



Seniors
Connect

Collective Impact
Semi-annual
conversation
2019

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Theory of Change

Theory of Change Outcomes

Impact Plan Outcomes

- #1 Have support and help when needed increased by 35%
- #2 Participate regularly in activities increased by 35%
- #3 Feel connected to family, friends and acquaintances increased by 30%
- #4 Feel valued by family, friends and acquaintances increased by 30%

Project Outcomes

- #1 Alleviation of systemic/community barriers
- #2 Effective senior-focused collaborative/ interagency network
- #3 Increased seniors' leadership capacity
- #4 Engagement & participation of seniors in activities & unmet needs

Theory of Change Outcomes

Organization	Project Names	IPO Supported	PO Supported
Nanaimo Family Life Association	EngAGE with Seniors Connect	1, 2, 3, 4	1, 2, 3, 4
City of Nanaimo	Living Histories & City Builders	2, 3, 4	4
Nanaimo Lifeline	Check-In Service & Seniors Connections Newsletter	1, 2, 3, 4	1, 2, 3, 4
Nanaimo Women's Resource Society	Seniors WELL Program	1, 2, 3, 4	1, 2, 3, 4



Nanaimo Family Life Association

EngAGE with
Seniors Connect

Deborah Hollins

Seniors Connect Centre



3 years of operation

13: dedicated senior volunteers

10: consistent workshop facilitators

4,700+: unique visitors to Drop In days

3,400+: workshop attendees

4,100+: referrals received and sent

Outreach & Referrals



4,100+: referrals received and sent

“The level of impact on the individuals is remarkable, and has led to **significant levels of increased social inclusion.**”

- J. Jorgensen, 2019

Outreach services included:

- assistance with housing applications & various government paperwork
- referrals to & building awareness of community agencies
- emotional & personal support

Drop In Days

4,700+: unique visitors to Drop In days

13: dedicated senior volunteers

Hours: Monday -
Wednesday
10 am - 3 pm

What mattered to clients:
space is clean, bright & safe
and the coffee is on!



Workshops



- Light Exercise
- Chair Yoga
- Footcare
- Hearing testing
- Fire safety
- iPhone & Android usage
- Cedar Bark weaving
- Painting
- Meditation
- Journalling
- Cooking
- Hawaiian Dance*
- Ukulele Group*



*now running on their own outside of Seniors Connect

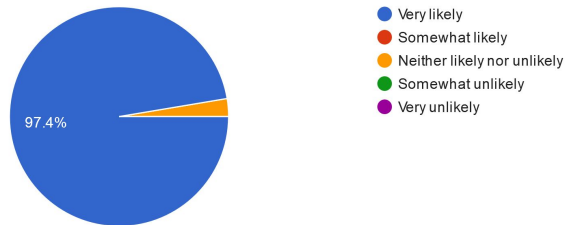
Workshops

What mattered to clients:

- workshops are free
- location is convenient & welcoming
- instructors are friendly, adaptable & knowledgeable

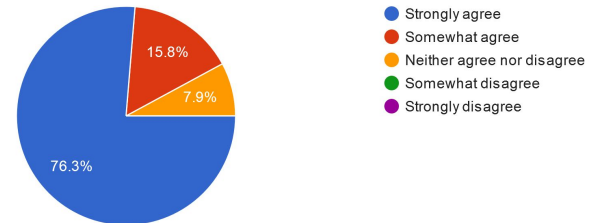
How likely are you to recommend or refer a friend to one of the Seniors Connect Workshops?

38 responses



Please indicate the degree to which you agree with the following statement:
As a result of participating in workshops I feel more socially engaged.

38 responses



Hours:

Thursdays & Fridays
between 10 am - 3 pm

3,400+: workshop attendees

Centre & Program Impact

*"This place is **the light of my life**... it makes me so happy!"*

*"Everything that is taking place is helpful in getting rid of loneliness and make me cheerful. I feel part of a group. **I have something to look forward to.** I feel warm and needed."*

*"If it wasn't for attending the workshops at the Seniors Centre **I might not even leave my house.** At Seniors Connect I feel right at home and always welcome."*

*"What really makes Seniors Connect so unique and precious is that there are no cultural or social barriers.... **Seniors Connect is truly a provincial and national treasure!**"*



Right Neighbourly Walking Program



Programs took place in **neighbourhoods across Nanaimo** led by a well-known local senior exercise facilitator

Participants **explored walking routes in local parks** and neighbourhoods, gained confidence & strength

Many participants made new friendships and **continue to walk together!**

Centre Evaluation & Sustainability Report

June - September 2019: Worked with a facilitator to survey & document the **impact of the Seniors Connect Centre** both in the community & in clients' lives.

September - December 2019 (ongoing): Supporting a facilitator to document the impact & legacy of **the entire Seniors Connect project**. Connections include project partners, community organizations & agencies, Centre clients, program facilitators & volunteers.



City of Nanaimo


Living History Speaker Series,
City Builders & the
Age-Friendly City Plan

David Stewart

Living History Series

Living History Speaker Series:

Choosing Nanaimo



A FREE event! Tuesday, November 19, 2019
6:00 to 8:30 pm
at the Shaw Auditorium,
located within the Vancouver Island Conference Centre
(80 Commercial Street, Nanaimo BC)

19: Living History events held to date

25+: seniors have shared stories

85: average number of people that have attended each event

10: seniors currently active on the organizing committee

Living History Series

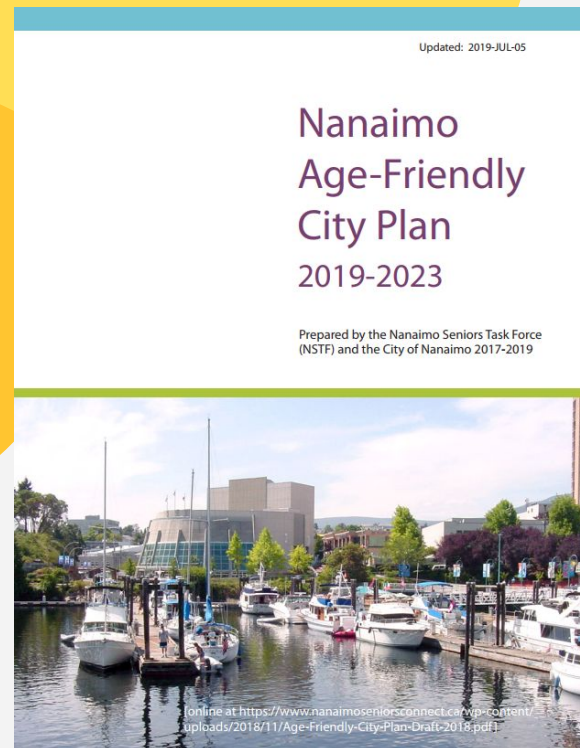


Age-Friendly City Plan

Nanaimo's Age-Friendly City Plan includes 9 areas:

- Outdoor Spaces and Public Buildings
- Transportation
- Housing
- Social Participation
- Health & Community Services
- Respect and Social Inclusion
- Civic Participation, Volunteerism, and Employment
- Food Security & Healthy Eating*

**this 9th area of focus was added at the local level*



Age Friendly Nanaimo



July 22, 2019: Nanaimo City Council endorsed the Age Friendly City Plan brought forward by the Nanaimo Seniors Task Force (now Age Friendly Nanaimo).

September 10, 2019: City of Nanaimo was designated an Age-Friendly Community by the British Columbia Ministry of Health.

City Builders

Age friendly infrastructure projects included:

- **bus shelter** adjacent to a seniors centre
- **sidewalk & crossing improvements** adjacent to a seniors housing development

Projects were suggested by a committee of senior residents. City Builders committee also informed the *Outdoor Spaces & Public Buildings* section of the **Age Friendly City Plan**.





Nanaimo Women's Resource Society

Seniors WELL Program

Chantale Roelens & Charsanaa Johnny

Senior Leaders

Seniors who are participating in the participant council have identified that one of the main benefits is **the ability to connect with one another**, and provide peer support.

- 2 senior leaders are hosting regular workshops and learning events
- 3 senior knowledge holders are active in the community of Cassidy, particularly interested in the subject of transit access. In addition to becoming active with the RDN communications project
- 3 senior leaders are active in running the garage sales which are generating the funds they need to continue to provide peer programming.
- 1 senior leader has stepped up to be the chair of the participant council
- 1 senior leader has agreed to assist with neighborhood level work and program planning for the North End of Nanaimo.
- 2 Seniors have agreed to be communication coordinators for the Participant Council
- 1 Seniors has agreed to be the food coordinator for the participant council
- 1 senior leader has agreed to monitor the message and information board to be installed in Cassidy in December
- 1 Senior leader is interested in developing a community action to raise awareness of senior needs in the community
- 2 senior leaders in Cassidy are supporting other participants to become more active in the community
 - 1 has agreed to work with another community participant to go through processes with RDN Parks and Rec committee, and 1 has agreed to lead the community newsletter project and support others to participate in developing content and distributing the newsletter

Events

- **50+:** individuals (older adults) participated in the community mural project at Eden Gardens, September 2019
- **15+:** older adults have participated in organizing group taking place Sunday's at the Harbourfront Library
- **20+:** older adults attended our community connection event in Cassidy
- **3:** parts of the community where seniors are regularly meeting. They are working together to develop and engage in senior lead activities.
- **8:** number of seniors lead engagement opportunities happening regularly in the community

Looking ahead

- Initiatives will carry forward based on senior-identified priorities, including:
- **A space** for seniors to continue to meet one another
- **A food delivery program** for seniors who are more geographically isolated

Several peer lead activities are **self-sustaining**. These are being supported through participant donations, use of free space at the public library, and fundraising through summer garage sale activities.

A **leadership and engagement document** will be released at the end of the project.



Participants engaging in activities in the Seniors Connect Centre





Nanaimo Lifeline Foundation

Check-in Service & Seniors
Connections Newsletter

Tammy Paton & Mary Anne Molcan

Who We Are



Tammy Paton
Executive Director



Mary Anne Molcan
Check-In Coordinator



Roberta Gazell
Check-In Assistant



Proudly owned by the:





Check-In Services




Mission

The mission of the Nanaimo Lifeline Check-In Services is to provide a support link for at-risk individuals, ultimately enhancing peace of mind for both clients and their families.

Program

A friendly Lifeline staff member or volunteer:

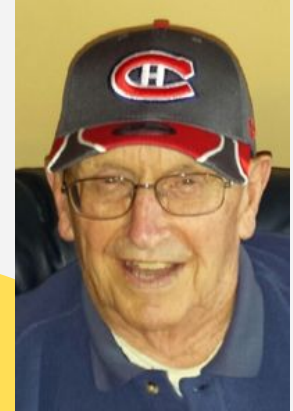
- **Checks-In** with a phone call at a prearranged day and time
 - **Offers** a kind and patient ear
 - **Maintains** a social connection and **makes referrals** to resources and events within the community
 - **Determines** whether a designated person needs to be contacted for additional assistance
 - **Offers** caregiver relief
- 

Our Clients

- **Serving:** Nanaimo, Parksville, Coombs, Qualicum Beach, Gabriola Island & Ladysmith
- **76:** Total number of unique clients served
- **58 - 100:** age range of clients
- **All:** living independently
- **Referrals:** come a variety of sources; most commonly from our own clients, Nanaimo Regional General Hospital, Seniors Connect Center & Nanaimo Family Life Association



Courtesy of **Meg D.**



Bob B.

Courtesy of Nanaimo
News Bulletin

Seniors Connections Newsletter

aka 'the green sheet'

Seniors Connections

Vol 3 Issue 2 February, 2019
Published by Nanaimo Lifeline Clinic & Service - 250-739-5770

LEARN HOW TO RIDE THE BUS

If you are feeling confused, or unsure about how to get around in transit? Then this session is for you! In partnership with the regional transit authority, please join us for a fun and FREE session. Learn everything you need to know to feel confident riding the bus - how to read the transit map and schedule, buying passes, and how it works if you have a scooter, walker, wheelchair, etc., and more. Upcoming sessions are as follows:

- Thursday, February 21, 10:00am - Noon at the Regional District of Nanaimo, 6300 Hammond Bay Rd.
- Thursday, March 28, 10:00am - Noon (location to be confirmed)

REGISTER NOW! Please RSVP by email before topher@nanaimolifeline.com or call Lynne Hershaw: 250-766-0303.

The participation of older citizens is essential to create more inclusive and responsive online environments. Citizens should be able to participate in the major decisions affecting them (for example, being able to advocate for change in health and social systems, or in their community). After all, this is one of the pillars of democracy. Yet, the role of citizens has evolved significantly with recent advances in information and communication technologies. Public decisions, as well as consultations led by governments, are increasingly being conducted online, including on social media.

Popular social media platforms include Facebook, Twitter, Instagram, WhatsApp, Google+, Pinterest, LinkedIn, and many others. While each has its own characteristics, they also share some common features. Social media can be accessed via internet-based technologies on computers, as well as mobile devices like smartphones and tablets. They are interactive and only on content generated by users (both in writing comments, participating in discussions, posting photos or sharing videos). They can facilitate the creation of online networks by connecting individuals and groups with shared interests and goals.

Social media are becoming common tools in politics. They have often been promoted as a democratic tool that can empower citizens and reduce the risk of social media manipulation. What is known about the use of social media by older citizens who want to be engaged and have their voices heard?

What the research tells us

A systematic review examined how older citizens were considering online tools such as social media to participate in public debates and to advocate for policy changes. This issue so far. The majority of studies focused on the use of social networks by older people to socialize with family and friends, or to obtain health information. Studies highlighted significant barriers to the use of social media by older citizens. For instance, current social media structures seem to limit the participation of older citizens or exclude them outright from online public debates that concern them, and online platforms are rarely adapted to the needs and capacities of older adults.

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- 2500: copies
- 81: locations throughout Nanaimo receive the newsletter every month
- 9: distribution routes



Newsletter Editor,
Dr. Trevor Cradduck

Getting the Word Out

- Health & Wellness Fairs
- Marketing bundles with rack cards and brochures
- Lifeline Birthday Card inserts
- Community Posters
- Nanaimo Regional Hospital Awareness Campaigns
- Seniors Connections newsletter



1. The Check-In call is made

A friendly staff person from Nanaimo Lifeline calls your loved one once, twice or three times a day as directed by you, at the times you choose.



2. We check on your loved one's well-being

In a brief conversation with your loved one, we check on their well-being and whether they require assistance. If all is well, we say goodbye until the next call.



3. Help if needed

If we determine that your loved one is in distress and requires assistance, we immediately call the contact person you have designated or emergency services, depending on your loved one's needs.

Our Volunteers

- **30:** volunteers over the course of the project
- **6:** Check-In callers
- **12:** involved with Seniors Connections (one editor, two bundlers, & 9 delivery routes)
- **6:** sit on the Advisory Committee
- **75%:** volunteers are aged 55+
- Recruited through Vancouver Island University, Seniors Connections & Health & Wellness fairs



Jaana Washburn



Darcy Ambler



Route 1 volunteer Wayne Habbart



Route 2 volunteer Helen Shaw

Nanaimo Lifeline Program Outcomes

Impact Plan

- Volunteers and staff have experienced satisfaction by **connecting with isolated seniors**
- We have **reduced feelings of loneliness** for our clients
- Lifeline Check-In Service was shown to provide **support** and create a sense of **value** through active listening skills
- The **increase in human connection** is relayed over the phone with compassion and empathy, however, it does not necessarily increase connection to client's family members.
*Although these changes occurred on an individual level, it did not significantly influence the population metrics in the course of the project.

Challenges

- Turnover and changes to protocols & procedures
- Home visits



Thanks!

Any Questions?

