

Raising the Profile Project



Building Capacity and Support for
the Community-Based Seniors'
Services

Where Are We Going? How Will Your Input be Used?

- **Making the case for increased investment:** Raising the Profile of what this sector currently does and what more it could do; linking this investment into lower health care utilization and costs; providing examples of effective programing and collaborative strategies in different areas.
- **This is one of 7 consultations** around the province this spring where we are sharing what we learned, getting your ideas and input about what is happening in your communities and where the sector needs to go next.
- The findings and results of these consultations will be presented to the MOH, Seniors Advocate and most importantly at a **Provincial Raising the Profile Summit for Seniors, Nov. 2nd and 3rd 2017 in Surrey.**

The Raising the Profile Provincial Summit for Seniors

- **Key Partners:** United Way Better at Home Program, Centre for Hip Health and Mobility, BC Parks and Recreation Association, City of Surrey and the Raising the Profile Project.
- **In addition on the Planning Committee:** academics, the Seniors Advocate office, leaders from seniors' community, service providers, MOH/HA, Family Caregivers of BC, BC Healthy Communities, Elder Care Foundation.
- **Goal:** To develop a Declaration with a Statement of Principles about the sector's contribution to healthy aging, and concrete commitments for how to move this work to the next stage.

Next Stage in Strengthen the Sector

- **Increase the capacity of organizations to develop new programming** and prepare funding proposals backed up by research and evaluation
- **Create a provincial support system where organizations can get assistance from others in the sector through a distributed learning model** where those who have expertise in a particular program area could act as mentors/advisors, be part of a community of practice, provide training, etc.
- **Advocate for a sector-run funding stream from government for building capacity** for collaboration and program innovation in CBSS. A good model is the *Community Action Initiative (CAI)*, designed to increase the capacity of non-profits to support people with mental health/substance issues. It is funded by the MOH but governed by representatives from the sector.
- **Work with provincial/regional associations/organizations** (e.g. BCRPA and United Way) to initiate a series of on-line training/leadership workshops to help the sector develop evaluation and leadership skills and to build more collaborative relationships between the sector, municipalities and the health system in specific programming areas.

This is about Community Development

- ➔ **Building a stronger, more united sector** that can have more influence and impact both locally and provincially.
- ➔ **Increasing the unity/collaboration** between the not-for-profit, municipal sector/regional districts and the health authorities/Ministry of Health.
- ➔ **Identifying what supports are needed** regional/provincially to support the community development process locally.

Important to note: There is huge variation in how these relationships are currently structured and in how much collaboration exists on the ground in different communities across B.C.

Strengths & Challenges: Non-Profits

Strengths

- Grassroots relationships/welcoming environment
- Volunteers and community in leadership roles
- Responsive to community concerns, flexible and mission-driven
- Inclusive of those with higher needs and more marginalized populations

Sector Strengths & Challenges: Non-Profits

Challenges

- Limited access to stable funding for core services/ instead dependent on grant-funded short-term projects
- Limited capacity to do evaluations, leadership development and program improvements/planning
- No provincial co-ordination within the sector
- Often an unrealistic dependence on volunteers

Sector Strengths and Challenges: Municipalities/Regional Districts/Transit Authorities

Strengths

- Stability of long-term funding
- Significant infrastructure and program co-ordination and planning capacity
- Programs open to all residents
- Formal ties with other levels of government/provincial associations

Sector Strengths and Challenges: Municipalities/Regional Districts/Transit Authorities

Challenges

- Bureaucratic and institutional processes can be internally focused and limit capacity to respond quickly
- Very uneven recognition of their health promotion role due to concerns about offloading from the province
- Few opportunities for municipal staff to work together and share ideas/best practices
- Not always affordable or accessible to lower income, higher needs populations

Nelson Age Friendly Community Initiative

A collaborative, community development approach led by the Age Friendly Coordinator, who was housed at Nelson CARES, a multi-service non-profit agency.

Through a survey and extended community consultations *information and service coordination* was identified as one of the 3 key priorities for action.

Found that duplication and overlap in service provision and limited referral between agencies made it very difficult for seniors to navigate local services.

Nelson Age Friendly Community Initiative

The Change Process that put the senior at the centre for how services were organized:

- Local foundation provided multi-year funding to support the community development and collaborative work.
- Worked on finding common ground and building respect and trust among the community collaborators; mapped services; created an inventory of services; identified strengths in different agencies; and developed protocols for ethical and consistent referrals between agencies; developed collaborative funding initiatives
- Age Friendly coordinator then worked with agencies to build capacity including help with building a evaluation framework and understanding the importance of evaluation.

Surrey's Age Friendly Agreement

Surrey Parks and Recreation signed a Memorandum of Understanding (MOU) with *Come Share Society*, a large non-profit that supports seniors across the city. The MOU is based on their shared vision and values to increase access to wellness programming for seniors:

- The agreement provided *Come Share* with access to free office space in a high needs area of Surrey.
- Supports free, low-barrier programming for seniors who might not otherwise access recreation services (e.g. low income seniors, family caregivers, etc.).
- The partnership is evolving as new programming needs are identified (e.g. the Share and Care program).

Richmond's Proactive Approach

- Since 2005, the City of Richmond developed its first Service Plan for Seniors and in 2008 their Age Friendly Strategy based on broad consultations with service providers and the community.
- Richmond City has both a city wide Coordinator of Seniors Services and Gerontologist works with her to support the increasing number of high needs seniors seeking assistance.
- Both play a leadership role in supporting Minoru, the only senior centre in Richmond, and the eight other community centres with seniors programming. All of these centres are city owned facilities with some city staff, who work with the non-profit society who provides the programming at each site.
- The city has a fleet of buses and seniors are one of the priority groups for using these buses.
- Just in the last six months Vancouver Coastal Health agreed to designate a one person who would deal with all of their concerns.

Seniors Play a Key Role in Advocating for Services

Seniors and community allies organizing at the local levels:

- Seniors' planning tables/community coalitions
- City council seniors' advisory committees

Can influence local gov't decisions around funding and resources (e.g. Delta/Mt Waddington/Cranbrook, Burnaby/Vancouver)

In small communities with no local government:

- A cohesive community with talented leadership can also garner resources and support (e.g. Hornby and Gabriola Island) .
- Much more difficult for more isolated and lower-income communities

Key Ways to Build a more Collaborative Model

- Importance of finding partners/champions with the municipal/health/transit system/school who see the benefits of collaboration/doing things differently
- Using champions to talk to others in their own sector...key to spreading the ideas and gaining traction for doing things differently
- Learning to frame concerns in ways that take into account the perspective of others...
- Importance of evaluation/using research/learn from others who have successfully run programs and can show you their costing model