

Saanich Better at Home
Community Development Final Report
December 2013



United Way



United Way helping seniors
remain independent.

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

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Introduction

Better at Home Program Information

“Seniors are an important and growing part of our communities, and their active involvement enriches everyone’s lives. To ensure that seniors continue to play an active role in our communities, they often need support to live independently in their own homes, surrounded by family, friends, and neighbours. United Way of the Lower Mainland supports seniors to age with dignity and with funding provided by the BC government, will manage the *Better at Home* program in up to 60 communities across BC.

Better at Home is designed to assist seniors with simple day-to-day tasks, thereby helping seniors maintain their independence and stay connected with their community. *Better at Home* is designed to be adaptable to the characteristics of a community and will address the specific needs of local seniors.”

Services will be chosen from the following basket of services:

- ***Friendly visiting***
- ***Grocery shopping***
- ***Light housekeeping***
- ***Light yard work***
- ***Simple home repairs***
- ***Snow shoveling***
- ***Transportation to appointments***

(United Way of the Lower Mainland)

Community Development in Saanich

The *Better at Home* program delivery model requires partnering with local non-profit organizations to deliver the basket of services within each of the host communities across BC. The District of Saanich was selected as one of the *Better at Home* communities. Between April and July of 2013, a community development process was implemented that would allow Saanich stakeholders to have input into how the program would be delivered locally.

This process had three major objectives:

- Identify existing services in the community that match or complement the *Better at Home* program;
- Determine a lead agency or agencies best suited to host the program; and
- Customize the *Better at Home* basket of services to reflect the needs of local seniors.

A Community Development Manager from the United Way of Greater Victoria oversaw this process on behalf of the United Way of the Lower Mainland and the *Better at Home* program.

Timeline and Process

April	May	June	July
Saanich Profile			
Community Mapping			
Stakeholder Engagement			
Identification of Potential Service Partners			
		Public Meeting	
		Selection of Lead Agency	

The process of gathering information and input from Saanich stakeholders included:

1. **Saanich Profile:** compiling demographic, geographic, and community data about the District of Saanich that focuses on the senior population group and identifies key community stakeholders.
2. **Community Mapping:** conducting a scan of local organizations, associations and businesses that provide senior-centred/senior-friendly services, as well as tracking stakeholder-identified assets, to understand the existing resources available in the area. This led to the identification of services and service-providers that could match or complement the Better at Home basket of services being considered. This community map can be found in the Appendix section of this report.

3. Stakeholder Engagement: creating multiple and varied opportunities to gather input from community stakeholders including seniors and their family members and caregivers in addition to seniors groups, community organizations, businesses, health care providers, municipal staff and elected officials.

Engagement activities included:

- One-on-one interviews with key stakeholders;
- Three focus group sessions with small groups of seniors from different geographic areas of Saanich (Tillicum, Royal Oak and Gordon Head); and
- Survey distribution targeting senior-friendly organizations, newsletters, businesses and local media in Saanich.

Participant Categories	# of Stakeholders Involved in Process
Survey	15 respondents
Focus group sessions x 3	
- Tillicum - Silver Threads Seniors Group	6 seniors
- Gordon Head - Saanich Volunteers On the Go	20 seniors
- Royal Oak - Saanich Rec./Hillside Seniors Group	9 seniors
Public meeting	70 attendees
Key Stakeholder Interviews/Selection of Lead Agency	
Senior-serving	10 organizations
Region-serving	3 organizations
Faith-based	3 organizations
For profit	5 businesses
Health Authority	1 Department
Government – Provincial	2 staff
Government - Municipal	2 councilors
	1 staff
	8 committee members

Stakeholders were asked about their expectations regarding the establishment of the Better at Home program in Saanich, including the types of services that would be needed and the types of organizations with whom they would feel most comfortable. This led to the creation of a Criteria List outlining the qualities, values and skill-sets expected from a local Better at Home service provider. A copy of the Survey and the Criteria List can be found in the Appendix section of this report.

4. Identification of Potential Service Partners: through the community mapping and stakeholder engagement process, seven non-profit organizations were identified of self-identified as being suitable to deliver the Better at Home services in Saanich. This included three organizations that provide senior housing or home-care services (one of which was

faith-based), two Saanich-focused senior-serving organizations and two regional health-focused organizations.

Each of these organizations was contacted to determine their level of interest. Several were willing to support the Better at Home program in various ways and two organizations were prepared to serve as lead agency and be responsible for delivering the program in Saanich.

- 5. Public Meeting:** On June 12, 2013, a widely advertised Public Forum took place at the Gordon Head Recreation Centre from 12:30 to 3 pm to discuss the options for offering the *Better at Home* Program in Saanich. Over 70 people attended the forum including seniors, family members, staff members from the Municipality of Saanich and various region-wide and Saanich-based organizations as well as representatives from several businesses providing home-care support for seniors.

Better at Home staff presented information about the program and outlined the process for getting each pilot site up and running. Guests were given an opportunity to review the demographic profile of Saanich and the seniors who live there, the range of *Better at Home* services on offer, and the senior-serving resources and services currently available to residents. A copy of the presentation can be found in the Appendix section of this report. After an open-floor question and answer period, guests divided into three smaller groups, each with their own moderator and note-taker to discuss two key questions:

- What non-medical home support services from the Better at Home basket of services are the top priorities in Saanich?
- What are some important criteria for a lead organization to deliver the Better at Home services in Saanich?

Guests then came back together so that each group could share their key findings and to discuss the criteria that would be used to determine the lead agency for hosting the Better at Home services in Saanich. These findings were compiled with the data already collected from the surveys and community conversations.

- 6. Selection of Lead Agency:** On June 13th, a closed-invitation meeting was held with key stakeholders. Each of the organizations interested in taking on the lead role and/or partnering to deliver services outlined their organization's mission, history and capacity for delivering the Better at Home program in Saanich. The criteria established by the community to reflect the desired skill-sets, qualities and values of the lead agency was used as a lens to determine how each organization matched the expectations of the community.

The stakeholder group determined that each of the organizations closely met the criteria and that both organizations willing to take on the role as lead agency would be a suitable candidate. After on-going conversations between the organizations about possible partnership options and service-delivery roles, one organization was selected in July as the lead agency to deliver the *Better at Home* program in Saanich.

Saanich Community Profile

Saanich Seniors Population Profile

Located on South Vancouver Island, Saanich is one of 13 municipalities in the Capital Regional District. It is bordered by Central Saanich to the north, Oak Bay, Victoria and Esquimalt to the south, View Royal and Highlands to the west, and the Salish Sea on the east.

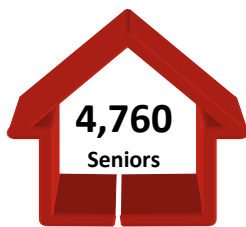
Saanich is 107 years old and covers 103.78 square km, making it Vancouver Island's largest municipality. With 14 neighbourhoods, Saanich is home to 109,720 residents. Seniors (65+) make up 18.3% of the population.



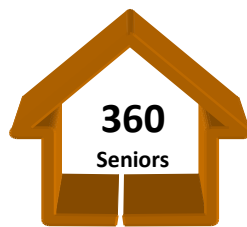
Saanich Seniors 20,040*	Age 65 to 69 5590		Age 70 to 74 4240		Age 75 to 79 3790		Age 80 to 84 3095		Age 85+ 3320	
	2670 male	2915 female	1985 male	2250 female	1720 male	2075 female	1340 male	1760 female	1285 male	2035 female

Source: Statistics Canada - 2011 Census. Catalogue Number 98-311-XCB2011023.

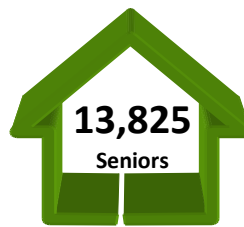
While the majority of seniors in Saanich share their homes with a spouse, partner, children and/or other relatives (2011 Census Profile), 4,760 seniors do live alone.



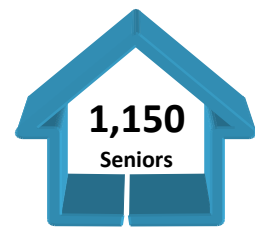
live alone



share housing
with others who are
not related to them



Sharing housing
with spouses/ partners,
their children and/or
other relatives



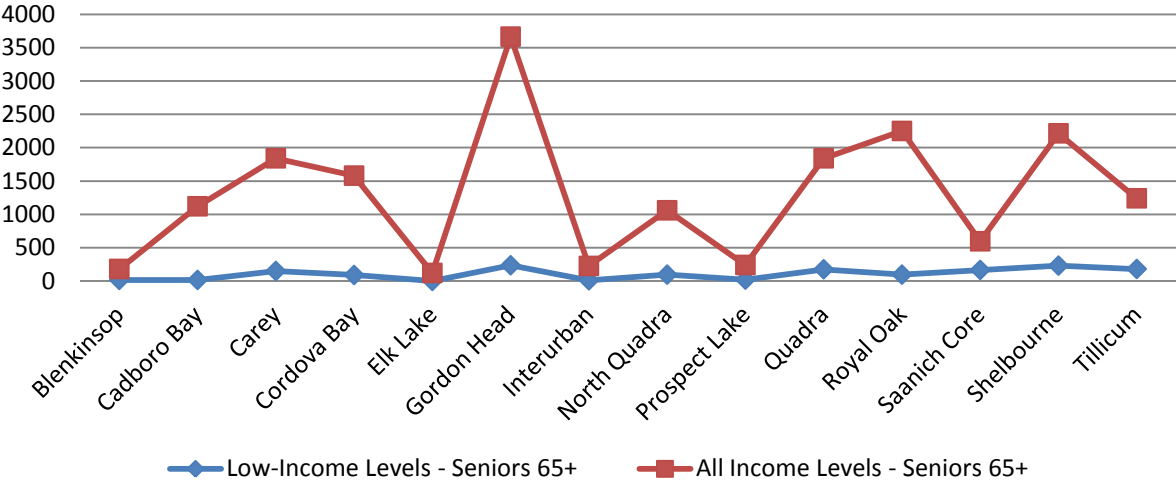
live collectively in
hospitals, nursing homes,
military bases, hotels,
rooming houses or
group homes

*Statistics Canada randomly rounds every published figure up or down to the nearest multiple of 5.

**Low income before tax cut-offs (LICOs) - Income levels at which families or persons not in economic families spend 20% more than average of their before tax income on food, shelter and clothing.

Over 50.3% of Saanich households are living in single-detached and just over 8% of Saanich seniors are living at or below the low-income level. These are the seniors who spend 20% more of their before tax income on food, shelter and clothing than the average Saanich resident.

Saanich Seniors Living in Private Households Low Income vs. All Income Levels



Source: (2006 Census Data).

While there are large clusters of seniors living in the Gordon Head, Royal Oak, Quadra and Shelbourne areas, low-income seniors can be found in every neighbourhood across the municipality.

Saanich is also one of the most diverse municipalities in the Capital Regional District when it comes to languages other than English being spoken at home.

Saanich Community Assets

The community development process identified multiple assets that could contribute to a successful *Better at Home* program in Saanich.

In 2012, Saanich was recognized as an Age-friendly BC community. “Saanich used the WHO work to inform their strategic planning and have since worked to integrate age-friendly principles into all District operational, budgetary and strategic planning processes. Seniors are regularly consulted and engaged in the work of the municipality through several Committees of Council” (Source: www2.gov.bc.ca/assets/gov/topic/AE132538BBF7FAA2EF5129B860EFAA4E/afbc/saanich.pdf) including the Healthy Saanich Committee.

The District of Saanich has created a network of senior serving agencies called Saanich Partners in Seniors Services. The service-deliver partners include:

- Cordova Bay 55+ Association
- Goward House
- Saanich Volunteer Services
- Saanich Silver Threads, Les Passmore Centre
- Hillside Seniors Health Centre

Although each organization serves seniors, they all have a different approach to serving their client base.

Cordova Bay 55+ Association is located in part of the neighbourhood's elementary school. The association relies on a large number of volunteers to offer a range of recreation and social programs to their 450 members who are 55+ and live across the Greater Victoria area.

Goward House opened as an activity centre for adults in 1991. The 1908 house is operated by the non-profit Goward House Society, in conjunction with a full-time co-ordinator and many enthusiastic volunteers. Their purpose is to combine fellowship with social, educational and special interest programs for those 50 and over.

Saanich Volunteer Services promotes independent living and enhances quality of life for Saanich residents by providing coordinated volunteer services. Since 1992, they have matched seniors with volunteers who can help them to live independently by providing transportation to appointments, help around the yard, or a friendly check-in.

Silver Threads is an organization that "addresses the social, health, activity, intellectual, and information needs of seniors". Since 1956, Silver Threads has helped connect seniors with essential services such as employment and volunteers opportunities, learning and information/referral services, personal care and legal or tax services.

Hillside Seniors Health Centre is operated by Island Health and "offers integrated services to adults over the age of 55 living in the community and their family caregivers who reside in Greater Victoria". Services include primary health care for adults ages 55+, health education and wellness programs, and respite for adults age 55+ who need assistance.

The District of Saanich Parks and Recreation Department also has a dedicated coordinator (Julie Wallace) who promotes programs for Saanich's elder community members. They have been working in partnership with the Victoria Eldercare Foundation on an intergenerational project in the Tillicum area called "Trust Us" that brings seniors and teenagers together.

The nine-member Healthy Saanich Advisory Committee promotes effective communication, engagement and collaboration between the Municipality and its citizens. These eight community members and one appointed council member advise the Saanich Council and

recommend policies that support a healthier and more livable community. Their on-going work includes the Senior Friendly Pilot Project and the Global Age-Friendly Cities Project.

Referral Systems:

The Seniors Entitlement Office serves Saanich residents Trained volunteer advocates work to identify the avenues seniors can pursue to solve their problems. These include anything from legal, housing or pension matters to health & social services.

Seniors Serving Seniors is another Victoria based asset that serves the region. They provide several programs including Senior Peer Counsellors and Return to Health, for seniors returning home after a hospital stay. However, they are most known for their Seniors Link program and Seniors' Service Directory – which provide referral services specifically for seniors. The directory is updated, printed and distributed every two years to 15000 seniors, senior-serving organizations and health care providers. It outlines a wide variety of paid and non-paid services available to seniors including home care, transportation, advocacy, housing, health, food access and social groups.

The Victoria Elder Friendly Community Network is made up of non-profit and for-profit service providers who offer senior-specific or senior-friendly support services ranging from paid home care, complementary health, downsizing or de-cluttering services to free referral and support services.

Senior/Health Related Organizations: Headway (formerly known as the Victoria Parkinson's and Epilepsy Centre) and The Alzheimer's Society of BC are both located in Saanich but serve residents across the Capital Region District. They provide support services and awareness programs for seniors and their caregivers facing dementia, Alzheimer's and Parkinson's disease.

Communities of Practice: The region is fortunate to have two groups of senior-serving organizations and businesses that come together on a regular basis to share best practices or information related to service delivery. The Director Volunteer Services Committee is made up of non-profit practitioners who match seniors with trained volunteers who can provide services such as friendly visits, minor home repair, odd jobs, driving to appointments or garden work, etc. It includes staff from Oak Bay Volunteers, Saanich Volunteers, Capital City Volunteers, and Esquimalt Volunteer Services.

Faith Communities: There are over forty faith groups located in Saanich. Many of these communities have established pastoral or ministerial programs that focus on the senior members of their congregation. In particular, several United Churches appear to be actively looking at ways to better care for seniors in the community and are exploring options for creating senior specific programs that help seniors remain active and engaged in their community.

The Baptist Housing Society and Dawson Heights, operated by the Anglican Diocese, host their own senior and low-income housing complexes in Saanich and offer a range of day programs and support care for their residents.

Transportation Services: Accessible transportation programs are available for all residents in Greater Victoria. HandiDart is a bus-service operated by BC Transit for people unable to manage public transportation and/or require door-to-door service. The TaxiSaver program is also available to those registered with HandiDart. This provides a 50% discount on taxi fares when HandiDart is not available or not convenient.

There are also several private companies operating in Saanich that focus on transporting seniors – Driving Miss Daisy is driving company that specializes in supporting seniors to and from appointments and various tasks. Several home-support companies also offer transportation as a service option as well as accompaniment to the appointment.

Grocery Access:

The Greater Victoria area has been fortunate enough to have Thrifty Food's Sendial Program helping seniors grocery shop for many years. The program uses volunteers to fill the grocery orders phoned in by seniors. This program was regarded by many seniors and caregivers as one of the key programs that help seniors remain independent.

Home Support and Home Repair:

Saanich has many for-profit companies providing home support and home-maintenance services to seniors as well as community based programs that match seniors with students and/or casual labourers.

The Seniors/Student Work Assistance Program is a joint program between Silver Threads and the University of Victoria that matches students with seniors who need help with housework, gardening, or odd jobs. Their fee is lower (\$12/hour versus \$35/hour) but the senior must communicate directly with the students regarding times and tasks and there is a 2-hour minimum booking time requirement.

However, Beacon Community Services was most widely recognized as the primary company providing home support services for seniors. They are the non-profit organization who works with Island Health to care for those seniors assessed as requiring additional help.

Needs of Saanich Seniors

All of the Saanich seniors who expressed opinions during the process welcomed the implementation of the *Better at Home* program into the district. However, feedback from the surveys, focus groups and community meeting suggests that there are specific areas where Saanich seniors feel they could use extra help.

Transportation: Transportation is a concern for many seniors. While there are transportation options available, consultation by Saanich Municipality with seniors identified several challenges including challenges with the timing, routes and accessibility of public transportation services as well as the length of walking distance between the bus stops and home or final destinations (Source: www.saanich.ca/parkrec/community/pdf/SaanichWHOAgeFriendlyCitiesReport.pdf). Seniors were concerned by the distance that they needed to travel to get to local services and amenities. While seniors appreciated the transportation provided by Saanich Volunteer Services but wanted increased service to cover appointments other than medical such as those at the hair salon or barber, banks, church, library and social/community events. They also wanted drivers who could take them grocery shopping 7 days a week.

Minor Home Repair and Light Yard Work: As one might imagine in a community filled with many single family homes, Saanich seniors had a long list of tasks that they could use help with including yard work (mowing and tree trimming) and home repair (changing light bulbs or putting up a shelf). Also mentioned were odd jobs such as moving furniture and some “technical repair” needs such as fixing the remote control or setting up a computer.

Light Housekeeping: While the usual tasks of vacuuming, dusting, changing the bed linen, and turning the mattress were often mentioned, so were taking care of pets and helping with the enormous task of downsizing and de-cluttering. Indeed, home organization and “sorting out” appeared to be an issue for many Saanich seniors. Several senior care providers mentioned this as a priority need.

Friendly Visiting: Above and beyond the companionship visits currently offered by Saanich Volunteer Services, faith groups and/or private companies, Saanich seniors did feel the need for services that provided re-assurance – a “good morning” check-in or phone tree system of checking in with neighbours and friends. Stakeholders also identified a need for friendly visits to serve as not only companionship visits for an isolated senior but also as respite for their caregiver.

Saanich Preferred *Better at Home* Services

From the original basket of services proposed by *Better at Home*, Saanich seniors chose:

- Friendly Visits
- Light Housekeeping (and minor home repair)
- Transportation

Community Readiness

Community Readiness

Conversations with community stakeholders, including residents, service providers, representatives from organizations, associations and local government, confirmed that the District of Saanich welcomes the *Better at Home* program into the community.

Several organizations were initially identified or self-identified as organizations that might be willing to contribute to the Better at Home Program in Saanich in some way. These included Silver Threads, Beacon Community Services, Dawson Heights Senior Housing, Victoria Epilepsy and Parkinson's and Canadian Red Cross. Seniors Serving Seniors and the Family Caregivers Network also offered to provide additional support to the staff and volunteers who end up delivering the Better at Home basket of services in areas such as specialized volunteer training and the use of the Tyze caregiver communication platform.

Ultimately, two organizations were willing to consider taking on the role as lead agency.

- Saanich Volunteer Services Society
- Broadmead Care

Both organizations met the eligibility requirements to become a *Better at Home* program host and both have experience a great deal of experience in senior-centered programming and volunteer recruitment, screening and training. Both organizations have the capacity and skill-sets required to serve as lead agency and met the criteria established by Saanich seniors.

Better at Home in Saanich



Proposed Lead Agency

When the list of criteria to host the Saanich *Better at Home* program was compiled, one value stood out amongst the rest. Saanich seniors expressed their desire for the service provider to “have a heart”. They wanted them to be people-focused and service oriented and to have experience supporting seniors with a wide range of needs and expectations.

Both of the organizations considered for lead agency role met this important criterion. However, after much deliberation Broadmead Care withdrew so that a smaller organization already providing these services could have the opportunity to expand. The Better at Home program in Saanich will be delivered by the Saanich Volunteer Services Society (Saanich Volunteers).

Established in 1992, Saanich Volunteers “matches people who need help with those eager to provide it. Driving to appointments, companionship, help with light yard work and minor home repairs are just a few of the ways Saanich Volunteer Services Society contributes to a healthy Saanich. Volunteers offer support to adults that need a hand to continue to live independently”.

They have a strong history providing volunteer-based services to seniors and have solid management practices in place with professional staff and long-term board members. They have vast experience recruiting, training and monitoring volunteers and are members of the Director Volunteer Service Network in the Victoria Area.

Saanich Volunteer Services is already providing services similar to those offered by the *Better at Home* program including transportation to appointments, friendly visiting, light yard work, grocery shopping, and snow removal. The only service that they are not currently offering is light housekeeping.

The organization is centrally located in a heritage house owned by the District of Saanich. Their reputation within the community is solid and they were repeatedly identified as the ideal lead agency for Saanich by residents, peers in the senior-serving sector, and by health and government officials.

Potential Risks and Challenges

One of the potential challenges facing the *Better at Home* program in Saanich is not having enough volunteers, staff or human resources to cover the additional requests that Better at Home will create. While Saanich Volunteers has recruited over 300 volunteers in the last few years, there was concern that the existing volunteer base cannot handle the new demand and

that new sources will have to be found. Possible sources included developing relationships with practicum students at the local post-secondary institutions or at local high schools.

There is a clear sense from all stakeholders that recruiting additional volunteer drivers was unlikely and impractical. The community has struggled to meet current demand and expanding this service will require creative thinking and possible partnerships with other organizations and/or businesses.

Stakeholders were vocal about their expectations around volunteer and staff recruitment, screening and training and Saanich Volunteers will need to ensure that they are meeting these expectations. They already have the criminal record check practices in place, but seniors did expect that *Better at Home* personnel (volunteer and paid) were closely monitored and received on-going training in areas of senior dementia, mental health and best-practices related to serving vulnerable community members.

Seniors were also adamant about the level of care they expect from Better at Home. They want consistency of service, attention to inclusion and respect for the diversity of all seniors. They would prefer recurring contact with the same volunteers or staff and would like to receive services seven days a week.

Feedback from the community suggested that the lead agency would have to work hard to ensure that seniors from all corners of Saanich know where to access the *Better at Home* program and are made aware of the services being provided. Saanich neighbourhoods are dispersed over a wide area and many residential areas are geographically separated from service areas by arterial roads and farmland. It will be difficult for isolated seniors to learn about the program and know whom to contact.

Another potential challenge for Saanich Volunteers is forging new relationships with the for-profit service sector currently supporting Saanich seniors. Although they are members of the Victoria Elder Friendly Network, their peer network has typically come from the non-profit sector. Developing solid working partnerships with for-profit service providers in order to provide the level of services that *Better at Home* might require will take time.

Recommendations and Next Steps

The board members of Saanich Volunteers Services are cautious about successfully adding the *Better at Home* basket of services into their existing menu of programs. They will need to determine how they combine and distinguish between the programs being offered and how they are marketed across the community.

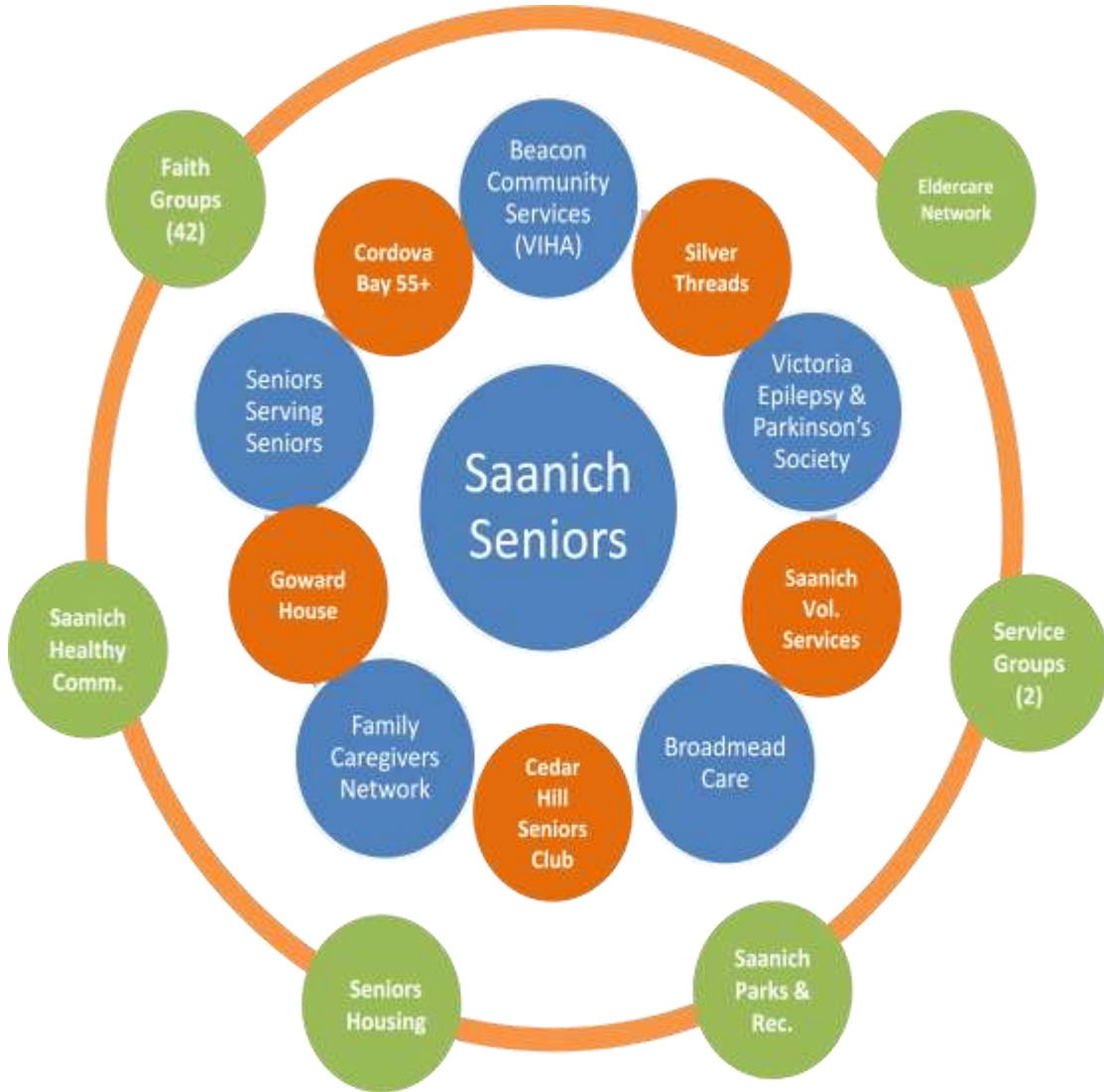
Establishing the local Advisory Group should provide additional support and new feedback loops from community members during the initial set-up phase to help with this issue. The Advisory Group will also be instrumental in ensuring that Saanich Volunteers and the community stakeholders are happy with the level of service being provided.

Appendix 1

Summary of Consultation Notes

Consultation Categories	# of Agencies/ Seniors Consulted	Names of People/Organizations
Seniors participating in surveys, focus groups, or public meeting	120	<ul style="list-style-type: none"> • individuals
Non-profit – senior serving agencies	10	<ul style="list-style-type: none"> • Broadmead Care • Capital City Volunteers • Cordova Bay 55 Plus Association • Family Caregivers Network • Goward House • Saanich Volunteer Services • Seniors Entitlement Office • Seniors Serving Seniors • Silver Threads • Victoria Eldercare Foundation
Non-profit – region-wide agencies	4	<ul style="list-style-type: none"> • Alzheimer Society of BC • Canadian Red Cross • Victoria Epilepsy and Parkinson's • Volunteer Victoria
Vancouver Island Health Authority	1	<ul style="list-style-type: none"> • Yakimovitch Centre
Municipal/Provincial Government	3 & Health Saanich Committee Members	<ul style="list-style-type: none"> • 3 Municipality of Saanich staff/council members Judy Brownoff, Julie Wallace, Paul Gerrard • Saanich Healthy Communities
Faith based organizations	3	<ul style="list-style-type: none"> • Dawson Heights • St. Luke's • Gordon Head United Church
Businesses/Private Care Providers	5	<ul style="list-style-type: none"> • Elder Friendly Community Network • Driving Miss Daisy • Home Instead • Downsizing Solutions

Appendix 2
Existing Community Assets for Seniors in Saanich



	Senior Services	Cost
Yard Work/Home Repairs	Private Garden & Home Repair Services x 20 REES Casual Labour Pool SWAP - Seniors/Student Work Assistance Program	\$ - Market Rates \$ negotiable \$12/hour
Groceries	Country Grocer Home Delivery Program <i>-seniors do own shopping/groceries delivered</i> Saanich Volunteer Services <i>-seniors escorted to store to do their own shopping</i> Safeway <i>-seniors do shopping/groceries delivered</i> Thrifty Foods Sendial Program <i>-seniors phone in grocery order/volunteers bag groceries and store delivers them</i>	Free Delivery Free Free Delivery within boundary Free (eligibility requirements)
Friendly Visiting	Saanich Volunteer Services Nurse Next Door Private visiting and/or reassurance services x 4	Free (Volunteers) \$ - Market Rates \$ - Market Rates
Housekeeping	Beacon Community Services (VIHA funded) Private Home Support Companies x 25 REES Casual Labour Pool SWAP - Seniors/Student Work Assistance Program	\$ - VIHA-set Rates \$- Market Rates \$ negotiable \$12/hour
Transportation	BC Transit HandyDART TaxiSavers Private Transportation Companies x 4	\$1.65/ride \$ 1.75 - 2.25/ ride 50% subsidy towards the cost of taxi ride \$ - Market Rates

Senior-Centered Organizations

Services Offered

Senior Serving	Beacon Community Services Broadmead Lodge Cordova Bay 55+ Association Family Caregivers Network Goward house Seniors Entitlement Office Seniors Serving Seniors Silver Threads Les Passmore Centre	Home Support Residential care and day programs for veterans and patients with dementia Social/recreation programs Referral/respice services Social/recreation programs Advocacy and referral services Resource directory, peer counselling, Return to health program Social, recreation, referral and employment programs
Non-profit Senior Housing	Baptist Housing Dawson Heights	Senior housing Senior housing
Faith Groups	Gordon Head United Church St. Aiden's	
Volunteer Referrals	Saanich Volunteers Volunteer Victoria	Tax returns, visiting, minor home repair and yard work, transportation Volunteer Matching

Appendix 3

Criteria List established by Saanich Stakeholders

Better at Home Saanich Lead Agency Criteria

Location:

- Ideally Saanich based - Must be based within Greater Victoria

Background:

- Be a senior focused organization - well versed in seniors services and have experience working directly with senior clients
- Combination of knowledge of seniors and health care
- Solid track record and history in the community
- Already visible in community
- Be 'incorruptible' and transparent
- Service not profit oriented
- Have seniors in the top positions
- Have a heart
- Someone who'll answer the phone
- Organization that can prove they have the resources
- Community-driven, grassroots skill-based
- Ability to network and be good navigators
- Experienced with urban/rural service delivery
- Capacity to reach isolated seniors
- Have strong I/T and administration practices
- History of sustaining programs
- Be accessible and inclusive (lead agency could be faith based as long as they serve everyone)
- Be able to be one point of contact for all of Saanich

* ensure that lead agency does already have large contracts -that better at home won't just be absorbed into existing contract

Financial Practices:

- Clear fee and service structure
- Set clear parameters re: who receives services with respect to age, income, etc Target market :low income seniors
- Must have the ability to be flexible with the sliding scale - some services maybe provided for no cost and some services may be provided on a sliding scale
- No financial transactions between volunteer and clients

Human Resources and Quality Assurance:

- Have knowledge of and/or established practices for recruitment, screening, and training of personnel and volunteers who will be serving vulnerable adults (good volunteer management practices already in place)
- Provide ongoing training for volunteers and staff regarding specific conditions I.e Parkinson's or dementia
- Conduct official record checks (some seniors have limited ability to discern problems)
- Volunteers/providers are attached to service and not 'detached volunteers'
- Volunteer recruitment – under-used volunteer capacity through Boy Scouts/girl guides /military - (group volunteer activity - same day projects for everyone)
- Focused on independence for seniors - not "doing for" them
- Has good call system and potential ways to contact other users
- Direct face to face contact
- No answering machines
- Longer hours/weekend access

Feedback Process:

- Good process in place to address feedback/concerns
- Has ombudsman to negotiate

Appendix 4 Saanich Better at Home Questionnaire

Better at Home is a new United Way program that helps seniors continue living independently in their own homes by providing simple nonmedical services.

The Better at Home program will begin in Saanich in the fall of 2013. It will be run by a local non-profit agency. Some of the staff will be paid, others will be volunteers. We need local seniors to tell us what services they would like to see the program offer.

For more information about this survey, please contact Lilaine Galway, Community Development Manager at the United Way of Greater Victoria,

Telephone: 250-220-7363 / Email: Lilaine@uwgv.ca

Surveys can be returned by email: Lilaine@uwgv.ca, fax: 250-385-6712, or post: United Way Greater Victoria, 1144 Fort Street, Victoria BC V8V 3K8

1. Are you a:

- Senior
- Service Provider
- Other

2. What services and programs are currently offered that help Saanich seniors live longer in their homes and who provides them? Are these services and programs accessible?

3. What non-medical home support services from the Better at Home basket of services are needed in Saanich?

- Light housekeeping
- Friendly visiting
- Grocery shopping
- Transportation to appointments
- Simple home repairs
- Snow shovelling
- Light yard work

4. What other non medical home support services (not listed above) do you think are needed in Saanich?

5. Which organization(s) do you think could best run the Better at Home program in Saanich and why?

Thank you for your help and please join us in June for our Public Forum.
Contact Lilaine at 250-220-7363 to confirm your attendance.

Appendix 5

Documentation of media coverage

Saanich Poster Campaign



Public Forum

June 12, 2013

12:30 to 3:00 pm (lunch provided)

Gordon Head Recreation Centre
(4100 Lambrick Way)

We'd like input from seniors, family members and community agencies on how we can best support seniors who face challenges with chores, getting to appointments, or who would benefit from a friendly visit.

This program is not designed to provide medical services – just helping hands.

**Please come to share your ideas or fill in our online survey
at: www.surveymonkey/s/saanichbetterathome**

For more information or to RSVP, please contact
Lilaine at 250.220.7363 | Lilaine@uwgv.ca | betterathome.ca



Poster Locations:

- Saanich Faith Groups x 41
- Saanich Barbers x 5
- Saanich Denturist Office x 12
- Saanich Pharmacies x 27

MEDIA RELEASE

May 21, 2013

FOR IMMEDIATE RELEASE

Seniors in Saanich Stay Home Longer Thanks to New Service Program

SAANICH, BC – Seniors in Saanich will be able to remain longer in their homes thanks to a new support service program called *Better at Home* provided by the United Way of the Lower Mainland and the Province of BC.

Earlier this year, the United Way announced that Saanich will be among the 68 provincial sites to offer the *Better at Home* program – a ground-breaking initiative that provides seniors with non-medical services such as light housekeeping, grocery shopping, friendly visits, yard work, minor home repairs, snow removal and transportation to appointments.

To find out which *Better at Home* services Saanich seniors would like, Lilaine Galway, Community Development Manager for United Way Greater Victoria, is asking for input from community members. Seniors and service providers can either complete a survey at www.surveymonkey.com/s/SaanichBetteratHome or call 250-220-7363.

United Way is also hosting a public forum on Wednesday, June 12th from 12:30 pm to 3 pm at Gordon Head Recreation Centre (4100 Lambrick Way). It will be an opportunity to explore which services seniors want and to hear from those non-profit agencies willing to deliver the *Better at Home* basket of services in Saanich. Local seniors and their family members are invited to attend and lunch is provided. Registration is required. Contact Lilaine Galway at Lilaine@uwgv.ca or 250-220-7363.

The local non-profit agency chosen to deliver the *Better at Home* program will create the operational structure to register seniors and offer the services, which will be delivered primarily by a network of volunteers. Fees for services will be based on an ability to pay and local market conditions. In some cases, services will be offered free of charge.

The Province of BC provided the United Way of the Lower Mainland with \$20 million to establish *Better at Home* as part of *Improving Care for B.C. Seniors: An Action Plan* that deals with the needs of seniors and an aging population in our province. The selection of potential communities was based on demographics, local conditions, and consultation with provincial health authorities, regional United Ways and local agencies serving seniors.

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Better at Home is funded by the Province of BC

VICTORIA NEWS

Program ramps up to help seniors at home in Saanich



Larry Reed, right, helps drive Helen Little to appointments courtesy of Saanich Volunteer Services Society. The United Way recently received funding to co-ordinate the launch of a Better at Home senior program in Saanich, which would provide non-medical assistance to seniors – such as transportation. *Photo courtesy of Saanich Volunteer Services Society*

By [Kyle Slavin - Victoria News](#)

Published: May 28, 2013 9:00 AM

Updated: May 28, 2013 9:21 AM

With an aging population and some 20,000 seniors already living in Saanich, the United Way and the provincial government are looking at ways to keep elder residents happy in their own homes.

The municipality is one of 68 in the province that will receive funding for a Better at Home support program, which provides seniors living at home with non-medical services.

Lilaine Galway, community development manager for United Way Greater Victoria, says they are looking for input from Saanich seniors on which services – from yard work to transportation – are most in demand.

“The people who are going to be using the service have to decide which way the direction goes. This is a chance for Saanich seniors and their families and caregivers to really have a voice and to identify which services are most important to them,” she said.

The services being considered in Saanich are light housekeeping, grocery shopping, transportation to appointments, simple home repairs, snow shovelling and light yard work.

“This is really stuff that would help a senior remain independent in their homes longer,” Galway said.

The B.C. government provided \$20 million to the United Way of the Lower Mainland to establish Better at Homes programs around the province. Esquimalt and Victoria are the other two Greater Victoria communities slated to get a Better at Home program.

The United Way still needs to select a non-profit agency to manage Better at Home in Saanich, which Galway said will emerge out of suggestions and surveys with seniors. That agency will be able to access up to \$100,000 for the pilot project, Galway said.

Some simple services will be free, while complicated tasks will have fees based on the recipient’s ability to pay.

A public forum to provide input and to hear from local service agencies will be held at Gordon Head Recreation Centre on June 12. Registration is required for the event, which runs 12:30 to 3 p.m.

People can also participate online at surveymonkey.com/s/SaanichBetteratHome.

For more information or to register, contact Galway at 250-220-7363 or lilaine@uwgv.ca.

kslavin@saanichnews.com



There are many resources in our community designed to help us Be Well, Be Secure, Be Connected and Be Enriched all year long. The following are just a few examples:

DEALING WITH DEPRESSION AND ANXIETY

Pam Kilburn (see article on Page 9) has worked in the mental health field for over 10 years. Pam runs a 10

week Cognitive Behaviour Therapy mindfulness program for people 55+ dealing with depression and anxiety at Capital Mental Health - please email pam.kilburn@micavictoria.ca if you are interested in participating.

Conversation Cafes are held at the Yakimovich Wellness Centre (1454 Hillside Avenue). The topic for Friday, June 7 (2:00 -3:30 p.m.) is

Our Heritage ~

- What is the heritage of Canada?
- Is passing one's heritage from generation to generation important?
- Do you know your own heritage? If so, come and share your story.

Free Admission
Register by calling Hillside Seniors Health Centre 250-370-5641, press '2'
OR by emailing
WellnessCentreRegistration@viha.ca

BETTER AT HOME COMING TO SAANICH

Public Input needed at a Community Consultation Forum on June 12

United Way Lower Mainland, through funding from the Government of BC, is working to establish Better At Home programs across the province as part of Improving Care for B.C. Seniors: An Action Plan.

The Better at Home program offers simple services such as grocery shopping, friendly visits, light housework, yard work, home repair, snow removal and transportation to appointments for seniors.

All services offered are non-medical and supplement services provided by community health workers.

To find out which Better at Home services Saanich seniors would like, the United Way is asking for input from community members. You can either complete a survey at www.surveymonkey.com/s/SaanichBetteratHome or call Lilaine Galway (Community Development Manager for United Way Greater Victoria) at 250-220-7363.

Members of the public are also invited to attend a Community Forum on June 12 from 12:30 to 3 pm at Gordon Head Recreation Centre (4100 Lambrick Way) to learn more about Better at Home, what services local seniors have asked for, and who might be contracted to deliver the services in Saanich.

For more information or to attend the forum on June 12th, please contact Lilaine at 250-220-7363 or email her at lilaine@uwgv.ca.

Be Well

Be Secure

Be Connected

Be Enriched

Page



Focus Group at Saanich Silver Threads



Focus Group at Mount Tolmie Apartments – On the Go Seniors Group