

Outreach to Isolated & At-Risk Seniors -A Collaborative Approach

**Sheila Hallett, Executive Director
Edmonton Seniors Coordinating Council**

May 25, 2012



Edmonton's Seniors Services

□ Edmonton Seniors Coordinating Council

- Increases coordination and capacity of organizations providing social support and recreation services to seniors

- Communication hub to senior service agencies
- Addresses seniors issues
- Budget and strategic planning input to City Council
- Non-profit organization which receives civic funding



Outreach Assessment

- “*Aging in Place: A Neighbourhood Strategy*” completed by Peter Faid (Community Services Consulting Ltd.) Dec. 2007
- In 2006 Edmonton had 10,625 people age 85+ and another 13,060 between the ages of 80 and 84





Outreach Assessment

- The study was to identify the needs of older seniors, review current services and offer recommendations on how to meet current and emerging needs
- The report recommended ESCC be asked to review outreach services and make recommendations to the City

Outreach Assessment

- The study said that neighbourhood residents could be trained to identify signs that seniors are at risk
- It also said the use of outreach and community workers should be expanded to identify shut-in seniors





Outreach Assessment

- ESCC began work on the Outreach Assessment project in 2009 with some project funding from New Horizons for Seniors Program
- We began by surveying outreach workers employed by senior serving organizations and invited the workers to hear the compiled results of survey

Outreach Assessment

- Issues, gaps and strengths were identified from the survey and focus group
- A literature review was conducted on Outreach Services to Older People to define outreach services and determine the scope of services being used elsewhere





Outreach Assessment

- The next stage of the project included interviews with 31 seniors considered to be isolated (age 55+) and interviews with 18 outreach workers
- This revealed differences in: worker qualifications, assessment tools, intake criteria, geographic boundaries, liaison with family or professionals, & programs attached to outreach



Outreach Assessment

- There were recommendations given to offer continuity and consistency in the report which summarized the results of the survey
- *Improving Outreach to Edmonton's Isolated Seniors*, Dec. 16, 2009, Cheryl Klassen, MSW, RSW



Outreach Assessment

- To address the recommendations ESCC contracted Mark Holmgren to facilitate meetings with sector agencies and help to formulate opportunities for improvements
- The goal was to design a made-in-Edmonton model for city-wide access to outreach services to isolated seniors
- The work took place mid-2010

Outreach

- Assessment of outreach services at senior centres and senior service agencies
- Collaborative model for enhanced outreach to isolated and/or at-risk seniors developed and supported by 14 agencies





SUPPORTING ORGANIZATIONS

Calder Seniors Drop-In Society

Edmonton Meals on Wheels

Edmonton Seniors Centre

Elder Care Edmonton

Edmonton Seniors Coordinating Council

Mill Woods Seniors Centre

Multicultural Women and Seniors Services Association

Native Seniors Centre

Operation Friendship Seniors Society

Seniors Association of Greater Edmonton (SAGE)

Seniors Outreach Network Society

South East Edmonton Seniors Association (SEESA)

Seniors Assisted Transportation Society

Strathcona Place Senior Centre

Westend Seniors Activity Centre



Outreach Assessment

Group felt that by joining together to collaborate on offering core outreach services they could reduce gaps and address challenges

Collectively group would:

- Create a mutually agreeable set of standard forms, tools and resources
- Identify a mutually agreed upon range of qualifications
- Develop centralized training for outreach workers
- Coordinate education about challenges and issues facing seniors
- Review current boundaries
- Explore use of common data collection and reporting methods



Outreach Assessment

- The report came out in fall of 2010 and was sent to the City of Edmonton as a “*Strategic Framework to Improve Outreach to Edmonton’s Isolated and/or At-Risk Seniors*”
- The ESCC was recommended as the entity that could best coordinate, facilitate and represent the expansion and promotion of the enhanced outreach service

Outreach Assessment

- ESCC requested funding to hire a part time project coordinator that could support the collaborative and organize training opportunities for the outreach worker
- City of Edmonton approved the request in March 2012 and a project coordinator will start June 11, 2012



Outreach Assessment

- The project coordinator will work with ESCC member agencies to develop standardized forms, tools and resources to guide practice for agency outreach workers
- Build relationships with health sector and multicultural sector to collaborate in effort to assist isolated and/or at-risk seniors.



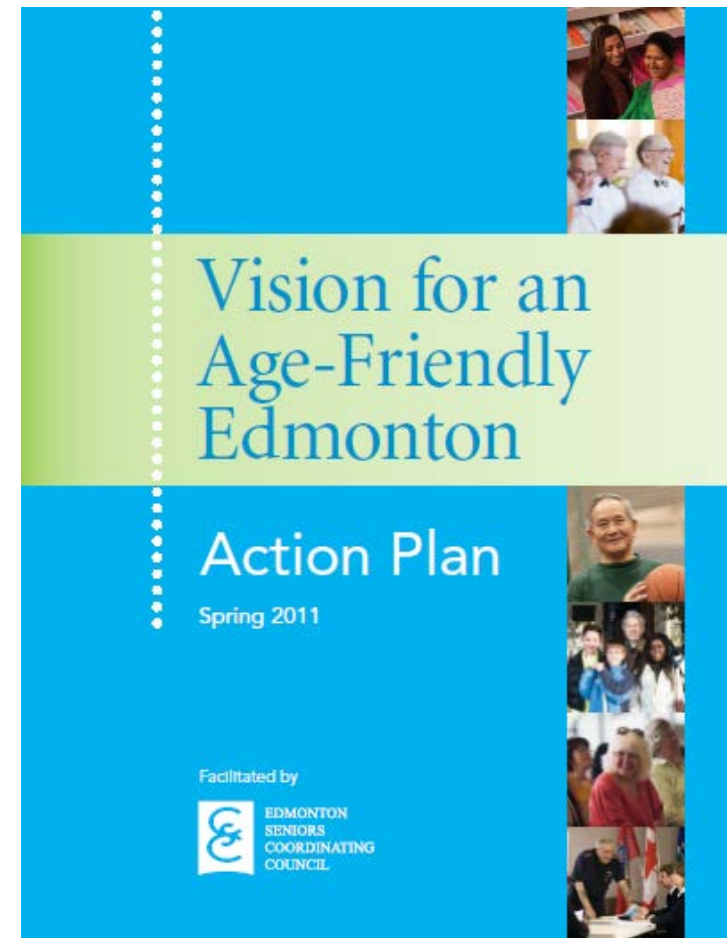


Outreach Assessment

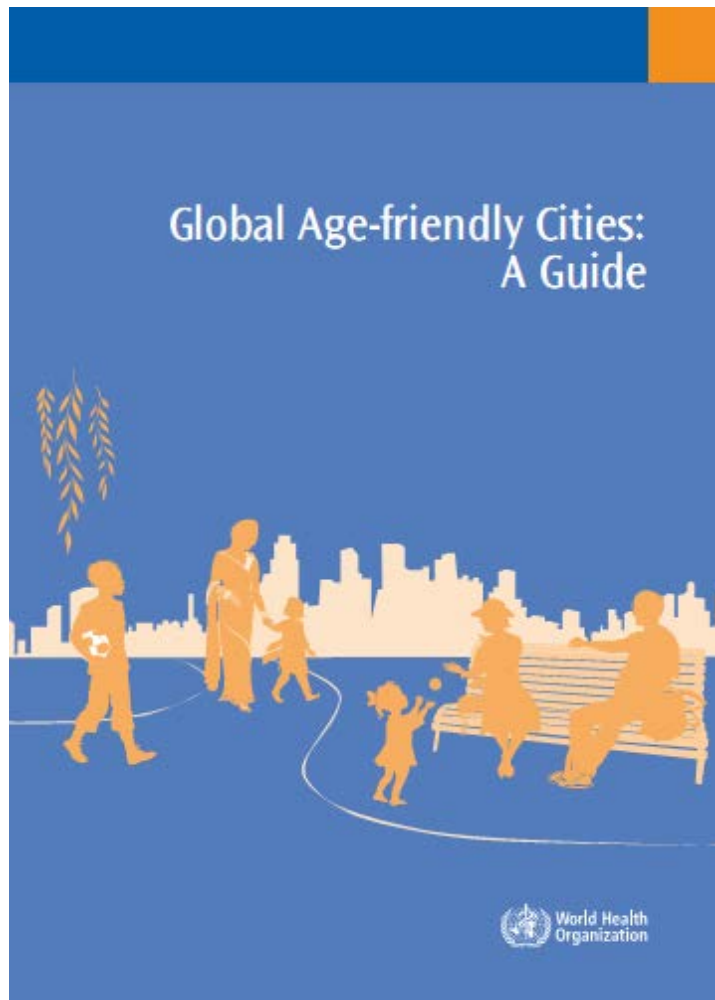
- One recent development has been the opportunity to partner with the Lamplighters Program (Community Care Access, Alberta Health)
- Involve Outreach workers and their organizations in the training of Lamplighters (train the trainer model)

Vision for Age Friendly Edmonton

- Stakeholders used Age Friendly framework from the World Health Organization to map existing supports and challenges to seniors.
- Goals and actions were identified to help move Edmonton toward becoming an age-friendly city.
- Key stakeholders were identified for each action.



Age Friendly Guidelines (WHO)



- <http://www.who.int/ageing/>
- Guidelines to making communities more age friendly-city or rural
- Received recognition as an official Global “Age Friendly city”.
- Event at City Hall on June 24, 2011.

Age Friendly Guidelines

- Outdoor spaces/
buildings
- Transportation
- Housing
- Social participation
- Respect/ social
inclusion
- Civic participation/
employment
- Communication/
information
- Community support/
health services



Vision for Age Friendly Edmonton



- Nine strategic areas
 - Community support services
 - Health services
 - Communication & information
 - Social & recreational participation
 - Transportation
 - Respect & social inclusion
 - Civic participation, volunteerism & employment
 - Housing
 - Outdoor spaces & buildings

Vision for Age Friendly Edmonton

- The Vision for an Age-Friendly Action Plan contains 18 goals with a total of 58 recommended actions
- It also gives an overview of our strengths, gaps and challenges for each of the nine key areas
- The plan identifies agencies to take the lead for recommended actions and outlines stakeholders who could be part of work



Senior Centres

LEGEND

ID

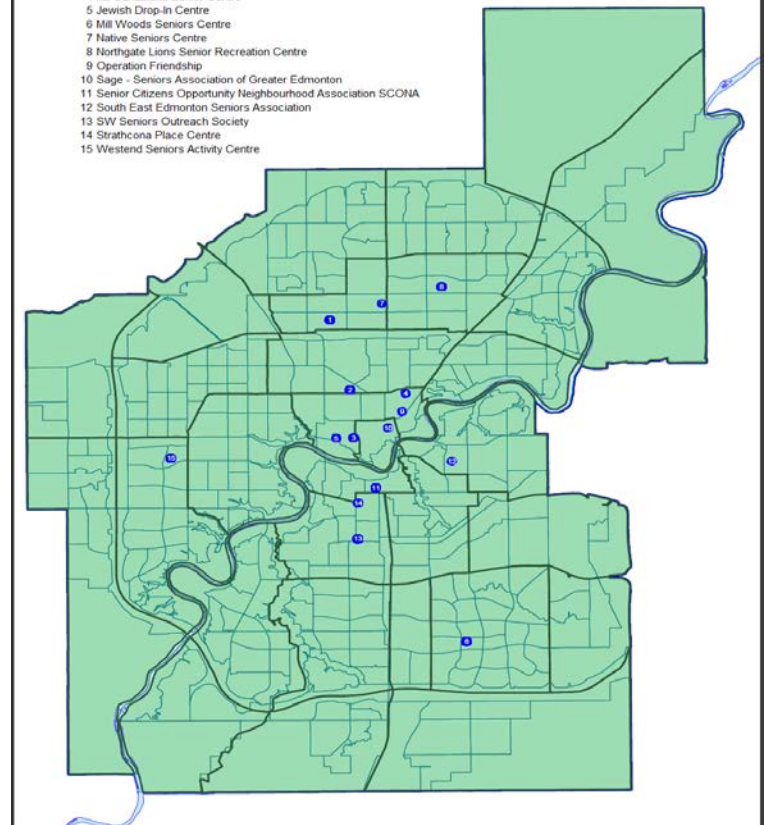
Senior Centre

- 1 Calder Seniors Drop in Centre
- 2 Central Lions Seniors Recreation Centre
- 3 Edmonton Seniors Centre
- 4 Ital Canadians Senior Centre
- 5 Jewish Drop-In Centre
- 6 Mill Woods Seniors Centre
- 7 Native Seniors Centre
- 8 Northgate Lions Senior Recreation Centre
- 9 Operation Friendship
- 10 Sage - Seniors Association of Greater Edmonton
- 11 Senior Citizens Opportunity Neighbourhood Association SCONA
- 12 South East Edmonton Seniors Association
- 13 SW Seniors Outreach Society
- 14 Strathcona Place Centre
- 15 Westend Seniors Activity Centre

Edmonton Senior Centres

LEGEND

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10-Year Capital Plan

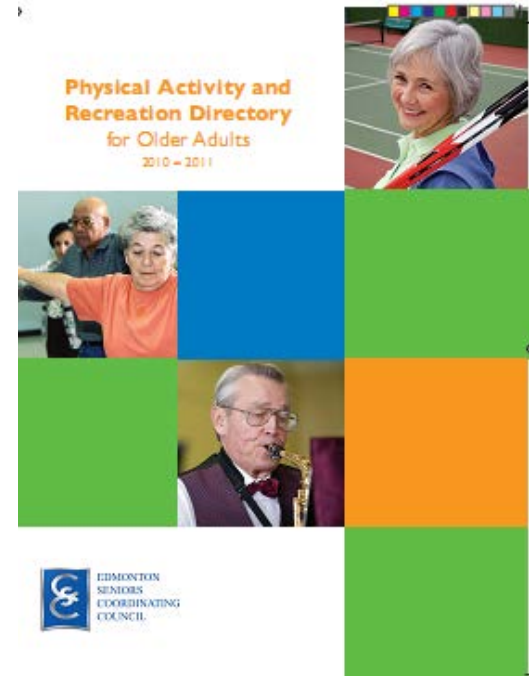
The plan involved senior centres working together to define six core services which include:

1. Social Services
2. Recreational Programs
3. Nutrition Services
4. Health and Wellness
5. Community Development
6. Volunteerism Opportunities



Programs/ Services

- Offer range of services/ community hub
 - Outreach Workers-help with form completions, financial information, referrals
 - Foot Care Clinics
 - Income Tax Clinics
 - Social Activities & Events
 - Transportation Assistance
 - Programs and Classes
 - Volunteer Opportunities
 - Cafeteria or Dining Room





ESCC Members 2011

- Alberta Caregivers Association
- Alberta Council on Aging
- Alberta Seniors United Now Society (SUN)
- Alzheimer Society of Edmonton
- ASSIST Community Services Centre
- Bernadette N. Swan Social Care Foundation
- Calder Seniors Drop-in Society
- Canadian Hard of Hearing Association
- CARP – Edmonton Chapter
- Catholic Social Services – Elder Abuse Intervention Team
- Catholic Social Services – Senior Council
- Central Lions Seniors Association
- Edmonton Lifelong Learners Association (ELLA)
- Edmonton Meals on Wheels
- Edmonton Mennonite Centre for Newcomers
- Edmonton Senior Slo-Pitch Association
- Edmonton Seniors Centre
- Elder Care Edmonton
- Good Samaritan Society
- Ital-Canadian Seniors Association
- Jewish Family Services
- Jewish Senior Citizens' Centre
- Lifestyle Helping Hands Seniors Association



ESCC Members 2011

- ❑ Mill Woods Seniors Centre
- ❑ Multicultural Women and Seniors Services Association
- ❑ Native Seniors Centre
- ❑ North Edmonton Seniors Association
- ❑ Operation Friendship Seniors Society
- ❑ Seniors Assisted Transportation Society
- ❑ Seniors Association of Greater Edmonton (SAGE)
- ❑ Senior Citizens Opportunity Neighborhood Association (SCONA)
- ❑ Seniors Outreach Network Society (SONS)
- ❑ Society of Seniors Caring About Seniors (SSCAS)
- ❑ South East Edmonton Seniors Association (SEESA)
- ❑ Southwest Seniors' Outreach Society
- ❑ Strathcona Place Senior Centre
- ❑ Westend Seniors Activity Centre



ESCC Associate Members 2011

- Above and Beyond Health Care Services Inc.
- Alberta Centre on Aging
- Alberta Health Services Home Care
- Arthritis Society
- Athabasca Family and Community Support Services (FCSS)
- City of Edmonton Advisory Board on Services for Person with Disabilities
- City of Leduc, Seniors Outreach, FCSS
- Comfort Keepers
- Commissionaires Northern Alberta Division
- Greater Edmonton Foundation Housing for Seniors
- Home Instead Senior Care
- Lifestyle Options
- Multicultural Health Brokers Cooperative
- Norquest College
- River Ridge Seniors Community
- St. Albert FCSS
- Town of Beaumont FCSS
- Wild Rose Caregivers Ltd.



Questions?

Contact Information

Sheila Hallett

Executive Director, Edmonton Seniors Coordinating Council

780-423-5635

sheila@seniorscouncil.net

www.seniorscouncil.net