



# **Better at Home Kitsilano Community Developer Report**

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**Final Report and  
Recommendations  
October 2013**

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**United Way**



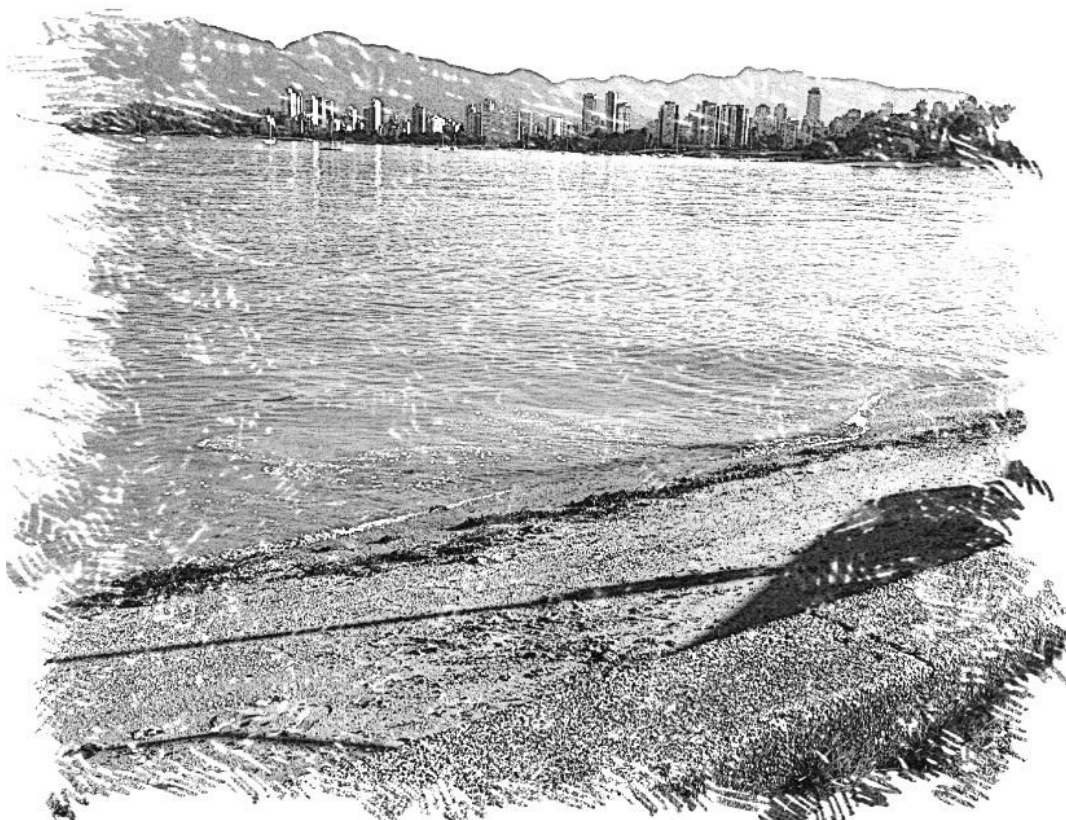
United Way helping seniors  
remain independent.

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

## Acknowledgments

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The Better at Home community engagement process in Kitsilano depended on the involvement of many stakeholders and members of the community who volunteered their time to complete surveys and participate in focus groups and interviews. We are extremely grateful to all of those who contributed.





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## 1.0 INTRODUCTION

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### 1.1. *Better at Home program introduction*

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

- friendly visiting
- transportation to appointments
- snow shoveling
- light yard work
- simple home repairs
- grocery shopping
- light housekeeping



Kitsilano has been identified as a potential Better at Home site. Kate Milne of Cardea Health Consulting 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 in the community to deliver the Better at Home program. This report reflects the findings of the Community Developer and will be used by the lead organization to design an appropriate local Better at Home program that meets community needs.

### 1.2. *Description of the local community development approach*

The Better at Home community engagement process was designed to be based on descriptive research intended to give a detailed snapshot of Kitsilano seniors. This included community assets for seniors and their priorities for service provision from the Better at Home basket. The process was carried out to recommend the effective local implementation of the program in Kitsilano.

The intent of the community engagement exercise was to facilitate Asset Based Community Development (ABCD) focused on seniors in the area. This process involved not just finding out about the community’s needs but also scoping the community’s resources (or assets) that can be used for community development in the future.<sup>1</sup>

### 1.2.1 Process

The table below shows the activities carried out for the process and the number of stakeholders consulted through each activity.

**Table 1.0**

<i>Activity</i>	<i>Number of respondents</i>
Population data profile	n/a
Mapping of community assets and stakeholders	n/a
Profile of seniors survey	31
Focus group consultations with seniors (N=7)	97
Focus group with service providers (N=1)	3
Stakeholder interviews	7
Stakeholder surveys	6
Community Meeting	8
Stakeholder Meeting	10
<b>TOTAL</b>	<b>162</b>

### 1.2.2 Methodology

The following tools and data sources were employed to gather information for the community engagement process:

1. **Environmental scan and documentation analysis** - the Community Developer (CD) conducted an environmental scan of relevant population data, and to do an initial mapping of Kitsilano assets with a linked list of stakeholders to connect with through the process.

<sup>1</sup> See, for instance, Kretzman, J.P. and J.L. McKnight. (1993). *Building Communities from the Inside Out*. Institute for Policy Research: Northwestern University, USA.

2. **Focus groups** - the CD designed a participatory focus group processes to gather input from service providers and seniors. The main methods used in these groups were mapping Kitsilano to help participants identify community assets and challenges, along with a pair wise ranking exercise. The latter is an action research method that allows participants to rank six different items. Ranking



numbers can be aggregated to produce quantitative results. Pair wise exercises are more effective than techniques like dot voting, as a group must make ranking decisions by consensus, and scoring is not subject to the risk of bias when one person uses all their dots on one item.

3. **A survey of seniors** - was designed to gather demographic data from seniors. This included data related to community accessibility, health and social networks, as well as service priorities. These three topics were considered to be important since existing population data sources, other than the 2011 Statistics Canada Census, do not issue tabulated results at the neighbourhood level.<sup>2</sup> Results of questions related to those topics could also indicate the need for some of the Better at Home services. For instance, high levels of physical disability and low community walkability would indicate a need for transportation or grocery shopping. High levels of stress and social isolation would

indicate a need for friendly visiting. Results of the surveys were generated using an online survey tool called Fluid Surveys.

4. **Interviewing and surveying of stakeholders** - a semi-structured interview schedule was designed to elicit strategic input for Better at Home in Kitsilano.
5. **The Community Meeting and Stakeholders Meeting** - participatory processes were designed to gather final input from seniors and service providers. These two meetings were focused on deepening knowledge about local implementation of the program as opposed to gathering initial input and deciding a lead.

All qualitative data were analysed and grouped into themes.

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<sup>2</sup> For instance, some questions from the Canadian Community Health Survey were employed and this source does not issue tabulated data at the neighbourhood level.

### **1.1.3 A note on outreach and limitations**

The CD used a variety of data collection and outreach techniques to gain information from seniors and stakeholders in Kitsilano. Some important limitations to note are:

- The seniors' community in Kitsilano appeared to be quite active and those who came to learn about the Better at Home program gave constructive and thoughtful input. However, many of the same seniors attended multiple focus groups and meetings. This limited the number of unique responses available to collect.
- The CD approached both seniors' organizations and community agencies to assist with survey distribution. The CD also attended on the days of many of the group activities at the Kitsilano Community Centre, in order to solicit individual seniors to complete the survey. Overall the survey uptake was very low, with only 31 respondents. This would not be considered a representative sample of the seniors' population in Kitsilano and therefore can only be used only for qualitative information.
- Many service providers who would have been key in accessing vulnerable seniors did not return phone calls or emails, despite repeated attempts. Of note, there was contact made with only one faith-based organization.
- As has been the case in other areas completing the Better at Home community engagement process, homebound seniors were extremely difficult to access. The CD made repeated attempts to use "snowball sampling" techniques (e.g. having seniors and stakeholders who could identify isolated seniors encourage them to be part of the process) with limited success.

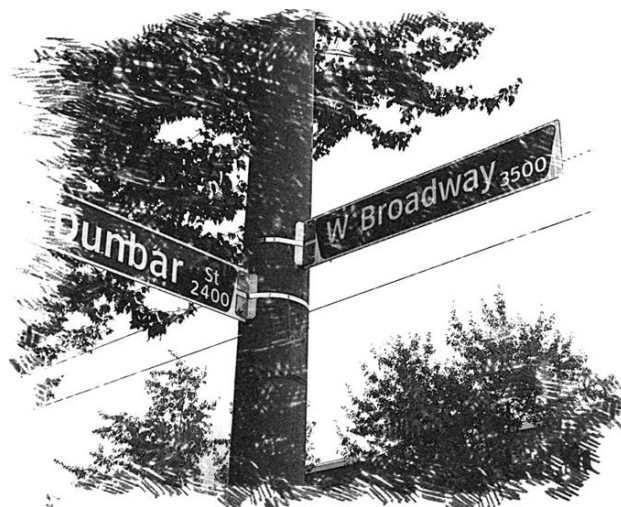
In summary, the CD made every attempt within the timeline and available resources to access seniors from the area as well as vulnerable seniors.

## **2.0 COMMUNITY PROFILE**

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### ***2.1. Description of the local seniors' population***

Kitsilano ("Kits") is a vibrant neighbourhood located on the Westside in the City of Vancouver. The Kitsilano neighbourhood borders are from Cornwall Avenue



(including Hadden Park) to 16<sup>th</sup> Avenue and from Burrard Street to Alma Street.

Kitsilano seniors are an important part of the community and many identified a strong sense of attachment to their neighbourhood. Those who responded to our survey indicated that they had “strong” or “somewhat strong” sense of belonging to the community (78%) and “felt valued” by their fellow community members (81%). The following information provides a profile of the demographic makeup, cultural considerations, socioeconomics and housing, and issues related to built environment that impact the Kitsilano seniors’ population.

### **2.1.1 Demographics**

This information of the demographic profile of seniors in living in the Kitsilano neighbourhood is taken from aggregated data sets produced and made publically available by the City of Vancouver. The data is derived from the Statistics Canada 2011 long-form census results.

Of the 41,375 Kitsilano residents, 4490 were recorded as those who are 65 and over.<sup>3</sup> Fifty-five percent of those recorded in the census results were in the younger age categories of seniors (65-69 and 70-74 year olds).

**Table 2.1: Age distribution of seniors in Kitsilano**

<i>Age</i>	<i>Population</i>
65 to 69 years	1,555
70 to 74 years	965
75 to 79 years	705
80 to 84 years	625
85 years and over	640

### **2.1.2 Cultural Considerations**

Although anecdotal information exists about the cultural makeup of the Kitsilano neighbourhood, language data appears to be the only ethnocultural information that has been formally collected in relation to the Kitsilano population.

The number of people who reported English as their mother tongue language is much higher than in the rest of Vancouver (76% of Kitsilano residents as compared to 57% of the City of Vancouver).<sup>4</sup>

<sup>3</sup> Statistics Canada, Census 2011, custom order for City of Vancouver Local Areas

German is the most often spoken non-official language, followed by Chinese (n.o.s. - includes responses of 'Chinese' as well as all Chinese languages other than Cantonese, Mandarin, Taiwanese, Chaochow, Fukien, Hakka and Shanghainese)<sup>5</sup>, and Spanish (see Table 2.2 below for a description of the top six non-official languages in Kitsilano).

**Table 2.2: Non-official languages spoken**

<i>Top language spoken (other than official languages)</i>	<i>N (Percentage of the Kitsilano population)</i>
German	785 (2)
Chinese (n.o.s)	690 (2)
Spanish	670 (2)
Cantonese	640 (2)
Mandarin	635 (2)
Greek	580 (1)

### **2.1.3 Socioeconomics and Housing**

Vancouver Coastal Health (VCH) has examined those living in Community Health Area 4 (which encompasses Kitsilano, Point Grey, Kerrisdale, Dunbar, and the University of British Columbia). The research results from the VCH analysis suggest that there is a high number of seniors living alone in Community Health Area 4 (29.7%) as compared to the rest of British Columbia (27.3%). There are also fewer seniors who are living with a relative (4.5%) compared to the rest of Vancouver (7.7%) and BC (5.3%).<sup>6</sup>

Residents of Kitsilano have the lowest (after tax) median household income on the Westside earning an average of \$53,455 per year. Although Kitsilano senior specific information is not available, we know that one third of Vancouverites spend over 30% of their annual household income on housing costs, which is considered to be living in unaffordable circumstances.<sup>7</sup> Affordable housing is an important social determinant of health and unaffordable housing is known to impact the ability to access other important necessities such as transportation and healthy food choices. Almost 10% of seniors living on the Westside are considered to be living in after-tax, low income conditions.

<sup>4</sup> Statistics Canada, Census 2011, custom order for City of Vancouver Local Areas

<sup>5</sup> Detailed definition. *Statistics Canada*. Retrieved from <http://bit.ly/1cccgpy>

<sup>6</sup> A health and social profile: Community Health Area 4 (2013). Vancouver Coastal Health.

<sup>7</sup> A health and social profile: Vancouver city-wide summary (2013). Vancouver Coastal Health.

Social housing has been an important service to address the needs of unaffordability for seniors in many Vancouver neighbourhoods. Kitsilano has one of the highest concentrations of seniors living in social housing (including eight complexes specific to seniors).<sup>8</sup>

### **2.1.4 Built Environment**

The Centers for Disease Control and Prevention outline the importance of built environment considerations to help seniors successfully age in place. This includes aspects such as safe pedestrian routes, housing that provides easy access to community services, accessible transportation, and opportunities for social interaction.<sup>9</sup>

The built environment in Kitsilano was identified most often by respondents in the community engagement process, as a positive asset for seniors living in the community. High walkability was one of the most often mentioned pluses of the neighbourhood. Kitsilano ranks fourth in list of most walkable neighbourhoods in the Lower Mainland. This score indicates that most errands can be done on foot.<sup>10</sup> Many of those who mentioned high levels of neighbourhood walkability also provided a caveat that this is not necessarily the case for those with limited mobility or for those who use walking aids. In this case, pedestrian, dog, and bicycle traffic on sidewalks were suggested as limiters to safely accessing neighbourhood streets.

Accessible public transportation is another vital piece of infrastructure that supports seniors to live independently. Again, public transit was seen as both an asset and a barrier to living in the community (based on issues of mobility). Those with good mobility reported that public transit in Kitsilano was easily accessible, had a convenient regular schedule, and provides easy to access pick up stops. Those with lower levels of functional mobility reported that public transit was not easy to navigate. Other limitations noted by many focus group participants (with varying levels of mobility) was that bus routes for the major hospitals were



<sup>8</sup> A health and social profile: Vancouver city-wide summary (2013). Vancouver Coastal Health

<sup>9</sup> Healthy Aging and the Built Environment (2012). Centers for Disease Control and Prevention. Retrieved from <http://www.cdc.gov/healthyplaces/healthtopics/healthyaging.htm>

<sup>10</sup> Walkscore (2013). *Kitsilano neighbourhood ranking*. Retrieved from [http://www.walkscore.com/CA-BC/Vancouver/Mount\\_Pleasant](http://www.walkscore.com/CA-BC/Vancouver/Mount_Pleasant)

difficult to access depending on the area in which the rider lives, and that the Kitsilano beaches were completely inaccessible by public transit.

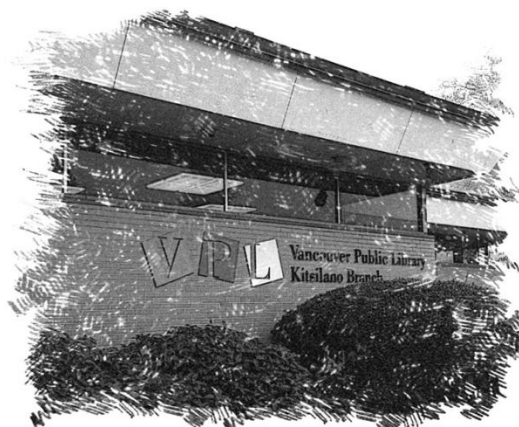
### **2.1.5 Other considerations**

We obtained additional information regarding the profile of seniors from service providers in both interviews and in a focus group sessions. They reported the following important points about the seniors' population in Kitsilano:

- Kitsilano seniors are not a homogeneous group. There are major differences in socioeconomic status, health, education, functional mobility, housing, cultural groups, and levels of isolation throughout the community
- Many seniors are using a large amount of their monthly income in order to stay in their own homes
- Many seniors live in older apartment buildings with no elevator, which limits their ability to get out into the community
- There is pressure from rising house prices – many have no liquid assets but don't want to let go of their family homes. Many are “house rich - cash poor”
- The majority of seniors encountered by service organizations are women
- There is a lack of affordable counselling or similar mental health supports
- Costs for group programming for seniors in Kitsilano is much higher than in other parts of the city
- Seniors and service providers indicated that there is significant need directly beyond the Kitsilano borders. There is demand to widen the boundaries to other Westside areas not currently eligible for the Better at Home program. These neighbourhoods include Point Grey, Dunbar, and the University of British Columbia neighbourhood.

## **2.2. Summary of the community assets**

Seniors were asked during focus group sessions to identify what they saw as the assets to living in Kitsilano. The CD also met with service providers to understand community supports in place for seniors. The most often identified community assets were local transit, walkable streets, local shopping, and safety. Other assets mentioned were the Kitsilano Neighbourhood House, the Kitsilano Community



Centre, Jewish Family Services Agency, and the Kitsilano Library. The entire list of assets is available in Appendix B.



Of important note, many seniors who took part in the consultation process struggled to identify services and supports available for seniors in Kitsilano. Many seniors further suggested that increasing awareness of local services should be included as part of the Better at Home program.

### 2.3. Seniors needs related to non-medical home support services

This information regarding service priorities is a synthesis of data collection from all of our focus groups, interviews, and surveys of seniors and stakeholders. We have collated the data based on both service priorities and barriers in the community.

#### 2.3.1 Service Priorities

The following is the list of priority services ranked by order of importance by seniors and stakeholders:

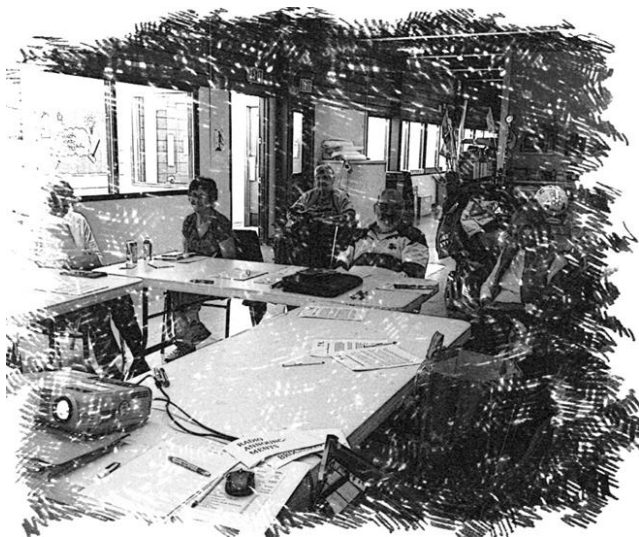
	<b>1: Transportation</b>		<b>2: Grocery Shopping</b>
	<b>3: Housekeeping</b>		<b>4: Friendly Visiting</b>

- 1. Transportation to Appointments:** Transportation to appointments was the number one priority service for Kitsilano seniors. Service providers reported that many of their clients do not use transit or Handydart because issues of limited mobility and the wait times for service. Taxis are considered to be too expensive for many. We asked those who participated in our focus groups to define what transportation meant to them. They most often talked about the importance of the service being flexible and accessible for seniors. They also suggested that a regular neighbourhood shuttle service would be ideal. Transportation for group outings was also considered important.

2. **Grocery Shopping:** Kitsilano is home to a large number of grocery stores (61 as compared to the next highest number on the Westside, which is in Kerrisdale at 19). Proximity to grocery stores was also identified as one of the top assets to living in Kitsilano. Grocery shopping was still identified this as a top priority service. Many seniors reported that although there are many options available for shopping, it is difficult to access lower cost stores, transport to the stores on their own, navigate stores safely, and put away items after shopping. Seniors most often reported that they “...wanted to do it myself” but with assistance for some of the aspects that require higher levels of strength and mobility. Another key theme that emerged from our focus groups was having the opportunity for group outings group buying to access discount stores (e.g. Costco), and/or to split large bulk items.
3. **Light Housekeeping:** Housekeeping also featured high on the list of service priorities. Seniors most often identified vacuuming and sweeping as an important task for which they would like assistance. Other important housekeeping tasks identified were helping to organize/spring cleaning, changing bed linens, helping with laundry, cleaning bathrooms, and washing windows.
4. **Friendly Visiting:** Many of the seniors we surveyed and spoke to saw friendly visiting as a social visit, in which a volunteer would do things like play cards or have a coffee those who are isolated. Others envisioned this service to be someone who could help with some tasks that didn’t necessarily fit into the basket of services offered; this included having someone who could accompany the senior on a walk, help do errands such as returning books to the library, and someone to provide information and referral to other seniors’ services.
5. **Minor Home Repair:** As many of the seniors that were consulted live in apartment buildings, responses to this category were mixed. Some seniors saw this as an unnecessary service (e.g. “the building manage does all the repairs”) while others identified things like decluttering, furniture assembly, changing light bulbs, and light handyman work.
6. **Light yard work/snow shovelling:** Light yard work and snow shovelling were consistently listed as the lowest priority service in both our surveys and focus group results. Focus group participants suggested that these two services should be combined into one service if possible. One participant at a focus group felt very strongly that snow shovelling should be addressed in the Better at Home services because of the severe mobility restrictions that heavy snow places on those with mobility aids.

### 2.3.2 Barriers

Focus group participants spent time outlining what they considered to be barriers to living in Kitsilano. These qualitative results were coded by theme and are presented as a complete list in Appendix A. Interestingly, many of the same things that were classified as assets were also considered to be challenges of the neighbourhood. This included transportation (considered to be a challenge for those with mobility issues), shopping (cost of local groceries), and built environment (many people identified using local sidewalks as a challenge because of long leash and off leash dogs, cyclists, and uneven pavement). Other issues included the cost of living, affordable housing, isolation, and traffic.



#### **2.3.4 Messaging**

During our Community Meeting, seniors and stakeholders were asked what they viewed as the most important things to know about the Better at Home Program. We collected this information for the Lead Agency to consider when marketing the program. The list of answers included:

- “It means staying in your home as long as possible”
- “It’s a one stop hub for information sharing”
- “It’s an affordable service”
- “...the program is for seniors in Kits. It is specific to Kits needs”
- “You can delay supportive living”
- “...the program is about neighbour helping neighbour”

Seniors also felt that it was important to:

- Clarify what a “senior” is
- Advertise that the program is coming, but wait to advertise the services
- Make it clear that someone will answer the phone (not a voicemail system)
- Make promotional materials that are big and bold

## ***2.4. Suggested opportunities for service integration/coordination***

Service integration in Kitsilano seems to be fairly low and currently appears to exist at a networking rather than sharing or collaborative level (although there are some exceptions noted below).

There are several ways in which the Better at Home Program services could best be integrated and/or coordinated in Kitsilano. This includes potential collaborations with non-profit, for profit, and healthcare organizations.

### **2.4.1 Non-Profit Organizations**

Stakeholders that participated in the consultation process provided invaluable information about the organizations serving seniors in Kitsilano, including ways in which those organizations may be able to collaborate with the selected lead agency. The following organizations have offered ways in which service integration could occur:

1. ***Kitsilano Community Centre:*** is already connected with many of the agencies that provide seniors services and could provide an environment for seniors to access information about the Better at Home program.
2. ***The Health and Home Care Society of BC:*** (who operate the Meals on Wheels program) have offered to send out a notification about program services to their Meals on Wheels clients. This would be sent as an insert with client invoices, so that the information goes directly into the home. This would provide an important opportunity to access home-bound and socially isolated seniors in the neighbourhood. The Health and Home Care Society of BC has also offered to promote volunteer opportunities to those who may be interested in taking on an extra role through Better at Home, to their team of over 300 active volunteers involved in their Western and Chinese Meals on Wheels program.
3. ***Jewish Family Services Agency:*** has expressed interest in providing assistance to the Lead Agency in the delivery of non-medical home support services.
4. ***Pacific Spirit Community Health Centre- Home Health Program:*** has expressed interest in referring clients to the Lead Agency for services. This would include home-bound or isolated seniors.

Any collaborative efforts would, of course, need to be discussed and clarified between the Lead Agency and the service providers interested in potentially coordinating and integrating services.

### 3.0 COMMUNITY READINESS

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#### 3.1. *Explanation of community readiness that reflects community consultations and meetings*

The following points illustrate community readiness to implement the Better at Home program in Kitsilano:

- Overall, services for seniors are sparse. The community consultation process revealed that only a few organizations are delivering the bulk of seniors' services in Kitsilano.
- Local service providers have identified a need for adjunct services to existing programs such as Home Care and Home Support provided through Vancouver Coastal Health.
- For many seniors, knowledge of other existing services to help seniors remain independent is low.
- Service providers were very aware of the needs of seniors and gaps in services that are addressed by Better at Home.
- Service providers in the area are aware that seniors need help to remain independent at home and many are willing to link with the Lead Agency to promote Better at Home and refer seniors when the program becomes available.
- Service providers indicated that they could collaborate with the lead agency in relation to volunteer recruitment and "spreading the word" of the services to those who might not otherwise be aware of available programs.
- Support for the program is strong with an articulated emphasis on meeting the needs of the most vulnerable.



- Kitsilano Neighbourhood House is seen as an appropriate Lead Agency with a track record of service collaboration and community development. The Kitsilano Neighbourhood House was identified as an asset to the community more often than any other organization. The Neighbourhood House sees a need for Better at Home in Kitsilano.
- The Kitsilano Neighbourhood House meets the community Lead Agency criteria. The organization has a history of working with seniors to offer “...programs that foster independent living with a focus on health and wellness, social interaction and education”<sup>11</sup>. The Neighbourhood House also has a significant base of existing volunteers.

From the data collected throughout the community engagement process it is apparent that Kitsilano is an area in need of a Better at Home program and that the program has the support of stakeholders.

### **3.2. Potential risks going forward**

Our community engagement process highlighted the following risks to successful program implementation in Kitsilano:

- Growth of the program or service boundaries too rapidly.
- Failing to clarify volunteer roles/limitations to volunteer scope of service delivery
- Not implementing a comprehensive volunteer management strategy
- Inability to plan and implement an outreach strategy that reaches the most vulnerable and ensures the program is physically and culturally accessible to local seniors
- Having the program exist as a silo. That is, not accessing opportunities for collaboration and assistance from other service agencies.
- Failure to implement comprehensive risk management policies and procedures in relation to key issues that arise when working with seniors.
- Failure to implement effective program administration and money management policies and procedures.

## **4.0 LOCAL BETTER AT HOME PROGRAM DETAILS**

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### **4.1 List of preferred services from the Better at Home basket of services that reflect community consultations and meetings and how they link to the identified needs**

<sup>11</sup> Older Adults and Seniors Program Overview (2013). Kitsilano Neighbourhood House. Retrieved from <http://www.kitshouse.org/programs/older-adults/overview/>

Services from the Better at Home basket with specific linkages to Kitsilano are as follows:

1. **Transportation** – Transportation that provides a flexible and accessible alternative to currently public and private options.
2. **Grocery shopping** - Grocery shopping services that assist seniors to maintain their independence by providing a “go with” focus.
3. **Housekeeping** - Light housekeeping services that focus on tasks that require higher levels of functional mobility and strength (e.g. cleaning floors).
4. **Friendly visiting** – Friendly visiting services should include both a social and functional options. This service should include access to information about other resources available to seniors in Kitsilano.
5. **Minor home repairs** – Home repair services for seniors in Kitsilano should be reframed as assistance with home task that are more difficult to perform for those with declining strength and mobility (e.g. changing light bulbs).
6. **Yard work/Snow shovelling** – Yard work and snow shovelling services were also not considered to be a priority during the community engagement process.

#### **4.2. Key lead organization criteria identified by the community**

The participants in the community engagement process identified these important criteria for the Lead Agency (please see a detailed list of responses in this regard in Appendix A):

- Has good community and resource knowledge
- Uses sound volunteer management practices
- Has excellent communication between both volunteer and program recipients
- Is flexible, reliable, dependable and accountable in service delivery
- Has a working knowledge and experience of seniors’ issues
- Has knowledge and sensitivity of issues of elder abuse
- Has experience collaborating with caregivers

#### ***4.3 Proposed lead organization – including commentary on the identification process and rationale for why they were chosen.***

The proposed lead organization for Better at Home in Kitsilano is the Kitsilano Neighbourhood House. Kitsilano Neighbourhood House showed interest in being the Lead Agency early on in the process. In consultation with other service providers and seniors it was also the organization that was most often identified as an asset for seniors in Kitsilano and the only local organization that was willing to provide the Better at Home services.

Kitsilano Neighbourhood House (Kits House), is a non-profit, charity organization dedicated to meeting the needs of those most vulnerable as well as providing an opportunity for everybody in the community to get together and be engaged. It is the only Neighbourhood House on the Westside and serves not only Kitsilano but also Dunbar, Arbutus Ridge and Point Grey.

The Neighbourhood House offers the following types of programs to seniors:

- Kits House Seniors Resource Centre
- Knitting Group
- Seniors Advisory Committee
- Westside Seniors Kitchen Project
- Osteofit
- Seniors Drop-In Program
- Seniors Links Program
- Steeves Manor – Community Resource Centre
- Westside Seniors Peer Counselling Program

The Kitsilano Neighbourhood House is currently located at 3683 West 4th Avenue, Vancouver but will be moving back to the permanent location at 7<sup>th</sup> and Vine following the completion of the redevelopment project which will include new affordable seniors housing (estimated completion is fall 2014). The Executive Director is Catherine Leach.

## **5.0 RECOMMENDATIONS AND NEXT STEPS**

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The following recommendations for the Kitsilano Neighbourhood House and the United Way were identified during the community development process:



1. Formally apply to the United Way for the Better at Home Grant.
2. Connect with other local agencies that have offered to provide linkages and collaboration.
3. Consider using vouchers instead of cash to avoid the risk of volunteers handling money.
4. Engage in training about how to set up effective risk management policies and procedures to govern the provision of services by volunteers in seniors' own homes.
5. Develop a strategy to roll out services in a sustainable way. Make a plan to assess future changes to catchment areas.

## **Appendix A: SUMMARY NOTES FROM CONSULTATIONS**

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The following is a summary of notes taken from focus groups, stakeholder consultations, and a Community Meeting, which were held between May and October of 2013 (\*indicates multiple responses).

### **Focus Groups**

Seniors Advisory Group (held at Maplecrest apartments)

Seniors Lunch (facilitated by Jewish Family Services at Maplecrest apartments)

Steeves Manor- open group

Kitsilano Community Centre – open group

Kitsilano Neighbourhood House – open group

Linden Tree House - residents

Point Grey United Church – seniors’ lunch group

St. James Square – service providers

### **Stakeholder Consultations**

Wendy Bufton – Vancouver Coastal Health

Sandra Petrozzi and Jose Mendoza- Kitsilano Neighbourhood House

Joanne Haramia- Jewish Family Services

Cathy Almass – Kitsilano Community Centre

Janis Terrian – Point Grey United Church

Ron Wolfson – local senior

### **Community Readiness**

- Low awareness by seniors of available services and supports
- Appears low on the scale of service integration - some collaboration between KNH and other providers (KNH appears to be the “hub” service), but with other service providers integrations seems to be at the level of networking versus coordination or sharing resources to meet the needs of seniors.
- Accessing housebound seniors was a challenge. Privacy concerns limit the ability of service providers to help access those that are isolated. Attempts were made to reach seniors via other seniors but few homebound seniors were accessed.



## Assets and Challenges

### Assets

#### Location/Built Environment

- built environment
- parks and green space
- covered bus stops
- accessible washrooms
- new building construction for accessibility
- close to shopping (groceries, drugstore and liquor)
- close to doctors
- close to bus
- close to shopping\*\*\*\*\*
- close to beach
- walkability\*\*\*\*
- parks and green spaces
- central
- access
- walking distance lots of stores
- nice beaches\*\*
- close to healthcare
- good location overall
- good transport for those that are more mobile\*\*\*\*
- distance to VGH
- gardens
- better air quality
- near the sea or ocean
- view
- dental
- recreation facilities
- accessibility
- no industry - noise or traffic
- lots of coffee shops
- all services available (doctors, pharmacy, shopping library, churches)
- Handydart and Translink
- entertainment

### **Shopping**

- grocery delivery
- No Frills prices
- stores (understanding of seniors)
- sale items at local stores
- good shopping
- fruits and veggie delivery
- groceries in area
- shopping in area
- shopping delivery

### **Community benefits**

- good community
- friendly people
- safe\*\*\*\*
- neighbourhood is nice
- Folk Festival
- friendly neighbourhood
- safe
- lots of community activity
- social club
- Brock House
- fireworks
- community services
- transportation
- museums
- Bard on the Beach

### **Services and organizations**

- Library
- Community Centre
- Kits House (services for seniors)\*\*\*
- VCH services
- Osteofit classes
- Kits House Resource Centre



- Paramedics are good

**Housing**

- Steeves Manor
- Maplecrest apartments
- Linden Tree Place
- On-site health services (at one building)
- Pet friendly

**Challenges**

- Handydart won't pick up everyone/for all trips\*\*\*\*
- Transportation is difficult for those with mobility issues\*\*\*\*\*
- Isolation
- Finding services for those under 65
- Not enough opportunities for social activities locally
- Need more access to fitness classes
- Noise (people at night, construction, traffic)
- Dealing with the heat
- Traffic\*\*\*
- Speeding
- Street design\*\*
- Uneven surfaces for those with mobility issues\*\*
- Dogs off leash on the streets
- Bicycles on the sidewalks
- Cost of living/affordable housing\*\*\*
- Local stores are expensive\*\*\*\*\*
- Library is hard to access with wheel chair
- Falls risk

**Clarification of Services**

The table below offers a summary of what seniors saw as the activities involved in each of the Better at Home services.

<b>Light Housekeeping</b>	<b>Yard Work</b>
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<ul style="list-style-type: none"> <li>• helping to organize/spring cleaning**</li> <li>• vacuuming, sweeping*****</li> <li>• change bed linens*****</li> <li>• clean fridge</li> <li>• general tidying</li> <li>• wash windows****</li> <li>• do laundry*****</li> <li>• shampoo carpets</li> <li>• chores that require bending</li> <li>• dishes/empty dishwasher</li> <li>• dusting****</li> <li>• mopping**</li> <li>• cleaning bathroom****</li> <li>• take out garbage/recycling**</li> <li>• washing blinds</li> <li>• watering plants</li> <li>• oven cleaning**</li> <li>• cooking/meal prep****</li> </ul>	<ul style="list-style-type: none"> <li>• water plants</li> <li>• weed garden</li> <li>• help to plant garden</li> <li>• mowing the grass*****</li> <li>• seasonal work***</li> <li>• pruning trees***</li> <li>• help with patio garden**</li> <li>• trimming hedges*</li> <li>• Raking leaves</li> <li>• Clear pathways</li> <li>• Help with uneven surfaces</li> </ul>
<p><b>Minor Home Repair</b></p> <ul style="list-style-type: none"> <li>• Decluttering**</li> <li>• changing light bulbs ***</li> <li>• easy painting</li> <li>• figure out electronic things</li> <li>• fix computer</li> <li>• change batteries</li> <li>• hang towel rail</li> <li>• fix dripping taps</li> <li>• change washers</li> <li>• small appliance repair</li> <li>• odd jobs/handyman work***</li> <li>• moving furniture</li> <li>• furniture assembly***</li> <li>• hanging picture frame**</li> </ul>	<p><b>Snow Shovelling</b></p> <ul style="list-style-type: none"> <li>• hire school age kids</li> <li>• for people with houses</li> <li>• clear sidewalks of ice</li> <li>• clear entry ways</li> <li>• help lobby the city for better coverage</li> </ul>
<p><b>Grocery Shopping</b></p> <ul style="list-style-type: none"> <li>• assist me to do it myself*****</li> <li>• transport to produce stores</li> <li>• put away**</li> <li>• go to pharmacy</li> </ul>	<p><b>Transportation to Appointments</b></p> <ul style="list-style-type: none"> <li>• accompaniment to appointments</li> <li>• shuttle service***</li> <li>• flexible service*****</li> <li>• accessible service****</li> </ul>

<ul style="list-style-type: none"> <li>• repack bulk items</li> <li>• help with delivery***</li> <li>• go and get and bring home**</li> <li>• group trip/buying to bulk stores*****</li> <li>• help with food donations for “shut-ins”</li> <li>• prepare simple meals</li> <li>• prepare veggies for cooking</li> <li>• extend beyond grocery stores</li> <li>• place orders by phone</li> </ul>	<ul style="list-style-type: none"> <li>• provide group outings*</li> <li>• take to doctor's, grocery, bank, post office, hairdresser</li> <li>• van for delivery of larger shopping items</li> <li>• make appointment for Handy Dart</li> </ul>
<p><b><i>Friendly Visiting</i></b></p> <ul style="list-style-type: none"> <li>• would have knowledge of services</li> <li>• come and play cards</li> <li>• helping to run errands (library/ bank)</li> <li>• helping to fill out forms - tell about other services/ legal aid</li> <li>• take you out for coffee</li> <li>• walking companion **</li> <li>• put groceries away</li> <li>• story-telling - listening to their problem and music</li> <li>• socializing</li> <li>• cup of tea</li> <li>• play games</li> <li>• cook/ bake</li> <li>• bring a pet</li> <li>• walk your dog</li> </ul>	

***Service Priorities***

The results of the pairwise rankings with seniors and stakeholders show the ranking of services, in order of priority.

1. Transportation to Appointments
2. Grocery Shopping
3. Housekeeping
4. Friendly Visiting

5. Minor Home Repair
6. Yard Work
7. Snow Shovelling

## Community Identified Criteria for a Lead Organization

The list below summarizes the criteria identified by seniors and service providers.

### Community and resource knowledge

- Knowledge of area

### Volunteer management

- Flexibility matching client with worker
- Boundaries with clients
- Respectful of caregivers
- Criminal record check
- Proper training for coordinator
- Good check in with volunteers
- Volunteer support
- Dedication to the role
- Screening for workers
- Good training
- On time
- Good security and privacy
- Friendly
- Consistency
- Good people skills
- Good communication
- Knowledge of resources
- Dependability

### Communication

- Communication (other languages available)\*\* (Greek, mandarin/Cantonese)
- Being able to deal with people
- Sense of humour
- Tactful
- Listens to seniors needs and integrates feedback
- Easily accessible and approachable



- Friendly
- Understanding
- Open arms
- Warmth
- Speak to a human instead of a machine
- Listens to client and family
- Confidential
- Compassion
- Good contact person
- Patient\*\*
- Good listener\*\*\*
- Manages time well
- Effective communication
- Organized
- Available after hours and on weekends

#### **Service delivery**

- Flexibility and appropriate resources
- Reliable
- Dependable
- Good monitoring and evaluation tools
- Caring administration
- Central phone # for resources
- Good management of finances
- Coordinating with seniors
- Transparent
- Accountability to the community
- Reasonable (cost)
- Oversight
- Consistent
- 24/7
- Customer service focus

#### **Awareness of seniors' issues**

- Understanding problems with seniors
- Working knowledge of the needs of the community
- Awareness of mental health issues
- Service awareness



- Experience and track record of supporting seniors
- Establish relationships
- Established organization
- Commitment
- Honest
- Trustworthy
- Understanding of needs
- Skills/quality of services
- Elder abuse knowledge\*\*\*
- Sensitivity to seniors with special needs

***Risk Management***

- Ensure that the program is self-sustaining
- Good volunteer training
- Setting boundaries
- Looking at risk awareness
- Code of conduct
- Identifying potentially risky situations
- Buddy system for high risk clients
- Emergency support and contact for volunteers
- Speak in English
- Assessment at intake phone or in home
- Insurance coverage for volunteers
- Teaching volunteers how to safely access vehicles
- Bring in other organizations with specialized expertise

***Key Messaging***

Where do you want to be able to access, find out about the Better at Home services in Kitsilano?

- Home Hardware
- Cocoa Nymph
- St James Square
- Choices
- Vancouver Courier
- Jewish family services
- Maple Crest apartments
- Safeway



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- Kits House Seniors Resource Centre
- Laundromat
- IGA
- Brock House
- Steeve's manor
- Braden Hospital
- Community boards
- Whole Foods
- Safeway
- No Frills
- 311 and 411 phone service

## **Appendix B: COMMUNITY ASSETS**

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The following is a list of the of the community assets in Kitsilano as identified in our consultation process. Organizations listed with an asterisk were invited but did not participate in the process.

### **Seniors Organizations**

COSCO\*  
 Seniors Regional Planning Table\*  
 Seniors Advisory Committee (City of Vancouver)\*  
 BCOAPO\*  
 411 Seniors Centre\*  
 Vancouver Cross-Cultural Seniors Network\*  
 CrossReach  
 South Granville Seniors Centre\*

### **Community Organizations**

Kitsilano Neighbourhood House  
 Kitsilano Community Centre  
 Brock House\*

### **First Nations/Aboriginal/Ethnocultural**

Hellenic Society\*  
 Musquem First Nation\*  
 Jewish Family Services  
 Jewish Seniors Society\*

### **Disability organizations**

Community Living BC\*

### **Health Authorities/Municipal**

Local MLA\*  
 Kitsilano Library\*

### **Other relevant groups**

BCGEU\*  
 CRN  
 QMUNITY Generations\*

**Housing**

Maplecrest apartments  
Linden Tree Place  
Steeves Manor

**Services**

Red Cross\*  
Legion\*  
Rotary\*  
Care BC - Meals on WHEELS  
Comfort Keepers

**Healthcare**

Pacific Spirit Community Health Centre  
Vancouver Coastal Health - Community Volunteer Resources

**Faith-based organizations**

Trinity United\*  
St. Marks\*  
Church at the Hollywood  
St. Augustine\*  
St. John's Anglican\*  
Canadian Memorial United\*  
West Point Grey United  
16<sup>th</sup> Ave Gospel Church



## **Appendix C: DOCUMENTATION OF MEDIA COVERAGE**

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The following methods were used as media strategies for outreach to promote the Better at Home program.

### **Event Listings:**

The following organizations were contacted regarding an event listing or advertised our event on their site:

- Yelp!
- News 1130 – Community Events
- The Vancouver Sun – Community Events
- Kitsilano.ca

Event pages:

We created a public listing to spread the news of our events by way of:

- Facebook
- A dedicated Facebook event posting
- A promoted (paid) Facebook ad targeted at those in Vancouver (n=910)
- Eventbrite
- A Yelp! event page
- Twitter reminders to 700 followers

### **Meeting posters**

- All of the organizations and stakeholders on our asset list received a copy of the consultation meeting posters to distribute or post.
- 75 Posters were also distributed “on foot” for posting in stores, banks and organizations throughout Kitsilano.