



Burnaby Better at Home Community Development Final Report

August 20, 2013 Public Report



United Way

betterathome.ca



Burnaby Better at Home Community Development Final Report
prepared by Mariam Larson, Gerontologist and Burnaby Better at Home Community Developer.

***With heartfelt thanks to the Burnaby seniors, service providers, volunteers,
caregivers, interpreters and many others for generously sharing your experience and
perspective out of dedication to seniors' well being.***

Mariam Larson Inc.

604-515-1718 | manage@mariamlarson.com

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1. Introduction

1.1 Better at Home Program

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

Burnaby has been identified as a potential Better at Home site. Mariam Larson, a consulting gerontologist, was contracted as community developer to assess community readiness, identify seniors' assets, needs and priorities in regards to the basket of services, and help identify a potential lead organization best suited in the community to deliver the Better at Home program.

This report reflects the findings of the community developer and will be used by the lead organization to design an appropriate local Better at Home program that meets community needs.

1.2 Burnaby community development approach

The Burnaby Better at Home community development approach was based on three priorities:

1. Establish cooperative, constructive **relationships** with stakeholders.
2. Support active, informed **participation** by seniors and service providers (participatory community engagement).
3. Build on existing **assets** and capacity (asset-based).

Relationships

Using a diverse contact and referral network developed through age-related project work and listings from three service directories, Larson promoted the Better at Home Program and invited Burnaby seniors and service providers to participate in community development activities. Promotional methods included: email cascades, presentations, telephone and impromptu face-to-face conversations, word-of-mouth, and a community newspaper article (Appendix D). Promotional tools included: Better at Home information pieces, posters and surveys in digital and hard copy. Hard copies were distributed at seniors' centres, recreation centres, libraries, service provider sites, and to participants in wellness, home library, support, language practice, and other service programs.

Seniors living independently in the community were engaged as primary stakeholders throughout the Burnaby community development process. Social-profit and for-profit service providers also participated. Agency staff, volunteers and, in a few cases, family caregivers, shared their practical, pragmatic experience during discussions. Service providers who were unable to attend focus groups or meetings received information pieces and surveys to share with colleagues and senior clients. Some service providers chose to not participate.

While many seniors and service providers had heard about Better at Home, their understanding of the program was often confused, incomplete or inaccurate. Some participants were concerned about duplication or disintegration of existing services. Others wanted to understand how Better at Home services would fit with those provided by the health authority. Service providers expressed concern about organizational and volunteer capacity. Seniors asked about affordability and flexibility; several wanted to know how soon someone would be able to help them—or a friend—in need.

The community developer addressed all questions and concerns, emphasizing the opportunity to creatively shape the Burnaby Better at Home program to cooperatively address community needs. All perspectives and priorities were gathered, recorded—and valued.

Participation

Better at Home engagement activities included: meetings, focus groups, interviews, one-to-one conversations, surveys, one community meeting and one stakeholder meeting. Focus groups were held at Burnaby's four seniors' centres, one neighbourhood house, and five service provider locations. Surveys were distributed at all meetings and were submitted by email, mail, fax, and by telephone. Some seniors submitted surveys at seniors' centres, which were forwarded by helpful staff.

Table 1: Community Development Participation

| | Organization / Location | Activity | Participants | Sen. | Serv. Prov. | Other |
|----|---|---------------------------|---|-------------|--------------------|--------------|
| 1 | Bonsor Seniors Centre | Conversations | Seniors Health Alert Program participants | 21 | | |
| 2 | Burnaby Community Connections | Interview | Exec. Director | | 1 | |
| 3 | Burnaby Seniors Interagency Society (BSIS) | Meeting | Seniors and serv. prov. (Social-profit and for-profit) | 7 | 9 | |
| 4 | Burnaby Seniors Outreach Services Projects and Senior Peer Counsellors (BSOS) | Interview and Focus Group | Senior peer counsellors, Exec. Director, Project Coordinators, Admin. | 5 | 4 | |
| 5 | Cameron Seniors Centre | Focus Group | Seniors | 6 | | |
| 6 | Citizen Support Services | Focus Group | Senior volunteers, Manager | 9 | 1 | |
| 7 | Community Living BC | Focus Group | Senior w/dev. disability Staff and health facilitators | 1 | 4 | |
| 8 | Confederation Seniors Centre | Focus Group | Seniors | 7 | | |
| 9 | Edmonds Seniors Centre | Focus Group | Seniors | 7 | | |
| 10 | Fraser Health | Interview | Comm. Health Specialist | | 1 | |
| 11 | Meals-on-Wheels / Volunteer Driver Program | Interviews (2) | Program Managers, Volunteer drivers | 4 | 2 | 1 |
| 12 | MOSAIC | Focus Group Interview | Seniors (Chinese, Mandarin, Japanese, Korean, Tagalog); Outreach Coordinators | 11 | 3 | |
| 13 | Nikkei Seniors Ind. Living | Focus Group | Seniors (Japanese) | 9 | 2 | |
| 14 | South Burnaby Neighbourhood House | Focus Group Interview | Senior ambassadors, Exec. Dir. and Seniors Outreach Worker | 13 | 2 | |
| 15 | SUCCESS | Focus Group | Seniors (Chinese, Korean, Farsi) | 11 | | 3 |
| 16 | Voices of Burnaby Seniors | Meeting | Seniors and serv. prov. | 17 | 12 | |
| | TOTAL | | | 128 | 41 | 4 |
| 1 | Community Meeting, Shadbolt Centre | Presentation, discussion | Seniors and serv. prov. | 23 | 14 | |
| 2 | Stakeholder Meeting, Bill Copeland Arena (Lakeview) | Presentations, discussion | Lead agency candidates and stakeholders | | 17 | |
| | TOTAL | | | 23 | 31 | |

Table 2: Community Development Survey Sources

| Source | Seniors | Serv. Prov. | Other* | Total |
|---|-----------|-------------|----------|-----------|
| Focus Groups/meetings | 42 | 10 | 4 | 56 |
| Email | 8 | 3 | | 11 |
| Mail | 7 | 1 | | 8 |
| Tel | 2 | | | 2 |
| Total | 59 | 14 | 4 | 77 |
| *Other: <i>Non-senior volunteer or adult child / caregiver.</i> | | | | |

In simple terms, Burnaby community development activity participation was 223 (151 seniors, 72 service providers):

- 10 focus groups, with 88 participants
- 12 key stakeholders interviewed (7 interview sessions)
- 77 surveys submitted (59 seniors, 14 service providers, 4 “Other”)

Some participants self-identified as seniors *and* service providers due to their role as volunteers; they were recorded as seniors. It is important to note that roughly 30% of the seniors and 80% of the service providers participated in more than one activity—such as contributing to a focus group discussion *and* submitting a survey—which will have resulted in some duplication of responses.

Assets

Burnaby seniors have access to a wide range of services and programs provided by the City, social-profit organizations and for-profit businesses (described in section 2.2, with summary list in Appendix B). The community development process provided opportunities for seniors and service providers to share their awareness of existing services, consider partnership options that would build on existing capacity, and develop partnerships to deliver the preferred Better at Home services (detailed in section 4.1).



2. Community Profile

2.1 Burnaby seniors' population

Burnaby's total population is 223,218 with a median age of 39.8. Seniors (65 years or older) represent 13.8% of the total, with 12.9% men, 14.8% women (Statistics Canada, 2011 Census).

Table 3: Burnaby senior population (Statistics Canada, 2011 Census)

| Age Range | Male | Female | Total | % of Total Population |
|--------------|---------------|---------------|---------------|-----------------------|
| 65 to 69 | 4,250 | 4,460 | 8,710 | 3.9% |
| 70 to 74 | 3,375 | 3,960 | 7,335 | 3.3% |
| 75 to 79 | 2,850 | 3,205 | 6,055 | 2.7% |
| 80 to 84 | 2,010 | 2,515 | 4,525 | 2.0% |
| 85+ years | 1,590 | 2,690 | 4,280 | 1.9% |
| Total | 14,075 | 16,830 | 30,905 | 13.8% |

Burnaby neighbourhoods

Geographically, Burnaby is divided into four quadrants, with 37 planning study areas, or neighbourhoods.

Table 4 (below) details senior population by gender. (Data for areas 4, 8 and 9 was not available due to negligible population rates.)

Variations in senior population density may be due to a number of factors, including: Housing costs, types of housing (apartments, single-family dwellings, or seniors housing/care), access to transportation, proximity to services and amenities, etc. (Map source: <http://www.burnaby.ca/About-Burnaby/About/Population---Quick-Stats.html>)

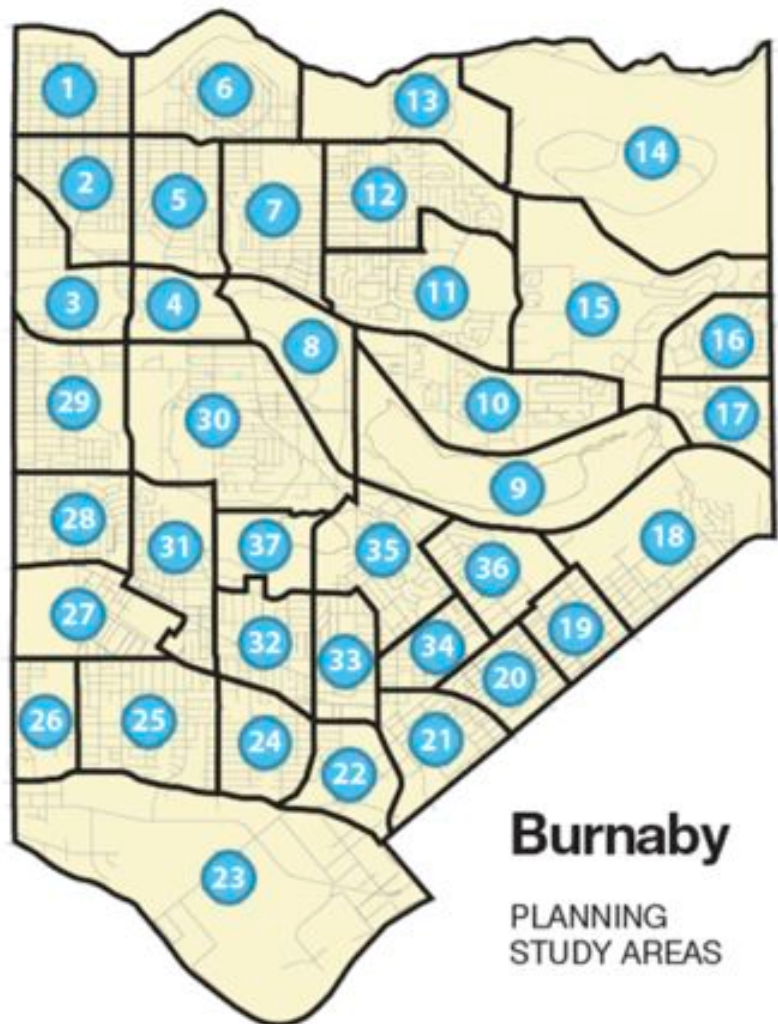


Table 4: Burnaby neighbourhood senior population distribution (Statistics Canada, 2006 Census)

| Neighbourhood | 65 – 69 | | 70 – 74 | | 75 – 79 | | 80 – 84 | | 85+ | | Total |
|------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|--------------|
| | M | F | M | F | M | F | M | F | M | F | |
| 1. Burnaby Heights | 130 | 140 | 100 | 125 | 120 | 105 | 50 | 130 | 55 | 160 | 1115 |
| 2. Willingdon Heights | 210 | 245 | 225 | 155 | 100 | 160 | 115 | 165 | 50 | 165 | 1590 |
| 3. West Central Valley | 20 | 0 | 25 | 10 | 30 | 50 | 0 | 10 | 0 | 0 | 145 |
| 5. Brentwood | 100 | 180 | 170 | 175 | 115 | 95 | 100 | 130 | 40 | 30 | 1135 |
| 6. Capitol Hill | 135 | 140 | 95 | 95 | 45 | 80 | 75 | 70 | 10 | 45 | 790 |
| 7. Parkcrest-Aubrey | 130 | 150 | 100 | 145 | 85 | 85 | 60 | 95 | 30 | 25 | 905 |
| 10. Government Rd. | 90 | 100 | 75 | 90 | 40 | 55 | 15 | 20 | 35 | 55 | 575 |
| 11. Sperling-Broadway | 155 | 195 | 155 | 135 | 130 | 125 | 50 | 75 | 40 | 65 | 1125 |
| 12. Lochdale | 215 | 170 | 150 | 155 | 100 | 70 | 25 | 80 | 40 | 90 | 1095 |
| 13. Westridge | 40 | 40 | 50 | 10 | 10 | 0 | 15 | 0 | 0 | 40 | 205 |
| 14. Burnaby Mt. | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 |
| 15. Lake City | 45 | 50 | 80 | 20 | 20 | 30 | 10 | 25 | 0 | 10 | 290 |
| 16. Lyndhurst | 65 | 90 | 30 | 60 | 45 | 15 | 10 | 20 | 10 | 40 | 385 |
| 17. Cameron | 195 | 175 | 120 | 170 | 90 | 155 | 50 | 140 | 10 | 120 | 1225 |
| 18. Cariboo-Armstrong | 95 | 60 | 80 | 95 | 65 | 90 | 35 | 25 | 20 | 25 | 590 |
| 19. Second Street | 65 | 70 | 70 | 80 | 45 | 80 | 40 | 30 | 20 | 25 | 525 |
| 20. Edmonds | 85 | 135 | 55 | 80 | 75 | 60 | 25 | 10 | 10 | 35 | 570 |
| 21. Stride Ave. | 145 | 140 | 115 | 90 | 50 | 140 | 20 | 65 | 55 | 140 | 960 |
| 22. Stride Hill | 95 | 55 | 45 | 70 | 80 | 65 | 15 | 25 | 0 | 10 | 460 |
| 23. Big Bend | 40 | 15 | 0 | 10 | 0 | 15 | 0 | 10 | 0 | 0 | 90 |
| 24. Clinton-Glenwood | 70 | 85 | 75 | 85 | 75 | 75 | 45 | 70 | 15 | 35 | 630 |
| 25. Sussex-Nelson | 170 | 135 | 175 | 145 | 135 | 100 | 85 | 90 | 80 | 110 | 1225 |
| 26. Suncrest | 20 | 25 | 15 | 10 | 25 | 60 | 10 | 10 | 10 | 15 | 200 |
| 27. Maywood | 195 | 360 | 315 | 255 | 195 | 230 | 160 | 305 | 110 | 215 | 2340 |
| 28. Garden Village | 165 | 170 | 135 | 150 | 125 | 160 | 95 | 165 | 30 | 125 | 1320 |
| 29. Cascade-Schou | 130 | 175 | 145 | 145 | 60 | 145 | 65 | 80 | 40 | 100 | 1085 |
| 30. Douglas-Gilpin | 155 | 220 | 115 | 120 | 150 | 85 | 65 | 65 | 0 | 75 | 1050 |
| 31. Marlborough | 180 | 210 | 180 | 170 | 115 | 185 | 115 | 125 | 60 | 120 | 1460 |
| 32. Windsor | 85 | 70 | 65 | 85 | 75 | 80 | 10 | 55 | 20 | 15 | 560 |
| 33. Kingsway-Beresford | 95 | 90 | 90 | 65 | 45 | 85 | 55 | 35 | 0 | 40 | 600 |
| 34. Richmond Park | 130 | 170 | 100 | 135 | 90 | 100 | 75 | 75 | 30 | 115 | 1020 |
| 35. Morley-Buckingham | 40 | 80 | 70 | 100 | 45 | 45 | 30 | 15 | 0 | 25 | 450 |
| 36. Lakeview | 85 | 125 | 45 | 50 | 55 | 30 | 35 | 20 | 10 | 20 | 475 |
| 37. Oakalla | 25 | 30 | 30 | 45 | 15 | 15 | 15 | 25 | 0 | 10 | 210 |
| TOTAL | 3600 | 4095 | 3305 | 3330 | 2450 | 2870 | 1570 | 2260 | 830 | 2100 | 26410 |

Demographic factors and service needs

Though data to fully predict service needs is currently unavailable, it is useful to consider demographic factors relevant to seniors' vulnerability, such as age, gender, income, activity limitations, living arrangements, and language¹.

Age and gender

Based on results of the Community Action for Seniors Independent (CASI) Pilot Project² showing 76% of clients were female and 45% were 80 years or older, it is reasonable to anticipate that Burnaby Better at Home clients will fit a similar profile. Table 5 shows Burnaby neighbourhoods with high concentrations of seniors *and* of women who are 80 years or older.

Table 5: Neighbourhoods with relatively high population of seniors and women who are 80+

| Neighbourhood | # Seniors | Women 80+ | Men 80+ |
|-------------------------|------------------|------------------|----------------|
| Maywood (#27) | 2340 | 520 | 270 |
| Willingdon Heights (#2) | 1590 | 330 | 165 |
| Marlborough (#31) | 1460 | 245 | 175 |
| Garden Village (#28) | 1320 | 290 | 125 |
| Cameron (#17) | 1225 | 260 | 60 |
| Burnaby Heights (#1) | 1115 | 290 | 105 |
| TOTAL | 7185 | 1645 | 900 |

Income

Income level is not a criterion for using Better at Home services. However, income will be used to assess subsidy rate. The United Way Report on Vulnerable Seniors (2011) indicated that 3,995 senior women and 2,375 senior men in Burnaby have low incomes. Table 6 shows income estimates extrapolated from Metro Vancouver data, based on a Burnaby population of 14,075 senior men and 16,830 senior women.

Table 6: Income distribution estimates

| Income | % of Male Pop. | # Men | % of Female Pop. | # Women | Total |
|----------------|-----------------------|--------------|-------------------------|----------------|---------------|
| < \$10,000 | 6.0% | 845 | 8.3% | 1397 | 2242 |
| \$10K - \$25K | 39.0% | 5489 | 54.2% | 9122 | 14,611 |
| \$25K - \$50K | 30.6% | 4307 | 25.2% | 4241 | 8548 |
| \$50K - \$75K | 13.2% | 1858 | 7.6% | 1279 | 3137 |
| \$75K - \$100K | 4.7% | 662 | 2.3% | 387 | 1049 |

¹ United Way of the Lower Mainland (2013). "Seniors in the Lower Mainland: A Snapshot of Facts and Trends." Prepared by SPARC BC.

² United Way of the Lower Mainland (2012). "Evaluation of the Community Action for Independence (CASI) Pilot Project." Prepared by Chomik Consulting & Research Ltd.

(Statistics Canada release of 2011 income data is scheduled for August 14, 2013.)

Activity limitations

Activity limitations due to health or mobility conditions impact independence. The number of Burnaby seniors with activity limitations: 14,425, or 54.5% of senior population (2006 Census).

- Ages 65 – 74: 6,140 (42.7%)
- Ages 75+: 8,285 (68.7%)

Living alone

Living alone may result in limited support or help for a number of ordinary tasks that impact independence, ranging from putting out the garbage or carrying groceries to housecleaning or transportation to medical appointments or social activities. 7,015 seniors in Burnaby live alone—24.2% of Burnaby’s senior population—the third greatest number after Vancouver and Surrey (2011 Census).

Housing types

Burnaby seniors live in a wide range of housing types:

- Single-detached houses without secondary suites: 11,105 seniors (38.4%)
- Mid to high-rise apartments: 6,135 seniors (21.2%)
- Suites/houses with secondary suites: 4,390 seniors (15.2%)
- Low rise apartments: 4,855 (16.8%)
- Other housing types: 2,470 (8.5%)

Relative to other regional municipalities, Burnaby has a large concentration of seniors’ social housing, with 2,828 units. However, demand continues to exceed supply, with 233 seniors on the BC Housing waiting list and 1,165 in core housing need (spending half of their income on housing).

Language

Language barriers can have a significant impact on seniors’ well being, making it very difficult to access services for health, banking, legal, transportation, and general shopping, as well as community opportunities for social connection, education, recreation, and entertainment. Based on the 2013 United Way report¹, the most common mother tongue spoken by Burnaby seniors is English (11,255, or 38% of the population). Chinese (not specified) is the second most common (2,710 or 9%) and Cantonese the third most common (2,695, or 9%). Korean is the fourth most common mother tongue spoken by all Burnaby residents, which may correspond with the senior population.

2.2 Burnaby community assets

Burnaby seniors have access to a wide range of services and programs provided by the City, social-profit, and for-profit organizations (Appendix B). Key assets include four seniors' centres located in the Bonsor, Cameron, Confederation and Edmonds neighbourhoods. They offer a wide range of programs and activities. They also host weekly wellness drop-in clinics providing blood pressure monitoring, massage, educational presentations and other services. However, sustaining clinic funding has been a challenge for several years due to changes in health authority policies regarding community programs.

For the most part, service providers are well coordinated, with each managing a distinct selection of programs and collaborating with each other to address service gaps. For example, Citizen Support Services (CSS) is a City department. They manage a large volunteer pool that supports grocery shopping, lunch outings and friendly visitors programs. Burnaby Community Connections (BCC) is a social-profit organization that provides volunteers drivers for medical appointments, sometimes working with CSS volunteers. BCC also publishes community resource cards, which are distributed, in part, by senior ambassadors—who are managed by a seniors outreach worker at South Burnaby Neighbourhood House (SBNH). Burnaby Seniors Outreach Services Society (BSOS) hosts a family caregiver support program—and has coordinated education sessions with the City library.

Networks

Partnerships are developed through two community “seniors-centric” networks. Burnaby Seniors Interagency Society (BSIS) is a group of for-profit businesses, social-profit organizations and seniors. They work together to provide educational programs and networking opportunities. Healthy Aging Series workshops address a variety of issues relevant to seniors and are held at seniors' centres throughout Burnaby. An annual Healthy Aging Fair provides an opportunity for seniors and family members to discover community services and resources. BSIS was also the initial sponsor of Voices of Burnaby Seniors Task Force (VOBS, described below), supporting an extensive survey of seniors' needs conducted in 2007³. Project funding sources include The Mulberry/Pacific Arbour Retirement Communities, and the Federal New Horizons for Seniors Program.

Voices of Burnaby Seniors Task Force (VOBS), is funded by the United Way of the Lower Mainland and hosted by BCC. Members include seniors, social-profit service providers, health authority staff, and City representation through a member of Council, a social planner and staff from seniors' centres. With

³ Voices of Burnaby Seniors: A Survey of Burnaby Citizens 55 Years and Older. (December 2007).

strong senior leadership and support from a paid coordinator, members have delivered projects and activities that addressed seniors' transportation, falls prevention, community accessibility, healthcare, housing and advocacy. Project funding sources have included the United Way of the Lower Mainland, Federal New Horizons for Seniors Program, and the Union of B.C. Municipalities.

The community development process revealed some service duplication, mainly due to settlement services being provided to Burnaby seniors by regionally-based organizations such as the Immigrant Services Society of B.C., MOSAIC, and S.U.C.C.E.S.S. There is also some duplication in the publication of service directories. CSS publishes a comprehensive Senior Citizens' Resource Guide every two years, which is also available online in pdf format. BCC publishes an annual Community Resource Guide, with a section listing seniors' community services. The Burnaby NewsLeader community newspaper also publishes an annual directory of for-profit and social-profit service providers.

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

Voices of Burnaby Seniors (VOBS) Task Force conducted a comprehensive survey of seniors in 2007³. Participants were a relatively active and healthy group of people aged 55 and older (now 61+), who were "...managing well with their current housing and activities of daily living." (p. 13). However, improving housing assistance for renters, providing more affordable and adaptable housing options, improving community and transportation accessibility, and addressing support service needs (e.g. home maintenance and repairs) were considered priorities to, "...allow seniors to remain physically and financially independent." (p. 14).

In 2012, the Office of the B.C. Ombudsperson published results of their comprehensive work regarding, in part, seniors' home support and care⁴. The Report notes that extensive changes in home support policies since 1992 included, "...elimination of meal preparation, transportation and housekeeping services that had been part of the program before." Community development participants referred to the services that had been provided by the health authority with a sense of loss and longing. Several talked about caring for older parents prior to the 1990's and experiencing the scope, structure, process and high quality of care.

⁴ British Columbia Office of the Ombudsperson. (February 2012). "The Best of Care: Getting it right for seniors in British Columbia." Public Report No. 47.

In March 2013, Burnaby City Council approved a work plan for phase 1 implementation of the City's Social Sustainability Strategy. Actions that were deemed to be, "...acted upon as the opportunities arise," and are related to seniors' non-medical support needs include:

- Action 5: Continue to advocate to the federal and provincial governments for a stronger system of community-based seniors care to ensure timely access to the full range of public services which seniors need to remain independent and connected members of the community.
- Action 37: Building upon the City's Citizen Support Service program to increase community outreach to isolated seniors, working with partners such as VOBS, B.C. Housing Management Commission, community agencies and the United Way of the Lower Mainland.

Other recommended actions relevant to seniors include: develop community gardens, address food security, conduct accessibility audits and emergency preparedness campaigns, and hospital advocacy.

General community development findings reflected results of VOBS, the Ombudsperson and the City Social Sustainability Strategy. Participants recognized the Better at Home approach echoes previous healthy authority programs, but with a great emphasis on volunteers as service providers.

Participants identified the need for several specific services that, while non-medical, do not fit the Better at Home model, such as: Help completing forms, household and financial management, meal preparation, service information and referral, pet care, and translation and interpretation, especially at appointments with medical, legal or financial professional. Several requested a daily phone call service— they did not know this is already offered by Citizen Support Services.

Ultimately, Burnaby seniors' needs related to non-medical home support services include:

- Responsive and client-centred services: *"Personal, not dealing with the senior as a 'number'." (Senior participant)*
- Flexibility in service delivery: *"Will let you do things in your funny little ways and not try to change you." (Senior participant)*



- Well-connected community agency: *“The organization should be (a) Known in the community (b) Understand the community (c) Have access to volunteer partners to offer the services...” (Senior participant)*
- Well-trained service providers: *“Some people think, ‘I’m just a volunteer.’ If they don’t perform good, they end up hurting the people they are supposed to be helping.” (Senior participant)*
- Safe and credible: *“It takes a leap of faith to have a stranger in your house.” (Senior participant)*
- Familiar with aging processes and dynamics: *“Knowledge of seniors and what we’re about.” (Senior participant)*

2.4 Suggested opportunities for service integration/coordination

As noted above (section 2.2), Burnaby service providers currently coordinate a number of services and programs, supporting each other with direct referrals and working together on projects. Participants said they hoped existing services could be expanded, for example:

- Expand BCC’s current seniors’ transportation program to include rides to a wide variety of destinations, through volunteer recruitment and training support with CSS.
- Expand the CSS grocery-shopping program to include shopping at stores offering a greater choice of ethnic foods, working with volunteers who speak different languages from a number of different agencies.
- Expand the SBNH Senior Ambassador Program to provide more information and referral and possibly expand friendly visiting, which is currently provided by CSS.
- Partner with PosAbilities and/or L’Arche Greater Vancouver to provide light housekeeping services through their client job-training programs.
- Develop ways to connect senior immigrants from different ethnic groups—who often don’t speak English—with community services and programs, perhaps through collaboration between settlement organizations such as MOSAIC and S.U.C.C.E.S.S., SBNH and staff at seniors’ centres.
- Develop ways to cross-promote services to existing senior clients, i.e. connect Meals-on-Wheels clients with friendly visiting, Senior Ambassadors or the home library service.

3. Community Readiness

3.1 Existing infrastructure, volunteer base, willingness

Infrastructure

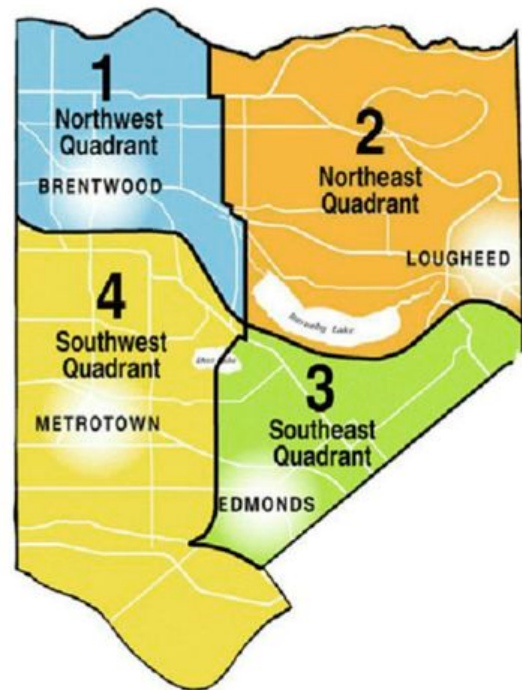
Burnaby has a comprehensive and well-integrated infrastructure to support a Better at Home Program. The City is organized into four quadrants with one regional town centre (Metrotown), and three municipal town centres (Brentwood, Edmonds and Lougheed).

There are multiple major transportation routes for north-south and east-west connections: Hastings St., Lougheed Highway, Highway 1, Canada Way, Kingsway, Marine Way, Royal Oak, and Boundary Rd. The City is also well-served by public transit, with two Skytrain lines (Expo and Millennium) and extensive bus and community shuttle services—though north-south bus schedules can be limiting and there have been service reductions across the system.

Each quadrant includes a full range of amenities to support seniors' ability to live independently, such as: community programming and health, educational and social services. Seniors also have many for-profit businesses to choose from that provide: housecleaning, home support, transportation, prepared meals, moving or downsizing services, home repair, and more. Though senior residents may be very attached to their neighbourhood, seniors' centre and commercial district, many are willing to cross quadrant "boundaries" for programs and activities.

The City provides strong support for the seniors' sector as an information resource, as active participants with groups and projects, and through promotion of services, programs, and activities.

All the agencies that participated in the community development process serve seniors living anywhere in the City. As described above, relationships are built through groups such as BSIS and VOBS and are reinforced by strong senior and service provider leadership. Service providers develop partnerships to help address clients' needs when it is feasible, and meets organizational mandates and capacity. Where there is duplication of services, organizations often work in parallel, to meet the needs of Burnaby's diverse population.



Volunteer base

Burnaby has a large volunteer base providing services to seniors. For example:

- Burnaby Meals-on-Wheels has 15 volunteer drivers and approximately 6 drivers for the BCC seniors transportation program.
- Burnaby Seniors Outreach Services (BSOS) manages approximately 25 senior volunteer peer counselors.
- Citizen Support Services (CSS) manages up to 300 community volunteers offering their time to deliver services to more than 600 senior clients.
- South Burnaby Neighbourhood House (SBNH) manages approx. 25 senior ambassadors.

(Note that individuals may volunteer for more than one program.)

Volunteers in all of these programs participate in extensive training to both understand service delivery and learn how to work well with seniors. Volunteers also represent many different ethnic groups and speak different languages. Organizations work together to provide training: BSOS delivers training for SBNH senior ambassadors and BCC is exploring working with CSS for transportation volunteer training.

Willingness

Overall, seniors and service providers were very supportive about having a Better at Home Program in Burnaby, recognizing a need for all of the non-medical services in the “basket”. Concerns expressed in the beginning of the community development process were mainly about the process itself: Who would choose the lead agency? Who would decide what services were offered—and how much they cost? How would seniors learn about services and who would qualify to receive them? When participants understood the opportunity to take an active role in shaping the program, most of those concerns diminished.

Service provider participants were interested in learning how the lead agency(ies) would partner with each other and with other service providers; they support building on existing programs rather than creating something new.

3.2 Potential risks going forward

Participants’ main concerns are about volunteer capacity to meet a high anticipated demand for services, and program sustainability. Current volunteers are concerned about being asked to do more than they already are, and service providers recognize the persistent challenge of volunteer recruitment and retention. Seniors and service providers have all experienced the impact of funding policy changes

or reductions and hope Better at Home success will ensure adequate, sustainable funding well beyond a few years.

Developing clear criteria to support manageable client intake processes and meet service needs, and establishing strong partnerships within the community, will be critical features of a successful Burnaby Better at Home Program.

4. Burnaby Better at Home Program Details

4.1 Preferred services based on community consultations and identified needs

Participants identified increasing social contact and connections as a core need. They discussed whether Friendly Visiting should be identified as a priority service—or whether socializing would be integral to transportation and housekeeping services. Making conversation while on the road to a destination and exchanging stories while helping a senior clean house must be an essential part of the full service relationship.

*“The most important characteristic of any organization must be the human touch.”
(Senior participant)*

Table 7: Service priorities

| | Surveys/Interviews (170 participants) | Community Meeting (44 participants*) |
|----|--|---|
| 1. | Transportation (74) | Transportation |
| 2. | Light housekeeping (68) | Friendly Visiting |
| 3. | Grocery shopping (58) | Grocery Shopping |
| 4. | Friendly visiting (57) | Light Housekeeping |
| 5. | Minor home repairs (48) | <i>(Only identified top 4.)</i> |
| 6. | Light yard work (39) | – |
| 7. | Snow shovelling (29) | – |

** As noted above, Community Meeting participants may have already participated in other community development activities.*

The community development process identified Transportation is the most preferred service. Participants hoped the BCC program could be expanded to include rides to a variety of destinations beyond medical and dental appointments, such as visiting a family member in hospital or going to the bank, a community event or to visit a friend. Some participants wanted rides to the grocery store to, *“Buy my kind of food—Japanese!”* or, *“To squeeze the tomatoes myself...”*

Participants identified Light Housekeeping as the second most important service (though it was rated less important than Friendly Visiting at the Community Meeting due to the point noted above.) Help is needed for a range of cleaning from basic dusting, vacuuming and bathrooms to drapes and window blinds. There were also more personalized requests:

- “Putting the garbage out (because I live on a steep hill).”
- “Carrying the laundry basket to the laundry room (which is on another floor).”
- “Turning the mattress and changing sheets.”
- “Washing windows and patio doors.”
- “I can spray the oven but can’t reach or scrub to clean it.”

Participants also want service providers to clean *with* senior clients as much as possible, rather than simply doing it *for* them; the movement required for housekeeping can help maintain physical strength and mobility.

Grocery shopping was identified as the third most important service. Participants hoped a greater variety of stores could be included in the CSS Shop-By-Phone and Shopping Buddies Programs.

When participants were asked to *prioritize* service needs, Friendly Visiting was identified as the fourth most important service—as long as it is integrated through all aspects of delivering higher priority services.

Minor home repairs and light yard work were both identified as needed services, but were considered less essential to being able to live independently. Existing yard work services provided by L’Arche were highly recommended.

Snow shovelling was discussed very little; help is available through the City’s Snow Angel program.

4.2 Key lead organization criteria

Participants were asked to identify important characteristics of a lead agency. Responses were organized into four categories: Integrity, knowledge, professionalism and capacity.

Integrity: Trustworthy, compassionate, patient, kind, discreet.

“The most important characteristic of any organization must be the human touch.” • “Be welcoming at the door.” • “Friendliness, understanding, helpful.” • “Accountability, trustworthiness, dedication, compassion.”

Knowledge: Of seniors and all aspects of aging; of existing services and referral processes, of diverse populations and cultures.

“Experience providing supports to seniors in their community.” • “Excellent understanding of the issues facing Burnaby seniors, especially those living alone.” • “Reach out to all seniors irrespective of their ethnicities.” • “Must understand seniors health issues and changes.” • “Have the competency in addressing diverse needs: cultures, languages, sexual orientation—all inclusive.”

Professionalism: Leadership, partnerships, training, ethics.

“Well run and organized.” • “Bonded, and criminal records checks for everyone.” • “One-stop-shop, able to refer to other services.” • “Easy to contact by telephone, person-to-person or one point to leave a message.” • “Good volunteer management system.” • “Training, crisis support.”

4. Capacity: Organizational, volunteers, community relationships.

“Be well connected; use a team approach.” • “Knows community demographics.” • “Should be known in the community.” • “Organization that can meet the needs of clients while supporting needs of volunteers.” • “Already providing some level of services to seniors.” • “Has existing relationship with seniors and can cast a net to catch seniors in need.”

It was interesting to see that *all* the statements about integrity came from seniors; perhaps service providers assume kindness and compassion will be part of service—while seniors do not.

Seniors and service providers made about the same number of comments about knowledge of seniors and cultures being important, but service providers made many more comments about knowledge of services. Seniors may assume service providers are familiar with all the services available—while service providers realize they cannot know about all the programs provided by the wide variety of agencies.

When culture was identified as a priority, responses indicated a desire for a good fit between client and volunteer/service provider: *“I want to be able to have food I like (from Japanese to Canadian)...”* and, *“I find it very hard to understand people who speak with a strong accent (because of hearing loss)”*.

Seniors and service providers shared similar concerns about professionalism and organizational capacity—but service providers put far more emphasis than seniors did on volunteer capacity and community relationships. This may reflect experience with volunteer recruitment, training and retention, and the limited time available for networking with other organizations.

4.3 Proposed lead organization

Five organizations expressed interest in being lead agencies: Burnaby Citizen Support Services, Burnaby Community Connections, MOSAIC, South Burnaby Neighbourhood House and S.U.C.C.E.S.S. All five delivered presentations at the stakeholder meeting, sharing their vision and describing their capacity to deliver the Burnaby Better at Home Program.

The community and stakeholders supported two organizations as prospective lead agencies: Burnaby Citizen Support Services (CSS) and Burnaby Community Connections (BCC). Community development results supported several organizations as prospective partners (in alphabetical order):

- Burnaby Seniors Outreach Services Society: To connect with seniors needing services through Senior Peer Counseling and Family Caregiver Project.
- City of Burnaby service providers: To connect with seniors needing services and to promote Better at Home in the community through the home library service, seniors centers, wellness programs, and even emergency responders.
- Community Living BC, L'Arche and PosAbilities: To provide housekeeping services through their job training program(s).
- MOSAIC: To support multicultural needs.
- South Burnaby Neighbourhood House: For Senior Ambassadors to connect with senior clients.

In the weeks following the stakeholder meeting, representatives from CSS and BCC discussed options for moving forward. After gathering more information about capacity and working with the United Way field coordinator, Burnaby Citizen Support Services emerged as the lead agency. In addition to strengths such as volunteer capacity, existing seniors' services and the large senior client base, the City is able to provide in-kind value through staff time, office space, technology and administrative support. BCC was selected as a key partner to host a part-time coordinator and deliver transportation services.

5. Recommendations and next steps

Citizen Support Services (CSS) will submit an application in August 2013 to begin receiving funding in October 2013. They will form an advisory committee (Appendix C) and work with Burnaby Community Connections (BCC) and other recommended partners to plan and coordinate resources to start delivering services in early 2014. They will work with BCC to host a part time coordinator and deliver transportation services. CSS will contract light housekeeping services to agency(ies) selected through a proposal process, and work to develop a partnership through PosAbilities' job training program.

Appendix B: List of Community Assets and Relevant Services

For comprehensive service provider listings, refer to one of these three Directories:

1. **Burnaby Seniors Citizens' Resource Guide:** Published every two years by the City of Burnaby, Citizen Support Services, this is the most comprehensive directory of not-for-profit services for seniors, with some advertising by for-profit service providers. Call: 604-294-7980.
<http://www.burnaby.ca/Our-City-Hall/City-Departments/Citizen-Support-Services/Services-for-Seniors-and-People-with-Disabilities.html>
2. **Community Resource Guide:** Published every year by Burnaby Community Connections, with a section listing seniors resources. Lists key not-for-profit services for seniors. Call: 604-299-5778.
<http://www.burnabycommunityconnections.com/crg.shtml>
3. **Living 60+ | A directory for seniors in Burnaby and New Westminster:** Published annually by the Burnaby NewsLeader newspaper. Lists for-profit and not-for-profit service providers.

Networks

1. **Burnaby Seniors Interagency Society:** Network of not for profit agencies and businesses in Burnaby. BSIS has been active for over 25 years in Burnaby providing educational programs and networking opportunities for seniors and those providing services to them. Sponsors two annual programs: Healthy Aging Series of workshops and a Healthy Aging Fair. Call: 604-526-2248 or 604-294-7497.

Members include: A Helping Hand Organizing Service, Age-Rite Consulting & Services, Alternatives Funeral & Cremation Services, BC Association of Community Response, BC Eldercare Massage, BC Gov't Retired Employees Assoc., BJK Seniors Advocate, Bonsor 55+ Society, Burnaby Meals on Wheels, Burnaby Parks, Recreation & Cultural Services, Burnaby Partners in Seniors Wellness, Burnaby Seniors Outreach Society, Citizen Support Services, Comfort Keepers, Desjardins Financial Security, Diamond Geriatrics, Driving Miss Daisy Seniors' Services, Fraser Health Lifeline, Fuller Daily Money Management, Good Riddance Professional Organizing Solutions, Harmony Court Care Centre & Estate, Helping Hands & Heart Care Services, Home James Services For Seniors, Lifetime Leisure Services Ltd., New Vista Society, Nurse Next Door, Personalised Dementia Solutions, South Burnaby Neighbourhood House Society, The Mulberry Retirement Residence, The Poppy Residences, Transitions Moving Facilitators Inc., Voices of Burnaby Seniors.

2. **Voices of Burnaby Seniors Task Force (VOBS):** Network of seniors and not-for-profit service providers developing projects to support seniors in being independent and connected community members. Funded by United Way of the Lower Mainland. Subcommittees focus on Advocacy, Information and Outreach, and Transportation. Call: 604-515-1718.

Members include: Alzheimer Society, BC Muslim Association, Bonsor 55+ Society, Burnaby Community Connections, Burnaby Family Caregiver Program, Burnaby Hospice Society, Burnaby Meals on Wheels, Burnaby Mental Health and Substance Use Services, Burnaby Public Library, Burnaby Seniors Outreach Services Society, City of Burnaby, Confederation Centre, Community Living BC, Edmonds 55+ Centre, Fraser Health, ManTalk Program, MOSAIC, MVT Canadian Bus Inc. HandyDART, South Burnaby Neighbourhood House.

City Services

| Provider | Services/Programs |
|--|--|
| Burnaby Citizen Support Services 604-294-7980 400 – 4946 Canada Way, Burnaby BC V5G 4H7 www.burnaby.ca | Shopping Buddies, Daily Phone Call, Grocery Shop-by-Phone, Volunteer Visitor, Bus Trips, Lunch Programs, Resource Guide |
| Seniors 55+ Centres Bonsor Recreation Complex 604-297-4580 6550 Bonsor Ave, Burnaby BC V5H 3G4 Cameron Centre 604-297-4456 9523 Cameron St, Burnaby BC V3J 1L6 Confederation Centre 604-297-4810 4585 Albert St, Burnaby BC V5C 2G6 Edmonds 55+ 604-297-4838 7433 Edmonds St, Burnaby BC V3N 1B1 http://www.burnaby.ca/Things-To-Do/Community-Centres/Seniors-Centres.html | Membership fee provides access to 55+ activities that include: Luncheons, bus trips, games, fitness classes and more. Centres also offer health alert programs to monitor a variety of health measures. |
| Burnaby Public Library: Home Library Service 604-436-5423 | Delivers library materials free of charge to seniors who have difficulty using the library because of ill health, disability, frailty or lack of access to transportation. |

Health Authority

Fraser Health provides a range of services, including: Advance Care Planning, Falls Prevention, Hospice/Palliative Care, Home Health, Lifeline, Specialized Seniors Clinic, Stroke Recovery, and more:
www.fraserhealth.ca

Key Community Services

| Provider | Services/Programs |
|--|--|
| Alzheimer Society of BC 604-681-6530 103-5623 Imperial St, Burnaby BC V5J 1G1 www.alzheimerbc.org | Help and information for family and friends of people with Alzheimer’s disease and related dementia. |
| BC Muslim Association 604-524-4499 5060 Canada Way, Burnaby BC V5E 3N2 www.bcmaburnaby.org | Organize seniors activities. |
| Burnaby Community Connections 604-299-5778 204 – 2101 Holdom Ave, Burnaby BC V5B 0A4 www.burnabycommunityconnections.com | Seniors’ transportation program, providing rides to medical appointments. |
| Burnaby Hospice Society 604-520-5087 6855 Kingsway, Burnaby BC V5E 1E4 www.burnabyhospice.org | Compassionate care to individuals and families during the end-of-life journey. |
| Burnaby Meals-on-Wheels 604-299-5754 #205-2101 Holdom Ave, Burnaby BC V5B 0A4 www.MealsOnWheels-Burnaby.com | Provides nutritious, local and affordable meals to people who—for physical, mental health, social or economic reasons—are unable to meet their dietary needs. Includes option to have Chinese meals. |
| Burnaby Mental Health and Substance Use Services 604-777-6870 7155 Kingsway, Burnaby V5E 2V1 | Outpatient support recovery programs to individuals coping with drug and alcohol addictions. |
| Burnaby Seniors Outreach Services 604-291-2258 #106-2101 Holdom Ave, Burnaby BC V5B 0A4 www.bsoss.org | Peer support programs for the emotional well being of seniors: Burnaby Family Caregiver Program, Senior Peer Counselors, ManTALK Program |
| Canadian Mental Health Association 604-874-7881 110-2425 Quebec St, Vancouver BC www.cmha.bc.ca/how-we-can-help/adults/bounceback | Bounce Back Program: Community based strategies to improve mental health. |
| Canadian Red Cross Society 604-522-7092 | Equipment loan service – canes, crutches, wheelchairs, walkers, etc. – for up to 3 months. |
| Community Living BC 604-660-8124 #203-4946 Canada Way, Burnaby BC V5G 4H7 www.communitylivingbc.ca | Funds supports and services to help adults with developmental disabilities and their families. |
| L’Arche Greater Vancouver 604-764-6601 7401 Sussex Ave, Burnaby BC V5J 3V6 www.larchevancouver.org | Neighbours Helping Neighbours – reach out to the elderly who need help with gardening, lawn maintenance, debris removal, light repairs. |
| MOSAIC 604-438-8214 5902 Kingsway, Burnaby BC V5E 1G5 www.mosaicbc.com | Services and programs to immigrant adults 55+ to address settlement or integration issues. |

| | |
|--|---|
| <p>Self Management BC 604-940-1273 www.selfmanagementbc.ca</p> | <p>Workshops and online programs for chronic disease self-management.</p> |
| <p>South Burnaby Neighbourhood House 604-431-0400 4845 Imperial St, Burnaby BC www.sbnh.ca</p> | <p>Seniors Outreach and Seniors Together Programs to reduce isolation due to barriers such as language.</p> |
| <p>S.U.C.C.E.S.S. 604-430-1899 200-5172 Kingsway, Burnaby BC V5H 2E8</p> | <p>Educational, social, recreational, health promotion programs; cultural activities and senior mutual help groups. Also Chinese Meals-on-Wheels.</p> |
| <p>Western Institute for the Deaf and Hard-of-Hearing 604-736-4731 2125 West 7th Ave, Vancouver BC V6K 1X9 www.widhh.com</p> | <p>Deaf and Hard-of-Hearing Seniors Outreach (DHHSO) to help seniors improve their quality of life outside the home. One-to-one companionship, home visits, assistance with transportation and to accompany deaf senior citizens for outings.</p> |

Appendix D: Media Coverage

New seniors' program seeks public input

Better At Home program organizers are looking for suggestions on how it should work and run in Burnaby

BY JENNIFER MOREAU, BURNABY NOW MAY 31, 2013

A program supporting seniors who want to live at home longer has come to Burnaby, and organizers are calling for the public's input on how the program will work locally.

Better At Home is a program that helps low-income seniors with various tasks, to help them live independently in their own homes.

Each community that adopts the program can decide what services to focus on, which is why organizers are hosting a public input meeting on Thursday, June 6, from 9 a.m. to noon at the Shadbolt centre in Burnaby.

Gerontologist Mariam Larson is the Better at Home community developer for Burnaby.

Since April, she's been talking with seniors and service providers about what would help Burnaby seniors remain independent for as long as possible.

Better At Home is a program funded by the B.C. Health Ministry and delivered by the United Way.

It's designed to help low-income seniors get help with non-medical tasks, such as friendly visits, help with groceries, minor home repairs, transportation, light yard work and housekeeping, depending on the needs of the community.

Volunteers typically deliver the services, and seniors pay based on their income.

The fees go back into the program to support others who are using the services.

The program is meant to help low-income seniors without taking business away from the private sector. To register for the public input meeting, call 604-515-1718 or email manage@mariamlarson.com.

For more information on the program, visit www.betterathome.ca.

The Shadbolt Centre for the Arts is located at 6450 Deer Lake Ave. jmoreau@burnabynow.com

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