

Victoria Better at Home
Community Development Final Report
December 2013



United Way helping seniors
remain independent.



Better at Home Presentation at the James Bay Community Project Seniors Lunch

September 2013

Table of Contents

Introduction

<i>Better at Home</i> Program Information	5
Victoria Community Development Approach	6

Community Profile

Senior Population	9
Community Assets	10
Needs Related to Non-medical Home Support Services	12

Community Readiness

Community Readiness	14
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Local *Better at Home* Program Details

Proposed Lead Agencies	15
Recommendations and Next Steps	16

Appendices

Summary of Stakeholders	17
Community Assets	18
Criteria for Lead Agency	19
Media Coverage	21
Public Meeting Presentation Slides	24



Better at Home Basket of Services Voting Signs from Public Meeting
September 2013

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
- Transportation to appointments
- Snow shoveling

(United Way of the Lower Mainland)

Community Development Approach in Victoria

The *Better at Home* program delivery model requires that United Way of the Lower Mainland partner with local non-profit organizations to deliver the basket of services within each of the Better at Home communities across BC. Between June and October of 2013, a community development process was undertaken in the City of Victoria to identify potential lead agencies willing to host the program locally, determine competing and complementary services to the *Better at Home* program, and to customize the basket of services to reflect the needs of Victoria's seniors.

This community development process was led by a staff member from the United Way of Greater Victoria. Throughout the process, people, organizations and businesses contributed by sharing their knowledge, experience and insight of those needing, receiving, requesting or providing senior services in the City of Victoria.

Community Development Participants at each phase*

Participant Categories	# of Agencies and individuals involved in Process
Individual face-to-face/telephone conversations	25
Focus Group Discussions	
Yakimovitch Centre Conversation Club	10
James Bay Seniors Advisory Group	8
Large Group Presentations	
James Bay Community Project	30
James Bay New Horizons	100
Surveys (face to face/telephone/mail in/online collections)	64
Public Meeting	50
Stakeholder and Peer Review Process	28

*A more detailed account of the participants involved in the community development process can be found in the Appendix section of this report.

Community Development Process Timeline

June	July	August	September	October
Community Profile				
Environmental Scan				
Stakeholder Conversations				
	Identification of Potential Better at Home Service Partners			
			Public Meeting	
			Selection of Lead Agency	

Community Profile

Demographic and geographic data for the City of Victoria was reviewed to determine the make-up of Victoria's senior population, including income-levels, housing options and location of senior-friendly neighbourhoods (please see page 6 for results).

Environmental Scan

Conducting a scan of local organizations, associations and businesses that provide senior-centred or senior-friendly services identified the multiple options, from free to paid, available to community members. Mapping the existing senior-focused assets (resources, services and service-providers) highlighted overlaps and gaps in service provision that could compete with or complement the Better at Home basket of services being offered (please see page 8 for results).

Stakeholder Conversations

There are many stakeholders who have knowledge and insight into the needs of local seniors. This includes seniors and their family members in addition to service clubs, community centres, non-profit organizations, businesses, health care providers, municipal staff and elected officials.

Multiple communication streams were created so stakeholders could learn about the Better at Home program and provide input into how it might best support local seniors. This included one-to-one interviews (face-to-face or by telephone), focus group discussions, large group presentations and the distribution of a survey both in paper and on-line formats across the city. Special attention was paid to gathering responses from stakeholders in the Chinese community. A volunteer was willing to serve as translator should the need arise. A copy of the survey can be found in the appendix section of this report.

Stakeholders were asked about their expectations regarding the establishment of the Better at Home program in Victoria, including the types of services that would be needed and the types of organizations they would feel most comfortable with. 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 that Criteria List can be found in the Appendix section of this report.

Identification of Potential Better at Home Service Partners

Through the environmental scan and community conversations, nine non-profit organizations considered suitable to deliver the Better at Home services were identified. This included two faith-based organizations, five senior-serving organization or centres, one volunteer organization and family serving organizations. Each of these organizations were contacted to determine their level of interest in delivering the Better at Home program to Victoria's seniors. Several were willing to support the Better at Home program in Victoria in various ways and three determined that they were prepared to take on the role as lead agency and be responsible for delivering the Better at Home services in the City of Victoria.

Public Meeting

On September 23, 2013, an open-invitation public meeting was held at the First Metropolitan United Church Fellowship Hall for stakeholders to discuss the *Better at Home* program and its

potential impact for seniors in the city. Just over 50 people attended including seniors, family members and caregivers, staff from non-profit organizations, and local media. A copy of the poster and press release distributed to publicize this event can be found in the Appendix section of this report.

Information about the Better at Home program was presented including the background of the program, the involvement of the Government of BC and the United Way of the Lower Mainland, the process for establishing Better at Home sites across the province, and the timeline and next steps needed to deliver the program in Victoria. Guests were then given an opportunity to review the profile of Victoria seniors as well as the range of local resources and senior-services both available and needed that had been identified through the environmental scans and community conversations so far. A copy of the presentation can be found in the Appendix section of this report.

After a question and answer session with Better at Home representatives, the guests moved into small-groups to explore two questions that could customize the delivery of Better at Home services in Victoria. With the help of assigned note-takers and facilitators, guests first discussed “Which non-medical home support services from the *Better at Home* basket of services are the top priorities for Victoria?” and then “What qualities and values do you want to see in the organization that delivers the Better at Home services in Victoria?”. These findings were compiled with the data already collected from the surveys and community conversations.

Selection of the Lead Agency

Following the public meeting, a closed-invitation meetings was held so stakeholders could discuss and reach consensus as to which local non-profit organization should take on the lead role of delivering the Better at Home program in the City of Victoria. Representatives from various stakeholder groups including senior advocacy groups, municipal government, Vancouver Island Health Authority, volunteer bureaus, senior serving agencies, senior-centred businesses and community organizations were invited to attend.

Each of the organizations interested in taking on the lead role in delivering the Better at Home program in Victoria made a presentation that outlined their organization’s mission, history and capacity for delivering the program. 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 which organization most closely fit the expectations of the community. The stakeholder group determined that each of the organizations closely met the criteria and that a partnership between the organizations would be the preferred service delivery option.

Unable to reach a mutually acceptable agreement between the four organizations, each organization agreed to undergo a peer-review. A peer-review panel, made up of local service providers from multiple non-profit sectors was established and they determined which organization most closely matched the criteria established by the community.

Community Profile

Unless otherwise stated, population and income data comes from Statistics Canada's 2011 Census and National Household Survey Profiles for the City of Victoria.



Photo courtesy of Brandon Godfrey

The City of Victoria is located on the southern end of Vancouver Island. Incorporated in 1862, Victoria sits on the traditional lands of the Lekwungen people – notably those of the Esquimalt and Songhees Nations. Serving as BC's Capital City, Victoria is bordered by the District of Oak Bay to the east, the Township of Esquimalt to the west, the Municipality of Saanich to the north and the Strait of Juan de Fuca to the south. Victoria spans 19.47 sq km is home to 80,170 residents – a 2.5% increase since 2006. The 14,715 seniors make up just over 18% of the population.

Victoria's Senior Population

3,815 Victorians age 65 to 69	1,830 males
	1,985 females
2,650 Victorians age 70 to 74	1,185 males
	1,460 females
2,350 Victorians age 75 to 79	1,000 males
	1,350 females
2,275 Victorians age 80 to 84	840 males
	1,435 females
3,625 Victorians age 85+	975 males
	2,645 females

Victoria's thirteen neighbourhoods are diverse in character, affordability, accessibility and cultural groups.



**32,860
units**

Low and high-rise apartment buildings make up 76% of Victoria's housing stock with single detached homes accounting for only 16%. The other housing types are duplexes, town-home and row houses.



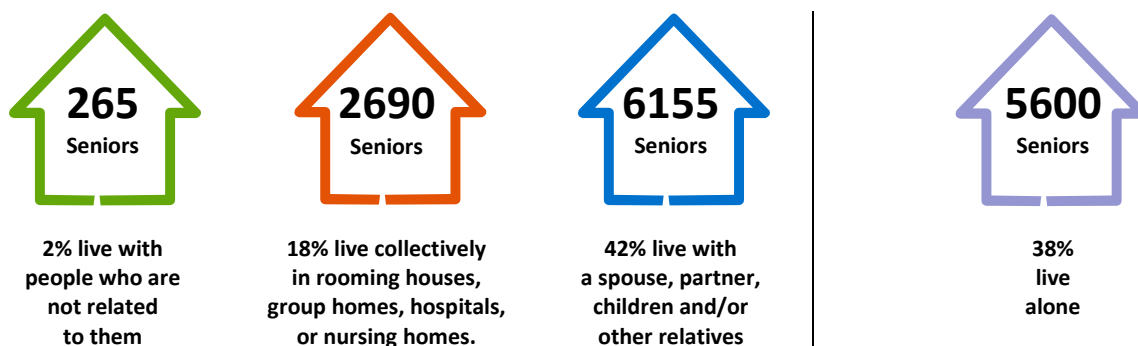
**6855
units**

According to the latest National Household Survey, 17.1% of local seniors are considered to be low-income, based upon the 2010 after-tax low income measure. The Survey does not include seniors living in public institutions.



**3245
units**

While the majority of seniors live with a spouse, partner and/or their children and other relatives, the City of Victoria has a large number of seniors who live alone.



The City of Victoria's Official Community Plan suggests that several neighbourhoods are attracting seniors in high numbers – so much so that approximately 40% of all Victoria's seniors live in just three neighbourhoods: Victoria West (1000 seniors), Fairfield (2200 seniors) and James Bay (2800 seniors). These neighbourhoods have close proximity to services, a range of grocery and retail stores, and multiple transit routes that connect seniors with the downtown core and local health care facilities.

Victoria's Community Assets

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

Victoria's Volunteer Base: The City of Victoria has two distinct volunteer matching organizations serving within its boundaries. Volunteer Victoria: serves as a community-wide volunteer bureau providing referral services between organizations and people interested in volunteering. Capital City Volunteers provides direct volunteer services for seniors with services such as driving to appointments, basic home and garden maintenance, friendly visiting and help with forms.

There are also a number of organization-wide volunteer programs which serve specific population groups such as faith communities, neighbourhood centres and senior centres.

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.

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.

Seniors Advocacy and Referral Organizations: The Seniors Entitlement Office is located in Victoria and serves residents in Victoria, Saanich and Esquimalt. Their trained volunteer advocates work to identify the avenues seniors can pursue to solve issue related to legal, housing, or pension matters as well as providing referrals 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.

Senior/Health Related Organizations: Headway (formerly known as the Victoria Parkinson's and Epilepsy Centre) and The Alzheimer's Society of BC are 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.

Faith Groups and Organizations: The City of Victoria hosts over forty faith-based organizations and many provide support services such as friendly visiting and social programs to their senior congregation members and to the wider community. The Church of Our Lord was mentioned for their Cridge Program which provides a weekly lunch program by donation for any senior and St. Vincent de Paul was also highlighted by several stakeholders for their senior-friendly services and support.

Senior Centres and Community Centres: There are three senior-specific community centres in Victoria – Silver Threads in the downtown core, James Bay New Horizons and the James Bay Community Project in James Bay. There also community centres that are senior-friendly or offer senior-specific programs such as social, recreational or community lunches/dinners– the Cook St. Activity Centre, Quadra Village Community Centre, Burnside Gorge Community Centre, Oaklands Community Centre, and the Vic West Community Centre.

Grocery Delivery: Thrifty Food's Sendial Program uses volunteers to fill the grocery orders phoned in by seniors. This program is regarded as one of the key programs that help seniors remain independent.

Re-assurance Program: James Bay New Horizons offers a free re-assurance program for its community members. The program offers a daily phone call (except for Sundays) and contact is made with a designated person should the senior not answer the call.

Home Support and Maintenance Services: The region has a large number of for profit and non-profit providers who deliver services such as home care, transportation to appointments, friendly visiting, home repair and gardening services. Beacon Community Services was widely recognized as the primary company providing homecare services for seniors although there are over thirty for-profit service providers. The Seniors/Student Work Assistance Program (SWAP) was also well known. It 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. They also charge but it is a much lower cost than the private companies who will provide the same services (\$12/hour versus \$25-\$30/hour).

Family Caregiver's Network: The Family Caregiver's Network is an organization dedicated to supporting those responsible for looking after other members of their family. The organization offers their members access to an online platform called TYZE. It provides seniors and their family members, caregivers, health care providers or friends with a virtual space to share calendars, records, conversations or digital images. It helps families who might be separated by distance or allow multiple caregivers to coordinate support services, keep track of important dates, records or documents, and helps keep everything in centralized and accessible repository that can be accessed by those granted permission.

Victoria Seniors' Needs Related to Non-medical Home Support Services

Feedback from the surveys, interviews, focus groups and presentations suggested that while there is a large number of resources available - especially for seniors who can afford to pay for services - there are several areas where extra support is necessary.

Grocery Shopping: While health care providers did mention a concern about the number of seniors who are malnourished, seniors did not consider grocery access to be an issue, thanks to the multiple grocery delivery services provided by local stores, However, personally going into the store and selecting their own groceries or being able to browse the aisles with someone else was the preferred option.

Transportation: Many stakeholders commented that many neighbourhoods are self-contained (those where seniors do not need to go too far from home for services) and that the city has good public transportation and alternative options such TaxiSavers and HandyDART for those unable to manage the bus. However, there is a need for more personalized and flexible services. TaxiSavers was considered expensive for regular trips and HandyDART not effective for "last minute" trips or multiple stops. More importantly, neither option allows for the transport provider to stay with the senior during an appointment or help them get in and out of their homes safely.

Visiting and re-assurance programs: Many seniors and their family members wanted to know that someone was going to check in with them on a regular basis. A daily re-assurance program was often mentioned (something that could operate seven days a week) as well as friendly visits for seniors wanting a more casual and social check-in. Seniors wanted to be matched with one or two regular visitors who would stop once a week for at least an hour.

Seniors were very concerned that volunteers who knew their schedules or had access to their homes were screened (criminal record checks), trained and monitored. The seniors also spoke of the need to know in advance of who was coming into their home.

House-keeping: Seniors wanted access to affordable housekeeping services with “regular staff” that could complete a routine list of tasks without repeated explanations. They also wanted staff that could ‘do a proper job’ and take on some of the ‘high-up’ tasks that they can no longer complete.

While some were aware of the SWAP program through Silver Threads, many seniors wanted someone to help with day to day chores as well as major tasks such as downsizing and de-cluttering. Several service providers spoke of the fire and safety hazards of seniors living in small apartments where pathways between rooms are now obstructed by various collections, furniture and mobility equipment.

As Victoria’s housing stock is made up of a large number of multi-family apartment buildings, many stakeholders spoke about the need for volunteers to assist with ‘apartment-dweller chores’ – seasonal moving of the deck furniture or planting containers, flipping the mattress on the bed, or moving furniture. There was also mention of pet-care – walking dogs during times of illness or bad weather, etc.

Community Readiness

Conversations with community stakeholders, including residents, service providers, representatives from organizations, associations and government, confirmed that the Better at Home program would be welcomed into the City of Victoria.

While grocery shopping, light yard work, simple home repairs and snow shoveling were all services that some seniors and family members wanted, the majority (over 80%) of those surveyed and those polled during small and large group sessions set the following as the most important services that the *Better at Home* program could offer.

- Friendly Visiting
- Light Housekeeping
- Transportation to appointments

The lower level of support from seniors for grocery shopping, yard work, simple home repairs or snow shoveling reflects Victoria's high proportion of multi-family buildings and the number of grocery delivery services already offered in the city.

Stakeholders were also vocal about the number of organizations they felt were capable of providing these *Better at Home* services.

Nine organizations were either identified by stakeholders or self-identified as potential lead agencies to deliver the program in Victoria. Of those, four were willing to take on the role at this point in time.

- James Bay Community Project in partnership with Capital City Volunteers
- James Bay New Horizons
- St. Vincent de Paul

All of these organizations met the eligibility requirements established by United Way of the Lower Mainland and had experience in some facets of senior-centered programming, direct volunteer service delivery, and/or volunteer recruitment, screening and training. All organization had strong alignment with the criteria list established by community members during the stakeholder engagement process.

Local *Better at Home* Program Details

Proposed Lead Agency

The proposed Lead Agency for delivery of the Better at Home program is the James Bay Community Project in partnership with Capital City Volunteers. Both non-profit organizations have been operating for many years and are based in the City of Victoria.

Since 1989, Capital City Volunteers has recruited volunteers to provide services to seniors and adults with disabilities that allow them to maintain their independence and continue living in their own homes for as long as possible. They are a member of the Director Volunteer Services Committee and the Victoria Elder Friendly Community Network.

Since 1977, the James Bay Community Project has worked to build a healthy, inclusive community in James Bay and beyond by operating and facilitating programs and services that support families, youth, seniors and individuals and groups. They operate several senior-specific programs that address the social and health needs of seniors.

The two organizations are already working partners and in the last two years have been co-located in the same building in James Bay and share the same Executive Director. They have a solid management structure as well as a Seniors' Advisory Committee that provides regular input on senior-related programming matters. Their senior services are complementary with staff from James Bay Community Project focusing on serving seniors in James Bay and staff from Capital City Volunteers serving seniors from the rest of the city.

Both organizations are experienced in recruiting, screening and training volunteers. Their staff members are skilled practitioners in senior programming and work closely together to support seniors across the city. These include a Community Services Coordinator from Capital City Volunteers as well as a Seniors Outreach Worker and Coordinator of Volunteers and Community Programs from James Bay Community Project.

Recommendations and Next Steps

Throughout the engagement process with Victoria stakeholders, several questions and potential issues were asked repeatedly.

On several occasions, including the large group session at James Bay New Horizons with over 100 seniors and stakeholders present, conversations focused on the need for existing senior serving organizations to work together. There was a general feeling that the *Better at Home* program would be stronger and more sustainable if the program was delivered in partnership by multiple organizations. The desire for organizations to work together to determine the needs of the community and then develop appropriate coordinated program rather than working in silos, duplicating services and competing for funding dollars was explicit.

Many community stakeholders also expressed concern that, as the city is a small community with a large contingent of seniors, many of which are have low income levels, the *Better at Home* program might not have the capacity to provide services to all of the seniors who might use the program.

Volunteer management was mentioned as a potential problem in every conversation. Stakeholders were aware that there would be a need to attract a new and possibly untapped contingent of volunteers. Conversations with staff from four different volunteer bureaus in the region emphasized that there are not enough volunteer drivers to meet the current requests from seniors and that the *Better at Home* program might well have to find alternate service delivery methods to meet the increased demand.

Volunteer screening, training and monitoring was also a key component in most conversations. Seniors wanted policies and practices to be put in place to ensure that all *Better at Home* personnel (paid or volunteer) would have criminal record checks conducted, receive on-going training and have their service performance levels monitored on an going basis.

Some stakeholders from neighbourhoods on the north side of the city shared concerns that the Victoria *Better at Home* program might focus only serving seniors from James Bay and Fairfield especially if the lead agency delivering the program was located there and was known as being a place-based service provider. There were several suggestions that the lead agency would need to be strategic in their attempts to connect with seniors from across the city and perhaps consider place senior outreach workers in other senior-accessible sites and community centres outside of the James Bay area.

There was broad consensus that whichever organizations was chosen to deliver the *Better at Home* services in Victoria there would be a need to ensure that inclusion and respect for diversity would be integrated into service delivery practices. Also, that the voices of seniors would always be invited and valued as guiding forces if the *Better at Home* program is to be successful and sustainable in the City of Victoria.

Appendix 1 - Summary of Stakeholders

Stakeholder Descriptors	Number of People/Organizations Participating in Process
<p>Seniors , caregivers and community members participating in surveys, focus groups, or public meetings</p> <p>(some attendees at the public meetings were organizational representatives and/or may have been involved in several engagement activities)</p>	<ul style="list-style-type: none"> • 18 Focus Group Participants • 130 Information Session Participants • 50 Public Meeting attendees • 64 Survey Respondents
<p>Non-profit – volunteer-centers</p>	<ul style="list-style-type: none"> • Volunteer Victoria (Lisa Mort Putland) • Capital City Volunteers (Nansi Blenkiron and Kay Kennish) • Oak Bay Volunteers (Joan Halvorsen)
<p>Non-profit – senior serving agencies</p>	<ul style="list-style-type: none"> • Family Caregivers Network (Barb McLean) • Esquimalt Neighbourhood House (Mary Lynn McKenna) • Headway Victoria (formerly Victoria Epilepsy and Parkinson’s Society) – Sandra Graham • James Bay Community Project (Lisa Gleizner, Noriko Oka and Kay Kennish) • James Bay New Horizons (Kim Dixon, Sylvia Cavanagh, Jan Robertson, Ann Logie, and Barbara Murphy) • Seniors Entitlement Services (Carol Pickup) • Seniors Serving Seniors (Jane Sheaff) • Silver Threads (Edie Copland, Bridey Morrison Morgan and Tracy Ryan) • The Cridge Centre for the Family (Shellie Morris)
<p>Non-profit – Victoria serving agencies</p>	<ul style="list-style-type: none"> • St. Vincent de Paul (Angela Hudson, Grant Croswell and Ken Leason) • Pacifica Housing (Karyn French) • Victoria Foundation (Marg Rose)
<p>Island Health</p>	<ul style="list-style-type: none"> • Yakimovitch Wellness Centre (Elizabeth McCarter) • Seniors Outreach Royal Jubilee Hospital (Lorna Ross) • Victoria Health Unit and Home First (Mark Blandford) • Gorge Road Hospital (Emma Isaac and Helen Bucholz)
<p>Municipal Government</p>	<ul style="list-style-type: none"> • City of Victoria Council member (Chris Coleman) • City of Victoria Parks & Recreation (Shellie Brown and Gary Pemberton)
<p>Businesses</p>	<ul style="list-style-type: none"> • Comfort Keepers (Brecon Gage) • Katrina’s Caregiving Services – member of Elder Friendly Community Network (Katrina Pavlovsky) • Seniors Advocacy and Independence (Lorna Wood) • Home Instead (Alistair Hicks) • Driving Miss Daisy (John)

Appendix 2 - Victoria Community Assets

	Senior Services	Cost
Yard Work and Home Repairs	Capital City Volunteers/James Bay Community Project <i>-Light Garden Work & Minor Home Repair</i>	Free
	SWAP - Seniors/Student Work Assistance Program	\$12/hour
	Private Garden & Home Repair Services	\$ - Market Rates
Grocery Delivery and Meal Preparation	Market on Yates/Safeway /Wellburns <i>-seniors must go into the store to shop but delivery is free or low-cost</i>	Free to \$5
	Thrifty Foods Sendial Program <i>-seniors can phone in grocery order and it will be delivered</i>	Free (eligibility requirements)
	Private Meal Preparation Companies x 3	\$ - Market Rates
Friendly Visiting and Reassurance Programs	Capital City Volunteers / James Bay Community Project <i>-Friendly visiting</i>	Free
	James Bay New Horizons <i>-Reassurance Program (telephone based, runs 6 days a week, members only)</i>	Free
	Visiting Services (private companies x 30)	\$ - Market Rates
	Reassurance Services (private security companies x 4)	\$ - Market Rates
Housekeeping	Beacon Community Services (Island Health funded)	\$ - IH-set Rates
	Home Support (private companies x 30)	\$- Market Rates
Transportation	Capital City Volunteers <i>-drives to medical appointments</i>	Free \$1.65
	BC Transit	
	HandyDART	\$ 1.75 - 2.25
	TaxiSavers	\$ discount
	Driving Miss Daisy	\$ - Market Rates

	Senior-Centered/Friendly Organizations	Program Type
Senior Focused	Seniors Entitlement Office	Advocacy
	Seniors Serving Seniors	Resource Directory, Peer Counselling, Return to Health
	Silver Threads	Social/recreational/health Seniors Lunch Program
Place Based	James Bay Community Project	Friendly Visits Seniors Lunch Program
	James Bay New Horizons	Reassurance Program Seniors Lunch Program Social/recreational/health
	City of Victoria Parks & Recreation Department	Social/recreational
	Quadra Village Community Centre	Social/Community Dinner
	Burnside Gorge Community Centre Cook Street Activity Centre	Social/Community Dinner Social/recreational/health
Faith Groups	Church of Our Lord	Senior Lunch Program
Volunteer Referrals	Capital City Volunteers	Driving to medical appointments Tax Returns Friendly Visits Light Yard Work
	Volunteer Victoria	Volunteer Matching

Appendix 3 – Criteria for Lead Agency (established by stakeholders)

History/Reputation	<ul style="list-style-type: none"> • Good reputation - respected/trusted by community • Honest/transparent • Centralized (not serving just one neighbourhood) • Longevity/experienced • Committed to making lives better, including seniors • “Real organization” – proven track record • Victoria-based (must have physical presence in municipality) • Secular organization preferred
Leadership	<ul style="list-style-type: none"> • Strong board • Effective leadership • Professional • Includes seniors (has right people) • Business savvy/community savvy
Collaboration	<ul style="list-style-type: none"> • Desire to capitalize on shared resources, shared strengths • Can inspire others to join the party • Connection to and understanding of the Victoria community – an existing network to build on
Administration	<ul style="list-style-type: none"> • Ability to administer the program day to day • Capacity to serve and capacity to expand • Have systems already in place – able to get program up and running quickly • Ability to incorporate best practices in serving seniors • Strong financial infrastructure in place • Solid human resource and financial resources • Ability to cross T/dot I’s • Innovative in thinking • Stream-line intake/assessment process • Professional designation • Processes to report confidentiality issues (PIPA) • Processes to report dishonorable behavior • Pay living wage
Volunteer Management	<ul style="list-style-type: none"> • Extensive volunteer sector experience – recruitment, screening, training, monitoring, evaluation • Good matching skills • Ability to find new sources for volunteers (gender balance / language diversity / culture diversity) • Ability to create customized training program with established boundaries (in partnership with others) •
Client Support	<ul style="list-style-type: none"> • Peer supports (volunteers get together to support each other) • Capacity to take on Better at Home volunteers • Experience assessing seniors needs • Experience dealing with clients who are isolated, live with depression/anxiety/mental health issues/dementia/chronic illness • Ability to support multi-language community members • Ability to support multi-cultural groups

Values	<ul style="list-style-type: none">• Senior-centered• People-focused• Empathy for seniors• Compassionate/patient• Inclusive (faith/gender/sexual orientation/language/culture)• Diverse• Culturally appropriate• Promote independence and function of seniors to “do it for themselves”• Warm & welcoming• Outreach oriented• Equitable service for all seniors• Open and honest about what they can and cannot do for the senior in their home.
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Appendix 4 - Documentation of media coverage and poster campaign

Press Release

MEDIA RELEASE

September 10th, 2013

FOR IMMEDIATE RELEASE

Seniors in the City of Victoria Stay Home Longer Thanks to New Program

Victoria, BC – Seniors in the City of Victoria 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 Victoria will be one of the up to 68 provincial sites to offer the *Better at Home* program – a ground-breaking initiative that provides seniors with non-medical services such as housekeeping, grocery shopping, friendly visits, yard work, home repairs, snow removal and transportation to appointments.

To find out which *Better at Home* services seniors from the City of Victoria 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 <http://www.surveymonkey.com/s/BetterAtHomeVictoria> or call 250-220-7363.

United Way is also hosting a public forum on Tuesday, September 24th from 12:30 pm to 3 pm at the First Metropolitan Church Fellowship Hall (932 Balmoral Road). 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 the City of Victoria. Local seniors and their family members are invited to attend. Refreshments will be provided and transportation assistance can be arranged for seniors who need a little extra help. Registration is required. Contact Lilaine Galway at Lilaine@uwgv.ca or 250-220-7363.

The local non-profit organization 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.



United Way

Better at Home is funded by the Government of British Columbia



United Way helps seniors remain independent.



Public Forum

September 24, 2013

12:30 to 3:00 pm *(refreshments provided)*
First Metropolitan Church Fellowship Hall
(932 Balmoral Road, Victoria BC V8T 1A8)

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.com/s/BetterAtHomeVictoria

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



Better at Home is funded by the Government of British Columbia

Requests made to City of Victoria businesses to display posters/invite community members:

- 8 Community Centres and Recreation Facilities
- 39 Church and Faith Groups
- 5 Barber Shops
- 6 Denture Clinics
- 16 Pharmacies
- 9 Foot Clinics
- 13 Medical Equipment Stores
- 13 Grocery Stores
- 5 MLA and MP Constituency Offices

Appendix 4 - Presentation at Public Meeting on September 23, 2013



**Better
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**Victoria Better at Home
September 24, 2013**



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Victoria (2011 Census Data)



Total Population 80,020
19.4 square kilometers

Senior Population 14,710
(9,010 Males & 11,035 Females)

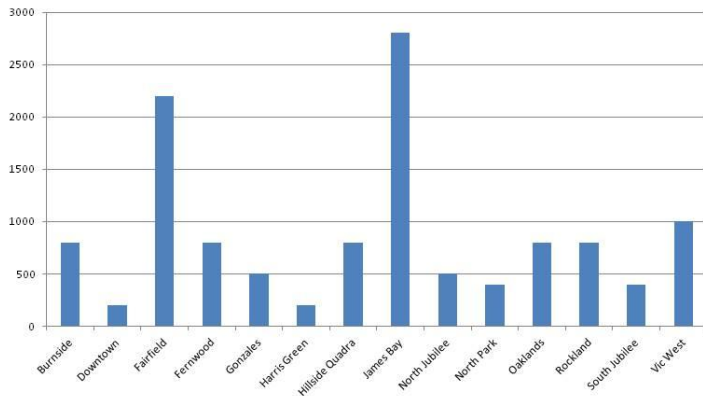
- Age 65 to 69 – 3,810
- Age 70 to 74 – 2,650
- Age 75 to 79 – 2,350
- Age 80 to 84 – 2,275
- Age 85+ – 3,625

Statistics Canada 2012. Focus on Geography Series, 2011 Census. Statistics Canada Catalogue no. 98-310-XWE2011004. Ottawa, Ontario. Analytical products, 2011 Census. Last updated October 24, 2012.



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Seniors by Neighbourhood (2006 Census Data)



Source: City of Victoria Community Profiles- Neighbourhood Population Age Trends



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Senior Living Arrangements (2011 Census Data)



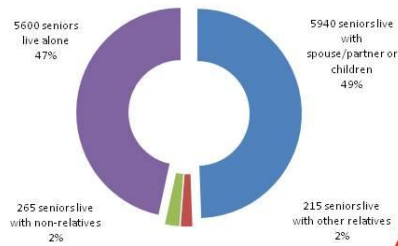
Of the 12,025 seniors living in private households,

23.3% live in houses (single/detached/row).

76.5% live in apartment buildings.



Who Do Seniors in Private Households Live With?



In 2010, the poverty rate for the Elderly (65+) in the Greater Victoria area, based on LICO before tax, was 7.9%.



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Victoria Community Assets (non-profit)



Community Assets – Friendly Visiting

Free - Volunteer /Non-Profit Services

- Capital City Volunteers
- James Bay Community Project
- James Bay New Horizons (reassurance program)
- Beacon Community Services (for clients)
- Pastoral Care – Faith Groups (40+)

\$ - Private Companies



Community Assets – Grocery Shopping

Free - Volunteer Services

Capital City Volunteers
James Bay Community Project
James Bay New Horizons (lunch program)
Beckley Farm Lodge

\$ - Grocery Store Programs

Market On Yates Delivery (customer shops/free delivery with \$25 order)
Thrifty Food Sendial Program (volunteers do shopping/small delivery fee)
Safeway Grocery Delivery (customer shops/free delivery within boundary)
Wellburns Food Market

\$\$ - Private Companies

including meal preparation services



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Community Assets – Light Housekeeping

Free - Volunteer /Non-Profit Services

Beacon Community Services (for clients)

\$ - Student Employment/Casual Labour

SWAP - Students/Seniors Work Assistance Program – Silver Threads/UVic
REES Casual Labour Pool – Victoria Cool Aid Society

\$\$ - Private Companies x 30+



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Community Assets – Home Repair & Yard Work

Free - Volunteer Services

Capital City Volunteers
James Bay Community Project

\$ - Student Employment/Casual Labour

SWAP - Students/Seniors Work Assistance Program – Silver Threads/UVic
REES Casual Labour Pool – Victoria Cool Aid Society

\$\$ - Private Companies



Community Assets – Transportation

Free - Volunteer Drivers for appointments

Capital City Volunteers
James Bay Community Project
Beacon Community Services (for clients)
Cancer Society (for cancer patients)
Silver Threads (for program participants)

**\$ - BC Transit and handyDART
- Taxi Savers**

(50% subsidy towards the cost of taxi rides for handyPASS holders)

\$\$ - Private driving companies



Community Needs

- Transportation to appointments other than medical (banking/social/community events)
- Help preparing light meals
- Help filling in forms/reading mail
- Downsizing & De-cluttering
- Reassurance services ("good morning" check-ins or reassurance calls)

*Identified through survey respondents, focus groups and stakeholder conversations



Discussions

Question 1

Which non-medical home support services from the *Better at Home* basket of services are the top priorities for Victoria?



Better at Home Basket of Services

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



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Discussions

Question 2

What qualities and values do you want to see in the organization that delivers the Better at Home services in Victoria?



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