *Cathy explained that for the Housekeeping services, because of COVID-19, B@H has been advised not to provide housekeeping services. Some areas are still providing this service, with PPE on and in a triaged emergency situation only. It will be limited contact for sometime to come.*
- *Ann McLeod – structure of the program and role of volunteers and contractors. Cathy explained that contractors do some of the services like housekeeping, while volunteers might do light yard work, transportation, grocery shopping aspects. It is a contract of just over \$100,000. Currently servicing about 80-90 Seniors in the community.*
- *Ann agrees that the Volunteer centre has proven to be very confident and collaborative in the Community.*
- *Cindy Maxwell also supports the Volunteer Centre if they were to put forth a proposal.*
- *Brenda many of the seniors, their health situation maybe quite complex and sometimes a contractor with more experience is needed to support more than a volunteer can.*
- *Mary Catherine – We are interested in this contract and have been doing our due diligence. We do operate the Senior support program and were able to take on the SSSC as well during COVID. We will be discussing at a Board meeting in a week and a half. We are also re-establishing a Seniors response program (??) in the community.*
- *Kris Anderson – I don't live there; however, I do a HUB for B@H and am curious if it will be put out for a Call for Proposals so any other organizations have a change. Cathy added that communications have gone out and today's meeting was to capture any other interested agency.*
- *Mary Catherine – Seniors network established almost 4 years ago and a message did go out to that group as well.*
- *Brenda – not everyone has the capacity to get things up and running quickly even if they did have interest.*
- *8 of 13 people said YES in the POLL with Cathy, Kristi and Emily not voting, so it was 8 out of 10 that voted with 100% saying YES.*

Adjournment

Next Steps:

At the end of the zoom dialogue the participants made the recommendation for Volunteer Campbell River to be the host agency for the Campbell River Better at Home Program.

The Executive Director – Mary Catherine Williams would reach out to the board to determine if they would be in favour of taking the program on for the region and the ED would get back to the RCD Cathy Holmes with their decision.

This report to be reviewed and the host agency determined by:

- **Kahir Lalji** – Provincial Director, Population Health – United Way Lower Mainland
- **Signy Madden** – Executive Director – United Way Central & Northern Vancouver Island
- **Kristi Schwanicke**, Community Impact Officer, United Way Central & Northern Vancouver Island
- **Cathy Holmes**, Regional Community Developer, Vancouver & Gulf Islands, Population Health UWLM

Once the Host agency has been confirmed and identified E-Access will be initiated for the application process to commence; followed by a Letter of Agreement and transfer of knowledge, funding and resources to the new host site.

Thank you!

The day would not have been possible without the support of and guidance by the Seniors Advisory Table in Campbell River

Thanks to each of you for attending the meeting with a desire to co-create a shared future that invests in our older adults to live independently in their own homes and remain connected to their communities.

Thanks also for demonstrating humility, courage, grace and leadership to explore differences and uncover what could be the greatest asset and outcome of the session; in particular, for trusting the unfolding facilitation process and being supportive of working within complex challenges presented in our communities.

Further feedback, comments or questions can be directed to:

Cathy Holmes

Regional Community Developer, Vancouver & Gulf Islands

United Way Lower Mainland

cathyh@uwcncvi.ca

250 797-9378