



United Way



United Way helping seniors
remain independent.

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

**Creston Better at Home
Community Engagement Process Report
Myrna Johnson February 2014**



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1. Introduction

1.1 *Better at Home* Program Introduction

Better at Home is a program that helps seniors with simple day-to-day tasks 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 being 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 visits
- transportation to appointments
- snow shovelling
- light yard work
- simple home repairs
- grocery shopping
- light housekeeping

Creston has been identified as a potential Better at Home site for April 2014. Myrna Johnson was contracted as a 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 Community Development Approach

The community development process consisted of determining seniors' needs through a senior's community survey which was done by email, over the phone, in person or through a family member, friend or relative. There were also various meetings conducted face-to-face which assisted with capturing information. The community developer captured data while attending social functions and allowed people to contact her with responses and follow-up by phone, in person or via email.

With 186 volunteer groups, organizations and clubs in the area, most (94%) having senior involvement, it is important to get into the community to contact all of the groups. To successfully engage in community engagement work in Creston one has to engage in individual one-on-one contact not only with the groups, organizations, clubs and their membership, but also with the seniors themselves in the general population.

As a well-known member of the Creston community, the community developer carried program information (pamphlets, FAQs, surveys) with her constantly, using various opportunities to engage with the public to gain input from seniors and stakeholders about Better at Home.

The community developer engaged in morning visits to local bakeries and coffee shops to ensure individual contact with patrons. Surveys and *Better at Home* information packages were delivered to Gleaners, churches, general stores, banks, drug stores, the library, the hospital, doctors' offices, dentists, and various interested individuals. Program information and the *Better at Home* survey were delivered to Town Hall, Regional District of Central Kootenays – Areas A/B/C, the Fire Hall, RCMP, the Community Centre and various non-profit organizations.

The community developer engaged in extensive program promotion, awareness and survey gathering at community events. These included public presentations at Farmers' Market, akLu National Sports Day, the Wellness Clinic and senior days at local stores. The Columbia Basin Symposium – *Seeds for Success* – was an opportunity to network and raise awareness of the program. Local school newsletters were used to post information on the *Better at Home* program and provide community developer contact information for follow-up questions. A presentation was conducted to the Creston Town Council and then surveys were made available on their website.

The community developer presented the community development findings at a public meeting in December 2013, giving the public the opportunity to pose questions. In particular, the priority services and key criteria for a lead organization were discussed at both the community and stakeholder meetings. Various strategies for how best to implement the program through enhancing existing services and implementing new services through an appropriate non-profit society were discussed; these are presented for informational purposes later in the report.

There were a total of 1,300 surveys handed out in the Creston area. Of these surveys, 1,198 were filled out, including 46 from surrounding communities and 75 from the town hall site. A mere 102 surveys were not returned. As of the end of December 2013, 1,198 surveys were completed; 967 by seniors and 231 by caregivers. The detailed survey results, listing service priorities identified by priority, can be found in [Section 4](#).

2. Community Profile

2.1 Description of Creston's senior population

Creston is has a population of 5,306 and 41% of the population is over 55 years (national average is 21%; StatsCan, 2011). Creston Valley has facilities and attractions which are well suited to the trends of the aging population including, golfing, kayaking, arts appreciation, birding, gardening, which combined with the mild climate, contribute to the factors attracting older adults to the area. The service sector accounts for 79% of the employment in town and 60% for the remainder of the Creston Valley. (Mulcair, 2001) People who have been attracted to the valley speak about the 'good energy' they feel here. There is no doubt that our farms produce world-renowned quality fruit and vegetables. This nurturing community is provincially recognized for its elderly support services, and in addition Creston offers professional services for mental-challenged individuals.

A detailed population breakdown is presented in the table below. Older adults, particularly older females (many of which are likely to live alone) should receive focused attention as part of Better at Home as a demographic likely to be particularly isolated, vulnerable, and at risk.

Creston 2011 Statistics

| Population | Total | Male | Female |
|------------|-------|------|--------|
| 55-59 | 425 | 190 | 235 |
| 60-64 | 490 | 235 | 255 |
| 65-69 | 420 | 185 | 235 |
| 70-74 | 380 | 175 | 205 |
| 75-79 | 375 | 175 | 200 |
| 80-84 | 270 | 115 | 155 |
| 85 + over | 310 | 105 | 205 |

Source: StatsCan, 2011

Creston seniors are very independent and try to remain self-sufficient for as long as they can. There is a sense of community in various neighbourhoods, with neighbours helping with snow shovelling and day- to-day activities instead of asking their families for help. Seniors do not want to be an inconvenience to family.

Many seniors moved to Creston to retire for the mild weather or relocated for work. Others were born and raised here. Most do not access their family for non-medical home support services, but instead turn to neighbours or friends.

Most seniors living in Creston are involved and participate fully in the community. Many seniors are actively involved in recreational opportunities, programs, private organizations, clubs and the senior centres. Our seniors are active, volunteering, engaged and adding to the social fabric of the community.

The community engagement process indicated that only 42 percent of respondents are willing to pay for *Better at Home* services. This is due to limited funds available to them and felt ashamed to having to admit they were poor.

2.2 Creston’s Community Assets

Creston has a variety of assets and organizations serving seniors and the wider community. It is important to examine this as a source of strength for *Better at Home* to build upon and integrate within in the coming months of planning and implementation.

Of particular interest are the local organizations that have experience providing services similar to those in the Better at Home basked. The following organizations have experience providing Better at Home-type services such as transportation, housekeeping, minor house repairs, yard maintenance, grocery shopping, and friendly visits:

- Therapeutic Activation Program for Seniors
- Travel Assistance Program
- Creston and District Community Resource Centre

- Creston & District Society for Community Living
- Creston Valley Transit
- Dustpan Diva Cleaning Services
- Kootenay Medical Supplies Ltd

For a detailed list of assets and organizations, please see [Appendix B](#).

2.3 Service Provider Insights

Service providers identified seniors most in need of the *Better at Home* program as being:

- low income
- isolated individuals
- people with disabilities

Many service providers believe with that more education/information on services available will help to make *Better at Home* a success that builds on existing community assets. Service providers in our area recommended that individuals 55+ years of age be eligible for the *Better at Home* program, with particular priority given to those living with significant disabilities, mobility issues, mental health concerns, and disease-related health problems. It is hoped that the Lead Organization takes cognisance of these recommendations.

2.4 Seniors' Needs Related to Non-Medical Home Support Services

Seniors surveyed had various concerns regarding non-medical home support services. In particular, they mentioned affordable housing, safety when engaging in home repair, housekeeping, yard work, and snow removal. They indicated that transportation was a key priority and that social interaction is an under-served need in the community.

There is also the issue of poverty and limited income in the community, with many seniors struggling to find enough money to cover monthly bills for heat, groceries, medication, utilities, and a phone.

Seniors indicated that locating resources is difficult because many do not know who to call for help. There are over 100 seniors in Creston who do not have a phone landline. Even many seniors with phones find that the automated systems are difficult to maneuver and voice mail recordings can be confusing, upsetting, and frustrating.

The Internet service providers in Creston have long waiting lists. There are seniors that have access computers and the knowledge and confidence to use them, but such seniors are few and far between. Many seniors reported being confused and unable to fill out online forms. Online banking is not personal and most do not trust this service. Seniors prefer to have their personal business and financial needs done in person with one-to-one contact. All of these issues should be taken into account when planning for the implementation of *Better at Home* services.

Low income seniors are at a greater risk of being unable to access to transportation, safe senior-friendly affordable housing, adequate and nutritious food. While not all of these services are part of the *Better at Home* basket, it is important to consider the whole context of low income seniors' realities when working with clients to deliver non-medical home support services.

As will be seen later in the report, transportation emerged as a key issue for seniors, particularly regarding access for services, shopping, groceries, banking and paying bills, medical appointments, and attending social events during the day and in the evening.

Isolation and loneliness is very hard on seniors, but can be alleviated by providing companionship, socialization, and visitation, all of which fall under Friendly Visiting within the *Better at Home* basket of services.

Creston is a very rural community with many seniors living and working on acreages and farm land. Some are isolated due to their extremely low income and cannot afford to move to town. Many of the seniors in Creston have complex health risks and do not call for help prior to an emergency situation. Often the nearest neighbors are over 10 minutes' drive away, another issue to consider when planning *Better at Home* in a rural context.

The need for safe, low-cost housing in Creston is very serious issue, with our population being 40+% seniors. The percentage of senior population continues to grow each year and seniors interviewed noted that pet friendly housing is another vital need. All of the subsidized units in Creston are occupied and have multiple year waiting lists.

Seniors identified the daily tasks of opening cans/jars and preparing food as a struggle, particularly for seniors experiencing health and mobility issues. Preparing food can be a difficult task and many seniors noted they would like access to nutritional meals based mainly in fresh food rather than frozen or container foods. Creston used to have an excellent *Meals on Wheels* program for seniors as meals were delivered and individual contact being a valuable side-effect of the service. Unfortunately, the service has been replaced with a frozen meal option where clients have to arrange pickup and storage for 20 days at a time. The valuable one-on-one, in-home contact is also missing from the frozen meal service. While meal preparation and/or delivery falls outside the scope of the *Better at Home* program, it is important to note this as a key community need from the perspective of seniors.

Creston is a very caring community and people do try to help each other. Challenges are always present and have limited resources. The *Better at Home* program will not solve every need, but will help meet more of the non-medical home support needs of seniors and will complement the work of others in the community already doing great work in the sector.

Seniors in Creston and surrounding area have expressed a need for all of the non-medical support services being offered in the *Better At Home* basket of services. Specific prioritization of the services in the *Better at Home* basket is discussed later in this report.

2.5 Service Coordination

There are various opportunities for non-medical home support service integration and coordination in Creston. This will require cooperation from various organizations, including those listed below. These organizations have experience with seniors and related home-support programs and therefore present opportunities for *Creston Better at Home*.

- Therapeutic Activation Program for Seniors
- Community Greenhouse Program – Harvest Share
- Kootenai Community Centre Society
- Creston & District Society for Community Living
- Rotocrest – New Horizons Seniors
- Lower Kootenay Band
- Ministerial Society
- Creston Valley Hospice Society
- Creston Valley Home Support and Caregiver Network

2.5.1 Transportation

The number one *Better at Home* service priority issue identified during the community engagement process was transportation. This priority was discussed extensively at the stakeholders meeting and it was concluded that Creston already had teams and systems in place for working on this particular issue. A community awareness program and revised schedule route for the BC Transit Community Bus and HandyDart Bus will be completed. Mayor Ron Toyota is in talks with BC Transit and it is anticipated that the transportation system for seniors and other members of the community will be vastly improved in the coming year.

Regarding medical appointments in Cranbrook, community members can use the BC Transit Community Bus for a fee of \$5 roundtrip on Tuesdays and Thursdays. The hospital in Cranbrook is the main hospital for the Central and East Kootenays and the Community Bus system will work if appointments are within the bus time schedule. The concern is that the bus will not wait if appointments are late or outside of that schedule.

There is currently no bus to Trail where other out-of-town medical appointments are often scheduled. These appointments are usually for heart problems, other specialists, and treatments not possible in Cranbrook. This is a serious problem and presents an ongoing gap in services which *Better at Home* may wish to consider addressing in the future, if capacity allows.

Another concern is that there is no current bus service on Saturdays, Sundays or statutory holidays, which presents a problem for seniors relying on buses for transportation to social events and other appointments.

During the stakeholder meeting the group discussed the possibility of putting on public bus services for the following special events:

- Farmer's Market
- Gleaners Coat and Boot Sale
- Canada Celebrations
- Blossom Festival activities
- Footlighters productions at PCSS

2.5.2 *Light Housekeeping*

There are a range of options for light housekeeping in Creston but community engagement indicated that seniors prefer that this be done in a professional fashion. Specifically, seniors requested that services such as cleaning the bathroom, vacuuming, washing walls, and window cleaning be part of the service. Currently, seniors on fixed incomes are unable to pay for these services and even if they are able to pay sometimes, they report many contractors not completing the job properly.

2.5.3 *Simple Home Repairs*

Home repairs are expensive for seniors on a fixed income in Creston and pose serious challenges if seniors do not have outside help from friends and family. Often, repairs are left undone or makeshift repairs are done, thereby compromising safety. Home repairs were identified as a key priority for *Better at Home*. Community members mentioned that they would like contractors to experience working with seniors.

2.5.4 *Friendly Visiting*

Many seniors are isolated, have no family nearby and feel disconnected. Friendly visits were indicated by seniors and stakeholders to be very important. While TAPS, Palliative Care, and churches each have a limited wellness check/phone call tree in place to check on seniors, the services could be coordinated alongside *Better at Home* to ensure all seniors are covered. Seniors are involved in programs and activities at TAPS, Swan Valley, Crestview, senior halls, service clubs and churches that provide meals and gatherings that engage seniors. Creston seniors are active and volunteering throughout the community, and this is a resource that could be tapped into and integrated into *Better at Home*.

Many young people want to be involved with senior visits, which is another service integration opportunity for *Better at Home*.

2.5.5 *Yard Work*

Seniors indicated that they would like help with lawn care, spring and fall cleanup, weeding and planting. At the present time seniors are having family, friends and neighbours assisting them. There is potential for service integration and partnership with Creston and District Society for Community Living to do yard work under *Better at Home*.

2.5.6 Grocery Shopping

Currently there are only two stores in the area: Overwaitea and Extra Foods. Neither has a food delivery service offered. Many seniors currently rely on friends and family to take them grocery shopping, a situation they are not necessarily comfortable with. TAPS is using their bus and having volunteers assist with grocery shopping on Wednesdays. For those that participate in the frozen meal program and pick up their meals at the Creston Hospital, the TAPS Wednesday bus assists with this as well. There might be opportunities for *Better at Home* grocery shopping service integration here.

2.5.7 Snow Shoveling

Snow shoveling has been done by family, friends, private services, and not-for-profits, including the Scouts, 4H, etc. Volunteer snow shoveling services this past winter were unable to meet the number of requests received from seniors. A partnership with Community Living could be a service integration opportunity for *Better at Home*. The Creston Thunder Cats will also help with snow removal when they are in town.

3. Community Readiness

3.1 Community Readiness

Creston is ready for *Better at Home* and is very keen for this program to start as soon as possible. There is a very strong community involvement with seniors and seniors' programs. Based on the 1,000+ surveys and interviews conducted as part of the community engagement process, it is clear that Creston will do everything possible to facilitate program success, through awareness-raising, support, and involvement.

3.2 Potential Risks Going Forward

A key concern is that the *Better at Home* program could be overshadowed and be seen as an extension of the TAPS program already in place. Steps should be taken to mitigate this risk. Another issue is that the program might only be used by a few citizens. Outreach, media, and awareness-raising need to be part of the implementation strategy to maximise community access to the services, particularly for those that need them the most (e.g. are vulnerable, isolated, and generally at risk).

There is a worry in the community that the demand for the services will outstrip the Lead Organization's ability to respond to all requests. This is a risk that should be considered as serious moving forward.

Community members voiced a worry that the costs for services will be inflexible. In particular, potential clients worry that the set fee at intake will not be reviewed and adjusted as client circumstances change. It is recommended that the Lead Organization be flexible in their approach and be open to reviewing client circumstances and assessed category on the sliding scale of fees for *Better at Home* services.

Another risk involves working in isolation. The *Better at Home* services should be built to complement existing services and develop collaborative partnerships with organizations, groups and services that already exist. This is an opportunity to create networks of comprehensive service, but the risk is that the opportunity is not taken up. Combining and coordinating assets will be beneficial not only to clients and the community but also to the Lead Organization. Collaboration and coordination can maximise efficiencies, reduce confusion regarding service availability in the community, and will increase community impact because seniors often require a complementary mix of services, medical and non-medical, to help them live independently. Effective service delivery will require cross-referral between services for seniors. The Lead Organization should ensure an open dialogue between *Better at Home* and Interior Health to effect overall improved health outcomes and increased facilitated independence for our seniors.

Seniors that were interviewed explained that they are afraid they will not be in enough need to warrant access to the program. It is recommended that the Lead Organization actively conduct publicity and awareness for the program in terms of what is offered and what the limitations will be. Finally, potential clients and community members worried about volunteers becoming burned out. The Lead Organization should prioritise the care of and respectful interaction with volunteers as well as clients in order to ensure effective delivery of services and maximise positive community impact.

4. Local Better at Home Program Details

4.1 Preferred services from the basket of services

As detailed in the earlier section on the Community Development Approach ([Section 1.2](#)), almost 1,200 surveys were completed, and various interviews and public presentations were conducted to gather comprehensive data regarding community-identified service priorities. The following table details the service priorities as compiled from surveys and interviews in Creston in the final months of 2013.

| Surveys/Interviews – Seniors (967) | Surveys/Interviews – Caregivers (231) |
|--------------------------------------|---------------------------------------|
| Transportation to appointments – 967 | Transportation to appointments – 231 |
| Light housekeeping – 883 | Light housekeeping – 213 |
| Simple home repairs – 801 | Friendly visits – 207 |
| Friendly visits - 755 | Grocery shopping – 201 |
| Light yard work – 749 | Simple home repairs – 198 |
| Grocery shopping – 703 | Snow shoveling – 186 |
| Snow shoveling – 631 | Light yard work – 154 |

While transportation was indicated as the top service priority in Creston, possible opportunities for service coordination and integration using HandyDart and the BC Transit Community Bus were explored in [Section 2.5.1 \(Transportation\)](#). It is recommended, therefore, following the community

consultation, including community and stakeholder meetings, that the Lead Organization focus on the following service priorities, in order of community-identified importance:

- a. Light Housekeeping
- b. Simple Home Repairs
- c. Friendly Visiting
- d. Yard Work
- e. Grocery Shopping
- f. Snow Shoveling

4.2 Lead Organization criteria identified by Creston

Extensive community consultation, including stakeholder and community meetings, identified various key criteria as essential for a successful Lead Organization for *Creston Better at Home*. This input was verified by seniors, caregivers, and stakeholders.

The Lead Organization should have the capacity for

- being able to listen to clients and their families
- hiring and retaining staff that are punctual, kind, and professional
- ensuring that clients are kept safe, including ensuring volunteers have criminal record checks
- integrity and trustworthiness
- compassion and patience
- discretion
- accountability
- ensuring that the public knows what is happening in Better at Home, perhaps with monthly articles in the Advance and I Love Creston
- understanding senior issues
- taking a leadership role in community
- creating supportive partnerships with other non-profits
- meeting the non-medical home support needs of clients

4.3 Proposed Lead Organization

Following the community engagement process and the community meeting, a stakeholders meeting was conducted in December 2013. At this meeting, it was agreed that Creston and District Community Resource Center Society was the most appropriate Lead Organization for *Better at Home* in Creston and Creston Valley. This is particularly appropriate as this organization has the Therapeutic Activation Program for Seniors (TAPS) under their umbrella of services. TAPS is a partnership between the Creston and District Community Resource Center and the community at large. TAPS provides seniors with an opportunity to come together, participate in community activities, connect and support each other, and take pleasure in life. The program has approximately 60 clients at present.

CDCRCS provides accessible, community-based, regional services to enhance the well-being and social development of children, individuals, and families, including seniors. They strive to provide positive intervention and support to help facilitate change, encourage empowerment, and promote integration into the community, making the organization a capable and competent lead for *Better at Home*. It was agreed that Creston and District Community Resource Center Society meets many if not all of the Lead Organization criteria identified [above](#), reiterating the appropriate emergence of the organization as the lead for *Better at Home*.

CDCRCS runs a number of current programs that are of particular importance for *Better at Home* and provide a good context from which to host the program. These programs include the following:

- Creston Daybreak: nutritious meals are served four days a week and homemade, frozen meals are available for purchase.
- Daily phone calls are made to seniors for safety and socialization.
- Physical activity programs: Tai Chi, water exercise, track walking, exercises and games.
- Educational Programs: choir, ukulele, book club, computer training, and gardening.
- Errands and shopping programs offer assisted transportation for seniors to manage these chores themselves.
- Seniors' Outreach Program: provides information about resources for seniors, telephone peer support, elder abuse awareness workshops, and speakers and presentations by health-care professionals.

5. Recommendations and Next Steps

It is the recommendation of the community developer that Creston and District Community Resource Center submit an application for the Better at Home grant to plan and implement the priority community-identified non-medical home support services in Creston. This recommendation is based in the extensive community consultation completed over the past few months and is strongly supported by the community moving forward.

6. Acknowledgements

The Creston Community Developer, Myrna Johnson takes this opportunity to humbly and graciously thank all of the citizens of Creston and Creston Valley for their time to meet and speak with me. Through this community development process, your dedication, support and input have help make this process a successful one. *Better at Home* will be funded in Creston starting April 2014; you are adding to the spirit and riches of our community.

Debbie Sharp – Field Coordinator for *Better At Home* from the United Way of the Lower Mainland. This woman has shown me nothing but care, support, understanding, humour, perseverance, encouragement, enthusiasm, expertise, at each turn throughout this process. Thank you is not enough.

Donna Brady Fields – Executive Director of United Way of Cranbrook and Kimberley. This is a woman, who guides with a gentle touch, understanding, compassion and guidance for all. Thank you for your support.

Laurie Harris – Coordinator for Cranbrook Better at Home. A woman that shares her knowledge easily and gives encouraging words to get the point across. Thank you for your support.

Creston and District Community Resource Center of Creston, Serena Neave and members of the board – thank you for taking on the *Better At Home* program.

7. References

Mulcair, Deborah. 2001. *Toward a Community Economic Development Strategy and Action Plan June 2001*.

Whistler Centre for Sustainability. March 2013. *Creston Valley Age-Friendly Action Plan*.
<http://www.creston.ca/files/File/Creston%20Age-Friendly%20Action%20Plan.pdf>

Appendices

A.1: List of setups and presentations

Awareness, information on the program and survey gathering were done at the following locations throughout Creston, including the following list.

In-house Setup

- Farmer's Market and Creston Valley Food Action Coalition
- Town Council
- The Bargain Store
- Ladies Hallowe'en Party
- Health & Wellness Clinic
- Columbia Basin Trust Symposium
- Shoppers Drug Mart
- Home Hardware
- Making Connections
- Therapeutic Activation Program for Seniors (TAPS)
- akLu Canada's National Jersey and T-shirt Day
- akLu National Sports Day
- Beta Sigma Phi – X I Delta Chi

Local Groups

- Caregiver Network for East Kootenay Seniors Society
- Creston & District Society for Community Living (CDSCL)
- Community Greenhouse Program
- Creston Home Support (Interior Health)
- Creston Kootenay Foundation
- Creston Mental Health (Interior Health)
- Creston MS Society
- Harvest Share Program
- Hospice Society Creston Valley
- Lower Kootenay Band
- New Horizons Seniors Association

Organizations and Clubs

- Canadian Cancer Society Creston
- Canadian Red Cross (Creston/Health Unit Branch)
- Creston & District Society for Community Living Therapeutic Riding
- Creston Concert Society
- Creston Festival and Events Coordinator
- Creston Golf Course
- Creston Museum and Archives
- Creston Rotary Club
- Creston Valley Blossom Festival Association
- Creston Valley Cruiser Car Club
- Creston Valley Gleaners Society
- Creston Valley Rotary Club
- Creston Valley Thundercats
- Curling Club Creston
- Lions Club Creston
- Men's' Rec Hockey
- Pet Adoption and Welfare Society (PAWS)
- Quilt Guilds Creston
- Search and Rescue Creston Valley
- Taoist Tai Chi Society Creston
- Toastmasters 4949

Businesses

- A Break In Time
- ABC Restaurant
- Bahamas General Store
- Bahamas Travel
- Baille Grohman Estate Winery
- Beadazzled
- Black Bear Books
- Canada Post Creston
- Canyon Country Store
- Century 21, Veitch Realty
- Chatka Family Restaurant
- Cherrybrook Farms

Businesses (continued)

- Canadian Imperial Bank of Canada (CIBC)
- Creston Card & Stationary
- Creston Community Radio – (CIDO)
- Creston Dairy Queen
- Creston Valley Hospital
- College of the Rockies – (COTR)
- Columbia Basin Alliance for Literacy
- Columbia Basin Trust
- Columbia Brewery
- Community Futures
- Creston & District Community Complex
- Creston and District Credit Union
- Creston & District Public Library
- Creston Hotel & Suites
- Creston Valley Advance
- Creston Valley Chamber of Commerce
- Creston Valley Insurance Services Ltd
- Creston Valley Realty
- Creston Valley Yoga Studio
- Creston Visitor Centre
- Crestview Village
- Downtowner Motor Inn
- Dr. Dial Tone
- ER-Conn Development Inc.
- Extra Foods
- Falkins Insurance Group
- Golden Herb Health Foods Ltd
- Henri's Hair Styling Studio
- High Caliber Auto Collision & Repair
- I Love Creston Marketing Ltd
- Imagine Ink Graphic and Printing
- Interior Health Authority (IHA)
- Investors Group Financial Services Inc.
- J.H. Huscroft Ltd
- Kal Tire
- Kokanee Ford/Kemlee Equipment Ltd
- Kootenay Employment Services
- Kootenay Medical Supplies Ltd
- Kootenay Valley Helicopters Ltd
- Lectric Avenue
- Lordco Parts Ltd
- Mark's Work Warehouse Ltd
- Mawson Sports
- Morris Flowers Inc.
- Nadan Nassie Gear
- Natalie Santano Photography
- Northstar Creston
- Nufloors
- Overwaitea Foods and Drugs
- Panago
- Pharmasave # 282
- Pridham Studio
- Pro-to-Call Computer Services
- Ramada Creston
- Royal Bank of Canada (RBC)
- Regional District of Central Kootenays Areas A/B/C
- Real Food Café
- ReMax Discovery Real Estate
- Renee's Road Side Dinner
- Sears Canada Inc.
- Service BC Centre Creston
- Skimmerhorn Winery & Vineyard Ltd
- Sue's House of Beauty
- Sunset Seed
- Tabletree
- The Fun Pape
- The Refinery Bridal Consignment & Rental Salon
- Tigz Designs
- Tim Horton's Creston
- Vance Brothers Countrywide Furniture
- Vital Health
- Wynndel Box & Lumber
- 7 – 11

Information distributed via newsletters,
Facebook, and webpages

Schools

- Adam Robertson Elementary School
- Canyon/ Lister Elementary School
- Crawford Bay Elementary School
- Curriculum Resource Center School District – (SD8)
- Erickson Elementary School
- Home Links Centre Creston
- Prince Charles Secondary School (PCSS)
- Wildflower School
- Yahk Elementary School
- Yaqan Nukiy School

Community Newsletters:

- Crawford Bay Community Newsletter
- Wynndel Community Newsletter

Churches:

- Anglican Christ Church
- Church of God & Christ Mennonite
- Church of Jesus Christ of Latter-Day Saints
- Creston Baptist Church
- Evangelical Covenant Church

- Glad Tidings Pentecostal Church
- Holy Cross Catholic Church
- Kingdom Hall Jehovah's Witnesses
- New Life Christian Church
- Redeemer Lutheran Church
- St Stephens Presbyterian Church of Canada
- Seventh-Day Adventist Church
- Trinity United Church of Canada
- Valley View Baptist Church
- Wynndel Community Church

B: Community Assets

- **Seniors organizations**
 - Therapeutic Activation Program for Seniors
 - Community Greenhouse Program
 - Handi-Capable Housing Society
 - Rotocrest Seniors Hall – New Horizons
 - Creston Seniors Hall
 - **Volunteer organizations/centres**
 - Creston Community Resource Centre
 - Creston & District Society for Community Living
 - Kootenai Community Centre
 - Crestview Village
 - Harvest Share Program
 - Lower Kootenay Band
 - Rotocrest Seniors Hall - New Horizons
 - Creston Seniors Hall
 - **Caregivers organizations**
 - Creston Valley Home Support
 - Creston Valley Hospice Society
 - Kootenai Community Centre
 - Caregiver Network for East Kootenay Seniors Society
 - Crestview Village
 - **Community or citizen organizations**
 - Creston New Life Christian Church.
 - Creston Valley Gleaners Society
 - **Disability organizations that serve people who are Hard of Hearing or people with age-related disabilities**
 - Canadian Red Cross (Creston/Health Unit Branch)
 - Caregiver Network for East Kootenay Seniors Society
 - Creston MS Support Group
 - Handi-Capable Housing Society
 - Hospice Society (Creston Valley)
 - Kootenay Medical Supplies Ltd
 - Special Olympics BC – Creston
 - **Health Authorities / Health Units**
 - Public Health
 - Mental Health
 - Victim LINK BC
 - Victim/Witness Services
- Other relevant groups and organizations**
- Creston Valley Family Place
 - Creston Community Resource Centre
 - Therapeutic Activation Program for Seniors
 - Handi-Capable Housing Society
 - Lower Kootenay Band
 - Search and Rescue (Creston Valley)

C.1: Media Coverage

There was excellent coverage in the media for the Creston Better at Home Program.

Creston Valley Advance had articles by Lorne Eckersley in the following:

- Newspaper
- Webpage
- Facebook for surveys and updates

EZ Rock Kootenay Boundary Radio Station gave great coverage through the following:

- Coverage live on air
- Webpage
- Facebook for updates
- Announcing meetings and updates live on the air

CROC Radio a social radio on Facebook gave coverage through the following:

- Announcements of meetings
- Announcement of surveys

Farmer's Market was extremely generous giving great coverage:

- Prime location for awareness and surveys
- Updates for surveys on site
- Updates for meetings on their website and Facebook
- Collected surveys for Better at Home program

School District – all schools from Yahk to Riondell

- All of these schools placed Better at Home information, surveys and contact information in their newsletters and on their websites

The **Town of Creston** uploaded the Better at Home survey to their webpage, which garnered 75 responses.

The community developer placed announcements on the **I Love Creston**, Facebook page for meetings, survey gathering and awareness events.

The community developer placed announcements on the Facebook page of the **Creston Chamber of Commerce** for meetings, survey gathering and awareness events.

C.2: Media Release for Creston Better at Home



United Way



United Way helping seniors
remain independent.

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

Media Release

Myrna Johnson is Creston's Community Developer for *Better at Home* program with United Way. She will be assessing Creston's readiness to implement *Better at Home* program for 2014.

The *Better at Home* program is designed to assist/help seniors live in their own homes longer by providing simple non-medical support services. These simple day-to-day tasks help maintain their independence and enable one to continue to play an active role in the community.

You will see Myrna out and about --- busy asking for your input with surveys at Farmer's Market , Health and Wellness Fair, library, businesses, organizations and clubs from October to December.

If you would like a presentation or have any questions, please email her at:
crestonbetterathome@gmail.com.

C.3: Creston Better at Home Survey

Creston Community Development Survey

Are you a... Senior and/or a Service provider



United Way



United Way helping seniors remain independent.

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

1. What are the main issues to keep Creston seniors living longer in their own homes?

2. What services and programs are currently offered that help Creston seniors live longer in their homes—and who provides them?

Service

Provider

b. Are they accessible? _____

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

Light housekeeping

Friendly visiting

Grocery shopping

Transportation to appointments

Simple home repairs

Snow shovelling

Light yard work

a. What non-medical home support services not listed above do you think are needed in Creston?

4. What criteria would be important for a strong lead organization to offer Better at Home services in Creston?

5. If you are interested in being on the Advisory Committee, please provide name and telephone number:

Use back of the page for additional comments. For more info, call 250-428-7868.

Send to: crestonbetterathome@gmail.com OR Myrna Johnson,

Unit # 17, 200 – 11th Avenue South, Creston, BC, V0B 1G3

C.4: Town of Creston Better at Home Media Coverage

Town of Creston

Date Published: November 21, 2013

United Way 'Better at Home' Program Seeks Support in Creston

The United Way 'Better at Home' Program is one that helps seniors with simple non-medical day-to-day tasks so that they can continue to live independently in their own homes and remain connected to their communities. Myrna Johnson, the Community Developer for the Program, is conducting surveys, presentations and awareness until the end of 2013. As part of this campaign, she will be hosting a Community Meeting on Monday December 2, 2013 in the Erickson Room at the Creston and District Community Complex at 6:30pm.

* For more information on the 'Better at Home' Program and the efforts in Creston, see a detailed information sheet **HERE**.

* To fill out the survey, contact Myrna Johnson crestonbetterathome@gmail.com or 250-428-7868.

C.5: Creston Town Hall Page for Better at Home

Link: <http://www.bclocalnews.com/news/227396901.html?mobile=true>

New program to help Creston Valley seniors stay in their homes

October 14, 2013 · Updated 11:29 AM

0 Comments



Creston Town Hall is located on 10th Avenue North. / ADVANCE FILE PHOTO

Creston Valley seniors will have more support in their efforts to remain living independently beginning in 2014, Creston town council learned at Tuesday's regular meeting.

Creston resident [Myrna Johnson](#) appeared at Tuesday's meeting to report that she is the community developer for the Better at Home program, which is funded by the provincial government and managed by the United Way.

"I will be doing the surveys, awareness and presentations through the months of October to December," Johnson said.

Johnson said a public meeting is scheduled for 6:30 p.m. Dec 2 in the Erickson Room at the Creston and District Community Complex. That meeting will be followed by another on Dec. 3, in which invited stakeholders will be invited to contribute their knowledge to assess local needs.

“The (yet to be hired) program co-ordinator will also act as an ombudsman for seniors,” Johnson said in response to a query from Coun. Judy Gadicke.

Better at Home is intended to supplement existing services, helping seniors with simple, non-medical tasks to enable them to continue living independently and remain connected to their communities.

“Better at Home does not provide seniors with personal hygiene assistance, such as bathing and grooming, or help with medical needs or physical mobility,” Johnson said in her report. “It is important to reinforce that Better at Home offers non-medical support.

“It is not a substitute for — nor does it replace — critically-needed home support services provided by community health workers in the health authorities. ...

“I will be setting up at various businesses and venues in the next few months — farmers’ market, town hall, the Health and Wellness [Fair], Shoppers Drug Mart, Home Hardware, the Bargain [Shop] and library,” she said. “If you would like to have an awareness presentation for your business, group or organization, please call me.”

Better at Home delivers services through local non-profit organizations using a mix of paid workers and volunteers. The programs are guided by local advisory committees and each community has a paid co-ordinator. A pilot project in five communities launched in 2009 proved to be a success, and Better at Home will now be established in as many as 68 communities around the province.

“Services vary from community to community and are based on the assets and unique needs of local seniors identified during the community engagement process,” Johnson said. “Services are chosen from the following basket: friendly visiting, transportation to appointments, light yard work, snow shoveling, minor home repairs, grocery shopping and light housekeeping.”

Some services may be offered for free but the majority are provided by fee-for-service, based on the clients’ self-declared household income and a sliding scale.

All seniors who live in their own home are eligible to access Better at Home services. Because service providers, including contractors, are closely checked and monitored by the program, seniors will have added protection, she said.

A survey, which local residents are encouraged to fill out, will be posted on the Town of Creston website, www.creston.ca.

C.6: Photos of public events attended

Setup display for Wellness Clinic, Farmers Market, Canada National Sports Day, and Community Meeting



Better at Home Community Developer Myrna Johnson (right) participating in the National Sports Day event in Creston, December, 2013 as part of *Better at Home* awareness and information-gathering activities.



C.7: Creston Stakeholders Information Bulletin



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

Good day,

I am the Community Developer for the “Better at Home” program here in Creston. I will be doing surveys, awareness and presentations through the months of October to December 2013. The assistance from all our community is greatly needed to have this program come to Creston for 2014.

Contact information is as follows:

Email: crestonbetterathome@gmail.com

Phone: 250-428-7868

There will be a Community Meeting:

Monday 02 December 2013
6:30 pm
Erickson Room at Creston & District Community Complex
Refreshments will be Served

I would very much like you to attend the Stakeholders Meeting:

Tuesday 03 December 2013
9:00 am – 1:00 pm
Renee’s Road Diner
Lunch will be Provided

Better at Home is a program that helps seniors with simple non-medical day-to-day tasks so that they can continue to live independently in their own homes and remain connected to their communities.

- The Better at Home programs are funded by the Government of British Columbia. The United Way of the Lower Mainland is managing the province-wide Better at Home project and providing support to local non-profit organizations that provide the program services.

- Better at Home does not provide seniors with personal hygiene assistance, such as bathing and grooming, or help with medical needs or physical mobility. It is important to reinforce that Better at Home offers **non-medical** support.
- Better at Home is a community initiative managed by the United Way of the Lower Mainland and funded by the Government of British Columbia. It is not a substitute for – nor does it replace – critically-needed home support services provided by community health workers in the health authorities.

Better at Home is a program that helps seniors with simple non-medical day-to-day tasks so that they can continue to live independently in their own homes and remain connected to their communities.

I will be setting up at various businesses and venue in the next few months,- Farmer’s Market, Town Hall, Health & Wellness Clinic, Shoppers Drug mart, Overwaitea, Home Hardware, The Bargain Store and Library. If you would like to have a presentation/awareness presentation for your business, group or organization, please call me.

Below you will find information on the program for Creston.

Better at Home is a program to help seniors live in their own homes by providing simple non-medical support services delivered by local non-profit organizations using a mix of paid workers and volunteers. Better at Home programs are guided by Local Advisory Committees and each program will have a paid coordinator. The program is funded by the Government of British Columbia and managed by the United Way of the Lower Mainland (UWLM).

Better at Home evolved from a pilot project known as *Community Action for Seniors Independence* (CASI). It was launched in 2009 to test a community-based model (i.e. outside of the health authorities) of providing non-medical home support services to seniors. The five participating communities were: Maple Ridge, Renfrew-Collingwood (Vancouver), Newton (Surrey), Dawson Creek, and Osoyoos.

Better at Home will be rolled out in up to 68 communities across British Columbia.

Better at Home services are non-medical in nature. They are supplemental to existing services, for example those services provided by community health workers, such as personal hygiene assistance and help with medical needs or physical mobility. Services vary from community to community and are based on the assets and unique needs of local seniors identified during the community engagement process.

Services are chosen from the following basket:

- friendly visiting
- transportation to appointments
- light yard work
- snow shoveling
- minor home repairs
- grocery shopping
- light housekeeping

In exceptional situations services outside of the basket could be considered.

While some services may be offered for free, the majority of Better at Home services are provided on a fee-for-service basis based on the client’s self-declared household income and based on a sliding scale. This type of program design encourages community contribution, strives for access for all, increases

impact (number of persons receiving services) and avoids undermining other service providers in the market.

The Better at Home Provincial Project Team has developed a Sliding Scale Fee for Service Model to ensure consistency around the province. Service fees will be determined by the Lead Organizations, based on local costs and supply and demand, and will therefore vary by location. Non-subsidized fees will be comparable with the market rates of other service providers in the area. Fees and donations collected will be channeled back into services.

All seniors living in Better at Home communities will be eligible to access services, regardless of income and/or living situation. The Better at Home services support seniors to remain independent and connected to their community. Lead Organizations might consider incorporating some form of assessment to ensure the services facilitate independence and self-sufficiency. These assessments may help to prioritize clients who would most benefit from the support, allowing other clients access to inexpensive support services as resources allow. Other services might be available for all seniors.

Better at Home uses a community development approach. Active involvement of community members, particularly seniors, during the planning phase is an important foundational piece of the process. This initial planning and engagement phase is the Community Engagement Process.

Thank you for your time and support.

Myrna Johnson
250-428-7868

D: Detailed Creston Demographics

| Creston Demographics Age 19 – 85, Male/Female 2006 - 2011 | | | |
|---|-------------|-------------|-------------|
| Year | Male | Female | Total |
| 2006 | | | |
| Age 15 – 19 | 270 | 130 | 140 |
| Age 20 – 30 | 325 | 155 | 175 |
| Age 31 – 40 | 395 | 180 | 215 |
| Age 41 – 50 | 570 | 265 | 300 |
| Age 51 – 60 | 725 | 340 | 385 |
| Age 61 – 70 | 735 | 325 | 405 |
| Age 71 – 80 | 680 | 325 | 360 |
| Age 81 - + | 545 | 205 | 340 |
| | | | |
| Totals | 3510 | 1925 | 2320 |
| | | | |
| 2011 | | | |
| Age 19 | 50 | 25 | 25 |
| Age 20 – 29 | 435 | 195 | 235 |
| Age 30 – 39 | 370 | 185 | 185 |
| Age 40 – 49 | 580 | 270 | 310 |
| Age 50 – 59 | 770 | 355 | 420 |
| Age 60 – 69 | 915 | 420 | 490 |
| Age 70 – 79 | 775 | 350 | 405 |
| Age 81 + | 580 | 215 | 355 |
| | | | |
| Totals | 4475 | 2005 | 2425 |

(Source: StatsCan)