

FINAL REPORT

Better at Home

Vancouver South Community Consultation

May 2013 - November 2013

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ACKNOWLEDGEMENTS

Acknowledgements

An effective community consultation relies on a dedicated team of researchers and volunteers, who focus their efforts on designing and managing a thoughtful, inclusive, and rigorous approach to data collection and analysis. In community-based research, we regularly utilize semi-structured or flexible methods as our population or inquiry of study are frequently people and communities who contribute through their voices and participation in processes such as the *Better at Home* community consultation in Vancouver South. In this regard, the community consultation process is a very effective vehicle for holistically surveying and assessing existing and anticipated needs and perspectives of diverse groups of community members and stakeholders. Therefore, our first, and most significant debt of gratitude is to the community members, stakeholders, and service providers who graciously donated their time and insights to the consultation process. We have been fortunate that the community of Vancouver South is home to such a wonderful group of people who joined the consultation process to contribute their perspectives, but also their ideas and recommendations for moving forward. Furthermore, we thank the local community organizations that generously distributed recruitment and meeting announcement notices and those who donated space for hosting focus groups or community meetings. These contributions are invaluable to this process. We also would like to extend our thanks to Ms. Debbie Sharp of the United Way for her excellent support throughout this process. We hope that you read this report with interest and we welcome any questions or comments at any time in the future.

Sincerely,



Sherri Brown, Ph.D.

Lead Research Consultant

Better at Home Community Consultation

Vancouver South Community, Vancouver, BC

December 7, 2013

Introduction

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

Dr. Sherri Brown was contracted as community developer to assess community readiness, identify seniors' assets, needs and priorities with 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 local community development approach

As the community developer for Vancouver South, I understand that seniors are an important and growing part of our communities. I also know that many seniors have specific needs related to the aging process. They need support to remain independent and have an active role in the community. In order to ensure a rigorous and comprehensive community consultation which gathered a plurality and diversity of perspectives and insights, I leveraged both my experience in community-based qualitative research as well as the generous and thoughtful contributions of multiple community organizations and a broad sampling of community members from Vancouver South.

I am a qualitative research methodologist with training and experience in conducting community-based research with diverse populations to support community and policy development, particularly for vulnerable and marginalized populations. I have also been involved in community outreach events and research dissemination strategies and strongly believe in community consultative and participatory approaches for informing policy and program development. Accordingly, in this consultation, I have focused my efforts in this process on comprehensive community asset-mapping and broad outreach and participation to ensure that the process findings contained in this report are representative of the assets, needs, and priorities of the Vancouver South community. This research and community development approach ensured a methodologically rigorous, socio-culturally sensitive and representative, and committed approach to developing and strengthening seniors' home support services in our community.

1.3 Methodology and data sources

Key community development and research consultation activities:

- Outreach strategy development to promote the *Better at Home* consultation process with local seniors and invite participation in the process and/or remain informed of the process and its outcomes.
- Enumeration and development of community-based asset guide for Vancouver South Seniors. The web-based guide hyperlink is included in this the report
- Interviews with thirteen (13) local stakeholders and service providers. Interviewees were often in leadership roles within their organizations and possessed detailed knowledge and insights on seniors' programming and home support needs and priorities.
- An online and hard copy survey questionnaire completed by 231 local seniors in Vancouver South.
- Three (3) focus groups representing 3 major ethnic/linguistic communities in Vancouver South

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- A community meeting held on November 8, 2013, to provide information on the *'Better at Home'* consultation process in Vancouver South. This meeting shared findings with the community, involved a dotmocracy exercise to poll participants views and insights, and introduced the two new Lead agencies for the Better at Home program.

Key Data Sources Employed in the Consultation Process and Summary Report:

1. **Environmental scan and documentation analysis:** We scanned the local environment and relevant documentation (websites, government and stakeholder reports, data, and other literature) to compile a comprehensive list of community programs, services, and stakeholders relevant to seniors' home and social support needs.
2. **Survey Questionnaire Tool-** We developed a short (10 question) survey questionnaire tool that could be answered both online (<http://www.surveymonkey.com/s/BetteratHomeVANSOUTH>) and in hardcopy, in-person. The survey questions were very similar to questions that we posed in focus groups and during interviews. We distributed surveys outside of local points of interest (community centres, grocery stores, on major walking routes/streets, etc) and asked for respondents' time (approx. 5-10 mins to complete). We also emailed the survey hyperlink to multiple local organizations and asked for their assistance to distribute the hyperlink to their staff and/or membership/clientele. In total, we received 231 completed surveys and compiled and analyzed the data using simple descriptive and frequency calculations.
3. **Focus groups:** We first established a semi-structured focus group guide (see Appendix A) in line with the research priorities established by the *Better at Home* consultation and utilized this guide to prompt and guide discussion among participants. The focus groups were conducted by a trained moderator (Dr. Brown) and supported by note-takers and language interpreters (for groups whose mother tongue was a language other than English). The data for each group was coded and recorded according to group code and the findings are summarized in this report.

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4. **Stakeholder and Service provider interviews:** Dr. Brown exclusively conducted one-on-one or telephone interviews. The interviews were primarily held with leadership staff from stakeholder and service provider organizations, which helped to ensure that the consultation obtained comprehensive and detailed information on seniors’ services, programs, and needs and priorities for the Vancouver South community.

4. Final Community Meeting and Participatory Approaches: On November 8, 2013, the *Better at Home* consultation for Vancouver South invited all community members, stakeholders, and service providers to participate in a community meeting. This community meeting, held at the Victoria Drive Community Hall (2026 43rd Ave E, Vancouver, BC) provided information on the program and the consultation process, including findings collected. This meeting also solicited the insights and perspectives of the participants through breakout group discussions and a ‘dotmocracy’ exercise.

Dotmocracy is a participatory tool for assessing levels of agreement around specific issues or topics among large groups of people. Participants at the meeting discussed three questions: 1) what home support services/programs are working well in the community? 2) What is not working well? and 3) what are the key criteria for selecting a Lead Agency for *Better at Home*? Participants were asked to record the major themes emerging from these breakout group discussions and to use the provided ‘dots’ (stickers) to indicate their individual preferences/priorities for home support services in the Vancouver South. The dotmocracy exercise allowed participants to anonymously record their priorities and to have their needs represented visually as dots were later placed on flipchart paper visible to the entire room. These participatory approaches provided both a final opportunity for contribution to the consultation process and a collective forum for assessing popular support for home support service priorities in the Vancouver South.

Better at Home Consultation Participants: Data Collection Demographics and Profile

DEMOGRAPHICS/ DATA COLLECTION	INTERVIEWS	FOCUS GROUPS	SURVEY QUESTIONNAIRE
Total Number of Participants	13	87	231
Group Categories and Participants	2: Stakeholders (12) & Service Providers (1)	3: Seniors (87)	6: Seniors (170); Volunteers (20); Public employees (17); Non-profit employees

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			(14); Private organization employees (10)
Number of Languages	1 (English)	3 (English, Cantonese, Punjabi)	1 (Survey conducted in English with some translation assistance provided by organization staff)
Male Participants	2	45	75 (33%)
Female Participants	11	42	156 (67%)
Age Range	N/A	61-84 years	N/A
Housing Status	N/A	Renters (12), Homeowners (75)	N/A
Interpreters	N/A	3 (Required for 3 groups)	N/A

Community Profile

2.1 Description of the local seniors' population

The Vancouver South community is geographically large, ethnically diverse, and a highly populated community. Indeed, Vancouver South contains 1/5th (20.5%) of the city of Vancouver's total population (StatsCAN, 2011) and this area is home to the one of the largest immigrant (56% of the population in this community are immigrants) populations in all of Canada (ibid). The Vancouver South community includes areas referred to as Marpole, Sunset, and Killarney (<http://vancouver.ca/green-vancouver/areas-of-the-city.aspx>). For the purposes of this consultation, we refer to 'Vancouver South' as demarcated by the boundaries established for the Vancouver South Federal riding. These boundaries commence at the intersection of the easterly limit of said city (Boundary Road) with Kingsway; thence westerly and northwesterly along Kingsway to Joyce Street; thence southwesterly along said street to 41st Avenue East; thence westerly along said avenue and 41st Avenue West to Cambie Street; thence southerly along said street and its southerly production to the southerly limit of said city.”(<http://www.redecoupage-federal-redistribution.ca/content.asp?section=bc&dir=now/reports/59040&document=index&lang=e>) This section of the report will address the Vancouver South community's demographic, language and cultural, socio-economic, and housing profile, with a specific focus on the 60+ population.



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Demographic and Households Profile

The Vancouver South community contains a large number of seniors (~26,000) who comprise approximately 21% of the total population in the community (<http://www12.statcan.gc.ca/census-recensement/2011/dppd/prof/details/page.cfm?Lang=E&Geo1=FED&Code1=59034&Geo2=PR&Code2=59&Data=Count&SearchType=Begins&SearchPR=01&B1=All>). Of this population of seniors, 46% are male and 56% are female. The majority of seniors (87%) are under 80 years of age and the majority (62%) are between the ages of 60-74. Therefore, although seniors in this community are relatively young, there is still a large portion of the population (12%) who are over the age of 85 as well as a large number of seniors in this community who will become older seniors within 10 years' time.

Age Distribution of seniors in Vancouver South, 2011¹

Age Group	Percentage of Total Population
60-64	28%
65-69	18%
70-74	16%
75-79	15%
80-84	11%
85 years and over	12%

In terms of its households, a large majority of seniors (~65%) in Vancouver South live in private households (Statistics Canada, 2011). Approximately 12% of all seniors in Vancouver South live alone (ibid). Living alone impacts seniors' economic security with increased vulnerability to poverty and homelessness, but also can result in social isolation and attendant social, physical and mental health challenges.

Language and Culture

The Vancouver South community is well known for its ethnic and linguistic diversity. Although the Vancouver South has a significant proportion (32%) of English speakers (as their mother tongue language), the other 68% of its residents speak an array of languages, including Cantonese, Mandarin, Tagalog, Spanish, Korean, Chinese (not otherwise specified), Punjabi, and multiple

¹ This table was tabulated using data from the 2011 Census (Statistics Canada, 2011) for Vancouver South – the Federal Electoral District.

others. The ethnic and linguistic diversity underscores a strong need for programs services and programs to be delivered in multiple languages, in order to assure broad access to and enjoyment of community programs and services

Socio-Economic Profile

Income and employment statistics in the Vancouver South community reflect a relatively middle-class community, with a sizable proportion of homeowners (58%), with a moderate-high unemployment rate (8.2%) (StatsCan, 2011). In the consultation process, survey and focus group data reflected StatsCan housing status data; approximately 77% of all senior respondents were homeowners. The median individual income/annum in this community is \$32,352, for those 15 years and over, and an average household income of \$73,804 (ibid). Despite these figures, just under 1/5th of seniors (18.3%) in this community live in low-income households.

Summary

The Vancouver South community is a highly populated, predominantly homeowner, middle-class, and demographically, ethnically, and linguistically diverse community with a large number and proportion of seniors. The Vancouver South is also home to multiple ethnic/linguistic communities with approximately 68% of residents with a mother tongue language other than English. These considerations and the community profile data have informed the consultation process as efforts to reach a representative sample for focus groups, interviews, and survey questionnaire data collection formed an important aspect of the research and recruitment strategy.

2.2 Summary of the community assets

Vancouver South is a geographically large community with a distinctive sense of community. Seniors who participated in the consultation process were able to identify multiple community assets, including three local community centres (Champlain Heights, Sunset & Killarney), South Vancouver Neighbourhood House, libraries, and other local organizations and points of interest that offer seniors' programs and services. However, many of the seniors further explained that they do not often make consistent use of these community assets or frequently did not have sufficient understanding or information of the specific range of programs and services offered by these assets or other public and private local organizations. There was a critical information and awareness deficit shared by many participants. A key takeaway message is that seniors have a strong desire to broaden their understanding and participation in community programs and services. The challenge for *Better at Home* and other programs and services will be to develop and/or strengthen their outreach capacity to promote inclusive, welcoming, and supportive community development.

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As part of the consultation process, we developed a community asset mapping dynamic tool using www.communitywalk.com. **The Vancouver South asset map can be permanently located at the following hyperlink:**

http://www.communitywalk.com/vancouver_south_community_assets_for_seniors/map/1588172

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

The data collection and analyses that inform this section on seniors' home support needs is based on interviews with stakeholders and service providers, three focus groups, a survey questionnaire tool, and a community meeting. The data generated three primary themes:

THEMES	
THEME 1	Identifying Priority Home Care Services
THEME 2	Key Barriers to Services Access
THEME 3	Lead agency Criteria & Recommendations

Theme 1: Identifying Priority Home Care Services

The data presented here and for priority home care services is presented both aggregately; combining data from interviews, survey, focus groups, and the community meeting. This enables us to understand the community's popular support for key priorities as well as differences among participants who may have unique needs that a *Better at Home* program will need to attempt to address.

Community Home Support Priorities (Ranking)

1. **Housekeeping**
2. **Transportation**
3. **Home repairs**
4. **Grocery shopping**
5. **Friendly visiting/companionship**
6. **Yard work/Shoveling**

Housekeeping emerged as a strongly favoured home support service, and was identified as either a primary or secondary priority in all of the focus groups, ranked 1st in the dotmocracy exercise at the community meeting, and ranked first (55%) or second (14%) in the survey questionnaire among 170 senior respondents. Seniors agreed that increasing physical limitations associated with

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the aging process necessitated home support services to help seniors remain in their homes. However, few seniors in the focus groups described currently using housekeeping services despite their stated needs for supports. These participants noted that they would be interested in obtaining these services, but that currently the cost of services was prohibitive. Many seniors also anticipated the need for housekeeping services in the future, noting that housekeeping was becoming increasingly physically difficult for them and their friends and family members.

Transportation: Transportation was a very frequently cited concern of both seniors and stakeholders and services providers. Many lamented that transportation in Vancouver South was an ongoing and serious challenge for seniors and one for which they did not necessarily see an immediate or comprehensive solution. Participants noted the following issues with transportation in the Vancouver South community (see Table below). Survey respondents ranked transportation as their first (28%) or second (50%) priority for home support needs.

Transportation option	Concerns/Challenges
Walking	<ul style="list-style-type: none"> The Vancouver South is a geographically large community and while walking within one's own neighbourhood is feasible, community points of interest (neighborhood house, community centres, grocery stores, etc) are geographically dispersed and transportation is necessary to attend to daily needs around food, socialization, medical care, and so forth.
Translink	<ul style="list-style-type: none"> Many participants, including seniors and in multiple interviews, noted the significant challenges with public transportation in Vancouver South. The SkyTrain services in Vancouver are not accessible for this community (no Skytrain stop in the community itself) and buses service the North-South corridors adequately, but not the East-West corridors. Many seniors noted significant challenges with both the time it takes to get to destinations as well as concerns with overcrowding of buses and poor scheduling on bus routes. Seniors noted difficulty of using public transportation if a senior is ill or injured Seniors noted difficulty of access with scooters, walkers, or other mobility assistive devices; some rudeness/impatience among Translink staff cited.
Handi-Dart	<ul style="list-style-type: none"> Seniors described Handi-Dart as too time consuming-pickup/drop-off timelines are too long Seniors described challenges with advance (3 day) booking

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	requirements
	<ul style="list-style-type: none">Seniors concerned about the expense of using Handi-Dart if a companion is required on the trip (becomes a \$11.00 round trip expense)
Taxis	<ul style="list-style-type: none">Very expensive and not realistic as a regular transportation option for most seniors

Home repairs: In tandem with seniors needs around housekeeping, particularly as the Vancouver South community includes a large component of homeowners, seniors expressed interest in support services for minor home repairs. Among all survey respondents, home repairs were ranked as a first (11%) or second (14%) priority among home support services.

Grocery Shopping: There was a consensus among participants that grocery-shopping services are very important to seniors' ability to remain independent and live at home. Seniors cited challenges with lifting heavy groceries, difficulty transporting groceries back to their homes, as well as the expense *and/or* inexperience with existing grocery shopping delivery programs and services. However, many seniors, particularly in the focus groups, indicated that they currently wished to do their own grocery shopping. The survey data indicated the same; grocery shopping was not identified as one of the top (three) home support service priorities for Vancouver South seniors (~17% of respondents identified grocery shopping as a first or second priority home support service).

Friendly visiting and companionship programs were identified by seniors and stakeholders as important home support services, however, they were not deemed to be a priority service (<6% identified friendly visiting as a priority service). Interviews with service providers, however, indicated that many isolated and vulnerable seniors could significantly benefit from access to these services. Seniors also underlined the importance of support groups, new social opportunities/events, outreach programs and transportation support for homebound or isolated senior. It is an important caveat to mention that a potential explanation as to why friendly visiting did not present as a top priority was that seniors who participated in focus groups might be more engaged and mobile than homebound seniors, who might benefit more from these services.

Yardwork/Snowshovelling was ranked last/sixth consistently throughout the consultation process. Many seniors indicated that family members currently provide these services or that they are already linked with a commercial service to perform these services.

Theme 2: Accessibility Barriers

In the consultation process, we asked participants if they were currently using home support services, and if not, what barriers existed that might prevent them from accessing services. We wanted to develop an understanding as to the potential challenges that the Lead Agency might encounter in implementing the *Better at Home* program. The top (non-ranked) challenges that emerged from all data sources include the following:

1. Language and cultural barriers
2. Information/referral barriers

Participants cited **language and cultural barriers** frequently as a serious barrier to accessing home and other support services. Many seniors were concerned that programs and services were often delivered in languages other than their mother tongue (typically English) and that this precluded their participation. Although several seniors in the focus group (all of which required interpreter/translation services) indicated that they possessed functional English language comprehension, many underscored the importance of having programs and services delivered in their languages so as to increase the ease and comfort of participation. Seniors from the focus groups hosted by PICS (Progressive Intercultural Community Services) indicated that they felt very comfortable and welcomed into programs and services that were geared to their ethnic or linguistic community population and also that they typically had very little awareness or information on other community programs and services.

Finally, although **information and referral** is discussed as an accessibility barrier, indeed, these challenges could have served as their own seventh priority service under the *Better at Home* program. Many participants felt overwhelmed by the fragmentation, lack of coordination, and complexity of the array of public, private, and non-profit services available and felt disappointed in the outreach efforts. Seniors were very interested in learning more about their rights, entitlements, and the range of programs and services offered in their community, province, and federally. They were frequently unaware of accessible information and referral options, including 211 as well as the range of programs and services available to them in their community. This will be a critical challenge, not just for the *Better at Home* Lead Agency, but other local stakeholders and service providers, to ensure that they work collaboratively to develop improved outreach, and coordination strategies to expand access to programs and services. It cannot be emphasized enough that seniors feel a strong urgency to have improved coordination and outreach capacity among local stakeholders as a means of reducing accessibility barriers.

Theme 3: Lead agency Criteria & Recommendations

The consultation process sought participants' views on both the range of criteria that were important in selecting a Lead Agency, as well as specific recommendations and/or experiences with local non-profit organizations.

Lead Agency Criteria

In developing the survey questionnaire tool, we pooled a list of criteria that were established through prior consultation processes for the Better at Home program (West End, Vancouver, consultation, 2012-2013) as well as responses from focus groups (see below) to identify a list of seven common criteria for lead agency selection. We then asked respondents to identify the top 3 factors that were important to them (or their clients) in lead agency selection. Results are listed in the table below in ranked priority. Accordingly, respondents ranked 1) language capacity, and 2) a large volunteer base, and 3) transportation accessibility as their top criteria in selecting a lead agency for the Better at Home program in Vancouver South.

<i>The Better at Home program in Vancouver South needs to select a Lead Agency (a non-profit organization) in the community to deliver the program. What factors/criteria are important to you for selecting a lead agency? Please check the TOP 3 criteria for you/your clients</i>
Language Capacity (deliver services in multiple languages)
Has a large volunteer base
Is located on an accessible bus/transportation route
A friendly/warm coordinator to contact for information
Has ample meeting space
Is currently delivering my priority services
Is wheelchair accessible

Data collected from interviews with stakeholders and focus groups similarly identified the above factors/criteria for lead agency selection as well as the criteria identified below:

1. **Inclusive-** Possess or develop capacity to serve multiple ethnic and linguistic groups.
2. **Outreach-oriented-** devote considerable efforts to reaching all seniors including targeted efforts to reach marginalized, vulnerable, and otherwise unengaged seniors.

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3. **Innovative**- be willing to develop new social programming and events; be willing to build on or shed status quo approaches and learn from others.
4. **Volunteer and/or Service Provider Management Strategy**- Ensure that volunteers or service providers are adequately screened, trained, and trustworthy.
5. **Streamlined Intake Procedures**- Avoid fragmentation and coordination challenges by developing a ‘one-stop-shop’ approach for intake and information and referral. Seniors want and need the Better at Home program to be easily accessible and navigable.
6. **Collaborative**- The Lead Agency must to be willing to collaborate or partner with other local stakeholders to both improve service and information/referral coordination and to expand access and outreach to seniors.
7. **Financial and infrastructural capacity**- Organization needs to have a sense of ‘permanency’ in the community with solid human and financial resources, including a screened and trained volunteers base.

Proposed Lead Agencies

1. South Vancouver Neighbourhood House
2. Progressive Intercultural Community Services

The South Vancouver Neighbourhood House (www.southvan.org) emerged as the strongest candidate for the Lead Agency role in the Vancouver South community. A significant proportion of participants were familiar with SVNH and its programming; indeed many seniors were current and active members. As the strongest potential candidate for the Lead Agency role, the South Vancouver Neighbourhood House was discussed throughout the consultation process. Seniors were frequently aware of the neighbourhood house, although may not necessarily be partaking in programs and services (obviously, this does not include those seniors who filled out questionnaires at the neighbourhood house).

When focus group participants were questioned about potential Lead Agencies, many failed to come up with any suggestions whatsoever; there seemed to be a significant deficit in participants’ understanding or familiarity with local organizations in general. However, the survey questionnaire tool turned up many responses (177 or 77% of respondents named at least one potential organization) to question 8 (Do you have any suggestions for specific potential lead agency organizations? Organizations you feel could be capable and suitable to serve as a Lead Agency for the Better at Home program in Vancouver South?), respondents mentioned the South Vancouver Neighbourhood House, there were 88 mentions of the South Vancouver Neighbourhood

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House, 77 mentions of Progressive Intercultural Community Services, 48 mentions of community centres and several (1-5) mentions of other organizations including Marpole Neighbourhood House, Killarney Seniors Association, etc.

As the second (and potentially equally- given the strength and implications of the data) strongest potential candidate for lead agency, the Progressive Intercultural Community Services Society was discussed consistently throughout the consultation process. PICS is currently partnered with S.U.C.C.E.S.S. for the Surrey-Whalley *Better at Home* site and is therefore experienced with providing services under the *Better at Home* model. Furthermore, PICS maintains a high visibility and significant role in the Lower Mainland in providing services for seniors through their social programming, skills (i.e. computer) programming, accommodation facilities, and integration services. Both focus group and survey respondents readily identified PICS as a strong candidate for lead agency and there seemed to be a high level of trust and confidence in their competence and capacity to serve as lead agency.

Community Readiness

3.1 Explanation of community readiness

The consultation and the analyses following the process produced these key conclusions: Vancouver South is a critical, complex, yet highly capable site for a *Better at Home* program. The consultation revealed there are 26,000 seniors in the Vancouver South, of which approximately 12% live alone, and may feel isolated and/or disconnected from non-medical support services. There are also many seniors that are in need of free and/or subsidized home support services to allow them to remain living independently in their homes, and to enhance their social connectedness within their community. Local community assets, including the South Vancouver Neighbourhood House, PICS, three Community Centres (Champlain Heights, Killarney, and Sunset) and other organizations have worked hard to expand their membership base, outreach, and programming activities. With the support from the *Better at Home* program, seniors will now have an additional critical resource to draw upon for much needed home support services. The emergence of the South Vancouver Neighbourhood House with its existing infrastructure, large membership, volunteer, and programs and services base, is expected to capably and energetically deliver this important program. The Executive Director, Ms. Karen Larcombe and her dedicated staff, are excited to have emerged for this role and eager to develop ideas and strategies for program implementation.

3.2 Potential risks going forward

1. Lack of capacity, or proactivity to develop capacity, for serving the needs of the Vancouver South's most marginalized and isolated seniors. This includes homebound, ethnic/linguistic communities and older seniors.
2. Failure to develop a strong outreach program to promote the *Better at Home* program, in multiple languages.
3. Collaboration/communication breakdown between local organizations or service providers and the Lead Agency.
4. Failure to implement a streamlined, navigable intake and assessment process.

Local Better at Home Program Details

4.1 List of preferred services from the *Better at Home* program

1. **Housekeeping-** Light housekeeping services to be provided by PICS in partnership with the Lead Agency
2. **Transportation-** a potential shuttle bus service, servicing multiple points of interest on a regular schedule, and or the use of Modo car co-op for transportation to appointments with the use of volunteer drivers.
3. **Home Repairs-** Preparation of a list of adequately screened, trained, and trustworthy home repairs service providers to be made available to all local organizations. The Lead Agency will evaluate which specific home repair services will be included under the *Better at Home* program.
4. **Grocery Shopping-** No immediate plans to develop grocery shopping services
5. **Friendly Visiting/Companionship-** Strengthening/expansion of SVNH, PICS and other local programs and services through enhanced outreach and awareness in the Vancouver South community.
6. **Yardwork/Snowshovelling-** Not a priority service at this time.

4.2 Proposed Lead Agency Identification Process

The identification of the Lead Agency involved all aspects of the consultation process: community-asset mapping, service provider and stakeholder interviews, focus groups, and community meetings. Throughout the process, participants were informed that the outcome of the consultation, should the Vancouver South be deemed ready to develop at *Better at Home* program, would involve the selection of a Lead Agency. Participants were therefore invited to share their insights and perspectives on criteria for this selection process and to help identify potential organizations that might be well positioned to assume this role. The top two candidates that emerged were the South Vancouver Neighbourhood House (SVNH) and Progressive Intercultural Community Services (PICS). The South Vancouver Neighbourhood House emerged as the strongest candidate based on the proposed selection criteria. It was recommended that these organizations work collaboratively to ensure a role for PICS, particularly given its importance among multicultural and more marginalized groups in the Vancouver South. This potential partnership will be discussed as the Lead Agency moves into its new role in the coming months.

LOCAL BETTER AT HOME PROGRAM DETAILS

4.3 Proposed Lead Agency:

SOUTH VANCOUVER NEIGHBOURHOOD HOUSE

The SVNH has a long-standing history and high visibility in the community, and currently provides a range of priority services for seniors through its *Seniors Link* programming as well as its important role with the seniors hub (<http://www.theseniorshub.org/>), including senior peer counselling, adult day centre, wellness programs, housekeeping referral service, information and referral services, and a large range of social, skills, and event programming (See: www.southvan.org). SVNH also has a large membership and volunteer base. South Vancouver Neighbourhood House will serve as the Lead Agency, and in partnership with Progressive Intercultural Community Services, will place its initial programming focus on developing and providing transportation services under the *Better at Home* program.

SVNH operates out of the facilities located at 6470 Victoria Drive, Vancouver. The main reception can be contacted at:

Tel: (604)324-6212 Fax: (604)324-6116 Email: svnh@southvan.org

SVNH KEY STAFF FOR *BETTER AT HOME*:

Karen Larcombe- Executive Director, karen@southvan.org

Joan Wright - Seniors Hub Program Director, joan@southvan.org

Sharon Tong - Seniors' Program Co-ord. , sharon@southvan.org

Eric Lau - Seniors Links Co-ordinator eric@southvan.org

Daisy Kler - Seniors Outreach and Volunteer Coordinator, daisy@southvan.org

PARTNERSHIP WITH PROGRESSIVE INTERCULTURAL COMMUNITY SERVICES

As a result of the high visibility and critical service and programming roles currently performed by both South Vancouver Neighbourhood House and PICS, these two organizations agreed to partner to deliver key priority home support services (housekeeping and transportation) in the Vancouver South community. As SVNH will focus its initial efforts on developing transportation services, PICS has agreed to provide light housekeeping services. PICS is currently providing these services to the Surrey-Whalley *Better at Home* community and is therefore well positioned to expand its role to the Vancouver South Community, where it already serves important roles in delivering multiple services out of its office located at

KEY CONTACT PICS FOR *BETTER AT HOME*:

Sonia Chaudhary, Seniors Programs Project Developer & Better at Home Coordinator ,
sonia.chaudhary@pics.bc.ca

Recommendations and Next Steps

Lead Agency Selection and Application- The South Vancouver Neighbourhood House will formally apply to the United Way of the Lower Mainland to serve as the Lead Agency for the Vancouver South *Better at Home* site.

Program Development and Consultation – If the application by the South Vancouver Neighbourhood House is approved, SVNH will begin working on program development ideas, strategies, and identification of short- and long-term timelines and goals and objectives. This program development phase will employ Lead Agency staff/leadership resources and planning as well as a consultative role for the Advisory Committee. The Advisory Committee will be convened with the expectation of advising and supporting program development. Consultation will also take place between the two community partners, PICS and South Vancouver Neighbourhood House, to formally develop partnership development models and guidelines for each organization with the Lead Agency.

Program Implementation and Delivery- Per the guidelines and timelines established during the program development and consultation phase, the Lead Agency will begin delivering home support services and programs. Program implementation should also coincide with proactive and strategic outreach activities. The Lead Agency will be responsible for managing partnerships and will convene meetings/consultations with partners and the Advisory committee on an agreed-upon schedule.

Program Evaluation – The Lead Agency is advised to select a third party program evaluation consultant at the first anniversary of *Better at Home* program delivery. The consultant will conduct an evaluation based on several indicators including, but not limited to: 1) effectiveness of outreach activities, 2) program effectiveness- intake/assessment, scope and range of services, staffing, etc. 3) quality of service and client satisfaction, and 4) partnership roles, successes, and remaining challenges.

Program Modification- Based on the findings and recommendations from the evaluation, convene Advisory committee and partners to develop strategies, goals and objectives as the *Better at Home* program moves into its second year. Repeat process at end of year 2.

Program Sustainability- In years 2 and 3, work with funder and partners to develop strategies for sustaining *Better at Home* program beyond its three year initial period.

References

Saldana, J. (2013). *The coding manual for qualitative researchers: Third Edition*. Los Angeles: Sage Publications.

Statistics Canada. (2011). *2011 cumulative profile, Vancouver South Electoral District*. [Data file]. Retrieved from E-STAT <http://estat.statcan.ca>

Appendices

PROVIDED UNDER SEPARATE COVER

- A. Proposed Advisory Committee Members**
- B. Focus Group Overview/Semi-structured Guide**
- C. Survey Questionnaire Tool**