



**Better at Home  
Mount Pleasant  
Community  
Developer Report**

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**Final Report and  
Recommendations  
June 2013**

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**United Way**



United Way helping seniors  
remain independent.

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## Acknowledgments

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- Mount Pleasant Community Centre
- Kingsgate Mall
- Baptist Housing
- Multicultural Helping House
- Coho Property Management
- Mount Pleasant Neighbourhood House
- All the seniors and other service providers who participated

We are also very grateful to United Way and the BC Ministry of Health for embarking on this important project.

Natasha Bailey and Kate Milne,  
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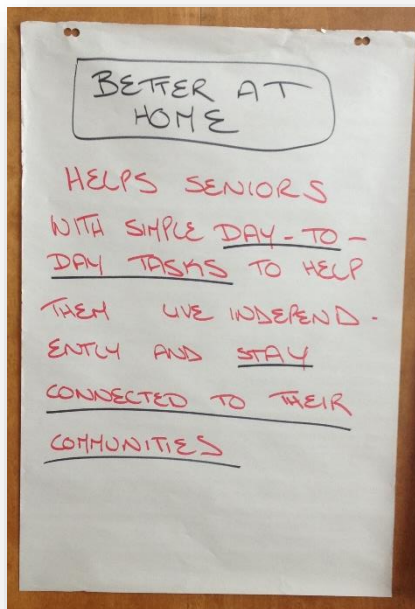
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## 1.0 INTRODUCTION

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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

Mount Pleasant has been identified as a potential Better at Home site. Natasha Bailey and Kate Milne of Cardea Health Consulting were contracted as Community Developers 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 developers 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 community engagement process for Better at Home in Mount Pleasant has resulted in a qualitative and quantitative piece of descriptive research that aimed to give a detailed, rigorous snapshot of Mount Pleasant seniors; their profile, 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 Mount Pleasant. For instance, since only one

potential lead organization emerged for Better at Home, the Stakeholder Meeting focused on facilitating stakeholders to offer guidance about the program's implementation and sustainability in Mount Pleasant, as opposed to selecting a lead from a range of organizations.

The community engagement process gathered stakeholders' views in relation to Better at Home, which have been collated into this report that could assist Asset Based Community Development (ABCD) focused on seniors in the area. This process involves not just finding out about a community's needs but also scoping the community's resources or assets that can be harnessed for community development into 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**

Activity	Number
Population data profile	n/a
Mapping of community assets and stakeholders	n/a
Profile of seniors survey	83 (N=25 did not attend focus groups)
Focus group consultations with seniors (N=8)	78
Focus group with service providers	13
Stakeholder interviews	7
Stakeholder surveys	4
Community Meeting	35
Stakeholder Meeting	11
<b>TOTAL<sup>2</sup></b>	<b>159</b>

As indicated above, the Community Developers held eight focus groups and a Community Meeting to consult with seniors in the area. The table below sets out the locations, target groups, and numbers of people participating in each group.

<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.

<sup>2</sup> The total is a unique number of stakeholders so that individuals were not counted more than once as some focus group participants also completed surveys and most service providers attended the focus group, the Community meeting and the Stakeholders Meeting.

**Table 1.2**

Focus Group Location	Target Group	Number of Participants
<b>Mount Pleasant Community Centre</b>	Chinese seniors	5
<b>Lu'uma Native Housing - Peaceful Lodge</b>	Aboriginal Elders	6
<b>Mount Pleasant Neighbourhood House</b>	Many Filipino and some Chinese seniors	30
<b>Evangel Towers</b>	Market and non-market renting seniors	10
<b>Creekside</b>	Non-market housing, low income seniors	6
<b>122 Walter Hardwicke</b>	Non-market housing, low income seniors	2
<b>80 Walter Hardwicke</b>	Non-market housing, low income seniors	4
<b>Grandview Towers</b>	Market housing renting seniors, many Chinese seniors	15

### **1.2.2 Methodology**

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

1. **Environmental scan and documentation analysis** - the Community Developers conducted desk research to consult relevant population data, to do an initial mapping of Mount Pleasant assets and a linked list of stakeholders to connect with through the process.
2. **Focus groups** - the Community Developers designed participatory focus group processes to gather input from services providers and seniors. The main methods used in these groups were the use of a map of Mount Pleasant to help participants identify community assets and challenges, and a pair wise ranking card sort. The latter is an action research method that allows participants to rank six different items. Card sort results can be aggregated to produce quantitative results. Pair wise card sorts 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; data related to community accessibility, health and social networks; as well as service priorities. The first three topics were considered to be important since existing population data sources, other than the Census, do not issue tabulated results at the neighbourhood level.<sup>3</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** - for those service providers who could not attend focus groups, a semi-structured interview schedule was designed to elicit strategic input for Better at Home in Mount Pleasant.
5. **The Community Meeting and Stakeholders Meeting** - participatory processes were designed to gather final input from seniors and service providers. As previously indicated, 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 was analysed and grouped into themes.

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

The Community Developers employed a number of strategies to connect with and elicit input from stakeholders especially those who are or who work with those who are the most vulnerable, i.e. homebound seniors. At times this task was challenging. The following are of note:

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<sup>3</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.

- It was difficult to access seniors from within the boundaries of Mount Pleasant. The Community Developers linked with key organizations in the area frequented by seniors and these organizations were very helpful in setting up opportunities for the developers to connect with older people. Unfortunately many of the participants were not from Mount Pleasant.
- In order to access seniors from the area, the developers asked some local organizations to assist with more targeted recruitment of Mount Pleasant seniors to consultation focus groups. They also went to places in the community where seniors frequent, in order to promote focus groups and the community meeting and to ask seniors to complete surveys. The Community Developers did this in Kingsgate Mall and the Mount Pleasant Community Centre.
- In order to access low-income seniors the Community Developers contacted management of all non-market housing in Mount Pleasant, including seniors' complexes, or buildings where a significant portion of residents were seniors. A number of these could also not be linked with despite repeated attempts.
- The Community Developers, at times when phone calls and emails had not been successful, did visit service providers in order to make a face-to-face introduction. This strategy was successful on some occasions.
- A Japanese senior serving organization did carry out some surveys with homebound seniors on behalf of the developers.

In summary, the developers made every attempt within the timeline and available resources to access seniors from the area as well as vulnerable seniors. A limitation of the research is that there is not a higher proportion of homebound seniors represented. However, in the asset and stakeholder mapping the Community Developers were able to identify those stakeholders that would be crucial for the lead agency to link with in order to promote Better at Home to vulnerable older people.

## **2.0 COMMUNITY PROFILE**

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

Mount Pleasant runs north to south from Great Northern Way/False Creek to 16<sup>th</sup> avenue, and east to west from Clark Drive to Cambie Street in the City of Vancouver. The neighbourhood is unique in the area for many important reasons. These include:

- The heritage distinction of Vancouver’s original downtown core, with the associated history of culturally diverse residents
- The vibrant mix of artistic and cultural activities
- The neighbourhood division across the economically divergent east and west side of the city
- The recent inclusion of the new Olympic Village area bordering False Creek

Seniors in Mount Pleasant make up an important part of the community. Of the seniors who participated in our survey, 75% indicated that they had a “somewhat strong” or “very strong” sense of belonging in the neighbourhood. A high number (69%) of Mount Pleasant seniors also indicated that they feel valued by their community. The following information provides a profile of the demographic makeup, issues of housing, and built environment (including transportation) that impact the Mount Pleasant seniors’ population.

### **2.1.1 Demographics**

There is scant literature published on the profile of Vancouver seniors living in the Mount Pleasant neighbourhood, and most demographic information is found by way of census data. The City of Vancouver has aggregated demographic data sets by city planning areas, based on the Statistics Canada 2011 Census results. These numbers can provide some insight into specific characteristics of Mount Pleasant residents. Seniors (those over 65 years of age) make up approximately 8% of the over 26,000 people who live in the Mount Pleasant area.<sup>4</sup> Over 25% of the senior population identified is considered to be the more vulnerable “oldest old” - those over 80 years old (see Table 2.1).

**Table 2.1: Age distribution of seniors in Mount Pleasant**

Age	Population
65 to 69 years	640
70 to 74 years	505
75 to 79 years	350
80 to 84 years	255
85 years and over	275

Our survey results were very closely aligned with the census data; of those who responded 37% were aged 65-69, 21% were 70-74, 17% were 75-79, and 25% were over 80 years or older.

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

### **2.1.2 Cultural Considerations**

The 2011 Census data only provides cultural identification by way of “mother tongue”. In the overall Mount Pleasant population, 27% of residents speak a non-official language. Tagalog is the most widely spoken non-official language followed closely by Cantonese.<sup>5</sup> In our consultation process, 43% of survey respondents indicated that they spoke English as a second language. Culturally, they identified themselves as white Canadian (53%), Filipino (18%), Chinese (12%), “other” (10%), Japanese (3%). Three percent of respondents identified as a member of the queer, gay, lesbian, bisexual, transgender community.

### **2.1.3 Socioeconomics and Housing**

Of both census and non-census families, 82% of those over 65 who are not institutionalized, are living alone in private residences. Of those living alone 56% are women and 44% are men<sup>6</sup>. Of the seniors that we surveyed 71% indicated that they live alone. Although we attempted to invite seniors living in both market and non-market housing, we did not collect data on the number of seniors living in attached versus detached dwellings. Anecdotally, many seniors reported to us that they are living in apartment buildings.

In recent United Way research, Mount Pleasant was also identified as a “hotspot” for low income seniors.<sup>7</sup> Our research supported this finding; 60% of our survey respondents indicated that they had a household income less than \$24,900. A further 29% indicated a household income under \$35,000. Only 11% of respondents reported a household income between \$35,001 and \$67,700. There were no respondents in the category “over \$67,000”.

### **2.1.4 Built Environment**

The built environment plays a significant role in the life of community-dwelling seniors; it can have a significant impact on the process of aging, chronic disease risk, and issues of accessibility for those with mobility challenges. Mount Pleasant has been the subject of significant public planning in regards to community revitalization, infrastructure improvements, and ultimately neighbourhood

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<sup>5</sup> Statistics Canada, Census 2011, custom order for City of Vancouver Local Areas

<sup>6</sup> Statistics Canada, Census 2011, custom order for City of Vancouver Local Areas

<sup>7</sup> Better at Home. (2011). *Seniors Vulnerability Report*. Better at Home: British Columbia.

connectedness.<sup>8</sup> The official Community Plan as designed by the City of Vancouver is in the early stages of implementation and is projected to have a significant positive impact on livability in the Mount Pleasant area.<sup>9</sup>

One of the most important built environment considerations for seniors is the accessibility of transportation, including safe walking routes. Mount Pleasant is considered to be a very walkable area and is ranked the 6<sup>th</sup> most walkable neighbourhood in Vancouver.<sup>10</sup> Ninety-two percent of the seniors that we surveyed endorsed the statement “Mount Pleasant is easy to walk around”.

Accessible and easy to access public transportation is another vital piece of infrastructure that supports seniors to live independently. The majority of people that we surveyed (86%) indicated that there was enough public transit serving seniors in Mount Pleasant and 86% agreed with the statement, “I find the public transport serving Mount Pleasant easy to use”. One exception to this endorsement was in the Olympic Village, where seniors identified problems with both location and availability of local public transit as a significant barrier to living in the neighbourhood.

### **2.1.5 Other considerations**

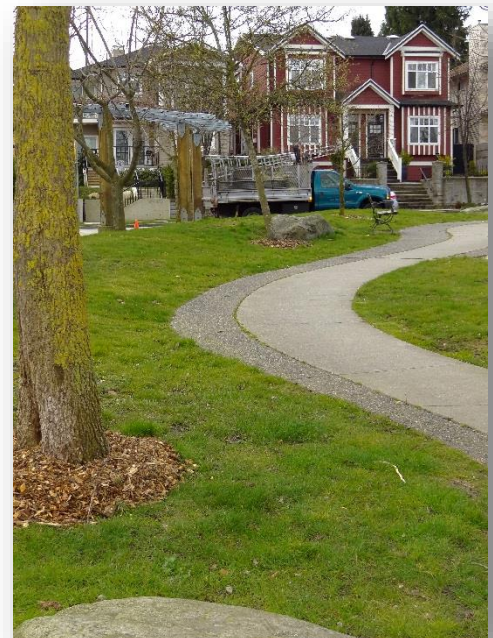
We obtained additional information regarding the profile of seniors from service providers in both interviews and in a focus group sessions. They reported the following important points about the senior population in Mount Pleasant:

- The seniors population is highly multicultural/multilingual but there appears to be a

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*“Built environments are the urban and rural human-made surroundings that provide the settings for human activity. Built environments encompass buildings and spaces (e.g. homes, schools, workplaces, neighbourhoods, parks/recreation areas, industrial/commercial areas and other settings) the products they contain, and the infrastructure (e.g. transportation, energy and agricultural systems) that link and support them.” BC Ministry of Healthy Living and Sport.*

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<sup>8</sup> Weaving Policy, People & Place Together (2012). *Project summary*.

<sup>9</sup> City of Vancouver. (2010). *Mount Pleasant Community Plan*. City of Vancouver: British Columbia.

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

lesser number of “newcomer” seniors than in other parts of the city

- Many are have a very low income and are living on limited pensions
- 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”
- There is a high degree of social isolation and many seniors do not have family living close by or their families are too busy during the week to help/ visit
- Once mobility becomes an issue they have more difficulty getting to places where they can socialize, like the neighbourhood house or community centre.
- Others are physically healthy, but are lonely and not willing to come out
- Many seniors are recovering from, or living with, a range of disabilities, illnesses, and mobility problems
- There are issues of mental health - depression, loneliness, and symptoms of hoarding
- There is a lack of aboriginal elders visible in community programs despite Mount Pleasant having the third largest population of First Nations in Vancouver
- There is a growing divide between west and east Mount Pleasant

## 2.2. Summary of the community assets



We also asked seniors and stakeholder via focus groups and one-to-one interviews, what they felt were the assets of the community in Mount Pleasant. Local public transportation was reported the most frequently as a community asset. Other assets mentioned most often were the Mount Pleasant Neighbourhood House, the Mount Pleasant Community Centre, the Mount Pleasant

Library, the 411 Seniors Centre, local churches, Tonari Gumi, and Buy Low Foods. The entire list of assets is available in Appendix B.

Overall there was low awareness by seniors of available services and supports, particularly in the Olympic Village. Many seniors surveyed also reported that although they were aware of services in the community (e.g. The Mount Pleasant Community Centre) they didn’t know how to access services or

couldn't find services that were an appropriate match to their particular needs. Service providers also noted that there is no central service directory for Mount Pleasant.

### 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:

#1	Light Housekeeping
#2	Grocery Shopping
#3	Transportation to Appointments
#4	Minor Home Repair
#5	Friendly Visiting
#6	Light Yard Work/Snow Shovelling

1. **Light Housekeeping:** Housekeeping was identified as the number one service priority for seniors in Mount Pleasant. When asked who is currently responsible for housekeeping services at home, many of those who responded to our survey indicated that they did their own housekeeping, while others had home care services or paid cleaners. Many seniors talked about both the energy demands and difficulty required to complete more physically demanding chores (e.g. vacuuming). When asked to define housekeeping services, seniors in our focus groups most often indicated that they would like assistance with dusting, laundry, organization, junk removal, window washing, and vacuuming.

2. **Grocery Shopping:** According to our survey results, most seniors are currently doing their own grocery shopping or are relying on help from friends and family. One respondent indicated that s/he was using a “shop by phone” service. We also asked our focus group participants how they would envision a grocery shopping service - this was typically viewed in three ways, which included transportation (i.e. transportation to grocery stores, transportation of groceries to the home, and delivery of groceries); improving access to selection and cost savings (e.g. having someone to assist in getting to different types of stores, getting help accessing lower cost shopping options, and aboriginal seniors accessing tax free groceries at Park Royal Mall); and personal assistance (e.g. making lists, help with bagging, and putting groceries away).



3. **Transportation to Appointments:** Our survey respondents most frequently indicated that they used HandyDart for transportation to appointments. Others reported that they used public transit or were driven by family or friends. What we heard in our focus groups is that flexibility and reliability in any transportation service would be key; many participants spoke about the difficulties that they experienced using the HandyDart service because of scheduling problems and limitations on use. Several participants suggested that transportation services should have a scheduled route, and one of the groups in the Olympic village suggested that regular shuttle service could provide a solution to difficulties accessing public transportation in the neighbourhood.
4. **Minor Home Repair:** Many of the seniors we surveyed and those who attended our focus groups reported that they were living in apartment buildings. Sixty four percent of our survey respondents indicated that minor home repairs were taken care of by the individuals responsible for building maintenance. The other 36% indicated that friends, family, or paid workers provide assistance with minor home repairs. When asked to define minor home repairs, focus group participants identified jobs not typically covered by building maintenance or hired contractors. This included providing help with changing light bulbs; helping with computer and internet set up and repair; hanging curtain rods and pictures; removing junk, setting up items to make the home more accessible (e.g. shower grab bars); and doing small painting jobs.

5. **Friendly visiting:** We had the lowest response rate to our survey question about friendly visiting (n=7). Of those who responded, three indicated that that friends or family provide visiting services, two indicated that they were visited by staff from organizations in the area (i.e. Multicultural Helping House, Tonari Gumi), and two indicated that no one provided friendly visits. Friendly visiting also scored consistently low on the focus group card sorts and pairwise ranking exercises. The four main themes from our focus group results were that friendly visiting could be used as a means to provide a social outlet or reduce isolation; as a means to “check in” with those who are isolated; as a way to provide services related to health needs; and as an errand or meal preparation service.
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. Participants in our focus groups also tended to group together the two services and suggested that they should be viewed as one service rather than two.

### **2.3.2 Barriers**

As part of our focus group work, seniors were asked about challenges that they faced as residents of Mount Pleasant. From the results challenges were coded by theme. Strong themes that emerged were affordability, accessibility of shopping, difficulties accessing transportation/mobility issues<sup>11</sup>, neighbourhood safety, and overall gaps in services for seniors. Stakeholders that attended our focus groups (and those who we interviewed) also reiterated that there are significant problems with transportation, and also noted language barriers, isolation, lack of local parks for recreation, elder abuse, and lack of senior-specific services, under-developed programming in new communities (e.g, the Olympic Village) as challenges to living in the neighbourhood.

### **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. The list of answers included:

- Information about how to contact the program
- Emphasize that the service is available, affordable, and worry-free
- Underscore the help to stay at home rather than moving to a care home
- Clarify the available resources and services
- Offer that there are pre-screened personnel who are trustworthy

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<sup>11</sup> Please note: even though public transit was seen as a significant community asset, difficulties in using transportation were noted for activities of daily living such as grocery shopping.

- Simplify information regarding fees
- Emphasize universal qualification

They also listed the benefits of the Better at Home program in terms of:

- Affordability
- Choice
- Support
- Alleviates isolation
- Increases opportunities for social activities
- Assists seniors to remain independent and age in place
- Increases a sense of safety and security
- Promotes connections with community
- Flexibility in scheduling
- Neighbourhood specific



These messages would be important for the Lead Agency to consider when moving forward with promotion of the Better at Home program in Mount Pleasant.

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

From the results of our consultation process, we would characterize the current service provider integration in Mount Pleasant as fairly low. There is some collaboration between organizations but integration seems to be at the level of networking rather than coordination or sharing resources to meet the needs of seniors.

There are several ways in which the Better at Home Program services could best be integrated and/or coordinated in Mount Pleasant. 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 Mount Pleasant, 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. **S.U.C.C.E.S.S.:** (a multi-service, multicultural agency) may be able to provide assistance with volunteer and language services.
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. **Mount Pleasant Community Centre:** may be able to provide outreach to seniors attending programming at the centre. The lead agency may want to consider approaching the Community Centre to develop a satellite outreach location for the Better at Home program.
4. **Baptist Housing:** Baptist Housing has a large number of seniors residing in their buildings in both Mount Pleasant and Grandview. This may also be an area to provide a satellite location for Better at Home outreach.
5. **Multicultural Helping House:** has indicated that they have a large pool of live-in caregivers who are looking for more work experience with seniors. The details of this arrangement would need to be clarified by the lead agency.
6. **Olympic Village Non-Market Housing:**  
Understanding the unique needs of seniors living in the Creekside area of Mount Pleasant will be vital to effective delivery of services to those living in the Olympic Village. Connecting with the management team at the Olympic Village non-market housing could provide a means to access a large group of low income seniors via team who has experience with the issues unique to the village.



#### **2.4.2 For-Profit Organizations**

For-profit organizations that may increase service integration and coordination are:

1. **Kingsgate Mall:** was identified by seniors and other stakeholders as both a community asset and as a potential site to offer information and outreach about the Better at Home program.
2. **Comfort Keepers:** is a private organization that has expressed interest in possibly providing subcontracted cleaning services for seniors in Mount Pleasant.

### 2.4.3 Healthcare

**Raven Song Community Health Centre:** currently offers the new "Our Home is Best" program, which is a combined Vancouver Coastal Health/provincial initiative involving rehabilitation support, falls prevention, a nutritionist, equipment and a chronic disease nurse. The program offers extended hours primary care and home care, ambulatory foot care, and discharge back into the community. The Home and Community Care Manager at Raven Song has suggested that the Better at Home program appears to be complimentary to the "Our Home is Best" program. Creating linkages via the lead agency would also be recommended.

This list is not intended to be exhaustive, but instead aims to provide information about the areas for potential coordination of services as reported from our community consultation process. 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 (i.e., existing infrastructure, volunteer base, willingness)***

The College of National Sciences Tri-ethnic Centre has developed a Community Readiness Model, which evaluates the extent to which a community is ready to address an issue. While it cannot be wholly applied to Better at Home in Mount Pleasant, since the program is an action to address an already identified issue, the dimensions of community readiness in this model can help to elaborate the neighbourhood's preparedness to implement the program.<sup>12</sup> The table below presents each dimension and the results of the community development process in relation to each.

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<sup>12</sup> see [http://www.nami.org/Content/NavigationMenu/NAMI\\_Center\\_for\\_Excellence/Tools\\_for\\_Excellence/CommunityReadinessHandbook.pdf](http://www.nami.org/Content/NavigationMenu/NAMI_Center_for_Excellence/Tools_for_Excellence/CommunityReadinessHandbook.pdf)

Dimension	Comments
<b>Community Efforts - existing efforts to address the issues</b>	<ul style="list-style-type: none"> <li>• There is a gap in current service provision to keep seniors living independently in relation to the Better at Home basket of services.</li> <li>• Stakeholders indicate the services are needed and are complementary to other programs such as Home Care and Home Support provided through Vancouver Coastal Health.</li> </ul>
<b>Community Knowledge about Efforts</b>	<ul style="list-style-type: none"> <li>• For many service providers and seniors, knowledge of other existing services to help seniors remain independent is low and service integration is low.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• All service providers consulted are aware that seniors need help to remain independent at home and are willing to link with the lead agency to promote Better at Home and refer seniors when the program becomes available. Mount Pleasant Neighbourhood House is seen as an appropriate lead agency with a track record of service collaboration and community development. The Neighbourhood House sees a need for Better at Home in Mount Pleasant.</li> </ul>
<b>Community Climate</b>	<ul style="list-style-type: none"> <li>• Support for the program is strong with an articulated emphasis on meeting the needs of the most vulnerable.</li> </ul>
<b>Community Knowledge about the Issue</b>	<ul style="list-style-type: none"> <li>• Service providers were very aware of the needs of seniors and gaps in services that are addressed by Better at Home.</li> </ul>
<b>Resources Available</b>	<ul style="list-style-type: none"> <li>• Many service providers said they could collaborate with the lead agency in relation to volunteer recruitment.</li> <li>• The Mount Pleasant Neighbourhood House has a strong multicultural, multilingual group of volunteers and meets the community lead organization criteria.</li> <li>• There will be a need to think creatively about how to sustain the program given that so many low-income seniors live in the area.</li> <li>• There is funding available from the United Way for the Better at Home program.</li> </ul>

From the data collected throughout the community engagement process it is evident that Mount Pleasant is an area in need of a Better at Home program and that the program has the support of stakeholders. There are many seniors in the area who live alone and who are low-income, indicating a need for free or subsidized services. The Mount Pleasant Neighbourhood House had the support of

many stakeholders to be the lead agency and was identified as an asset to the community more often than any other organization. It has a track record of working with seniors, in volunteer management, and in community development, all of which will be necessary to lead the successful implementation of Better at Home in Mount Pleasant.

Therefore, the community is ready for Better at Home. However, as shown in the table above and in the reflections about service integration in the preceding sections, there will be a need for stakeholders to work together to ensure that all seniors in the neighbourhood have access to the program. It will be important for the Mount Pleasant Neighbourhood House to conduct extensive outreach to support this process and to develop strategies to sustain this program financially, particularly since so many seniors may need services at low or no cost.

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

Results of the community engagement process show the following risks that could affect the achievement of the Better at Home program objectives:

**1. A lack of sufficient resources to ensure program sustainability.**

As already mentioned it would appear that many seniors in Mount Pleasant will not be able to afford to pay for services; the lead agency will need to dedicate significant time in the planning phase to addressing this risk.

**2. Mismanagement of expectations about the limits of a particular service and the role and responsibilities of volunteers.**

The lead agency will need to have clear policies and processes in place to ensure that seniors are aware of, and have agreed to, service limits and volunteer role boundaries.

**3. 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.**

Homebound seniors and seniors from many different ethno-cultural groups will need to be reached when the program is promoted locally.

**4. Failure to implement comprehensive risk management policies and procedures in relation to key issues that arise when working with seniors.**

Programs involving volunteers entering older people's homes require specific risk management strategies for dealing with emergency situations, falls and injuries, if a senior has dementia or a mood disorder, and conflict management.

**5. Failure to implement effective money management policies and procedures.**

The Better at Home program will need to be implemented such that there are clear guidelines in place for handling money related to provision of services (e.g. grocery shopping).

## 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

The list of preferred services identified from our community consultation process with linkages to neighbourhood-specific need are in order of priority:

1. **Housekeeping** - Light housekeeping services that have an organization/junk removal feature available.
2. **Grocery shopping** - Grocery shopping services that have a transportation component that would allow seniors better access to cost savings and selection.
3. **Transportation** - Transportation to appointments, particularly by way of a regularly scheduled service that includes the Olympic Village.
4. **Minor home repairs** - Develop an inventory of screened and certified contractors available to provide home repair services, as well as those who could provide technical assistance for internet, TV, or computer repair and hookup.
5. **Friendly visiting** – Friendly visiting services were not considered a priority by those with whom we consulted during the community engagement process.
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 lead organization criteria that emerged from the community engagement process are as follows:

1. Has a pool of, or can ensure well-trained volunteers who have had criminal records checks, are friendly, patient, trustworthy, passionate about their voluntarism, clear about boundaries and aware of the expectations of seniors, i.e. in terms of personal hygiene and presentation.
2. Has the capacity to provide training to volunteers about key issues that arise when working with seniors; safety issues, confidentiality and protection of privacy, how to deal with a senior with dementia/ mental health challenges, handling emergencies and so on.
3. Can offer flexibility of service provision that is high touch and responsive – “a voice at the end of the phone” versus automated service.
4. Can monitor the services and outcomes for clients
5. Can manage the financial grant
6. Has well-developed volunteer management policies and procedures including risk management policies, supervision and support
7. Can provide a consistent service, i.e. continuity of volunteer matched to senior (see below)
8. Demonstrates multicultural competence; having or being able to access a pool of trained volunteers who can speak the first language of clients, and can provide culturally appropriate and relevant services
9. Has a strong track record of working with seniors and collaborating with other service providers
10. Can conduct outreach in order to target the most vulnerable seniors, particularly those who are homebound
11. Demonstrates knowledge of all the types of services and supports available to seniors and how to refer
12. Will use funding to expand services rather than offset current services.

***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 Mount Pleasant is the Mount Pleasant Neighbourhood House (MPNH). This organization indicated their interest in being the lead 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 Mount Pleasant and the only local organization that matched all of the community identified criteria.

The Neighbourhood House received a recommendation and support of all participants at the Stakeholders' meeting. Meeting participants did not identify that the Neighbourhood House needed to address any of the criteria areas through collaboration. Many representatives of ethno-cultural organizations did indicate that they would be willing to assist with recruitment of volunteers from their own volunteer base, if the Neighbourhood House needed individuals who spoke a language that it did not have the capacity to provide services for.

**Mount Pleasant Neighbourhood House**



MPNH has been in existence for 37 years. It provides intergenerational programming, including a variety of seniors' programs. It uses a community development approach to make Mount Pleasant a better place to live in and works with a range of participants of all ages, cultures, abilities and orientations. It is a member of the Association of Neighbourhood Houses of British Columbia. Currently, the Neighbourhood House offers the following types of programs to seniors: Supper Club, Seniors' Lunch, Conversation English Drop-in, English Classes, Settlement, Line Dancing, Armchair Fitness and Kingsgate Mall Seniors Days. MPNH has a core

group of 150 volunteers and has managed a seniors' peer support program in the past. Together staff and volunteers speak 12 different non-official languages including Mandarin, Cantonese, Tagalog and Spanish.

MPNH operates out of a dedicated building at 800 East Broadway near Fraser Street. The Executive Director is Jocelyne Hamel.

**5.0 RECOMMENDATIONS AND NEXT STEPS**

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The following recommendations for MPNH and the United Way emerged from the community development process:

1. Formally apply to the United Way for the Better at Home Grant.
2. Seek local sponsorship to ensure the financial sustainability of the Better at Home program in Mount Pleasant.
3. Conduct an internal language audit and compare that to the population data for the neighbourhood in regard to the rates of detailed languages spoken most often at home. Ensure that volunteer recruitment strategies target volunteers who speak languages not yet covered in the MPNH volunteer base.
4. Consider using vouchers instead of cash to avoid the risk of volunteers handling money.
5. 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.
6. Enlarge the catchment to include seniors living in between 1st and 16th Avenues and Clark Street and Commercial Drive, as there is a significant numbers of seniors in this area who are not yet included in a Better at Home catchment (in particular in the three complexes that are a part of Grandview Towers).
7. Consider satellite locations, potentially staffed by volunteers, for Better at Home in Mount Pleasant so that seniors can easily access the program, for instance in the Olympic Village, Evangel Towers, Grandview Towers and the Mount Pleasant Community Centre.

## Appendix A: COMMUNITY ASSETS

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The following is a list of the of the community assets in Mount Pleasant 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\*  
 QMUNITY Generations\*  
 Seniors Advisory Committee (City of Vancouver)\*  
 BCOAPO\*  
 177 Seniors Drop-In\*  
 411 Seniors Centre  
 Kingsgate Mall  
 Vancouver Cross-Cultural Seniors Network

### **Community Organizations**

Mount Pleasant Neighbourhood House  
 Little Mountain Neighbourhood House\*

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

MOSAIC  
 Cansing - intergenerational singing group\*  
 Jewish Seniors Society  
 Korean Senior Citizens Society\*  
 Aboriginal Friendship Centre\*  
 Pacific Association of First Nations Women\*  
 Vancouver Native Health\*  
 Native Education College\*  
 St Patrick's Seniors Group  
 Senior Chinese Society Vancouver\*  
 Helping House - Immigrant Seniors Program  
 Tonari Gumi  
 SUCCESS  
 Salvation Army Family and Community Services\*

### **Disability organizations**

Community Living BC\*

**Health Authorities/Municipal**

Local MLA\*

Local Social Planner

Mount Pleasant Library

Mount Pleasant Community Centre

Creekside Community Centre

**Other relevant groups**

Chown Adult Day Centre\*

Vancouver Senior Service Providers Network

BC Housing\*

BCGEU

Retired Teachers' Union\*

CRN

Division of Family Practice\*

BCIT Nursing Department\*

**Housing**

Chelsea Park\*

Anavets\*

Olympic Village - Parcel 9 and Parcel 5

Lutheran Manor\*

Lions Manor\*

Folkstone Adult Family Care Homes\*

Evangel Towers

Cavell Gardens\*

Vancouver Native Housing Society\*

Lu'ma Native Housing

**Services**

Red Cross\*

Elks\*

Legion (this is 177 drop in)\*

Rotary\*

Meals on WHEELS

Nurse Next Door\*

**Healthcare**

Raven Song Community Health Centre  
Providence Health Care: Mount St Joseph's Hospital

**Faith-based organizations**

Tenth Ave Alliance Church\*  
Ukrainian & Slavic Pentecostal Temple\*  
Lutheran Manor\*  
Lutheran Churches\*  
Reality Vancouver Church\*  
Presbyterian Church\*  
Alliance Church\*  
Christ Lutheran Church\*  
Russian Synodal Orthodox St Nicholas Church\*  
Christian & Missionary\*  
Bethlehem Lutheran Church\*  
V O C Soul Gospel Choir\*  
Korean Presbyterian Church\*  
Open Bible Chapel Society\*  
Ukrainian Orthodox Auditorium\*  
Shree Mahalakshmi Temple\*  
St. Michaels\*

## **Appendix B: 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 provided an event listing or advertised our event at their site:

- QMUNITY Generations Newsletter
- Senioropolis
- Senior Living Online
- Elderpost
- All churches in neighbourhood - announcement at service
- Community Centre
- Neighbourhood House

### **Meeting posters**

- All of the organizations and stakeholders on our asset list received a copy of the consultation meeting posters to distribute or post.
- Posters were also distributed “on foot” to organizations to advertise upcoming consultations