

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



**Better  
at Home**

United Way helping seniors remain independent.

## **PUBLIC INPUT OPEN HOUSE**

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.

## **The Sunshine Coast and Home Supports for Older Adults**

*Final report prepared for United Way of the Lower Mainland*

Prepared by April Struthers, Wit Works Ltd. 2012

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## INTRODUCTION

### Better at Home Program Introduction (provided)

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 Sunshine Coast has been identified as a potential Better at Home site. April Struthers 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.

### Description of Local Community Development Process

Objectives of the community development approach were to:

- Have a community friendly approach
- Gather as wide input as possible in the limited time available, particularly attending to the north end of the Coast which is often neglected when gathering input
- Gain and give information about needs and the potential program
- Build on previous information and projects
- Use community assets
- Focus the best strategic thinkers locally on this project
- Do a fast but accurate / focused sampling of community input
- Equalize the weighting of community and professional / agency input
- Base this project on uniqueness and actual strengths and weaknesses of the community(s)

- Avoid having analysis driven by sole-community or service centric lenses
- Fit in with other community initiatives going on concurrently
- Gather information and input from older adults and consumers of service as much as possible

#### Strategies used included:

- Community engagement in as deep a form as possible given time restraints (with voices of older adults being key)
- Taking a regional view instead of one featuring Sechelt only
- Educating where possible as to demographics, trends, projections, and using regional thinking
- Educating as to national or other solutions to aging in place
- Linking this program with programs which would complement or support this one
- Building capacity for strategic thinking about the issue

This was done in the context of an area which lacks a staffed Social Planning council, with seven separate government entities, where there is no older adult strategy, no integrated service group where issues for older adults are debated, and no organized advocacy organizations, and where local politicians say the voice of older adults has not been mobilized to press for service.

#### Methods used:

- Conversations with older adults where they currently meet
- Conversations with anyone who wanted to talk with consultants
- Conversations and then interviews with key informants, and with the connectors, movers, shakers and catalyst individuals in the communities
- Fifteen interviews were conducted (3 times the 'required' number)
- Using intermediaries who are already delivering services and are trusted by older adults to serve their best interests; to distribute and collect a short survey

#### Other methods:

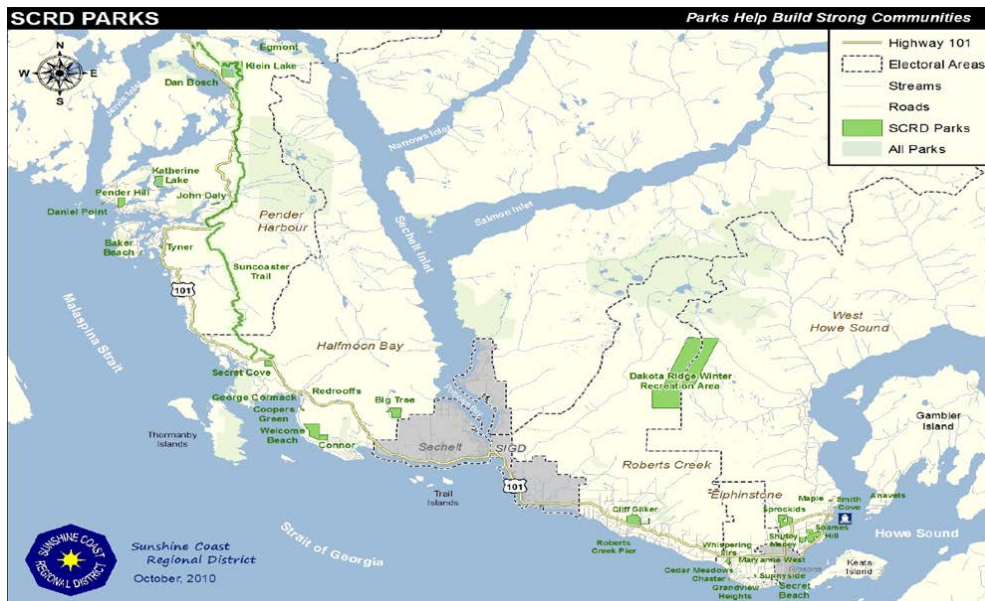
- Focus groups
- Interviews (see list in appendices)
- Surveys to Pender Harbor, Sechelt, Gibsons
- Readings and research: sources local, regional and provincial
- Demographic search and analysis of population groupings

# COMMUNITY PROFILE

## Description of Local Seniors Population

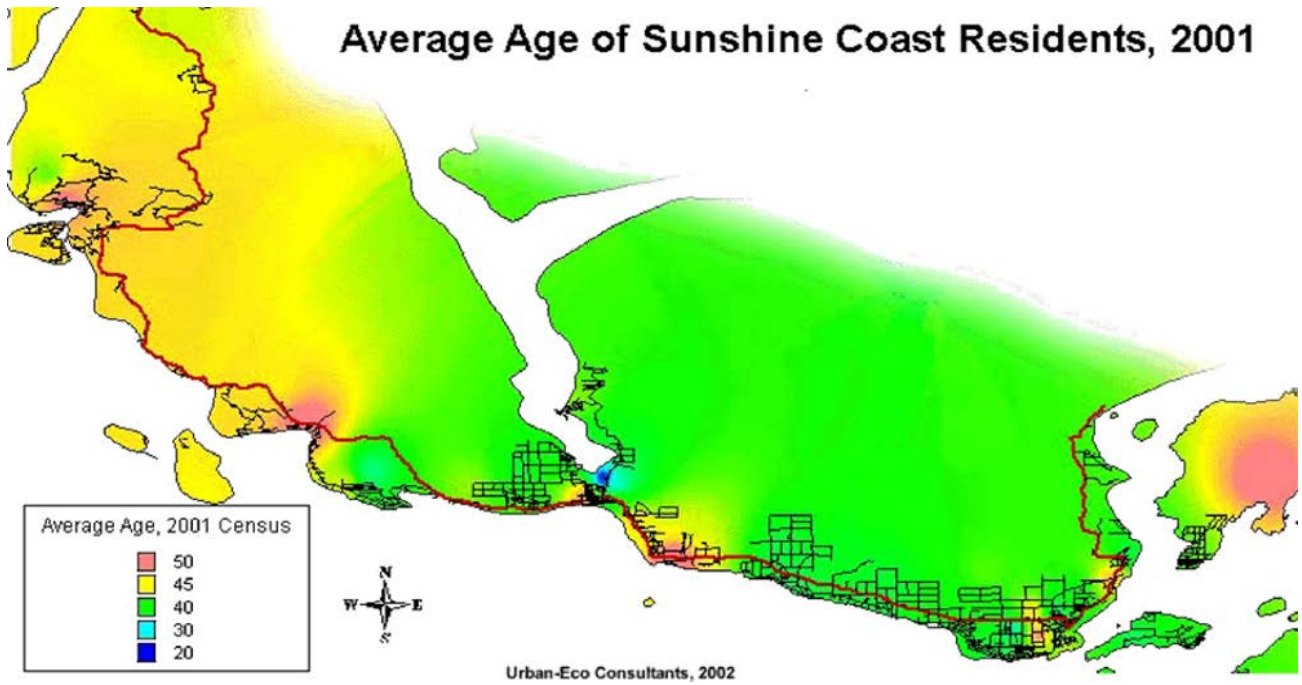


**Sunshine Coast Regional District**  
Population along the highway except for clusters at Madeira Park, Sechelt and Gibsons (Blue Line)



**Sunshine Coast Regional District**  
Population along the highway except for clusters at Madeira Park, Sechelt and Gibsons





**‘Aging Map” for Sunshine Coast – dated material**  
Urban - Eco Consultants (2002)

The maps show, in turn:

Population corridors along the highway

Rural service boundaries (unincorporated and population clusters)

Service catchment areas (relating population to service centers)

Aging Map (relating area to average age)

### *Geography*

The Sunshine Coast is a rural area with low average population density. Population is concentrated in a narrow strip near the water and highway with the Coast Mountains making much of the area impassable. It is referred to as the Lower Sunshine Coast to distinguish it from the Powell River area further north.

### *Settlement and population*

The Sunshine Coast is traditional territory of the shishalh Nation and of the Squamish Nation (*Skwxwú7mesh*). Currently, the shishalh Nation mainly resides in the Sechelt Indian Government District (self governed municipality of 792 residents) (BC Stats 2011); on the boundaries of the District of Sechelt.

The Lower Sunshine Coast consists of a number of disparate communities along a highway corridor of approximately 80 kilometers, with a ferry at either end of the corridor and a population of 30357 people spread unevenly in a series of communities along the length of the highway.

The population is located with 32% in Sechelt, 14.6% in Gibsons and the rest spread through the rest of the area (53.4%) including Gambier and Keats Islands. Three municipalities hold the majority of the population and the remainder reside within the Sunshine Coast Regional District boundaries. The SCR D consists of 6 areas (A - F) from north to south on the Sunshine Coast (see map page 6). The 2011 Census states that the density of population within the SCR D is 7.6%. (BC Stats)

The two main settlements are Sechelt and Gibsons, with a cluster of communities making up Madeira Park / Pender Harbor in the top third of (or northernmost area) of the coast.

Communities are disparate and insular, separated by a few miles of highway but quite some distance culturally; each having its distinct character.

As in other Coastal communities, transportation challenges are a feature of Coastal life. The bottom half of the Coast is served by hourly bus service, with part time service to one outlying northern area; and no public service between Halfmoon Bay and the Earls Cove ferry terminal. This results in strong dependence on private vehicles.

### *General trends in the area*

There are significant demographic and other pressures on the Lower Sunshine Coast.

Trends noted in a Regional Growth Strategy (2008) presentation for the Sunshine Coast are:

- It has a potential to double its population (as noted in current Official Community Plans)
- Growth issues identified first in 2002 have intensified (SCRD website, August 2008)

The Sunshine Coast Regional District produced an update in May 2008 to earlier profiles, in which it states:

“Numbers support what residents know; the highway and ferries are much busier, housing prices have increased making home ownership unattainable for some residents, and rental costs unaffordable for many others; and permanent good-paying jobs are decreasing due to downturns in some aspects of the resources sector.” (SCRD May 2008)

The original planning in the early 2000’s (2002 Issues Assessment SCR D) noted a key issue was services for the elderly, as well as transportation, housing, recreation and health services. The needs have been identified for some time on the Sunshine Coast; these are long standing issues which we know about in general, but have not investigated or grappled with specifically.

#### *Population Growth*

The Coast is expected to continue past growth patterns, with 7,000 additional residents (by 2036). The next three years (2009-2012) are projected to have the highest growth rates. (SCRD 2008)

Most newcomers are retired or looking for an alternative lifestyle. (Sunshine Coast Affordable Housing Study 2006)

#### *Population Proportions*

Compared to the rest of BC, the Sunshine Coast has had and will continue to have significantly higher proportions of adults above the age of 45 years (56% compared to 42% in other locations in BC). This is a trend predicted to continue so that by 25 years from now there will a distinct ‘bulge’ in those 70 years and over, in comparison to a population in BC that is somewhat younger. (SC Affordable Housing Study 2006)

A notable statistic is that a relatively small share of the population (22%) is between the ages of 25 and 44 years, an age when you would expect the most growth in working and in family population to occur. In Gibsons the youth population makes up only 10%. This is in contrast to the Provincial percentage of the population for this age group; which is almost 30%. (SC Affordable Housing Study 2006)

There are 12943 permanent households on the Sunshine Coast in 2011. (BC Non Profit Housing Association 2012)

Seasonal dwelling households likely account for a further 1100 households (these are estimated in the Affordable Housing Study and are not counted as part of census information). (SC Affordable Housing Strategy 2006)

#### *Poverty on the Sunshine Coast*

Interviews with providers and consumers showed that poverty is seen as a considerable issue on the Coast. A significant portion of the Sunshine Coast population has issues with housing affordability (in both purchase and rental markets), employment and under employment.

#### *Community Uniqueness*

Even with the above challenges, the Sunshine Coast is a desirable place to live. Expanses of outdoor areas give a variety of recreation possibilities; a lively arts, artisan and culture sector; with noteworthy natural scenery; and a range of community developed projects are all assets. There is a substantial wish to collaborate on responding to community perceived needs.

At the same time there is also a significant potential for splintering of interests into small but vocal groups. There is one volunteer group for every 100 citizens.

Part of this results from historical development, when each community was largely independent of the next and each was serviced by ocean with steamship and piers being focal points for supplies, news and people. Communities looked literally 'out to sea' to get their input rather than to neighboring settlements, which were largely inaccessible except from the sea until the 1950-60's. This has resulted in parochial and self reliant, rather than interdependent, communities.

There has also traditionally and continues to be a large summer population which swells permanent communities by an estimated 50-100% seasonally (mainly from the lower mainland). This population is not necessarily well integrated into the community.

There are distinct age group nodes with particular interests. And there is significant off Coast in-migration facing this region in the next few years with these groups bringing with them 'Lower Mainland' expectations and values, and a very different view of community than exists now. The potential for more splintering into interest groups exists.

The Sunshine Coast has a history of strongly parochial operations amongst its municipalities and regional government. This leads to divisiveness and conflict regionally and the Coast lacks a unified social planning, resource planning and economic development perspective. Amongst the seven jurisdictions covering the Sunshine Coast unified government decision

making on regional issues like services for an aging population, is constrained by relations amongst the jurisdictions, differing mandates, and interests.

### *Summary*

The Coast is an area of considerable transportation challenges, with a population growing but with a demographic skewed to those over 45 years old, and a lower age group of prime working and family growth of 25-44 year olds than the Provincial average. There is higher than Provincial average income assistance numbers and dependency on a few employment sectors, higher pension income and lower employment income than in the rest of the Province, with higher large housing cost increases and few multi-family buildings. (BC Stats 2011) The longer term projections are that there will be a bulge in population over 70 years old.

### **Profile of An Aging Population**

The 2011 Census lists the current population as 30357 in an area of 3,778.17 km<sup>2</sup> (1,458.76 sq mi). Average population density is low and much of the settlement is rural. The Sunshine Coast has a high number than the Provincial rate of older adults 55 years +. (BC Stats 2011) Sechelt is 11<sup>th</sup> of 89 communities in BC in number of older adults. (Sechelt 50+ Survey 2011)

Of seniors in the local health region, about 30% live alone (higher than the provincial average). (Health Profile 2010)

Compared to BC and other Regional Districts, the Sunshine Coast has these notable statistics:

- The 'Dependency' rate for Sunshine Coast for the elderly population is 34.4% versus 23.2 % in BC. It is ranked fourth highest of 26 Regional Districts for this rate. (BC Stats 2011). 'Dependency' refers to the rate of reliance by individuals on the 'safety net' for income (percentage of the population receiving income assistance and employment insurance benefits).
- The Vital Signs 2010 report lists BC Stats projections of the combined dependency ratio of the elderly and of children to be 82% by 2020. This is a concerning projection.
- Population change last year was 1.3 % versus 1% for BC as a whole. (BC Stats)
- Family structure – families with no children at home were 53.2 % versus 41.3 % for BC at large. (BC Stats 2011)

In the SCRD in 2008 substantially more than the Provincial average lived in detached homes (83.8% of the total population with a BC average of 52.3%). There were 11.5% multi-unit buildings on the Coast in contrast to 44.9% on average in BC.

The SCRD has 3675 households with seniors as primary maintainers of housing. Sechelt has 2140 seniors. (Sechelt 50+ Survey)

A little over half of the population of the Sunshine Coast is rural (SCRD 53.4%); with the remainder mainly in Sechelt and Gibsons. (BC Stats 2011)

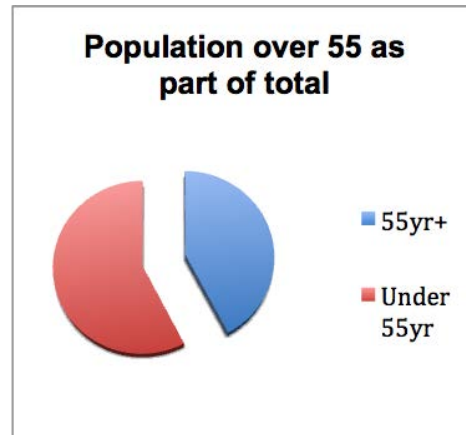
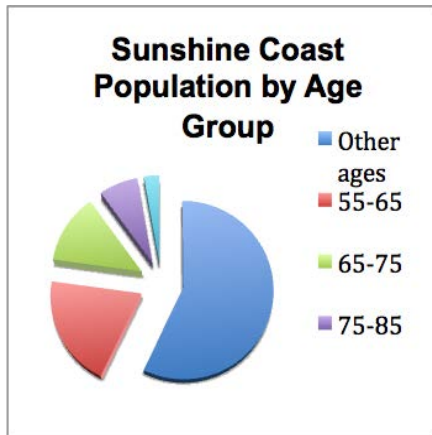
The settlement pattern is of dispersed population even within the population clusters; housed mainly in single-family homes. Details on housing, preferences, needs and challenges exists only for two areas of the region (District of Sechelt and Area A, SCRD), but informed community members and planners feel the same pattern of settlement, housing stock and challenges to aging in place exist in varying degrees throughout the Sunshine Coast.

The older age groups of the population are projected to grow. (BC Stats)

The distribution of the population and sectors of older adult age groups are shown in the following diagrams:

- Overall Population
- Population by Community
- Population by Age group
- Number of those over 45 years in all communities

## Sunshine Coast Population



## Sunshine Coast Population by Community

Population by Community (All Age Groups)			
Area	2006	2011	Change
SCRD	27759	30357	
Sechelt	8454 (30.5 %)	9727 (32.0%)	Most growth in Sechelt
Gibsons	4182 (15.1 %)	4450 (14.6 %)	Little change in Gibsons
Unincorporated areas A - F	(54.5 %)	(53.4 %)	

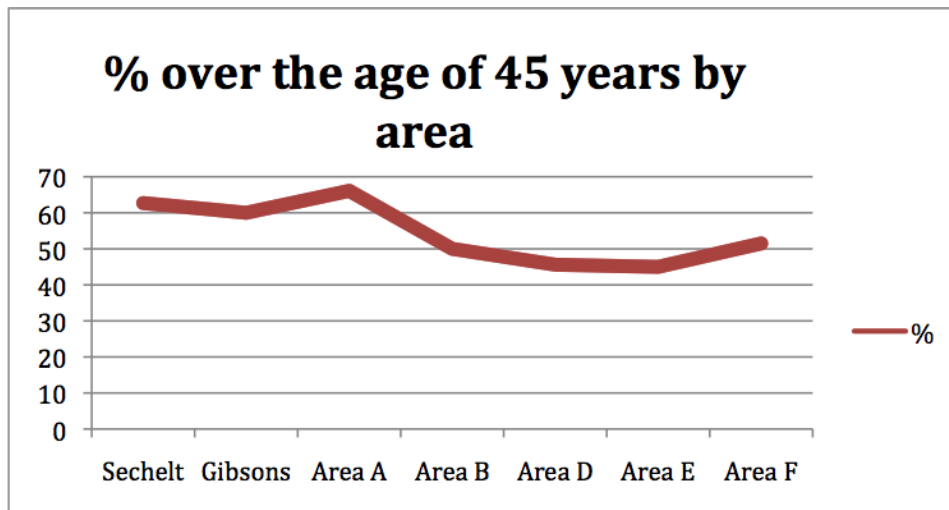
## Sunshine Coast Population % by Age Group

Sunshine Coast Older Adult Population by Age Group		
Other ages	17334	51%
55-65	6089	20
65-75	3899	12
75-85	2182	7
85-95	853	2

## Age as percentages of population over 45 years per location (Area A is highest)

A R E A	Median Age (50% < 50% >)	Rank in BC	% over 45 / 50 years of age
Sunshine Coast	51.6	2 <sup>nd</sup> highest in BC	
Sechelt	53.6		62.7% (45+)
Gibsons	51.4		60% (45 +)
Area A: Pender Harbour	56.7	Highest in SCR D	<b>66.1%</b>
Area B: Halfmoon Bay	50.9		50%
Area D: Selma Park, Roberts Creek	47.5		45.6%
Area E: Roberts Creek to Gibsons	48.1		45 %
Area F: West Howe Sound	51.3		51.5%

### Numbers over 45 years by location

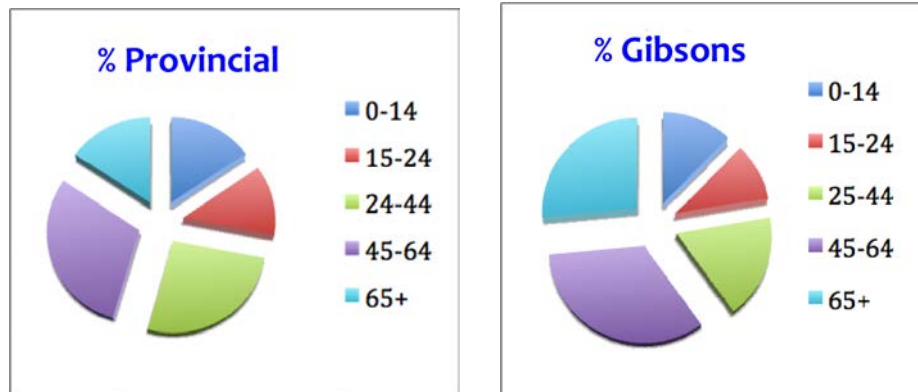


### % Older Adults by Population Center

62.7% of Sechelt residents are over 45 years old
60% of Gibsons residents are over 45 years old

## Town of Gibsons Statistics

### Age group distribution compared to Provincial



**Higher 45-64 and over 65 age groups than Province**

### Gibsons Description

The Town of Gibsons is split by geography into upper and lower sections, with a steep hill joining them. Gibsons and surrounding area poses challenges for its citizens and municipal services because of lots of residences (and some businesses) are located on hillsides.

The Town of Gibsons is in the final stages of an Age Friendly project / inquiry; where a group of some 40 citizens has been working with City Spaces Consulting to identify needs and solutions to develop the town as an age friendly space (both physically and in community capacity building).

#### Gibsons Age Friendly Project

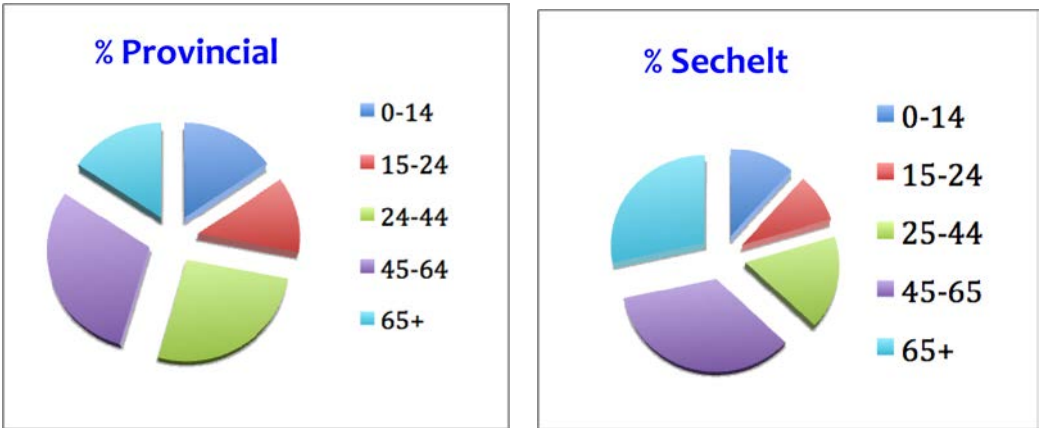
Findings and recommendations from the inquiry being conducted presently by the City Spaces Consulting firm include:

- Transportation is an overriding issue, with the acknowledgement that the transit system services the ferry destination but not those trying to get to appointments. As well, the bus does not drop people off where they want to be and even if older adults live on the route served by the bus, they must walk considerable distances to get to their final destination.
- One recommendation of the Age Friendly project is to create a 'community shuttle' to gain connection between the upper and lower parts of Gibsons.
- There is always the need for more affordable and appropriate housing. Suggestions to solve the need are – 'densifying' around the commercial zones and using municipal lands to develop non-market housing or facilities.

- The need for information on resources, programs and services was seen as critical. The recommendation from the Age Friendly Project is to enhance the just published resource guide (which contains regional services) and to send it to every resident.
- Out of the Age Friendly workshops, consultants gained the clear indication that people want to age in place in their homes. Gaining and accessing those services which would support safely aging in place; was a strong theme that emerged. Services named by residents include gutter cleaning, meal preparation, delivery services, and maintenance of homes.
- The Age Friendly project has included as one of its recommendations that Gibsons endorse in principle the Better at Home Program for the Sunshine Coast in order to keep people in their own homes.

**District of Sechelt Statistics**

**Age group distribution compared to Provincial**



(Higher 45-64 and over 65 age groups than Province)

**Sechelt population change over 5 years for those over 45 yrs old**

2006	2011	% change
8747	9727	9 %
45+ = 26%	45+ = 28.4	2.4 % increase
65+ = 25.3	65+ = 34.4	10.3 % increase

The settlement pattern is one of dispersed population in mainly single-family homes even within the population clusters. In Sechelt, the largest town like cluster, 30% of seniors live in downtown, 23% in major suburbs and the rest in smaller communities. (Sechelt 50+ Survey 2011)

In the Sechelt residents 50+ Survey: Report to the Community (Sue Jackel, Project leader) the report says the demographic concentration of midlife and older adults residents is recognized in the OCP.

Sechelt has 2140 seniors. (Sechelt 50+ Survey 2011)

Sechelt is 11<sup>th</sup> out of 89 communities over 5000 population who have the lowest number of youth in BC. It ranks 13<sup>th</sup> of 89 communities having more seniors than the provincial average.

The Sechelt 50+ Survey 2011 shows:

- Most people get out every day, with heavy reliance on driving their own cars
- The majority get some help with outdoor maintenance and yard work
- 40% get some help with routine housekeeping
- In the age group of 80+ years, 55% pay for services
- Most over 65 years would pay for services if they could have trustworthy, reliable and reasonably priced services provided
- Most seniors own their own homes
- Sechelt is pet rich with 40% of Sechelt older adults owning a pet

The top five destinations for those older adults getting out in Sechelt were:

- For those 80+  
Medical appointment, Sechelt mall (grocery store), bank, pharmacy, other stores
- For those 65-79  
Grocery store, downtown Sechelt stores, medical appointments, bank, pharmacy.

Information Supports and services was a clear need from the survey with most needing information on home maintenance services, and transportation options. Over half needed information on financial assistance; 40% on in home medical and personal care.

Conversations with Capilano University on the topic of local seniors literacy clearly pointed to the need for information to be produced at an appropriate reading level for older adults and in several languages. The area's Composite Learning Index is lower than BC's average (Vital Signs 2010) and may have implications for people's ability to take on information and utilize it. This would imply that various and creative means of communicating need to be developed.

## Staying in Sechelt

Seventy percent (70%) of Sechelt residents 50 years and over are in single detached houses; about half of them have thought about moving; 65% of those over 80 had plans to move to another home in Sechelt. One quarter live on their own. About 30% plan to live in their own homes indefinitely. (Sechelt 50+ Survey 2011)

## Sechelt Indian Government District

The Sechelt Indian Government District holds the first self government agreement in which First Nations communities assumed control of health services. Services for the 200 residents of ages 50-65 years, and the 170 residents over 65 years old, are provided under health transfer agreements federally and include medical home support services, a Community Nurse (CN) and Community Health Representative (CHR). Residents access the hospital and local physicians' offices for other medical support.

The SIGD residents may wish to access Better At Home services. The lead agency for the program should enter discussions to see if the shishalh Nation wants to participate. Although health funding, history, and culture are different; issues of aging are shared.

For the purposes of this report and program it would be useful to know if there were pockets of need for seniors who are of modest incomes and living in particular areas. Other than the indicators for Area A it is impossible to determine that based on the information available.

Area A of the SCRD (which includes Pender Harbor and Madeira Park), recently had a Seniors Housing Needs Assessment, commissioned by the Pender Harbor Seniors Housing Society and completed July 2012. (Thompson 2012)

Area A has 10 % of the population of the Sunshine Coast (2678) with a high proportion of people over the age of 65 years. It comprises the area from Secret Cove in the south, to the ferry terminal at Earl's Cove in the north. It is the area furthest from the commercial and service centers of Sechelt and Gibsons.

Area A has the highest median age on the Coast (56.7 years).

From the Pender Harbor Seniors Housing Needs Assessment report a number of points are extracted:

- Area A has more older buildings than the BC average
- There are more owner occupied homes and little rental stock
- 30% require minor and 8.5% require major repairs
- A large proportion of seniors live alone (54.8 % are one person households)

- Housing affordability is an issue for seniors where 48% of one person households spend a significant amount on housing
- Couples without children represent a higher proportion of all households in Area A (40.6%) compared to the SCR D average (37.1%)
- The projections for growth in Area A show that by 2036 the population will be 3508 residents. Presently this area is 9.4% of the SCR D population. It is projected to grow by 27% over the 2011 census population count. (M. Thompson 2012)

Outside of Area A, the SCR D has half its population aged 45 or older. Area A has two thirds of the population being 45 years or older. The BC average is 57% under 45 years; and Area A has 33.8% under 45 years of age. This area has more older and less younger individuals.

Core housing needs of seniors has increased from 1991-1996 when it was 5.7 % and now it is 12.4 %. It is estimated 56 senior households are in core housing need in Area A. (Core housing need is defined by the Canada Housing and Mortgage Corporation as when a families housing falls below at least one of the adequacy, affordability or suitability, standards and it would have to spend 30% or more of its total before-tax income to pay the median rent of alternative local housing that is acceptable).

The SCR D has 8710 households overall and 3675 households with senior primary maintainers, (the primary household maintainer is aged 65 or over).

In contrast to the rest of the Coast, this area is furthest from larger centers, has the least public transit, and is identified by current medical home support providers as an area of greatest need. It likely has the highest proportion of single-family detached houses and lowest number of housing options.

## Summary of Community Assets

### Assets Generally

Assets for pro-social change (identified in diversity change program currently running on Sunshine Coast):

- Community feeling, size of communities
- Community centers, libraries, neutral public spaces
- Festivals and (multi cultural) community events/ dinners
- Number of sole interest groups
- Support groups
- Faith communities that work towards tolerance and acceptance of all

The positive attitude to inclusion and community participation / support / volunteerism is a definite asset.

### Assets Specific to Aging in Place

- **Age Friendly Initiatives**

The **District of Sechelt** undertook a Vision Plan around inclusivity which had older adults and others as its target. See

<http://www.district.sechelt.bc.ca/Live/CommunityPlanning/VisionPlan.aspx>

Sechelt holds the Age Friendly Community designation/award (one of 9 communities in BC holding the title) as a result of a combination Age Friendly and Measuring Up project (Accessibility Challenge) which resulted in developing Accessible and Adaptable Housing Design Guidelines endorsed by Council December 2011.

<http://www.district.sechelt.bc.ca/Live/CommunityPlanning/Accessibility/AccessibilityNews.aspx>

**The Town of Gibsons** joined Sechelt in endorsing the Accessible and Adaptable Housing design Guidelines as February 2012.

Because the guidelines are receiving regional support, they have been renamed the **Sunshine Coast Accessible and Adaptable Housing Guidelines**.

The Town of Gibsons is currently conducting an Age Friendly inquiry. A list of assets and recommendations is in Appendix B.

- **Preparatory Background Work and community mobilization by** Sunshine Coast Community Services and others, for this program. Community advocates for healthy aging, met with United Way to investigate the Better at Home program and other services.
- **District of Sechelt Seniors Resource Guide**  
To be published early in December 2012.
- **Sunshine Coast Community Response Network**  
A whole community response network to combat adult abuse, including older adult abuse, consisting of community and service provider members; is active on the Sunshine Coast.
- **Desire by Agency Staff to have Careful Practice**  
Non-profit and public agency staff stressed the need for careful practice to safeguard vulnerable adults who may make use of the offered services.

A fuller discussion of assets and expected challenges is contained in Appendix B.

## Summary of Assets and Barriers

### Significant barriers to service

Our dispersed population pattern, the number of single family home structures, lack of income to pay for services, lack of significant public or non-public household transport, lack of services causing other health pressure/crises are all significant barriers.

### Assets

Our significant community participation rate, Age Friendly projects both for physical changes and awareness raising, inclusivity projects, the willingness to try new creative, collaborative solutions and strong community partnerships are seen as strong assets.

## Seniors Needs Related to Non-medical Home Supports

Transportation is a huge issue here as in other rural coastal communities. The transit system has one of the highest rider-ships in the Province and ties together the middle to lower areas of the Coast, and services the ferry walk on passenger population. Buses however are infrequent and cover only about 2/3 of the area. Those with mobility issues cannot get to the bus stops, which in themselves are very basic and offer little shelter in mainly unlit locations at the side of the highway.

The handyDART system is seen as having very accommodating staff, but none of the schedules, routes, or criteria for service are seen as ‘handy’.

A solution has been suggested in the form of para-transit – very small buses / vans driving around coastal highways and residential areas – with the ability to stop at individual houses and driveways.

Information seeking and information access emerged as a theme in conversations. People need a consistently reliable source for information so as to make support decisions and access the services themselves.

In conversations, older adults and service providers said every service in the basket of services was needed – except for snow shoveling – reflecting the reality of life in the coastal rainforest. In addition services like meal preparation, and pet care were seen as necessary.

Overall, the rating for the top four services was transport, home repair and grocery shopping and housekeeping. Needs however differ by area so all the services except snow shoveling had some people interested in uptake.

In Gibsons focus groups and meetings said housekeeping, home repair and yard work were the main areas of need. People said they would gladly pay for services. Reliability and safety were factors of whether to bring someone into your home.

For other groups the most important service was Transportation to Appointments (average rating = 4.16). Second and third priorities were Grocery shopping (4.00) and Simple Home Repairs (3.81).

Few were currently accessing these services. In answer to which services were being used now:

1. 20% indicated they accessed help with light housekeeping
2. 27% had help with home repairs
3. 31% accessed help with light yard work

Very few respondents indicated who they got help from. Those who did said a “private” source, “paid” help, friends, family, or a community volunteer. Almost all (86%) said they would be willing to pay for the service if the rate was calculated on a sliding scale, according to income.

The over-riding theme, which emerged from analysis of the replies to the open-ended question “In your opinion, what is the biggest barrier to people being able to stay in their own homes?” was again Transportation. Comments about transportation, mobility, or getting to appointments were made by 26 (53%) of the respondents. Deteriorating health (both physical and mental) was mentioned by 7 people (14%). Only 2 (4%) indicated financial limitations on paying for services.

### Conclusions for groups other than in Gibsons

- The biggest needs were Transportation to appointments and Grocery shopping.
- Help with housekeeping, home repairs, and yard work were needed as well, but 20-31% were already accessing that help, from private/paid sources or from friends/family.
- Most (86%) are willing to paying for services, but there are those who might experience financial hardship in doing so. The proportion may be larger than these results indicate given the reluctance to talk about such matters publicly.

### **Current offerings of similar services**

Vancouver Coastal Health offers meals on wheels, volunteer drivers to medical appointment (but noted difficulties in maintaining a pool of volunteers), and friendly visiting. The latter two services are seen as having room for more service and a more developed service.

Private contractors offer a range of services from home repairs, to accompaniment, in home services and housekeeping. Meal planning and preparation, and pet care (two of the services people asked for outside of the Basket of Services) are offered by some of the private contractors. Issues of cost, safety, and reliability are barriers for some people. It is not clear which areas are covered by these services.

Appendix B notes the private and other services currently offered on the Sunshine Coast.

### **Suggested Opportunities for Service Integration / Coordination**

An interesting model for cooperative integrated service which works regionally and ties two communities together on the Sunshine Coast, is that of the libraries regional service.

Library members can access collections at both libraries, and return material at either library. The Gibsons library has the highest readership and membership of any other comparable sized community in BC serving 9000 in a population of 13000 in their catchment area. Sechelt Library serves about 11000 members.

The libraries are a major source of public workstation access with 12000 visits in Sechelt and 8800 in Gibsons. This is a main source for information. (Vital Signs 2010)

Libraries are also committed to being welcoming places and support informing and educating their members and other citizens. They are a central point for spreading information about aging in place or publicizing this program. The lead agency might want to explore having seniors resources or Better at Home offices in or near library premises.

The lead agency should have discussions with the Sunshine Coast Home Care Services of Vancouver Coastal Health to talk about boundaries and overlaps and gaps because they both serve older adults all over the Coast.

# COMMUNITY READINESS FOR A NON-MEDICAL HOME SUPPORT PROGRAM

## Explanation of community readiness

On the Edwards Community Readiness Scale, the Sunshine Coast as a whole matches the ‘Pre Planning’ or ‘Preparation’ profile.

### COMMUNITY READINESS

	Indicators of Stage	Strategies to provide movement to Next Stage
<b>Pre Planning</b>	<ul style="list-style-type: none"> <li>• Clear recognition by some there is a local problem and something should be done</li> <li>• Identifiable leaders but no focused or detailed efforts</li> <li>• Community climate beginning to acknowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver info on the issue</li> <li>• Develop support from community leaders</li> <li>• Review existing effort</li> <li>• Increase media exposure</li> </ul>
<b>Preparation</b>	<ul style="list-style-type: none"> <li>• Planning focuses on practical details</li> <li>• General info on local problem and pros and cons of activities but no formal data collection</li> <li>• Leadership energetic and active</li> <li>• Decisions are made and resources sought or committed</li> <li>• Climate in community offers moderate support</li> </ul>	<ul style="list-style-type: none"> <li>• Gather existing info to plan strategies</li> <li>• Conduct surveys with prevalence questions</li> <li>• Conduct community surveys</li> <li>• Sponsor community picnic or larger fun event</li> <li>• Present in depth local statistics</li> <li>• Determine costs of problem</li> <li>• Conduct public forums</li> <li>• Use key leaders and influencers to speak to groups / participate with media</li> </ul>

The Better at Home community developer exploration is serving to fulfill strategies suggested as moving the community into the next stage.

The Sechelt report on 50+ year olds, the Age Friendly projects in Sechelt and Gibsons, and the seniors needs housing assessment for Area A, are indicators that the Sunshine Coast is moving into the Preparation stage. The Better at Home needs assessment is fulfilling some of the activities of the Preparation stage – at least in regard to seniors need for non-medical home support services. An in depth analysis across all geographic regions of the Coast in regard to other services still remains to be done. In the absence of a dedicated and funded Social Planning Council function on the Coast, it remains to be seen who will bear responsibility for this.

### **Recognition of issue but no pressure groups for political mobilization**

A local municipal politician says local government is surprised not to have received advocacy from local seniors for planning for their needs and for improvements to services. The 'voice' of local older adults seems underdeveloped or absent at this juncture.

### **Embedding this program into the community and service landscape**

Many informants came up with ideas for embedding this service into existing service networks and the community care fabric overall. They made the point that this needs to be an integrated and well-connected service in order to be successful. Failure to do this will affect the sustainability of such a program.

### **Positive endorsement**

There has been a positive endorsement from the Gibsons Age Friendly Project, from the Family Practice Division, and from service providers at the Stakeholders meeting (both for the need for the program here and for the lead agency to be the Sunshine Coast Community Services Society). This speaks to community readiness.

### **Volunteer base**

The recruitment, screening, retention and management of a volunteer core of workers needs to be done to high standards. The Society nominated as lead agency has successful experience in operating a Volunteer Centre.

### **Potential risks going forward**

Some of the potential risks for this program include:

- Lack of acceptance by seniors in certain locations
- Friction with other providers (private) of same services
- Failure to deliver to all areas expecting service
- Failure of partners to commit
- Failure of partners to implement
- Failure to achieve appropriate standards
- Failure to resolve complaints

All of these potential risks need to be anticipated and plans put in place to lessen the chance of them occurring.

## LOCAL BETTER AT HOME DETAILS

### List of preferred services

The list of preferred services is as follows:

- Transport
- Grocery shopping / housekeeping
- Home repairs
- Yard work

The priorities for services differed by area.

### Proposed lead agency

The identification process for lead agency consisted of:

- Posing the question during interviews, focus groups, and meetings as to who or what would be a good lead agency
- Consideration by the community developer of criteria for success and safety and sustainability in delivering this kind of program

In addition, criteria were developed at the Community and Stakeholders Meetings and added to that developed by the community developer; as to what constituted a reliable, safe, community based organization that should become a lead agency for this program.

### Local Criteria

- Capacity to develop and deliver program / services
- Demonstrated track record in non profit services to regional area
- Existing staff, facilities in several communities an asset
- History of strong partnerships
- Good reputation in community for programs, services
- Accredited by major accreditation agency (e.g. CARF)
- Can respond quickly

The rationale for choice of Sunshine Coast Community services for lead agency was that there were no other suitable agencies that met the criteria, that this society had service

experience and a successful track record in delivering other services on a regional basis. Services are already delivered by this organization to facilities from Gibsons to Sechelt, with staff sent on a part time basis to office space and to child care programs in the Pender Harbor area. The Society also has a strong presence on planning tables, with funders, and a history of joint delivery with other government and non-profit organizations.

In addition, the United Way of the Lower Mainland has developed criteria for lead agencies.

### **United Way Criteria**

- Recognized as qualified donee as stipulated in Canada revenue guidelines
- Comply with Federal, Provincial, municipal laws concerning labor, employment and human rights standards
- Demonstrate community accountability through strong volunteer governance, and leadership
- Demonstrate effective Human resources, program, financial management and deliver programs and services in an effective and efficient manner
- Be recommended/identified as a potential candidate as result of community development process

### **Suggestions for Lead Agency**

The main suggestion from the interviews and during the meetings was to ask the Sunshine Coast Community Services Society to take on the lead agency role. Other groups mentioned were service clubs and perhaps the Royal Canadian Legion.

The developer feels that the Sunshine Coast Community Services Society is the best fit considering the criteria.

The Sunshine Coast Community Services Society has indicated interest in becoming a lead agency and is in dialogue with United Way as to the granting system at the moment.

It was suggested by the community developer that there be some concentration on the north end of the Sunshine Coast (Halfmoon Bay north – Area A) because some particular needs were discovered there.

### **Lead agency and partnerships**

It was felt by the developer that the highest acceptance from the older adult population in the northern end of the Coast would be to a local society; so it was suggested that SCCSS contract out services to a non-profit such as the Pender Harbor Health Centre Society, which

already offers medical home supports and deals everyday with the reality of service delivery in an area with no public transport and a sparse population.

The Community Foundation has offered to help in any way possible with the program. They have suggested establishing an endowment as a method of sustaining funding. They are also interested in helping with education for older adults and in developing older adults ‘voice’, exploring social finance in relation to this program and helping gain detailed information about older adults needs perhaps through a needs assessment or local ‘census’. They also suggested aligning with the Smart and Caring Community initiative being developed by the Governor General of Canada.

## **RECOMMENDATIONS AND NEXT STEPS**

### **Recommendations from Sustainability Report (We Envision, SCRD)**

- Integrate service delivery by providing funding and resources support to the Social Planning Council
- Advocate for community-care nursing and other home-support services to enable seniors to live independently in their own homes and situate community service resources in Pender Harbor, Sechelt, and Gibsons close to transit stops
- Monitor the linkages between transit, health support, youth and seniors services, affordable and supportive housing

### **Recommendations from this inquiry**

Further research should be conducted on other Areas of the Regional District to ascertain needs of older adults.

1. The Sunshine Coast should develop an Older Adult Strategy to position the Coast to be able to plan and deal with the service needs and future demands of an aging population which is – compared to other population sectors – disproportionately large.
2. A source of up to date, reliable information for older adults, families, caregivers and service providers is needed.
3. The Sunshine Coast may want to develop an Older Adults Planning Table similar to those for Youth and Early Intervention; which already exist on the Coast. This might be linked with a Seniors/Youth Intergenerational Coordinator role.
4. Seniors organizations and the non-profit sector might want to plan for advocacy and decide how to develop older adults ‘voice’ on the Coast.

5. Older adults influence should be factored into economic planning (both the buying power of this segment of the population, and the unique or extra demands which come with the volume of this age segment).
6. Planners might like to account for the differing needs attached to differing stages of aging (young old, middle old, senior old) adults. Likewise, accounting for needs at differing stages of independence would be useful (independent, interdependent, and having practical and frequent dependence)
7. All the governments on the Coast might like to pool the expertise and Smart Planning facilities of their planners in order to map and research the location and density of older adults, their age and anticipated needs. This information is of critical interest in health planning but also in emergency preparedness.
8. The non-profit lead agency and Vancouver Coastal Health Home and Community Supports might want to meet to see where responses can be integrated between non-medical and medical home supports.
9. The lead agency may want to conduct particular research on best ways to conduct service delivery in rural areas (HCC has lots of experience in this).
10. Sunshine Coast Community Services should apply for the grant funding as soon as possible.
11. The District of Sechelt should be asked to endorse the provision of this service (as is to be recommended in the Age Friendly, Gibsons Project recommendations).
12. Have detailed discussion with the Community Foundation about how to partner.
13. The lead agency should consult with the shishalh Nation about joint use of the program.

## CONCLUSIONS

Consultations on the Sunshine Coast revealed several clear facts in relation to the proposed Better at Home program. There is a large amount of support for such a program on the Coast. The support is in particular for a program which services all geographic areas of the Coast (the aging population of the whole Coast needs these services).

Government and agencies have been thinking about the needs of an aging population but have no cross-region infrastructure through which to frame their thinking. While anecdotal accounts pointed to the existence of lots of grass roots, neighborhood and agency activity; it is not coordinated, planned regionally, nor growing from a common set of agreed background data.

There is already acute need in some portions of the population-leading to pressure and immanent crises for facilities which are forced to respond in a way they recognize as inappropriate and where dynamics of service create problems in the system for other users (hospital).

Aging in place is a popular and well-researched response to maintaining older adults well being in their neighborhood and communities. On the Sunshine Coast the inherent challenges caused by rural lifestyles, a sparse population and poor public transport can be countered with a coordinated, thoughtful approach; and the region seems ready to consider how to do that in partnership with a lead agency.

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## APPENDICES

### Appendix A Summary

#### Emergent Themes

These themes emerged from the interviews, meetings and groups in this project:

##### 1. Intergenerational Practice

Community members, key informants, agency staff all asked that youth and the aging adult population be combined in this and other programs. This is reinforced in the research on best practices for older adults. The lead agency might like to explore how this can happen. There are numerous examples through Age Friendly initiatives and other projects such as conducted by the I - 2 - I Society (<http://www.intergenerational.ca>) as to how this happens in other locations.

##### 2. Integration with Health Authority Services

The community does not understand why medical home supports and other home supports are not part of an integrated service. Research speaks to the usefulness of this integration.

##### 3. Positive Response to Program Possibility

There was a quick and positive response to the offering of this program through the United Way selection process which identified Sechelt as a likely location for the program.

The program has been endorsed by a number of community organizations and health providers. This program in this location has potential to become a model of high collaboration which will provide practical solutions to offering rural services and formalizing what already goes on through neighborhood and interest group and family and friends activity (the provision of supports).

##### 4. Information and access to information

The need for information, and the need for access to understandable information; and the need for Life Planning for older adults and families; was revealed by conversations.

##### 5. Linked issues

The sustainability plan of the Regional District (We Envision) spoke to the need for attention being paid to linkages of issues like 'transit, health support, youth and seniors services, affordable and supportive housing'. These are really elements, which are social

determinants of health. The issues intertwine in how they present in older adults lives and they need to be understood as a system.

#### **6. Taking care in the provision of volunteer services; and of paid services**

There was a clear recognition of the risks inherent in this program and a wish to do our best work to minimize them.

### **Summary of consultations, meetings and interviews**

#### **Service Needs**

No clear-cut list of services, which could be applied everywhere, emerged. All consultations named transportation as the overriding need. Because Vancouver Coastal Health already offers transport to medical appointment, transport to non-medical appointments could be offered, and a concentration on transport in the north end of the Coast would be appropriate.

#### **Services Already Offered**

A useful strategy in service offering would be not to compete with existing services, but to augment them or offer services offered elsewhere but not currently present in a particular area.

Subsidizing the purchase of market services where special equipment, skills or where safety concerns might be present with specialized contractors would make sense. If volunteers are used, match corporate / business volunteer campaigns to those businesses who have trained staff and equipment (i.e. for yard work or home repair services).

#### **Coordination of Planning for aging adults**

Create a structure for planning.

The need for information / communication resource planning has emerged. Planning for this age group should utilize all assets currently available on the Coast. Standards for reasonable responses taking the particular needs of older adults should be put into place.

The sustainability of the program was a topic of discussion in groups. The community sustainability depends on the level of its integration into existing service networks, systems of outreach, generational links, how quickly the program can be established, and its responsiveness.

The business model sustainability depends on having a good social enterprise / fee for service model; and being practical and creative in finding sources of financing and resource, as well as developing longer term financial vehicles such as endowments. Sustainability planners and the Community Foundation need to be partners in this.

## Appendix B: Community Assets

### Additional assets identified in OARH Project 2013

- Community feeling, size of communities
- Community centers, libraries, neutral public spaces
- Festivals and (multi cultural) community events/ dinners
- Number of sole interest groups
- Support groups
- Faith communities that work towards tolerance and acceptance of all
- Unions (workers' rights regardless of 'isms')
- Retired population with time, skills, positive attitudes and resources
- Mindfulness, Harmlessness training
- Organizations living the anti-ism policies
- Youth Action Committee
- Aboriginal School District 46 Programs
- District of Sechelt /Sunshine Coast Community Services Society

The positive attitude to inclusion and community participation / support / volunteerism is a definite asset.

### Age friendly Projects

**The District of Sechelt** undertook a Vision Plan around inclusivity which had older adults and others as its target. See

<http://www.district.sechelt.bc.ca/Live/CommunityPlanning/VisionPlan.aspx>

Sechelt holds the Age Friendly Community designation/award (one of 9 communities in BC holding the title) as a result of a combination Age Friendly and Measuring Up project (Accessibility Challenge) which resulted in developing Accessible and Adaptable Housing Design Guidelines endorsed by Council December 2011. These are voluntary guidelines for new construction to meet universal design standards (to allow residents adaptations conducive to meeting needs of aging in place).

The project also raised awareness of inclusion for all (including older adults) in physical infrastructure changes by council and provided accessible transit stops and shelters along

the Highway 101 corridor which connects all of our communities. See <http://www.district.sechelt.bc.ca/Live/CommunityPlanning/Accessibility/AccessibilityNews.aspx>

**The Town of Gibsons** joined Sechelt in endorsing the Accessible and Adaptable Housing design Guidelines as February 2012.

Because the guidelines are receiving regional support, they have been renamed the **Sunshine Coast Accessible and Adaptable Housing Guidelines.**

An example of ‘aging in place friendly’ housing development is shown in the Parkland cluster housing under construction in Gibsons. See Appendix B for Age Friendly features and photo.

Gibsons is undertaking an Age Friendly initiative currently <http://gibsonsagefriendly.wikidot.com>. Also see [http://gibsonsagefriendly.wdfiles.com/local-files/start/120821c\\_Gibsons\\_LeaveBehind.pdf](http://gibsonsagefriendly.wdfiles.com/local-files/start/120821c_Gibsons_LeaveBehind.pdf)

### **Age Friendly Project Gibsons**

Additional findings and recommendations from the inquiry being conducted presently by the City Spaces Consulting firm include:

- People want to access services from within the town and the outside areas, but the Town does not have resources on its own to provide all desired /required services.
- Services are split between the upper and lower portions of the town. The health center, swimming pool, curling rink and recreation centre are all in upper Gibsons. The town hall, library and post office, Motor Vehicle branch are all in lower Gibsons.
- People asked for routine destinations to be better connected and spoke about having to walk on the gravel shoulder of the road to access the bus route or services.
- One recommendation of the Age Friendly project is to create a ‘community shuttle’ to gain connection between the upper and lower parts of Gibsons.
- There was a real desire by involved citizens for Age Friendly to apply also to youth. The youth population component is very small in Gibsons. Retaining young people and finding ways to make intergenerational connections was seen as very important. A suggestion/recommendation is to create a seniors/ youth/ intergenerational coordinator.

## **Preparatory background work and community mobilization by Sunshine Coast Community Services and others**

Board members and others at SCCS have been advocating for service for seniors. They and other community leaders have met with United Way representatives. Board members have also approved in principle the notion of the society expanding programs to serve older adults.

## **District of Sechelt Seniors Resource Guide**

To be published early in December 2012.

## **Sunshine Coast Community Response Network**

A whole community response network to combat adult abuse, including older adult abuse, consisting of community and service provider members; is active on the Sunshine Coast. This network plans to invite the potential program coordinator to sit on the CRN so as to have strong liaison and to attend to developing protective factors and minimizing risk factors for vulnerable adults in the Better at Home Program.

## **Desire by Agency Staff to have Careful Practice**

Service providers and agency staff who were interviewed spoke to the need to have careful management and recruitment of volunteers for the program, to ensure they are trained in safety, dementia, basics of aging, grief and loss, and to ensure that there is strong monitoring of service delivery. Staff also referenced the Ombudsperson's Report, specifically the critique of the CASI programs which relates to issues around accountability, safety, and lack of integration with the medical home support services.

## **Services Currently Being offered to Older Adults in the Sunshine Coast**

(Both private and public services)

### **Mapping Services on Possible Better at Home Offerings**

#### **Housekeeping**

##### **Help on the Way**

Phone: (604) 885.4337

Email: [helpontheway@dccnet.com](mailto:helpontheway@dccnet.com)

Staff of twenty includes RN's, Registered Care Attendants, activity aides, homemakers and housekeepers. Offers a range of services:

1. Personal Care
2. Companionship
3. Meal Planning and Preparation
4. Gardening
5. Housekeeping
6. Laundry Services
7. Organization
8. Exercise
9. Dressing Assistance
10. Entertainment
11. Pet Care
12. Errands
13. Transportation
14. Shopping Assistance

### **We Care Home Health Services**

Phone: 1 (866) 729.3227. Used to have satellite office in Roberts Creek. Now offers limited services from North Vancouver office:

- Home Making
- Companion Services
- Accompanied Visits
- Caregiver Relief

### **Independent Lifestyles**

Gibsons

Phone: (604) 886.8300

[www.independentlifestyles.ca](http://www.independentlifestyles.ca)

In addition to home nursing services, this company offers:

- Housekeeping
- Property maintenance services
- Grounds maintenance
- Transportation Assistance
- Companionship

### **HomeCare West**

P.O. Box 61, Sechelt

Phone: (604) 885.2030

email: [info@homecarewest.com](mailto:info@homecarewest.com)

Home Care Assistants provide:

- Personal care
- Help with medications
- Light housekeeping
- Grocery shopping
- Meal preparation
- Companionship

## **Grocery Shopping**

### **Home Care Services, Vancouver Coastal Health**

Phone: (604) 741.0726

**Volunteers** receive your food order by phone and shop for you at Gibsons IGA, Wilson Creek IGA and Clayton's Market in Sechelt. This service is for people who have no other alternatives. There is a delivery charge and you must register in advance.

### **Grocery Delivery, IGA**

Phone: (604) 883.9100

Upon request, the IGA in Madeira Park will deliver groceries to those in the Pender Harbor area unable to get out to shop. **No charge.**

**Help on the Way**  
(see above)

**We Care Home Health Services**  
(see above)

## **Home Repairs**

**Independent Lifestyles** (see above)

### **Bolts & Blades**

Sechelt

Phone: (604) 885.9344

Does small home maintenance/repair jobs and provides lawn care services.  
Will refer for larger jobs.

## **Transportation to Appointments**

### **Home Care Services, VCH**

Phone: (604) 741.0726

**Volunteers** will drive you to and from essential medical appointments only, locally or in Vancouver. This program is available to those who are unable to access other forms of transport such as private, public or taxi services.

**Help on the Way** (see above)

**We Care Home Health Services** (see above)

**Independent Lifestyles** (see above)

## **Friendly Visiting**

### **Telephone Tree**

Home Care Services, VCH

Phone: (604) 741.0726

This **volunteer** service offers a daily, friendly, reassuring phone call. It is available to residents who live alone and who would benefit from social contact.

### **Friendly Visitors**

Home Care Services, VCH

Phone: (604) 741.0726

**Volunteers** provide companionship to socially isolated seniors in the community.

**Help on the Way** (see above)

**We Care Home Health Services** (see above)

### **Snow shoveling**

### **Yard Work**

**Help on the Way** (see above)

**Independent Lifestyles** (see above)

### **Home and Community Care Medical Home Support**

Service summary list available at (604) 741.0726

- The Long Term Care Program is entry point for all services
- Social Worker
- Home Nursing Home Care
- Palliative Care
- Shornecliffe Hospice
- Meals on Wheels

### **Information and referral assets**

#### **District of Sechelt Seniors Resource Guide**

This project had access to the material contained in this guide. It is available later in December 2012 on the District of Sechelt website, in libraries and medical clinics.

## Asset in Housing – Design for Aging in Place

Parkland Cluster Housing, Gibsons



### Age Friendly Features

- Bare land strata (only drives are common so little strata council interface)
- Geo engineered for lower cost heating
- Very small yards, small houses (downsize friendly)
- Walking distance to medical clinic, shopping; centrally located
- Immediate neighbours
- More affordable than most market housing



While informants generally supported the Better at Home Program, many discussed the challenges and issues that need to be considered in establishing such a program.

## **Challenges to Aging in Place:**

- **Ageism**

Ageism is present on the Coast as evidenced by a 2010 study through the local Organizing Against Racism and Hate initiative; which conducted focus group research. Older adults, as well as other groups presenting their experiences with discrimination, referenced 'ageism' (towards both youth and the aging) as a problem.

- **Small Proportion of population in Younger age groups**

The proportion of 24-45 year olds on the Coast is smaller than the BC average. This will have implications for the work force who may be delivering Better at Home and other services for the older age groups in this region.

- **Housing Challenges**

For Area A aging in place will happen by default due to the dynamics of settlement patterns and available housing stock in the area. There is little rental housing or multi-family units, or other forms of housing options available so little potential to downsize or eliminate yards and the need for yard work.

In Sechelt the prediction of the 50+ survey report author is that those with incomes of \$30,000 to \$70,000 will be limited in their ability to find affordable housing to move into, and they will likewise be limited in their ability to buy in services. (Sechelt 50+ Survey, Sue Jackel)

- **Poverty and Aging**

The Sustainability Plan for the SCRD stated 6.9 % of older adults on the Sunshine Coast are living in poverty. The report also notes under-funding of support services including care for seniors to stay in their own homes.

- **Health Service Dynamics and Pressure on Acute Health Services to provide support outside of the hospital**

The Family Practice Division for the Sunshine Coast indicated concern about hospitalization for elderly patients inappropriately when their household could no longer provide support and care. Patients had hospital stays which used up costly resources and could result in deterioration of their health while awaiting other facilities. Further, often partners and spouses could not manage the household and home, and ended up in the same situation. Physicians locally see a direct causal link between lack of non-medical home support and inappropriate hospitalization.

This echoes the concerns raised in a recent report by Marcie Cohen from the Canadian Center for Policy alternatives:

“This study finds that access to home and community care services for seniors in BC has declined significantly over the past decade. Seniors who cannot get home and community care are more likely to end up in hospital, leading to hospital overcrowding and long wait times for all British Columbians. Recommendations include improving access to home and community care and creating a more integrated system, which will improve seniors' health and independence and reduce pressure on hospitals, the most expensive part of the health care system.” (Leavitt 2012 – CCAP website)

- **Changing face of Volunteerism**

There are 384 non-profit or other organizations on the Sunshine Coast utilizing volunteers. (Vital Signs 2010)

The patterns of volunteering (as in other locations in Canada) have undergone a significant shift in recent years. Fewer people are engaged in long-term regular volunteer commitments, and more in shorter time limited assignments. The volunteer force on the Sunshine Coast is also seen as ‘aging’ itself. This implies a different capacity. In addition the pattern is less to work with community groups but on other initiatives.

The Sunshine Coast has successfully promoted a tourism/culture/leisure industry approach to replace faltering resource industry employment and economic base. There are numerous festivals and other special events, of which the Writers Festival and the two Jazz Festivals are the largest and best known. These require large volunteer workforces, so the ‘space’ for other commitment is limited.

A solution suggested by interviewees was to create a matrix of business/corporate volunteer groups who might commit employee time and skills along with required equipment for specific campaigns or seasonal needs (much as businesses, families or groups commit to upkeep or cleanliness of a section of highway or street). An example would be to ask the local Building Supplies store to help with twice yearly yard cleanup (they have the tools and human resources to do so).

- **Placement and distribution of services by age group and area**

Several informants noted that in the past services were clustered in a central location for the whole Coast. This was seen as serving the convenience of the agency or service but not the user. Agencies are concentrated in Sechelt on the Sunshine Coast.

There is a significant gap for older adults for services in Gibsons (and in the North of the area). Because transportation is a challenge, this results in inconvenience and expense (it costs about \$10 for a car ‘round trip’ between Sechelt and

Gibsons). Buses do serve both communities but as interviewees pointed out, it is difficult to carry anything on a bus (so it is difficult to maximize your trip).

Within the Sunshine Coast's aging population, interviewees also saw the age groups of those above 75 years being served because of having more medical type needs, but the bulk of the aging population (60-75 years) without medical related needs are not served well.

For the near future it was suggested we need to plan for the 'Boomer' demographic or we will fail to attract or retain this age demographic. Interviewees noticed the trend that some in this age group are leaving the Coast because of the challenges of road and ferry transportation.

## **Appendix C Proposed Advisory Group**

This issue was not addressed at the Community and Stakeholder meetings in order to concentrate on lead agency selection and next steps.

It is thought that the list of key stakeholders will contain potential members and that the lead agency will make it a priority to recruit the members.

The community developer has met with the lead agency to suggest categories of advisory group members.

## Appendix D Age Friendly Home Health and Support Services

The Age Friendly Rural and Remote document suggests these as useful in supporting older adults:

- Affordable and available health and home services are in place and include health, personal care and housekeeping
- Home supports are available in a timely manner
- Affordable meal programs are available to all seniors in the community, regardless of their health status
- Delivery services (groceries, medicines, etc.) or escorted shopping services are available to seniors
- Delivery of services is well-coordinated (e.g., through a “cluster of care” model)
- Health assessments are conducted during home visits

# Appendix E Documentation of Media Coverage

## COMMUNITY

**BETTER AT HOME**

### Program study set for launch

As community developer for the United Way's Better at Home program, April Struthers has the task of estimating how many Sunshine Coast seniors are isolated and/or vulnerable.

The majority of older adults wish to live independently as long as possible, but as the risk of physical and cognitive decline increases with age, the risk of vulnerability also increases.

According to B.C. Stats, for the first time since reporting began, persons 65 years of age and older outnumbered newborns to 14 year olds in B.C.

The Sunshine Coast's senior population is much higher than the provincial average.

"We are living longer and the number of residents over the age of 65 is increasing and projected to grow," Struthers said. "As we age, other risk factors increase such as social isolation as we lose our friends and loved ones. Geographic distances for outlying areas like Pender Harbour diminish access to suitable transportation. Access to suitable transportation is vital to participation in community, and being connected to community decreases the likelihood of elder abuse, neglect or self-neglect. The vast majority of our seniors



PHOTO FROM WWW.BETTERATHOME.CA

Some seniors could benefit from a helping hand, enabling them to stay in their own homes with support.

quality of life. How many seniors do we have in this community who could successfully maintain their independence with a little bit of practical support?"

The Sunshine Coast has an opportunity to launch the new Better at Home program with the help of the United Way to provide non-medical home support services such as light housekeeping, grocery shopping, transportation to appointments, simple home repairs, friendly visiting, light yard work or snow shovelling.

"In order for this to happen, we need the support and the will of the com-

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See this week's specials starting on page 19  
www.daytons.ca

Trail Bay Centre, Sechelt

### Service Canada comes to the Sunshine Coast!

Service Canada brings together information on Government of Canada programs and services under one roof. Meet with one of our agents, who will direct you to the programs and services you need.

**Service Canada outreach locations offer:**

- professional and helpful service
- Internet access to information and tools
- information on a number of programs and services, including the Canada Pension Plan, Old Age Security, Employment Insurance, Work-Sharing, ROE Web, the Social Insurance Number, employment programs, the Temporary Foreign Worker Program, and the Canada Education Savings Grant

**Service Canada will be in your community at:**

Service BC  
5710 Teredo Street, Unit 102  
Sechelt, British Columbia V0N 3A0

**Hours of service:**  
Tuesday, November 27, 2012, from 11:00 a.m. to 4:30 p.m.  
Wednesday, November 28, 2012, from 8:30 a.m. to 1:00 p.m.

For more information:  
Click [www.servicecanada.ca](http://www.servicecanada.ca)  
Call 1-800-O-Canada (1-800-622-6232)  
(TTY: 1-800-926-9105)  
Visit a Service Canada Centre

**Service Canada**  
People serving people

## B.C. Coastal Ferries Consultation and Engagement

October 29 to December 21, 2012

The Ministry of Transportation and Infrastructure is inviting the public and communities to participate in the B.C. Coastal Ferries Consultation and Engagement.

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*You're Invited*  
Tue, Nov 27th, 5-7:30pm

### Celebration at The Oracle

Door prizes  
Complementary micro-readings  
Refreshments and nibbles  
Everyone welcome  
Meet our team and eat cake!



5549 Wharf Avenue | theoracle.ca | 604-885-2200

Tyee Pacific Marine Operations Ltd.  
Propane, Diesel, Cargo Delivery and Marine Services

### ATTENTION Propane Customers

We are pleased to now offer land based propane delivery to the Sunshine Coast. Offering excellent friendly service without any restrictive long term contracts at a fair competitive price.

# Coast Commu

## Friday, Nov. 23

- Nov. 2 to 25, *Love, Betrayal and Murder: Trojan Women* by Sophocles. See details below.
- Nov. 14 to 30, *Laundry and Bourdon / Lone Star* a comedy/drama play. See details below.
- Nov. 22 & 24, *Gibson Wildlife Rehabilitation Centre's Silent Auction* at Sharnpoint Mall (charitable proceeds for the city and community). Over 200 items up for bids.
- Nov. 23 to 25, *43rd Annual Roberts Creek Christmas Craft Fair* at Roberts Creek Hall and Mevonic Hall. Proceeds to Roberts Creek Community Association. \$2 admission to good for all three days plus a raffle. 10am-4pm. Saturday 10am-4pm. Sun 10am-4pm. The biggest fair of the year.
- Nov. 23 to 25, *Tim Hortons and Wendy's Festival of Lights Fundraiser Decorating Party*. The year the Sunshine Coast Museum & Heritage Society at the beneficiary of the proceeds, the venue is a vintage Christmas. Info: 604-886-2200 or 504MA-604-886-2200.
- *French Immersion Information Session*: An information session led by Kristy Haddock, a representative from Coastal Parents for French & 2nd at Roberts Community Centre, Room 4002. Info on steps needed to implement French Immersion programming in local schools.
- *Annual Wine and Cheese Event*, 6 to 8pm at the Seaside Centre, 5730 Teredo St, Sechelt. Hosted by Sechelt Chapter of Omicron, ladies and gentlemen.
- *TOPS Club (Take Off Pounds Sensibly)* meets every week on Friday at 10:15am in the Board Room at Pender Harbour Health Centre. Members are always welcome, give, take, lose and eat, meet and motivate. Info: 604-882-0542 or 604-111-7022, www.tops.org
- *Want to stop drinking?* Don't know how? We can help. Alcoholics Anonymous: 1-877-573-2252. 100% free and confidential.
- *Alman Family Group / Alzheim*, 12-step program for friends and family of alcoholics, every Monday. See details below in Ongoing section.

## Saturday, Nov. 24

- Nov. 23 & 24, *Gibson Wildlife Rehab Centre's Silent Auction*. See Nov. 23 for details.
- Nov. 23 to 25, *43rd Annual Roberts Creek Christmas Craft Fair*. See Nov. 23 for details.
- Nov. 24 to 25, *Sunshine Coast Art Council Christmas Holiday Arts and Crafts Fair*, 10am to 4:30pm at the Seaside Centre, Sechelt.
- *Haltonam Bay Branch of St. Mary's Hospital Health Care Auxiliary Bake, Craft and Plant Sale*, 10am to 3pm at the Trail Bay Mall, 1000 of Main Street, Sechelt.
- *Strop Propane and Homecare and The Garage* offer a day of introductory personal training. Sign Up at the Sechelt's Propane Recreational Centre. Get advice on your workout plan, learn the use of equipment at the gym, get a specific workout for your sport or injury recovery — for a one hour fee for the centre and a donation of one hour for the gym. Info: Call 604-886-9114 or email the\_garage@strop.ca for details.
- *Health-Making Workshop*, 10am to 1pm at the Seaside Centre, 5710 Teredo Street, Sechelt. Includes a massage and individual feedback, natural materials provided, bring medicines or herbs if you're a practitioner. Pre-registration involves: 504-740-3069 or info@seasideatnasc.com
- *Creek Clayworks Studio Open House*, 10am to 5pm at 1738 Louisa Road, Roberts Creek.
- *Serenity Christmas Craft Fair*, 10am to 5pm, Mevonic Park Community Hall, Pender Harbour.
- *BC Self-Help Society - Sunshine Coast Branch General Meeting*, 10:30am to 12:30pm, 2044 Hill Street, Sechelt. A Support Bank of Canada, representative will speak about the registered disability zoning plan. All welcome, refreshments served.
- *Senior Drivers Re-Evaluation Workshop*, 1 to 2:30pm at Harmony Hall with Linda Kennedy. Fee, \$100, includes:
- *Free Seniors 2 to 5pm* at (Dunbar) Secondary School Theatre. Free, registered speaker.

## Monday, Nov. 26

- *Sea Cascade 2012 Planning Party*, 7pm at Oceans Inn Hotel & Convention Centre, 805 (Oceans Way, Clifton, Courtenay, Richmond and Port Hardy, come share your ideas, pick up your volunteer opportunities. 504-458-6531, www.seacascade.org
- *Sechelt Garden Club presents a demonstration of Christmas craft supplies*, 7:30pm at the Seaside Centre.
- *Green Film Series presents: The Phyllosoma Project*, 7:30pm at Oceans Inn Hotel & Convention Centre. Join thousands of people take an extraordinary kayak journey from Richmond to Vancouver to spread concern for super tanker traffic along the BC Coast. Circulate from after film. Hosted by Green Green Team and Sustainable Coast. Museum, see www.sechelt.org
- *Health Clinic runs every Monday*, 8:30 to 10:30am, Gibson Public Health Unit, 494 South Pender Street. Confidential services to youth up to 18 years being and treatment for sexually transmitted infections, low cost birth control to teens 19 and above. Day in or call 604-886-9200.

## Tuesday, Nov. 27

- Oct. 2 to Dec. 18, *CONNECT Attachment Focused Parenting Course* for parents of teens 13 to 17. One hour sessions every Tuesday, 5:30 to 7:00pm based on request. Sponsored by Child and Youth Mental Health Region. 604-538-6531. Free and drop-in, space limited.
- *The Transition to Residential Care*: A session to help family caregivers who are considering residential care options for a person with dementia. 10am to noon at St. John's United Church, 5025 Dalhousie Road. Pre-registration required: 1-800-864-5200 or info@secheltatnasc.com
- *Life in Residential Care*: A session focusing on the process of adjustment after a person with dementia has moved into a residential care facility. 1:30 to 3:00pm at St. John's United Church, 5025 Dalhousie Road. Pre-registration required: 1-800-864-5200 or info@secheltatnasc.com
- *Arbutus Sunrise Chorus and Sweet Adelines International* invite anyone who likes to sing to join their Tuesdays at 8:30pm, Roberts Creek School, Contact Rosemary at 604-886-3200 or rosemary@secheltatnasc.org
- *SNOP (Sharing Women of Passion)* meets Tuesdays, 7 to 9pm at the Sechelt Seaside Centre. All welcome. Mail or email address to donate or support new ideas in community, business and personal life. Info: 604-885-3465 or cdissechelt@secheltatnasc.com
- *Drop-in Table Tennis* meets Tuesdays, 7 to 9pm at the Sechelt Seaside Centre. All welcome.
- *Sochest Scrabble Group* meets Tuesdays, 7 to 9pm at 604-885-6612.

## Wednesday, Nov. 28

- *Better at Home*: Public meeting to give input on supports seniors need to stay in their own homes. Community Meeting 9:30 to noon at the Seaside Centre. Lunch served. Register at 604-886-4222, or betterathome@cw.ca
- *Microton Walk in Forest with Stephen Murphy*, Meet at Roberts Creek Hall at 11:00am, depending on the forecast, leaving the hall at noon sharp. Focus will be on identification, birding and habitat observation rather than collection of birds, fish or other. Please pre-register: just@stephenmurphy.ca
- *Roberts Creek Official Community Plan Committee Elections*, 7:00pm at Roberts Creek Hall. All Citizens may vote. Info: 604-886-9200, info@secheltatnasc.com
- *Balladage Arts Cafe*, 7pm at Roberts Creek Art Gallery, 451 Marine Drive, with doors, poetry, music, and a puppet show. Info: www.balladageartscafe.com
- *Sunshine Toastmasters: Master the art of public speaking*. Guests and new members are always welcome. Wednesday 8pm at Sechelt Senior Activity Centre. Info: 604-740-3877.

## Thursday, Nov. 29

# Sechelt Legion

BRANCH 140



604.885.2526

Kitchen OPEN Tue-Fri 11am-2pm • Come & try the weekly specials!

## Coming up ... ENTERTAINMENT

### SATURDAY, NOVEMBER 24

KARAOKE DJ - No Cover. Music @ 8PM

### SUNDAY, NOVEMBER 25

Mini Meat Draw  
Grey Cup Game



## Weekly

- TUESDAY  
Crib 7 pm
- EVERY 2ND WED  
BINGO
- THURSDAY  
Fun Darts 8 pm
- SATURDAY  
Meat Draw 4 pm
- SUNDAY  
Meat Draw 2 pm

CALL TO RENT HALL OR CATER AN EVENT 604.885.2526

## COMMUNITY

### LIGHTS OF LIFE

## Hospice offer

It is time again for the Sunshine Coast Hospice Society's Lights of Life program. This year will be the 22nd year of this annual event.

The Christmas trees will be up for the opening of the Gibsons event at the Sunnycrest Mall beginning on Monday, Nov. 26, through Saturday, Dec. 8.

The Sechelt event will run from Monday, Dec. 10, through Saturday, Dec. 22.

# Together, we can give seniors a hand.



## Better at Home

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and a number of other community calendar listings and Coast Cable Ten listings



**Community and Stakeholder Meetings – Sechelt  
Seaside Center November 28, 2012**

## Appendix F Survey Form and Results

### Better at Home Project, United Way of the Lower Mainland NEEDS ASSESSMENT

The United Way of the Lower Mainland’s Better at Home Project provides a number of non-medical home support services to seniors to help them stay in their own homes as long as possible. In preparation for possibly extending this program to the Sunshine Coast, they would like your feedback on which of those services are most needed by Seniors living on the Coast.

- 1 How important is each of the following in allowing you to stay in your own home as long as possible?

Non-Medical Home Support Services	Not very important				Very Important
1.1 Light housekeeping	1	2	3	4	5
2.1 Grocery shopping	1	2	3	4	5
3.1 Simple home repairs	1	2	3	4	5
4.1 Transportation to appointments	1	2	3	4	5
5.1 Friendly visiting	1	2	3	4	5
6.1 Snow shovelling	1	2	3	4	5
7.1 Light yard work	1	2	3	4	5

- 2 Are you currently accessing any of these services? If yes, from whom?

Non-Medical Home Support Services			If Yes, from whom?
1.1 Light housekeeping	No	Yes	
2.1 Grocery shopping	No	Yes	
3.1 Simple home repairs	No	Yes	
4.1 Transportation to appointments	No	Yes	
5.1 Friendly visiting	No	Yes	
6.1 Snow shovelling	No	Yes	
7.1 Light yard work	No	Yes	

- 3 Would you be willing to pay for these services if the rate was calculated on a sliding scale, according to income? Yes  No
- 4 In your opinion, what is the biggest barrier to people being able to stay in their own homes?
- 

- 5 Please tell us where you live.

- Egmont/Earl’s Cove       Secret Cove/ Halfmoon Bay       WilsonCreek/ Roberts Creek  
 Pender Harbor       Sechelt       Gibsons

## Better at Home

### RESULTS OF POTENTIAL USER SURVEY TO DECEMBER 5, 2012

#### METHODOLOGY

A brief user survey (copy attached in Appendix F) was developed and data was gathered in three ways:

1. 21 were completed by seniors attending the Harbourside Friendships hot lunch program in Pender Harbor on November 22.
2. 14 were completed by attendees at the Community Meeting held at the Seaside Centre in Sechelt on November 28.
3. Surveys were also made available at the Seniors Centre in Sechelt beginning November 23; as of December 3, 14 had been completed by seniors there.

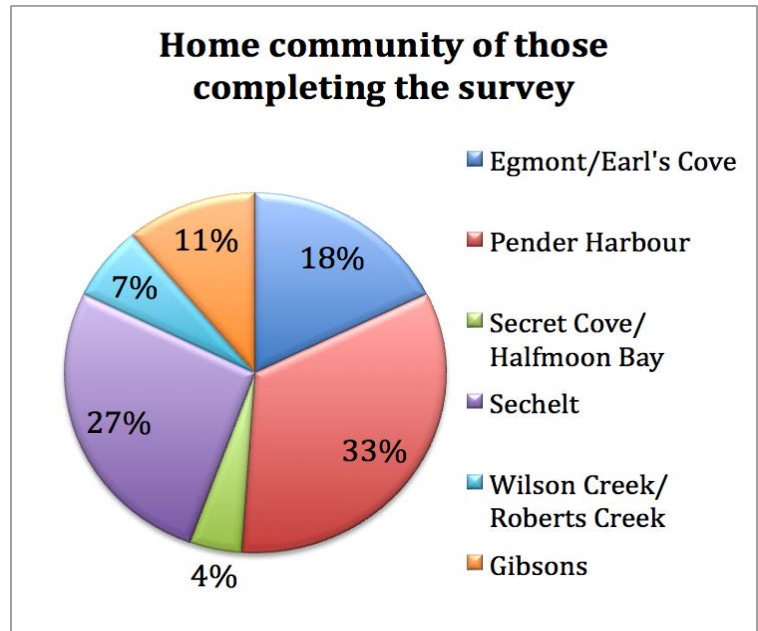
A volunteer took copies of the survey to a meeting of the Gibsons Seniors Society for distribution on December 3, but these were not received back in time for inclusion in this report.

#### RESULTS

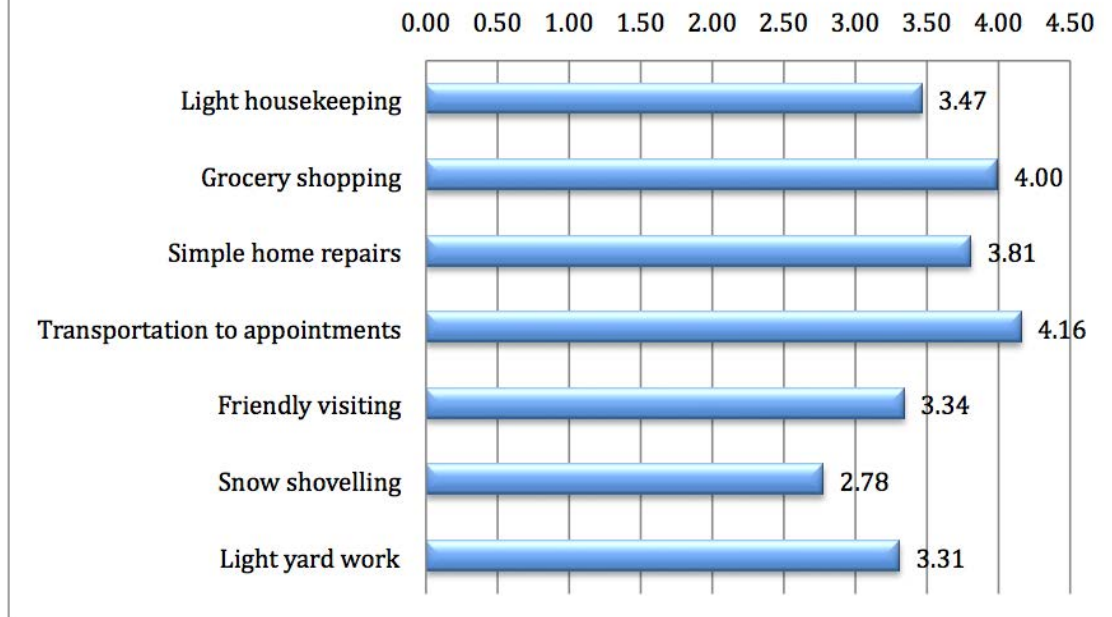
The home communities of those completing the survey are shown in the chart to the right.

The northern part of the Coast is over-represented, but this could change if the lead agency chooses to gather more data from Sechelt and Gibsons or add late-arriving replies to this survey to the analysis.

The relative importance of each of the support services to the respondents who completed the survey is shown in the chart below.



## Average rating of services on scale from 1 (Not very important) to 5 (Very important)



The most important service was Transportation to Appointments (average rating = 4.16). Second and third priorities were Grocery shopping (4.00) and Simple Home Repairs (3.81).

Few were currently accessing these services. In answer to Q. 2:

1. 10 (20%) indicated they accessed help with light housekeeping.
2. 6 (12%) said they had help with grocery shopping.
3. 13 (27%) had help with home repairs.
4. 8 (16%) accessed help with transportation to appointments.
5. 5 (10%) had some form of friendly visiting.
6. 3 (6%) reported help with snow shoveling.
7. 15 (31%) accessed help with light yard work.

Very few respondents indicated **who** they got help from. Those who did said a “private” source, “paid” help, friends, family, or a community volunteer. Almost all (86%) said they would be willing to pay for the service if the rate was calculated on a sliding scale, according to income.

The over-riding theme which emerged from analysis of the replies to the open-ended question “In your opinion, what is the **biggest barrier** to people being able to stay in their own homes?” was again Transportation. Comments about transportation, mobility, or getting to appointments were made by 26 (53%) of the respondents. Deteriorating health (both physical and mental) was mentioned by 7 people (14%). Only 2 (4%) indicated financial limitations on paying for services.

## CONCLUSIONS

- The biggest needs were Transportation to appointments and Grocery shopping.
- Help with housekeeping, home repairs, and yard work were needed as well, but 20-31% were already accessing that help, from private/paid sources or from friends/family.
- Most (86%) are willing to paying for services, but there are those who might experience financial hardship in doing so. The proportion may be larger than these results indicate given the reluctance to talk about such matters publicly.

Contracted yard work in rural property of older adult, Sunshine Coast

