



Seniors Voices International

Seniors Housing, Healthcare & Resources - Advisors & Consultants

BETTER AT HOME

**KERRISDALE, OAKRIDGE, MARPOLE NEIGHBORHOODS OF
VANCOUVER**

**COMMUNITY DEVELOPER'S REPORT
FINAL REPORT AND RECOMMENDATIONS**

NOVEMBER 2013

Submitted by:

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United Way



United Way helping seniors
remain independent.

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

TABLE OF CONTENTS

1. INTRODUCTION	4
1.1 BETTER AT HOME PROGRAM INTRODUCTION	4
1.2 KERRISDALE, OAKRIDGE, MARPOLE COMMUNITY DEVELOPMENT APPROACH	5
1.2.1 <i>The Community Developer</i>	5
1.2.2 <i>Background and Research</i>	5
1.2.3 <i>Surveys</i>	6
1.2.4 <i>Stakeholder List</i>	6
1.2.5 <i>Community Development Participation Rates</i>	7
1.2.6 <i>Community Meetings and Presentation of Findings</i>	9
1.2.7 <i>Media Coverage for Community Meeting</i>	9
2. COMMUNITY PROFILES	10
2.1 KOM NEIGHBORHOOD BOUNDARIES DEFINED	10
2.1. NEIGHBORHOOD SNAPSHOTS AND DESCRIPTIONS OF LOCAL SENIORS POPULATIONS.....	11
2.1.1 <i>Demographics</i>	11
2.1.2 <i>Cultural Diversity</i>	14
2.1.3 <i>Socioeconomic Factors</i>	15
2.2 SUMMARY OF COMMUNITY ASSETS	16
2.3 SENIORS' NEEDS RELATED TO NON-MEDICAL HOME SUPPORT SERVICES	17
2.3.1 <i>Service Providers' Feedback Related To Non-Medical Home Support</i>	19
2.4 SUGGESTED OPPORTUNITIES FOR SERVICE INTEGRATION/COORDINATION.....	20
2.4.1 <i>Non-Profit Collaboration with Private Pay Service Providers</i>	20
2.4.2 <i>Collaboration Between Non-Profits as the Lead Agency</i>	21
2.4.3 <i>Lead Agency Collaboration with VCH Volunteer Resources</i>	21
3. COMMUNITY READINESS	22
3.1 EXPLANATION OF COMMUNITY READINESS THAT REFLECTS COMMUNITY CONSULTATIONS ...	22
3.2 POTENTIAL RISKS GOING FORWARD.....	22
4. KOM BETTER AT HOME PROGRAM DETAILS.....	24
4.1 SERVICE PRIORITIES.....	24
4.1.1 <i>Seniors Preferred Services From The Better At Home Basket Of Services</i>	24
4.1.2 <i>Service Providers Preferred Services: Better At Home Basket Of Services</i>	25
4.1.3 <i>Comparison of Seniors and Service Providers Preferred Services From Better At Home Basket</i>	26
4.2 KEY LEAD ORGANIZATION CRITERIA IDENTIFIED BY THE COMMUNITY	26
4.3 PROPOSED LEAD AGENCY	28
5. RECOMMENDATIONS AND NEXT STEPS	28
6. APPENDICES.....	30



Figure 1 Oakridge Seniors Center, Vancouver, BC

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Without their participation and genuine desire to assist seniors, there would be no content for this report. Because of their dedication to providing services to improve the lives of seniors, there is genuine heart in our community for the well being of older people.

Many thanks to Debbie Sharp, BAH KOM Field Coordinator, for her cheerful and unfailing support during this project.

Milinda Schulz
Community Developer
Kerrisdale/Oakridge/Marpole

1. INTRODUCTION

1.1 Better at Home Program Introduction

Better at Home (BAH) 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 Kerrisdale Oakridge Marpole (KOM) neighborhoods of Vancouver have been identified as a Better at Home site to conduct research within. Milinda Schulz, of Seniors' Voices International, was contracted as the 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 to deliver the Better at Home program in the community.

This report reflects the research findings of the community developer in KOM and will be used by the lead organization to design an appropriate local Better at Home program that meets community needs.

1.2 Kerrisdale, Oakridge, Marpole Community Development Approach

1.2.1 *The Community Developer*

The Community Developer, Milinda Schulz, has lived on the west side of Vancouver for over 35 years and is well aware of the issues facing seniors in the area. For over 20 years Milinda worked in management and community outreach for all levels of seniors housing, from independent living to complex care. During the course of her duties and the management of her seniors advocacy service, Seniors Voices International, she has spoken to thousands of seniors and their families about housing and has helped hundreds choose and move into housing both comfortable and safe for the individual senior.

Milinda has been an Impact Speaker, with a focus on seniors' issues, with the United Way. She gave over 60 presentations to workplace donors about some of the challenges faced by seniors in the lower mainland, which helped to raise awareness of these growing challenges.

Her extensive knowledge of lower mainland seniors' resources lead to the Seniors Services Society in New Westminster choosing Milinda to facilitate and update the highly rated Seniors Housing Counselor Training Program, which consistently receives the highest ratings from participants who work to access and provide community services to seniors across the lower mainland.

1.2.2 *Background and Research*

NOTE ** The original scope of this project was to research and assess the assets and readiness of the Kerrisdale and Oakridge neighborhoods of the west side of Vancouver. However, since there is a high percentage of seniors in the Marpole community, it was decided to reach into the Marpole area on an initially exploratory basis only at this time. The area of study was thus enlarged and became Kerrisdale/Oakridge/Marpole or, KOM.

- a) Documents and Community Research: In order to utilize best practices and collect essential data utilizing the experiences from concluded BAH projects, Schulz reviewed completed Better at Home Community Reports. As well, background material about the project provided by the BAH provincial office was reviewed in order to plan the structure of the stakeholder list and the community asset profile.

Specific KOM profile and asset information was reviewed including reports from:

- Statistics Canada
- The City of Vancouver, Social Planning Department
- The United Way
- Vancouver Coastal Health

b) Websites and documentation for stakeholder agencies were reviewed including:

- BC Center For Elder Advocacy And Support
- BC Housing - Vancouver West Side Properties
- Faith Groups
- Kerrisdale, Oakridge, Marpole Community Police
- Private Home Care Providers
- Seniors Centers and Community Centers
- The Musqueam Band
- Vancouver - Richmond Meals On Wheels
- Vancouver Coastal Health
- Vancouver Mayor's Seniors Advisory Committee
- Vancouver West Side Non-Profit Community Service Agencies

1.2.3 Surveys

Other community developers' comments about what worked well in their front line experiences with surveying their areas were reviewed. Drawing upon their feedback, the standard survey provided by the BAH provincial office was refined to include relevant questions and important issues needing to be addressed by the community.

See Appendix A for survey presented to seniors and service providers.

See Appendix B for survey presented to Chinese speaking seniors.

1.2.4 Stakeholder List

Using her extensive knowledge of the local neighborhoods as well as the research results, Schulz developed a stakeholder list comprised of service providers and those involved with resources for seniors in the area. This stakeholder piece was used to provide a list of persons and organizations for Schulz to connect with in order to:

- a) Inform the stakeholders about BAH in the community and
- b) Schedule community consultation meetings and to gather survey data.

See Appendix C for the Stakeholders List

1.2.5 Community Development Participation Rates

Seniors - Information Meetings and Focus Groups

Presentations to seniors were done at local churches, community/seniors centers, caregiver support groups and adult day centers. The results were:

- 14 focus group meetings for seniors and citizens were held
- 155 persons attended
- 122 surveys returned - including 23 from Chinese speaking seniors

SENIORS GROUP OR LOCATION	ATTENDANCE
ASK Friendship Society - Caregivers	4
ASK Friendship Society Day Program - Attendees	4
Chinese Presbyterian Church - Chinese Speaking Seniors	12
Chinese Presbyterian Church - English Speaking Seniors	9
Kerrisdale Seniors Center	13
Marpole Neighborhood House Seniors	12
Marpole Oakridge Community Center, Chinese Seniors	14
Oakridge House - Chinese Speaking Seniors	12
Oakridge House - English Speaking Seniors	11
Oakridge Seniors Center	22
Pacific Spirit Health Unit - Caregivers Support Group	6
Peretz Center	8
St Faith's Anglican Church Parishioners	13
St Stephen's United Church Parishioners	15

Seniors' Service Providers – Interviews, Meetings and Focus Groups

Presentations to service providers were by telephone and in person one on one meetings or group meetings. After most telephone presentations surveys were emailed to contact and some surveys were returned by email. The results were:

- 79 individuals and groups were contacted
- 28 individual interviews and focus group meetings were completed
- 38 surveys were returned, 3 were from groups

KOM Service Providers Focus Groups and Meetings	ATTENDANCE
ASK Friendship Society Board of Directors	8
Dunbar Residents Association	5
Jewish Family Service Agency	1
Jewish Seniors Alliance	4
Marpole Neighborhood House - Seniors Outreach Volunteers	3
Marpole Neighborhood House, Executive Director	1
Moira Stilwell, MLA for Vancouver Langara (includes Oakridge and Marpole)	1
Oakridge Seniors Center Board of Directors	7
Pacific Spirit Community Health Unit - Case Managers	16
Vancouver Mayor's Seniors Advisory Committee	14
TOTAL:	60

KOM Service Providers Phone Interview Surveys and Surveys Returned Via Email	
BC Center for Elder Advocacy and Support	1
Diamond Geriatrics	1
Driving Miss Daisy	1
Evergreen Nursing	1
Home Care Assistance	1
Home Care West	1
Karp Home Care	1
Kerrisdale Seniors Center - Seniors' Recreation Programmers	2
MVT Canadian Bus Services - Handi Dart	1
Premier Homecare Services	1
Vancouver Richmond Meals on Wheels	1
VCH At Home Supports	1
VCH Community Volunteer Resources	1
VCH Older Adult Addictions	1
VCH Pacific Spirit Health Unit - Chronic Care Coordinator	1
VCH Pacific Spirit Health Unit - Family & Social Support	1
VCH Supportive Living Services	1
We Care	1
TOTAL:	19

1.2.6 Community Meetings and Presentation of Findings

The community meeting to announce the project results was held at St. Mary's Anglican Church in Kerrisdale. Email invitations were sent to all groups on the stakeholders list. Approximately 48 people attended the community meeting and more surveys were completed and returned.

A stakeholders' meeting was held after the community meeting; 17 stakeholders attended.

Total number of meetings and interviews: 44

Total number of persons participating: 263

1.2.7 Media Coverage for Community Meeting

The following ad was run in the Seniors Section of the Vancouver Courier on September 25, 2013. Numerous seniors from the neighborhood responded to the ad and attended the community meeting.



Together, we can give seniors a hand.



**Better
at Home**

REPORT ON COMMUNITY FINDINGS

**Come hear what was said in Kerrisdale, Oakridge, Marpole about how
Better at Home will help seniors remain independent in their homes.**

Location: St. Mary's Church 2490 W 37 Avenue
Wednesday, October 2, 11 am to 12:30 pm (light lunch served)

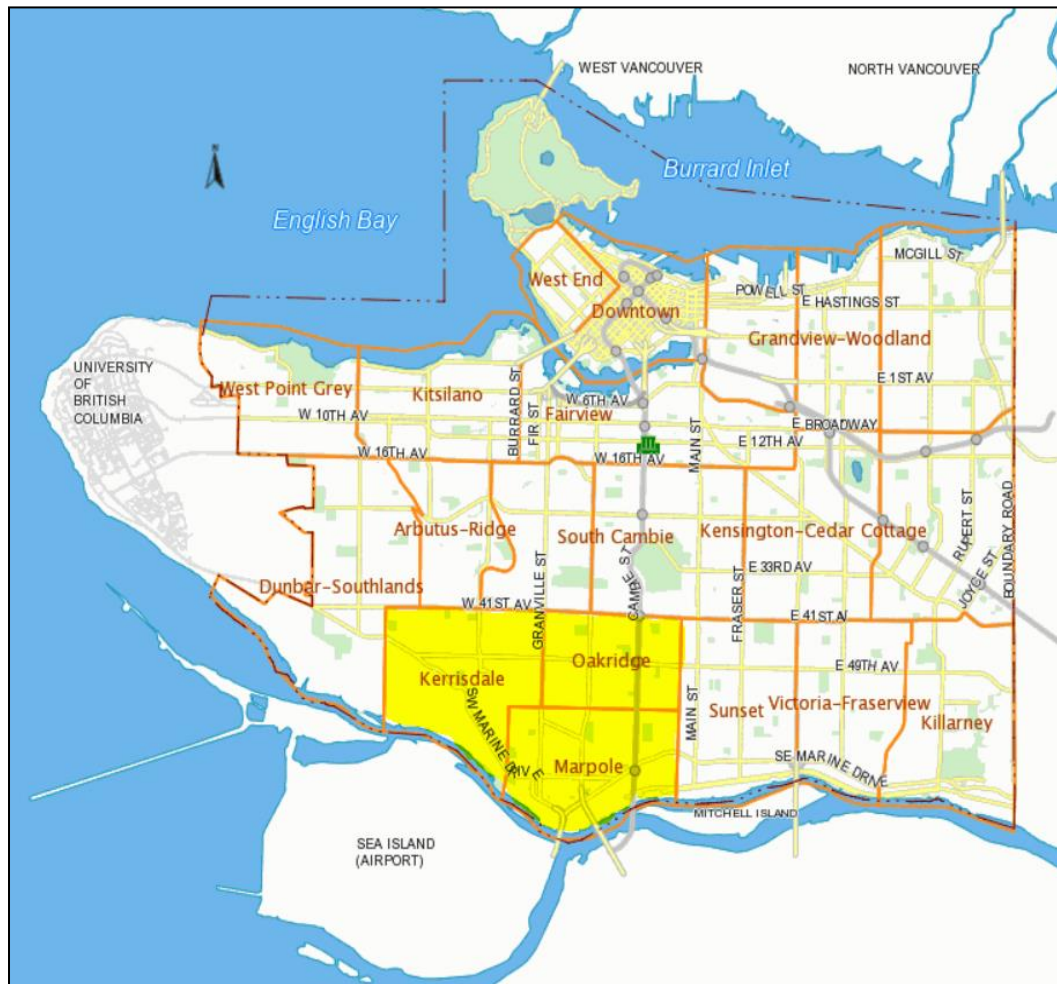
Seating is limited: RSVP to Milinda Schulz: info@seniorsvoices.com or 778-321-9193

 **United Way** betterathome.ca | **Funded by the Government of British Columbia** 

2. COMMUNITY PROFILES

2.1 KOM Neighborhood Boundaries Defined

KOM neighborhood boundaries used for this report are those defined by the City of Vancouver and are shown visually in the map below.



Kerrisdale's boundaries are Blenheim Street on the west, West 41st Avenue on the north, Granville Street, West 57th Avenue and Angus Street on the east and the Fraser River on the south.

Oakridge's boundaries are Granville Street on the west, West 41st Avenue on the north, Ontario Street on the east and West 57th Avenue on the south.

Marpole's boundaries include Angus Street on the west, West 57th Avenue on the north, Ontario Street on the east and the Fraser River on the south.

2.1. Neighborhood Snapshots and Descriptions of Local Seniors Populations

Kerrisdale is one of the oldest established neighbourhoods in the city. It is a residential community with a thriving commercial “village” along 41st Avenue. The Kerrisdale Community Centre complex includes a large seniors’ centre with numerous recreational and social programs for older people.

Oakridge is primarily a residential area, which in 2009 saw the addition of the Canada Line, a rapid transit system that links Vancouver with central Richmond and the Vancouver International Airport. This became a major catalyst for development and change along the Cambie Corridor.

Oakridge is home to Vancouver’s first shopping mall, Oakridge Centre, which is in the community engagement and planning process for major redevelopment. Proposed development will include the addition of 2,916 residential units and a civic centre to include an enlarged seniors’ centre, a proposed expansion of the current Oakridge Seniors Center in the mall.

Marpole contains three bridges within its boundaries, which make the neighborhood a major commuting corridor connecting Vancouver to parts south of the Fraser River. Major residential and commercial redevelopment projects in Marpole will add several thousand high density residential units to the area in the Gateway project, Shannon Mews and the Pearson Dogwood redevelopment, which will include a seniors’ day program and a residential care unit for frail elders.

Located at 59th Avenue and Oak Street, Marpole-Oakridge Community Centre offers recreational programs for older adults. The Marpole Neighborhood House at 70th Avenue and Hudson Street offers outreach and onsite meal service for area seniors.

2.1.1 Demographics

Demographics provide us with a snapshot of senior residents’ characteristics. Here are a few basic demographics about the seniors who live in KOM. (Statistics Canada, 2011 Census. Custom order for the City of Vancouver, 2013)

Kerrisdale

Total Population: 14,735

Kerrisdale Seniors Population: 2400 are 65+ or, 16% of total area population

Males number 1055 or 44% of the 65+ group

Females number 1355 or 56% of the 65+ group

Oakridge

Total Population: 12,440

Oakridge Seniors Population: 2505 are 65+ or, 20% of total area population

Males number 1095 or 44% of the 65+ group

Females number 1410 or 56% of the 65+ group

“The Oakridge area of Vancouver has a high number of old seniors (80+) 535 or 21% of the seniors population. Oakridge also has a high number of assisted and residential care facilities.” ¹

Marpole

Total Population: 23,835

Marpole Seniors Population: 3140 are 65+ or, 13% of total area population

Males number 1345 or 43% of the 65+ group

Females number 1795 or 57% of the 65+ group

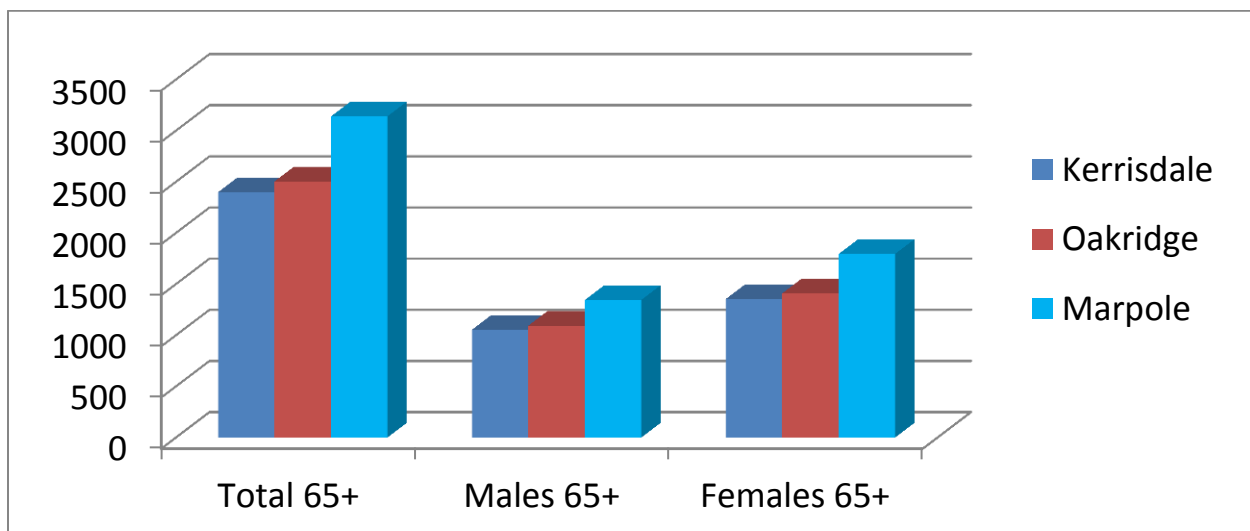


Figure 2 Population 65+ Years of Age Stats Canada 2011, City of Vancouver, 2013

¹ United Way of the Lower Mainland. (2013). *Seniors in the Lower Mainland: A Snapshot of Facts and Trends*. P. 32

Population Projections

Currently, approximately 1 in 6 residents in KOM are over 65. The City of Vancouver projects that by the year 2036, 1 in 4 KOM residents will be over 65. That's an increase of approximately 50% of persons who will be 65+. This increase is primarily because of population aging and declining birth rates relative to the population.

We know that many people 65 to 80+ are dynamic, active and busy with life. However, we also know that after age 80, physical decline and increasing health problems may develop. For some, this is the time they may need some assistance with maintaining their home or moving about in the community.

The number of persons currently age 80+ in KOM are:

Kerrisdale: 650 or 4% of the total Kerrisdale population

Oakridge: 995 or 8% of the total Oakridge population

Marpole: 1005 or 4% of the total Marpole population.

According to BC Statistics, the projected growth of the 80+ group is that it will double by 2036, as the baby boomers live to old age. This population aging will affect how a program such as BAH will be used and managed here in KOM.

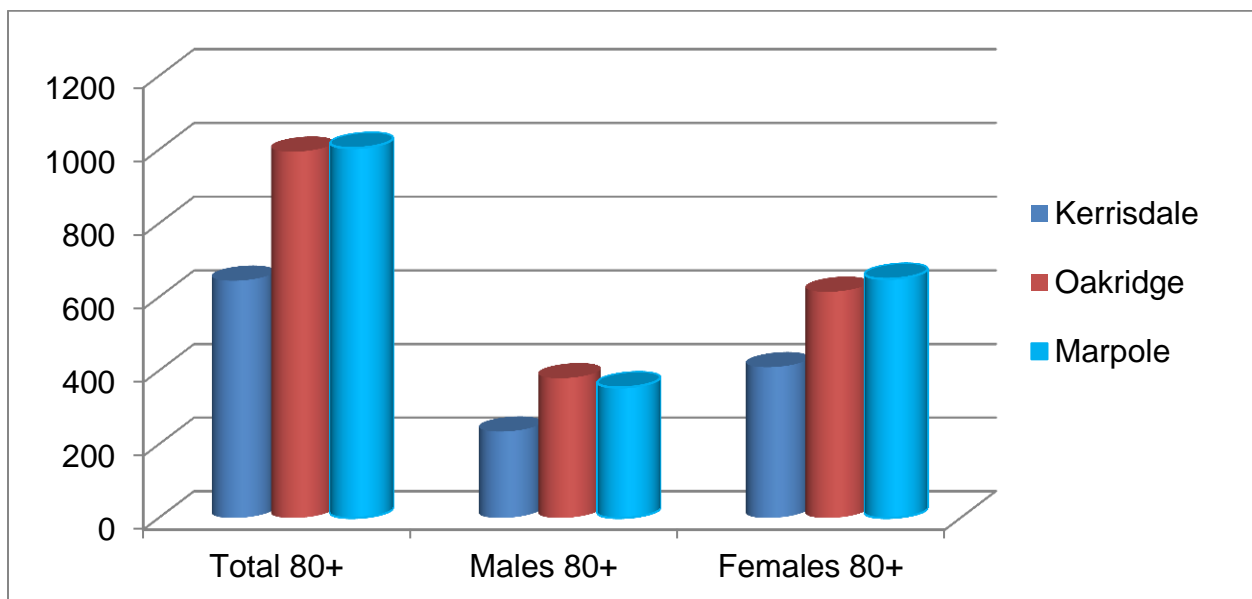


Figure 3 Population 80+ Years of Age Stats Canada 2011, City of Vancouver 2013

2.1.2 Cultural Diversity

A distinguishing feature of KOM residents is the number of those who speak a language other than English. In KOM residents primarily speak English, but the second most common language spoken (according to Stats Canada/COV data) is Chinese: Mandarin and Cantonese. This becomes a factor which must be considered when providing services to KOM seniors.

The following language data is for all ages of residents in KOM, as specific language data for seniors in the neighborhoods was not available.

- Fifty-four percent of Kerrisdale residents report English as their mother tongue, while another 31% report Chinese as their first language.
- In Oakridge the majority (49%) report Chinese as their mother tongue, while a minority (31%) report English as their first language.
- In Marpole 38% report Chinese and 37% report English as their mother tongue.

The remainder of residents in KOM listed one or several of approximately 100 different languages on the Statistics Canada survey form as their native tongue.

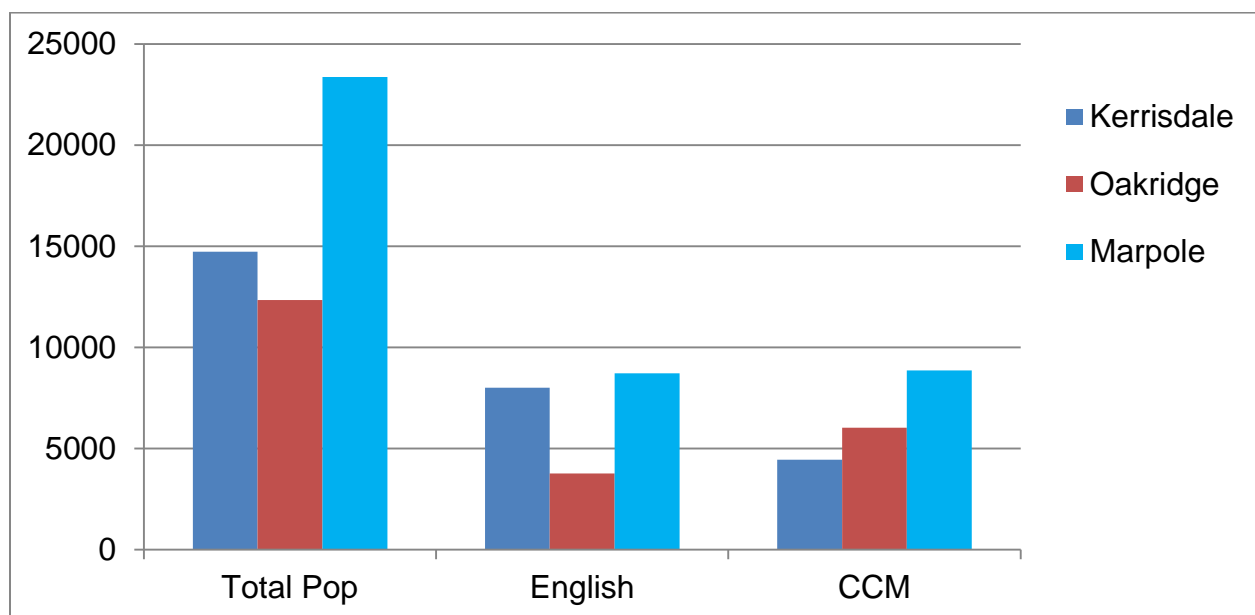


Figure 4 Diversity by Language CCM: Chinese, Cantonese, Mandarin

2.1.3 Socioeconomic Factors

In **Kerrisdale** residents have a median household income, after-tax of \$61,710 which is moderate compared to its Westside neighbours. Kerrisdale is composed primarily of single-detached houses (54%) and low-rise apartment buildings (29%), with an average gross rent of \$1,249. (City of Vancouver, 2009).

In **Oakridge** the median household income, after-tax is \$54,784. It is home to a mix of single-detached houses (47%) and apartments (42%), with the average gross rent at \$1,064. (City of Vancouver, 2009).

The median household income, after-tax in **Marpole** is \$41,125, much lower when compared to other west side Vancouver neighbourhoods. Marpole is currently composed primarily of low-rise apartments (53%), with rentals making up 57% of the dwellings, at an average gross rent of \$822. Renters tend to move a lot so it is unsurprising that Marpole is home to the most mobile population, with 52% having changed addresses between 2001 and 2006. (City of Vancouver, 2009).

In general, the west side of Vancouver is an affluent area wherein most people over 65 are home owners, either a single family detached house or a condominium. However, many seniors are experiencing an increasing financial squeeze as a result of the rapid rise in real estate values, which translates into a significant increase in costs for owning and maintaining their homes.

Seniors who are renters are also being squeezed financially, as their costs of housing and living continue to escalate in their increasingly expensive neighborhoods, while their incomes may remain fixed or are increasing less than their costs.

Currently, the federal government low income level for large urban areas is approximately \$21,000 per annum. According to the 2006 federal census, low income residents:

- In Kerrisdale numbered 271 persons or 12% of the 65+ population
- In Oakridge numbered 386 persons or 15% of the 65+ population
- In Marpole numbered 631 persons or 20% of 65+ of population.

If levels of financial need in these neighborhoods increase and seniors are unable to afford the private providers of non-medical home supports, it is likely to have an impact on the number of seniors who will be applying for the home support services provided by BAH.

2.2 Summary of Community Assets

- **ASK Friendship Society:** Social and therapeutic recreation programs for adults, plus meal service. www.askcentre.ca
- **Jewish Community and Seniors Center:** Social and recreation programs, lectures and workshops. Meal service and L'Chaim adult day program onsite. www.jccgv.com/content/seniors
- **Jewish Family Services:** Range of services including weekly meals, housing assistance, household and personal care, accompaniment, counseling. www.jfsa.ca/seniors-services/
- **Jewish Seniors Alliance:** Outreach, advocacy and peer support counselling for no charge to seniors. www.jsalliance.org/
- **Kerrisdale Seniors Center:** Recreation facility for seniors, with services ranging from hot lunches, exercise and creative arts programs. www.kerrisdalecc.com/seniors-centre.htm
- **Marpole Place Neighborhood House:** Provide telephone check in calls to isolated seniors. Meals onsite, transportation to grocery stores and shopping. www.marpoleplace.ca/
- **Marpole Oakridge Community Center:** Recreational and social programs for seniors www.marpoleoakridge.org/
- **Oakridge Seniors Center:** Recreation and social program, local area bus trips, meal service onsite. www.oakridgeseniors.com
- **Vancouver Coastal Health – Community Volunteer Resources:** Volunteers provide support in connecting with and being a companion to isolated seniors, telephone grocery shopping, walking companion, group shopping trips and medical escort. www.vch.ca/get_involved/volunteer/contact/
- **Vancouver Coastal Health - Pacific Spirit Community Health Center:** Caregiver support groups and respite, home health services, health education, influenza vaccination, family and social support services, home palliative care, referral to older adults addictions and mental health counselling. www.vch.ca/402/7678/?site_id=120



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

Seniors who completed the surveys commented on several main themes which affect seniors being able to live comfortably in their own homes: Health and Safety Issues, Transportation, Home Maintenance, Social Connectedness, Financial Concerns and Awareness of Resources.

(See Appendix D for full list of seniors' stated needs.) Some actual comments are included below:



Health and Safety

- "Seniors need a safe and secure environment to stay healthy."
- "Not eating properly will make a senior unhealthy."
- "Staying physically active is important."
- "Seniors need to get necessary assistance to stay independent."
- "Seniors respond better to familiarity, known community and friends."

Transportation

- "Getting to the doctor can be hard."
- "It's difficult to rely on public transportation."

Home Maintenance

- "Having services come to the home would help e.g. cooking, cleaning."
- "Home support services are needed."
- "It would be nice to have help with the yard work."

Social Connectedness

- "Support from family members and community support is a great asset."
- "Isolation and loneliness make things worse."
- "Family and friends need to be active with seniors."
- "Having a sense of connection or purpose is needed."

Financial Concerns

- "The high cost of living is a problem for keeping seniors in their homes."
- "Some seniors are low income."
- "Services need to be low cost."
- "Good financial management is necessary to prepare for senior years."

Awareness of Resources

- "Unaware of available services and costs involved."
- "Don't know what services are available."

2.3.1 Service Providers' Feedback Related To Non-Medical Home Support

Service providers (case managers, counselors, home care agencies, transportation agencies) often work with a wide variety of older adults in the community and can provide valuable input about the issues they see seniors dealing with in everyday life. Therefore it was important to survey service providers and obtain their input as to the challenges seniors face and how BAH could assist with non-medical support service. Some comments are related to services which are out of the scope of BAH, which is focused on non-medical supports only. Service providers' survey questions and their feedback are shown below:

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

- Connection to prevent isolation
- Lack of awareness by seniors of available programs
- Seniors want independence and privacy
- Many seniors find it difficult to accept that they may need help
- Mobility issues
- Accessibility and safety, help from neighbors and friends

2. What gaps are there in home and community services to seniors?

- Help with nutritious meals, housekeeping and laundry
- Help with home organization e.g. organizing the home environment, paying bills, organizing appointments
- Help with filling out paperwork for government services and meal programs
- Assistance or accompaniment with running errands e.g. banking, picking up prescriptions
- Disposal and recycling of garbage
- Gardening, yard work
- Shopping (other than food supplies)
- Inconsistency of home support services
- Lack of finances contributes to how much help a senior will seek
- Lack of affordable and convenient transportation
- Support and relief for live-in caregivers
- Lack of collaboration between public sector and private service providers to provide services

- Advocacy
- Respite e.g. sitting with a senior to free up their caregiver
- A good one-stop information and referral service
- Computer service and set up
- Help with moving
- Help with pet care e.g. dog walking
- Help with translation for seniors who speak little or no English

3. What demographic group is in greatest need of the services proposed by BAH?

- Seniors who do not meet criteria for VCH services
- Those making slightly too much money to qualify for government assistance, but not enough to afford the help they need.
- Seniors who do not speak English
- Frail older adults (80+) especially females living alone
- Aging individuals whose restricted mobility prevents social contact or being mobile
- Seniors living alone with no family or other support available
- Seniors living at or below the poverty level
- Those who are “house rich but cash poor” and are unaware of how to manage assets to get help
- Those with disabilities
- Persons with no transportation
- Seniors transitioning from hospital to home
- Cancer patients receiving chemo
- Seniors in early stages of dementia

2.4 Suggested Opportunities for Service Integration/Coordination

2.4.1 Non-Profit Collaboration with Private Pay Service Providers

It was noted by both publicly funded and private pay service providers that there is currently a lack of collaboration between the two sectors to provide services. Organizations within both sectors reach a wide socioeconomic range of seniors in the community, yet both say there is limited interaction between them to ensure that all seniors receive the services they require.

At the community stakeholders' meeting there was opportunity for representatives from both sectors to discuss the advantages and challenges of working together. It was noted that cross referrals and partnerships could be very successful in providing services to the largest number of seniors needing non-medical assistance. Representatives from both sectors agreed to consider collaboration between the two sectors.

Working together with cross-referrals, the non-profit and the private organizations can assist seniors in all socio-economic groups, as well as wisely utilize limited resources to assist the growing number of seniors who are projected to reside in the area as the population ages.

2.4.2 Collaboration Between Non-Profits as the Lead Agency

Several non-profit service providers and societies were approached regarding their interest in managing BAH as the lead agency. However, no one group felt they were in a position to manage the program as a singular agency. Meetings were held to discuss the possibility of a partnership between agencies. It was agreed that collaboration between existing non-profit service providers could pool the strengths and resources of individual agencies and thus provide a wider reach with enhanced ability to meet the needs of area's seniors.

2.4.3 Lead Agency Collaboration with VCH Volunteer Resources

A community asset that is not widely known is the availability of volunteers screened and trained through Vancouver Coastal Health. VCH community volunteers assist west side residents with non-medical support services which are similar to BAH services, such as friendly visiting, transportation, grocery shopping and medical escort.

Contact information will be made available to the lead agency to make the connection with VCH Volunteer Resources to further discuss and consider how the agencies might effectively work together.

3. COMMUNITY READINESS

3.1 Explanation of Community Readiness That Reflects Community Consultations

Infrastructure for the program is available, as there are multiple non-profit and for profit service providers already working to assist seniors in remaining independent in their homes. Many service providers were aware of each other's capabilities but there was limited collaboration at this time to utilize each other's strengths. Some of these providers have expressed a willingness to implement the program as a network, which could ensure that as many seniors as possible receive the services they need.

Most seniors, on the other hand, were almost completely unaware of available services and how to access them. Seniors did however, provide substantial feedback as to how they wanted to see the program working effectively for them. See Appendix D for seniors' comments.

Several non-profit organizations considered the possibility of leading and implementing BAH in the community. The KOM area is fortunate in that organizations with proven leadership capabilities and volunteer management have expressed support for the program and that they are willing to assist seniors who need services to access them.

Response to the BAH program in KOM was overwhelmingly supportive. Seniors and service providers agreed there was a need for these services in the community. Yet several factors were identified which need to be addressed for the program to function effectively.

18 persons volunteered to sit on an Advisory Committee which will be convened by the Lead Agency.

3.2 Potential risks going forward

a) Limited program resources to go to those most in need.

It is known that the west side of Vancouver is an affluent area and many seniors living there have resources to enable them to work with private pay providers. Service provider interviews clearly stated that seniors who are low income, with limited assets and social supports, have the greatest need for BAH non-medical services.

b) Reaching isolated seniors is a challenge.

Seniors living in isolation are vulnerable to declines in health and well-being. Service providers as well as more active seniors need to continue to be watchful of seniors who are at risk but who could be provided with a safety net through BAH services

c) Duplication of services with current providers.

As there is a system of services already in the community, it was strongly encouraged that there is no duplication of existing services. The concern was also expressed about the possibility that current providers would have their efforts and resources undermined by the BAH program.

d) Volunteers need to be very carefully screened, trained and monitored.

The strategy of using volunteers to provide in home services was widely commented upon. It was agreed by the majority of respondents that volunteers would need to have a criminal record check, be well trained, have empathy and compassion with seniors and be regularly monitored.

e) Funding for the program may not be sustainable long-term.

In general, BAH is considered a necessary service for west side seniors. Many of those surveyed expressed unease that the program funding would be inadequate to cover the need and there was the possibility of long term program funding being discontinued.

4. KOM BETTER AT HOME PROGRAM DETAILS

4.1 Service Priorities

4.1.1 Seniors Preferred Services From The Better At Home Basket Of Services

On a scale of 1 to 7, the following is a statistical indication of how seniors ranked the services which were most important to them:

- 1) Light housekeeping scored 5.9 out of 7
- 2) Transportation scored 5.8
- 3) Grocery shopping scored 5.6
- 4) Home repairs ranked 4th with a score of 5.3
- 5) Yard work and friendly visiting were 5th and 6th, both rating 4.3
- 6) Snow shoveling rated 2.8.

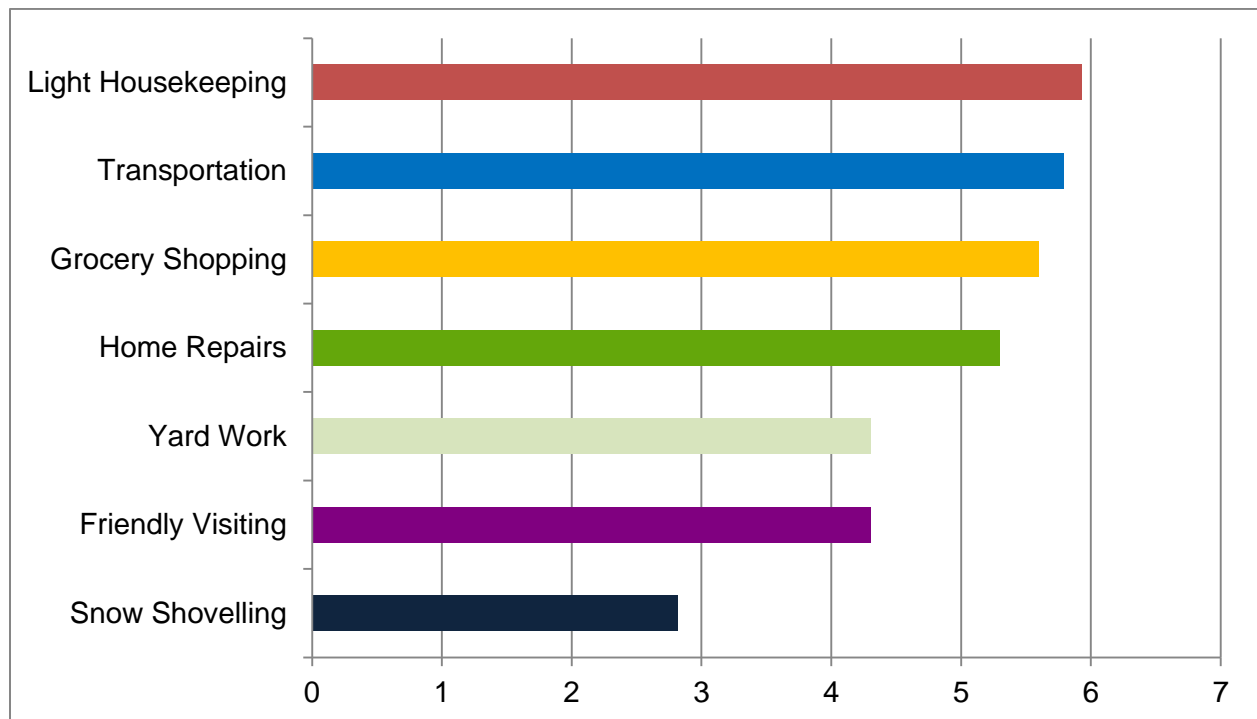


Figure 5 Service Priorities - Seniors and Family Members

4.1.2 Service Providers Preferred Services: Better At Home Basket Of Services

On a scale of 1 to 7, the following is a statistical indication of how service providers ranked the services which, from their experiences working with seniors in the community, were considered to be priorities:

- 1) Light housekeeping scored 6 out of 7
- 2) Grocery shopping scored 5.1
- 3) Minor home repairs scored 4.7
- 4) Friendly visiting ranked 4th with a score of 4.5
- 5) Yard work rated 3.6
- 6) Transportation rated 3.5
- 7) Snow shoveling was rated as a low priority at 1.7.

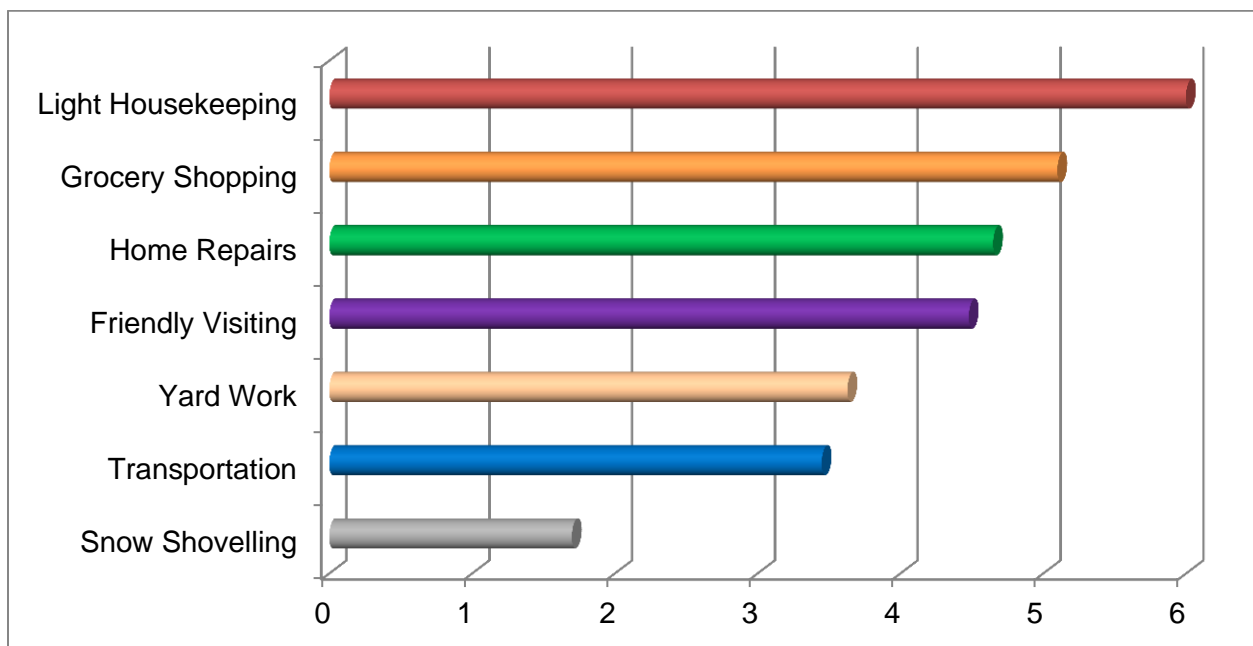


Figure 6 Service Priorities – Community Service Providers

4.1.3 Comparison of Seniors and Service Providers Preferred Services From Better At Home Basket

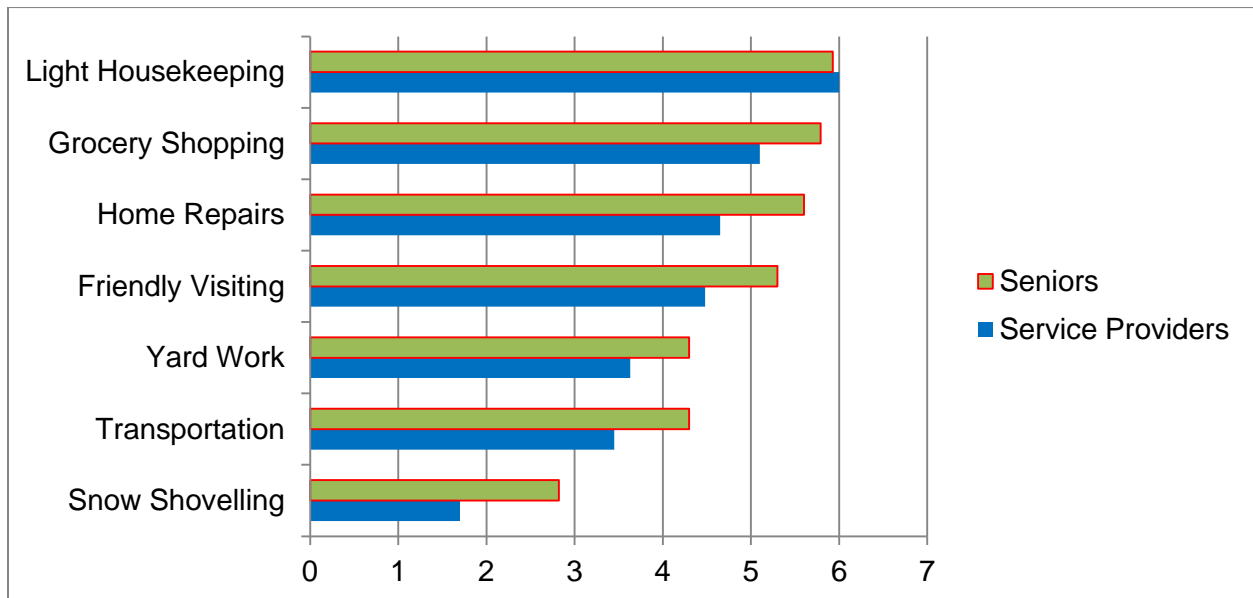


Figure 7 Service Priorities – Seniors and Community Service Providers Comparison

4.2 Key lead organization criteria identified by the community

The survey included the question: “What criteria would be important in choosing a strong lead organization to manage BAH services in KOM?” Responses centered around three main themes of: Experience and Governance, Volunteer Management, Financial Management.

a) Experience and Governance

It was widely stated that the Lead Agency be established and well known in the community, with strong familiarity and understanding of seniors’ issues. The lead agency also needs to be experienced in program development in order to most effectively create the program in the neighborhood.

The Lead Agency must be knowledgeable of currently available subsidized and private services, so as not to duplicate what is already on hand, as well as collaborate and strategically plan with other service providers so that the greatest number of seniors in need can receive assistance.

The Lead Agency Ability must be able to manage the assignment of services fairly and throughout the west side. It is advised that the KOM Lead Agency work with the Kitsilano Lead Agency to determine the areas where each of them will work with seniors and provide referrals to each other for seniors who live in each other's area. The Lead Agency must also be able to manage the promotion of the program to seniors and stakeholders and the area.

b) Strength in Volunteer Management

Volunteer management was one of the program features which was most questioned and discussed by interview and survey participants. Safety and security for both the senior who will allow the volunteer into their home and the volunteer themselves were considered to be extremely important. Volunteers should be required to have a "vulnerable sectors check" and if possible, to be bonded.

Volunteers who can develop rapport with older adults will be very important, as will be providing consistency of volunteers working with the same seniors. It was important the volunteers have flexible schedules and various language fluencies. Volunteers need to be very well trained and should provide accurate feedback to the Lead Agency so as to improve the program. Some knowledge of dementia issues and care could also be useful for volunteers.

c) Financial Management

The Lead Agency needs to have proven experience with sound financial management and budgeting. Accurate fiscal record keeping and reporting are necessary for optimal allocation of resources for the program.

It was also hoped that fees would be affordable for low income seniors. It was recommended that means testing be implemented to ensure that seniors with low income, few assets and little family support are prioritized for services.

4.3 Proposed Lead Agency

No clear lead agency was initially apparent. Several non-profit seniors' service agencies were approached to determine their interest and capability to manage the program in KOM. After discussion and consideration, the Jewish Family Services Agency was identified as the proposed Lead Agency, in partnership with Marpole Place Neighborhood House. Strengths of these agencies which will benefit the BAH program includes:

- Being well known and recognized in the community as seniors' service providers
- Proven experience in managing volunteers, with established volunteer databases
- A history of financial and budgetary management
- Staff and site infrastructure already in place
- A sound understanding of seniors' needs and the issues they currently face.

5. RECOMMENDATIONS AND NEXT STEPS

Next steps to implement BAH on the west side would be for the proposed Lead Agency partners to submit a formal application to the BAH provincial office. The Lead Agency will also need to conference with the Kitsilano Lead Agency to determine geographic boundaries for their respective agencies and to establish a referral system to the appropriate agency for west side residents within those boundaries.

A sliding scale of fees and means testing system is recommended in order to ensure that seniors who have the most limited resources will have access to services.

Relationships with proprietary service providers and other non-profit agencies that are already providing similar services can be strengthened to provide cross referrals for seniors to the most appropriate agency, given the senior's need and circumstances.


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- 2) Kloppenborg, A. (2010). *Seniors in Vancouver: A discussion paper prepared by the Social Policy Group, Social Development Department*. City of Vancouver.
- 3) Statistics Canada. (2011). Custom order for the City of Vancouver (2013). *Selected Vancouver Seniors Statistics by Local Area*.
- 4) United Way of the Lower Mainland. (2013). *Seniors in the Lower Mainland: A Snapshot of Facts and Trends*. Accessed online at:
<http://www.uwlm.ca/sites/default/files/webfm/CII%20Reports/Seniors-in-the-Lower-Mainland-Facts2013.pdf>
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- 7) Vancouver Coastal Health. (2013). *A Health and Social Profile – Vancouver Westside*.


6. Appendices

Appendix A: Survey Presented to Seniors and Service Providers

Kerrisdale Oakridge Marpole Community Development Survey (sp)



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



**Better
at Home**
United Way helping seniors
remain independent.

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

1. What supports/services are you providing Kerrisdale Oakridge seniors?

2. What gaps in home and community services to seniors do you notice?

3. What seniors' community and home support assets/services do you know of?

4. What home support services from the Better at Home basket of services are needed in Kerrisdale Oakridge? PLEASE RANK IN PRIORITY, WITH 1 BEING THE HIGHEST PRIORITY

Light housekeeping <input type="checkbox"/>	Friendly visiting <input type="checkbox"/>
Grocery shopping <input type="checkbox"/>	Transportation to appointments <input type="checkbox"/>
Simple home repairs <input type="checkbox"/>	Snow shovelling <input type="checkbox"/>
Light yard work <input type="checkbox"/>	
- a. What non-medical home support services not listed above do you think are needed in Kerrisdale Oakridge?

5. What demographic group is in greatest need of the services proposed by Better at Home and why?

6. Is your agency able to hold a service provider's meeting or seniors' meeting for Better at Home info or can you suggest another agency that could help? Preferred Date and Time?

Better at Home – Kerrisdale Oakridge Community Development Survey Page 2



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

7. What criteria would be important in choosing a strong lead organization to manage Better at Home services in Kerrisdale Oakridge?

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

9. Is there anything else we should know?

10. Additional comments: _____

For more info, call Milinda Schulz, Community Developer 778-321-9193.
Send to: info@seniorsvoices.com

Appendix B: Survey Presented to Chinese-Speaking Seniors

社區發展 調查



United Way



United Way helping seniors remain independent.

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

您是不是... 長者 及/或 服務提供者

1. 使長者能在自己家中生活更長時間的主要問題是什麼？

2. 現時正提供什麼有助長者在自己家中生活更長時間的服務和項目 — 以及由誰提供？

服務 提供者

b. 它們容易使用嗎？

3. 需要「家中安享」一籃子服務提供什麼非醫療家居支援服務？

- | | | | |
|---------|--------------------------|-------|--------------------------|
| 輕鬆家政 | <input type="checkbox"/> | 友善的家訪 | <input type="checkbox"/> |
| 買菜 | <input type="checkbox"/> | 預約接送 | <input type="checkbox"/> |
| 簡單房屋修繕 | <input type="checkbox"/> | 鏟雪 | <input type="checkbox"/> |
| 輕鬆的庭院工作 | <input type="checkbox"/> | | |

a. 您認為需要有上面未列出的什麼非醫療家居支援服務？

4. 對於提供「家中安享」服務的優秀領導機構什麼標準會是重要的？

5. 如果您有興趣獲考慮成為「家中安享」諮詢委員會的成員，請提供姓名和電話號碼：

Appendix C: Stakeholders List

Organization Name	Asset
Aboriginal Groups	
Musqueam Band	Aboriginal band with elder group
Aboriginal Health Initiatives	Aboriginal health care for Vancouver aboriginal people
Aboriginal Health Initiatives	Aboriginal health care for Vancouver aboriginal people
Associations/Societies	
Asset	
Arthritis Society	Arthritis education and support services
BCCEAS	Elder Abuse Advocacy & Support
Cross Cultural Seniors Assoc.	Ethnically diverse seniors support group
Health & Home Care Society BC Meals on Wheels, Vancouver	Meals on Wheels
Jewish Seniors Alliance	Outreach, advocacy and peer support counselling for no charge to seniors
Oakridge Marpole Residents Association	Community residents group
Peretz Institute	Jewish Cultural & Education Society
Education and Research	
Gerontology and Elder Care	
Langara Nursing – Community Care	Faculty teach students in community care
SFU Gerontology Research	Researcher on Elder abuse issues
UBC Healthy Aging	Researcher on Healthy Aging
Emergency Responders	
Providence Lifeline – West side	In home emergency response call system
Kerrisdale Oakridge Marpole Community Police	Community policing and safety education
Faith Organizations	
Armenian Apostolic Church	Church congregation
Church of Christ Oakridge	Church congregation
Estonian Evangelical Church	Church congregation
Kerrisdale Presbyterian	Church congregation
Oakridge Baptist Church	Church congregation
Oakridge Chinese Presbyterian	Church congregation
Oakridge Lutheran Church	Church congregation
Ryerson United	Church congregation
St Faith's Anglican	Church congregation
St John the Apostle	Church congregation
St Mary's Anglican Church	Church congregation
St Stephens United	Church congregation
Temple Shalom Reform	Jewish Temple
Trinity Baptist	Church congregation
Unitarians of Oakridge	Church congregation

For Profit Service Providers	
Bayshore Clinical Management	Contract with VCH for to provide home support services
Bayshore Home Health	Home support services
Diamond Geriatrics	Geriatric counselling service
Evergreen Nursing	Home support services
Home Care Assistance	Home support services
Home Care West	Home support services
Karp Home Care	Home support services
Nurse Next Door	Home support services
Premier Homecare Services	Home support services
Registered Clinical Counsellor	Geriatric counselling service
Verity Home Care	Home support services
We Care	Home support services
Government	
MLA Oakridge Marpole	MLA Oakridge Marpole
MLA Quilchena Kerrisdale	MLA Quilchena Kerrisdale
MP Quadra Kerrisdale	MP Quadra Kerrisdale
Vancouver Mayor's Seniors Advisory Committee	Seniors advisory committee to Vancouver Council
Vancouver Seniors Advisory Committee, City Counsellor	Vancouver city counsellor contact for Advisory Committee
Health Authority: Vancouver Coastal Health	
At Home Supports, VCH	Govt subsidized Home support services – Vancouver
Caregiver Support Group - Pacific Spirit	Caregiver Support Group
Chronic Care Coordinator Pacific Spirit Community Clinic	Chronic Care Coordinator
Community Volunteer Resources VCH	Volunteers managed by VCH for home support services. Volunteers assist with grocery shopping, medical escort via handidart/taxi, friendly visiting, rehabilitation support
Family & Social Support Pacific Spirit Case Managers, VCH	Family & Social Health Care Support
Home and Community Care VCH	Home and community health care - VCH
Older Adults Addictions VCH	Older Adults Addictions Counsel
Older Adults Addictions VCH Clinical Education Manager	Older Adults Addictions Counsel
Older Adults Mental Health VCH	Older Adults Mental Health Programs
Supportive Living Services - VCH	Supportive and Assisted Living Community Services
Housing - Affordable	
Abbeyfield - Marpole	Affordable, group supportive living
Oakridge House – BC Housing	Affordable supportive living, BC Housing
Oakridge House – BC Housing	Affordable supportive living, BC Housing
Oakridge House – BC Housing	Affordable supportive living, BC Housing
St. Mary's Mews – BC Housing	Affordable supportive living, BC Housing

Media	
Vancouver Courier Newspaper	Reporter for local newspaper
Repairs & Maintenance	
Handy Granddaughter	Minor home repairs
Seniors/Community Centers	
Adult Day Programs	
A.S.K. Society for Seniors	Adult Day Care Social programs, therapeutic recreation and meals. Respite for caregivers
Kerrisdale Seniors Center	Recreation facility for seniors, with services ranging from hot lunches, exercise and creative arts programs
Jewish Family Services	Range of services including: weekly meals, housing assistance, household and personal care, accompaniment, counseling.
Jewish Seniors Center	Recreational and social programs for all seniors. Meal service and L'Chaim Adult Day Center on site.
Marpole Place Neighborhood House	Provide telephone check in calls to isolated seniors. Meals onsite, transportation to grocery & shopping
Oakridge Seniors Center	Recreational and social programs for all seniors
Marpole Oakridge Community Center	Recreational and social programs for all seniors
Transportation	
Driving Miss Daisy	Private car and driver
Driving Miss Daisy	Private car and driver
MVT Canadian Bus Services	Handi Dart Bus Service

Appendix D: Seniors' Comments on Preferred Services

- Dispense information about available resources
- Help with translation
- Opportunity to be social and keep mind active
- Someone to go for a walk with or go to church with
- Someone to go with to art gallery, VSO, plays etc.
- Respite for caregivers
- Help with light cooking and meal preparation
- Laundry
- "Heavy housekeeping" like vacuuming and washing floors
- Make a bed
- Clean windows
- Clean fridges and throw away expired food
- Leaf raking
- Volunteers to push wheelchair senior on outings
- Seniors to help complete forms and applications
- Help to connect with community services and other seniors
- Central phone number for help sources
- Read to a blind person
- Help with tax forms
- Light physical exercise training,
- Daily contact checks – person to person or phone
- Financial and tax advice
- Have a social worker at the community center that seniors can talk to for advice
- Reliable, affordable handyman service
- Figuring out gadgets
- Help with using a computer and troubleshooting a computer
- Garbage cans put out and brought in