



Healthy Aging by United Way

2018/19 Annual Report



Healthy Aging

by **United Way** At home. In community.

Healthy Aging. At home. In community.

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Healthy Aging

by United Way At home. In community.



2018/19 Highlights

Healthy Aging by United Way-managed programs – Better at Home and Active Aging – provide programming that keeps older British Columbians active, engaged and connected.



Message from the President & CEO, United Way of the Lower Mainland



Knowing that at least one person cares about you can make all the difference. But what would it be like if your *entire community* had a stake in your well-being? For an isolated or vulnerable senior, it's a lifeline to a more connected, joyful, and meaningful life. And, it's what makes Healthy Aging by United Way and its work with British Columbia's seniors so special.

Healthy Aging by United Way's leading-edge model of engagement and collaboration with seniors, caregivers, and volunteers, along with partners from all levels of government, researchers, and community-based seniors' service providers, is improving the lives of seniors throughout the province. It is also an example of how, when we work together, amazing things are possible.

Last year, United Way of the Lower Mainland re-imagined its mission so that we are not only serving the needs of local citizens through our funded initiatives, programs and services, but we are also igniting the desire in everyone to improve the communities we call home. We're calling it Local Love and it is a model United Way is implementing through teams of community-builders working in neighbourhoods across the Lower Mainland and Fraser Valley, where residents say they want a stronger sense of belonging and connection.

Local love means mobilizing citizens of all ages to take action. It means collaborating with government and the social services sector to create lasting change. For Healthy Aging by United Way, it means continuing the powerful work that took place in 2018/19, building on these efforts and achievements and the work of our respected partners, including the Province of British Columbia and the Ministry of Health, as we support the health and well-being of older adults across the province.

Thank you.

A handwritten signature in black ink, appearing to read 'Michael McKnight'. The signature is stylized and cursive.

Michael McKnight
President & CEO,
United Way of the Lower Mainland

Message from the Provincial Director, Population Health, United Way of the Lower Mainland



Aging in place means having the health, social supports, and services within your reach to live independently for as long as you wish and are able. Spending time with others at home or in community can be vital to a person's mental and emotional health, physical well-being, and sense of belonging.

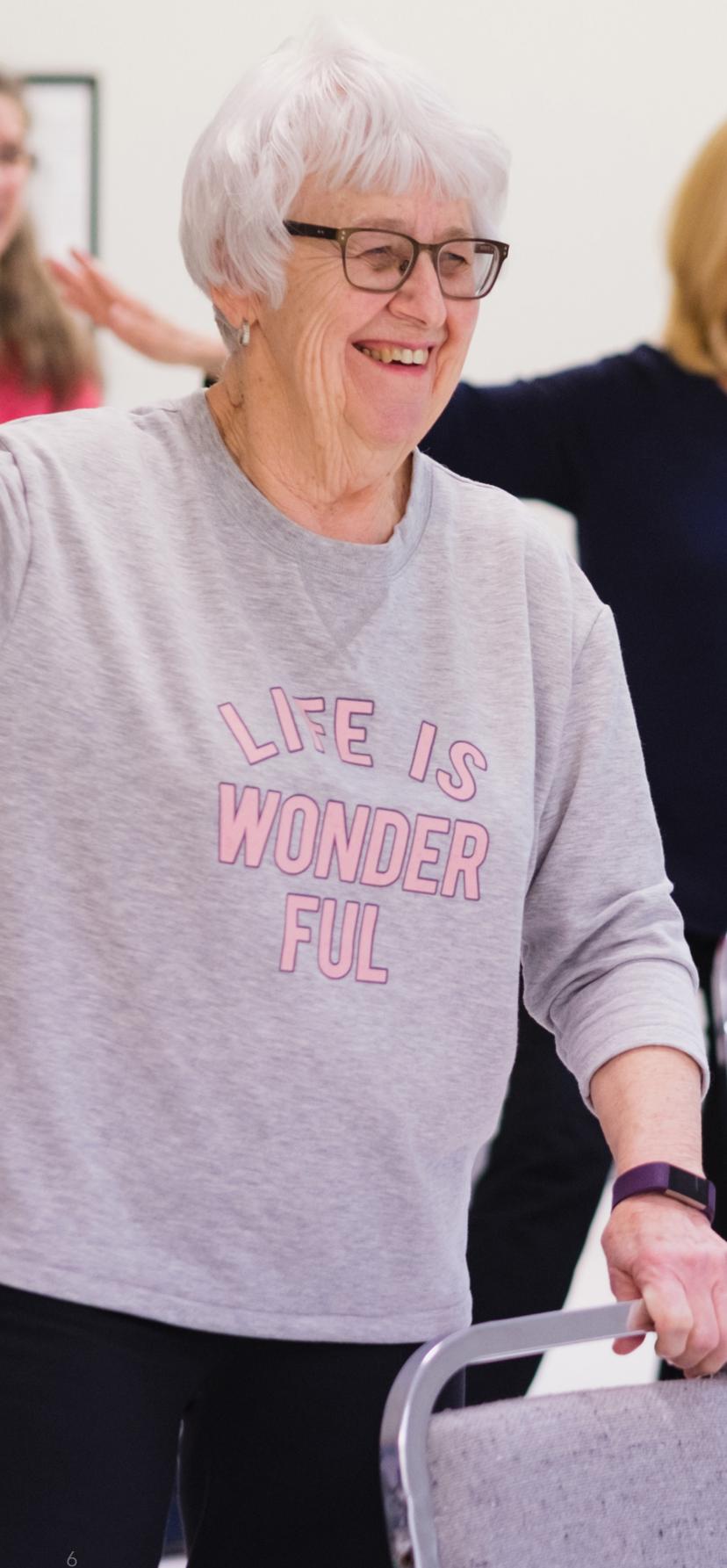
Over 90% of seniors aged 65-84 who participate in social and community-related activities at least once a month feel that the connection they form contributes to a healthier life and feeling of belonging. That's why social connectedness is at the core of everything we do. During the past year, we have seen the significant positive impacts of this on the lives of older adults, their caregivers, families and friends, and volunteers in communities across B.C. through the growth of our provincial programs.

With our increased focus on collaboration and communication, Healthy Aging by United Way and the Community-Based Seniors' Services (CBSS) sector are advancing social change. Our Healthy Aging CORE virtual learning network, which helps those in the sector access the resources, training and tools they need to strengthen the vital programs they deliver, is the result of community consultations and the inaugural Provincial Summit on Aging in 2017. The introduction of our Integrated Community-Based Programs for Older Adults with Higher Needs grants demonstrates the successful and responsive partnership between the CBSS sector and various levels of government, while our innovative approach to Aboriginal Better at Home programs showcases our commitment to a refreshed relationship between Aboriginal people and Canadian society.

Healthy Aging by United Way is proud to witness the passion and determination of our teams, local organizations, volunteers, partners, and the Province of British Columbia in caring for B.C. residents as they age. The 2018/19 Healthy Aging Annual Report highlights this important work.

By enhancing the quality of life of older British Columbians and Elders, their caregivers, families and friends, and people who care about them, we are creating healthy, caring, inclusive communities for all.

Kahir Lalji
Provincial Director, Population Health
United Way of the Lower Mainland



At Home. In Community.

Socially connected, active, and engaged in the community. That's how older adults want to live their lives.

Healthy Aging by United Way helps B.C. seniors stay at home and in their own communities for longer. We build on the strengths, talents, and passions that already exist in neighbourhoods, villages, towns and cities across B.C. so that older adults have greater control over their independence, health, and dignity.

Through our collaborations with partners from all levels of government, researchers, service delivery providers, volunteers, caregivers, donors, and seniors themselves, along with investments in provincial supports, programs and partnerships, we are working to ensure that seniors and Elders are healthy and happy, living as independently as possible in a community that cares about them.

What We Do

Better at Home	Community-Based Seniors' Services (CBSS) Grants	Sector Strengthening	Community Engagement	Innovation & Strategy
<p>A provincial program that provides non-medical home support services:</p>	 <ul style="list-style-type: none"> • Active Aging • Choose to Move 	 <ul style="list-style-type: none"> • Volunteer Engagement • Public Policy Institute 	<ul style="list-style-type: none"> • Reference Group • CBSS Leadership Council • Funders Table • Municipal Caucus 	
 <ul style="list-style-type: none"> • Friendly visiting • Light housekeeping • Transportation to appointments • Grocery shopping 	 <ul style="list-style-type: none"> • Structured Programming for Higher Needs & Isolated Seniors: 	<ul style="list-style-type: none"> • Leadership Development • Evaluation 		<ul style="list-style-type: none"> • Neighbourhood Connectedness • Re-Thinking Aging
<ul style="list-style-type: none"> • Light yard work • Snow shoveling • Minor home repairs • Other services 	<ul style="list-style-type: none"> • Social Prescribing • Caregiver Support for Family & Friends • TAPS: Therapeutic Activation Programs for Seniors 		<ul style="list-style-type: none"> • Healthy Aging CORE – Collaborative Online Resources & Education 	
			<ul style="list-style-type: none"> • Provincial Summit on Aging • Regional Consultations • Provincial Working Groups 	<ul style="list-style-type: none"> • Celebrating 80 over 80 • Men's Sheds 

Our Work in Community

Better at Home

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

Satisfaction and Connection



Over 90% of B.C. seniors reported they were satisfied with the frequency, affordability and accessibility of Better at Home services.

For more information about Better at Home, visit:

<http://betterathome.ca/research-and-reports/>

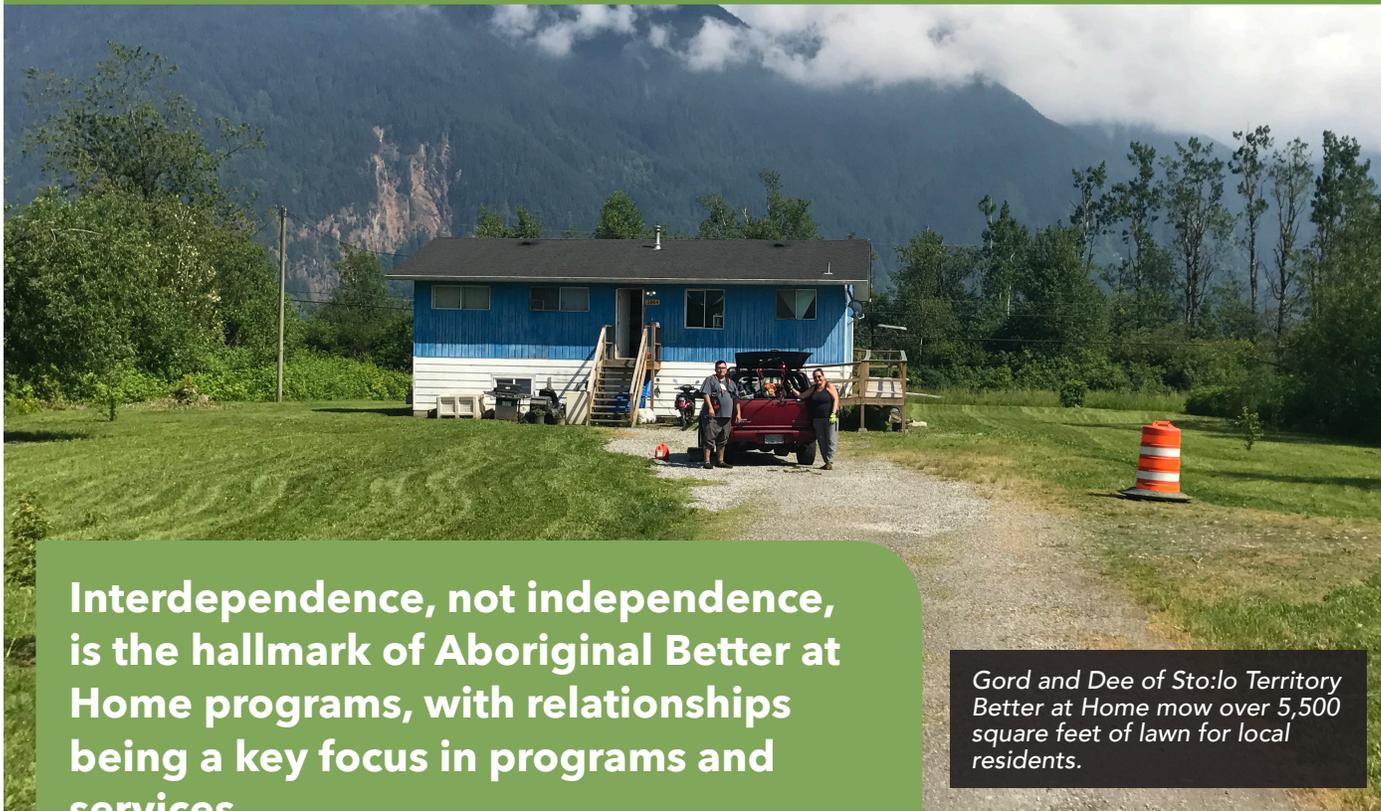
To volunteer with Better at Home in your community, visit:

<http://betterathome.ca/volunteer-with-us/>

The strongest benefits for seniors included feeling safe, supported, and able to stay in their homes for longer. Social connectedness was also identified as a significant outcome of the Better at Home program.

Connection matters not only to the seniors served through Better at Home, but to our volunteers as well. In fact, 97% of our almost 500 volunteers from 47 programs reported that their experience with Better at Home was positive. They say they feel appreciated, accomplished, and more connected to their communities.

Pride and resilience



Interdependence, not independence, is the hallmark of Aboriginal Better at Home programs, with relationships being a key focus in programs and services.

Intergenerational connections and community engagement help restore and honour traditional ways of living. This learning comes through Healthy Aging by United Way's work in four distinct B.C. First Nations on reserve, including Cowichan Tribes, Sto:lo Territory, Gitxsan Nation, and Squamish and Tsleil-Waututh Nations.

Healthy Aging by United Way adopted a progressive stance when introducing the first provincial funding initiative to provide non-medical supports to Elders, who hold crucial roles in imparting tradition, knowledge, and culture to their communities. Integrated cultural programming and paid contractors from First Nations communities were also included in Aboriginal program models. The latter helps enhance economic conditions through essential employment, while the former ensures services are delivered in a culturally appropriate manner.

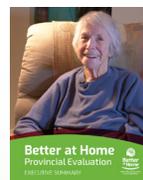
This initiative is part of Healthy Aging by United Way's commitment to recognizing and moving forward on a new and refreshed relationship between Aboriginal peoples and Canadian society.

Gord and Dee of Sto:lo Territory Better at Home mow over 5,500 square feet of lawn for local residents.



See how Aboriginal Better at Home programs work in this video produced in partnership with Sto:lo Territory:

<https://vimeo.com/237336159>



Read our First Nations Better at Home Programs Evaluation Report:

[https://www.](https://www.uwlm.ca/what-we-do/healthyaging/betterforseniors/)

[uwlm.ca/what-we-do/healthyaging/betterforseniors/](https://www.uwlm.ca/what-we-do/healthyaging/betterforseniors/)

Active Better at Home clients:

11,787

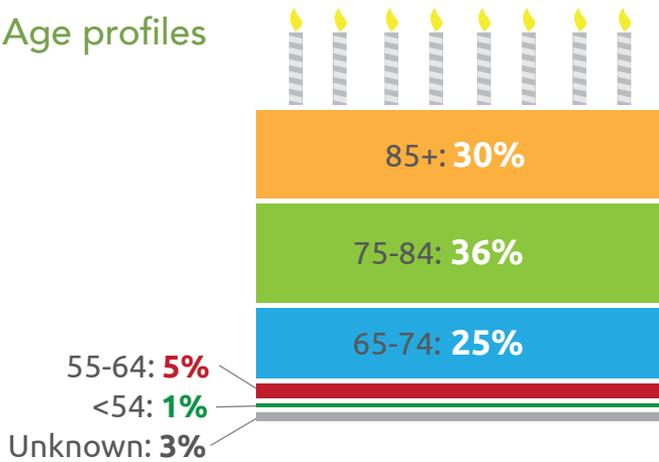
New program participants:

3,685

% of all services delivered by volunteers:

33%

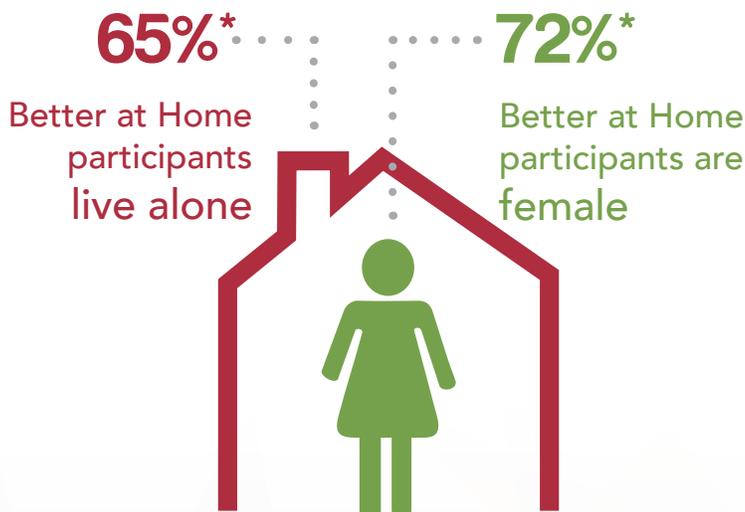
Age profiles



Service distribution



Living arrangements and gender



* 30% do not live alone and 5% are unknown
* 27% are male, 1% are unknown and 0% are Trans

NOTE: 69 of 70 programs reporting

** Wood chopping, group activities, rodent removal, etc.



Salt Spring Island Better at Home



This winter, there were two significant storms on Salt Spring Island - one in which roads were blocked and power lines were down. Some islanders were without power for 12 days.

Emergency Services on the Island set up a drop-in warming centre at the Seniors Centre and Salt Spring Island's Better at Home contractors and visitors went to great lengths to check in with the people they serve.

During the second storm, while many were snowed in and without power again, the Better at Home program called every single senior for whom they had contact information, which was over 200 people. For weeks after, the program was getting thank yous from seniors saying how much it meant to them that someone checked in.

While it took a lot of time, it made a huge impact on the well-being of the seniors in the community.



United Way helping seniors remain independent.

For more information and to get in touch with your local Better at Home program, visit:

<http://www.betterathome.ca>.

Our Work in Community

Community-Based Seniors' Services (CBSS) Grants

Healthy Aging by United Way's Active Aging and Choose to Move programming supports seniors' independence, social engagement, and health across B.C.

These initiatives also showcase our partnership with UBC's Active Aging Research Team and the Province of B.C., and illustrate our collaborative approach to improving older adults' lives.

Active Aging



Westside Health Network seniors who participate in Walk 'N Talk are encouraged to exercise at their own pace, but also to participate in the increased demand of activity over the course of the program.

These West Kelowna seniors are fitter and happier thanks to the twice weekly Walk 'N Talk program, one of 28 Active Aging programs offered across B.C. They're also less lonely and more socially connected, and that's a good thing because loneliness increases the chance of premature mortality by 26%.



Before Vanny joined the program, she was lonely and depressed. Not anymore. "I feel happier, have friends, and feel that I belong," Vanny says. The program, which is jointly funded by the UBC Active Aging Research Team and United Way, helps older adults to remain active and socially engaged as they age.

Changing lives

Total # of unique clients served by Active Aging initiatives:

7,333

Ages of older adult clients:

<54: 1%	75-84: 24%
55-64: 14%	85+: 8%
65-74: 45%	Unknown: 8%

Number of unique seniors new to Active Aging programs:

2,383

Number of volunteers who are seniors (65+):

470 (61%)

Learn more here: <http://www.activeagingrt.ca/> and <https://www.choosetomove.info/>

Our Work in Community

Choose to Move



In Chinese culture, exercise is often a group activity. Yet many of Vancouver’s Downtown Eastside Chinatown seniors rarely leave their homes due to safety concerns. This, along with the fact that many activity programs are offered in English means they aren’t getting enough physical activity, resulting in isolation and loneliness and a higher risk of poor health.

A solution: youth volunteers engage Chinese seniors through the Chinatown Choose to Move program. The program uses physical activity to bring them together for better health and more social connectedness.

“It’s more fun and motivating to exercise with others,” says Chang, pictured above. It also helps seniors access other available community programs and services.

The program is funded by UBC’s Active Aging Research Team and the Province of B.C. with support from United Way.

“My motto is ‘by helping others, you help yourself’.

- CHOOSE TO MOVE PROGRAM PARTICIPANT (VANCOUVER, BC)

Integrated Community-Based Programs for Older Adults with Higher Needs

In 2019/20, Healthy Aging by United Way will introduce three new grant streams to serve older adults with more complex needs – such as loss of mobility, cognition or spouse – with access to specialized programs and services. They include:



Seniors with more complex care needs require specialized programming to make sure they aren’t isolated and disconnected.

- **Social Prescribing** to help primary care physicians and other health practitioners identify and support seniors at risk of frailty and create wellness plans linking them to community-based support programs.
- **TAPS (Therapeutic Activation Programs for Seniors)** – based on the Creston, BC wellness model – is a prevention-oriented program supporting older adults who are homebound and experience barriers in accessing community resources, delay their use of health services like adult day care, assisted living, and complex care.
- **Caregiver Support for Family & Friends** provides support for locally-based caregiver programs to access and personalize resources offered by Family Caregivers of British Columbia (FCBC). This funding also provides ongoing support and counselling for caregivers helping seniors with higher needs.

Read more about our provincial CBSS programs and initiatives here:
<https://www.uwlm.ca/what-we-do/healthyaging/>

Community Engagement

Driving social change means engaging with community.

In 2018/19, Healthy Aging by United Way worked with our partners in the community-based seniors' services sector, local governments, and others to help make B.C. more senior-friendly for today and for the future.

Healthy Aging CORE – Connecting and Collaborating

HEALTHY AGING

CORE

Collaborative Online Resources & Education



In February 2019, recognizing the importance of community-based supports for seniors and Healthy Aging by United Way's leadership in this area, the Honourable Filomena Tassi, Minister for Seniors, announced a \$50,000 investment to support the development of Healthy Aging CORE.

Healthy Aging CORE - Collaborative Online Resources and Education platform - is a provincially-coordinated, virtual learning network for staff and volunteers in the seniors' services sector to access resources, training, and tools to strengthen and sustain the vital programs they deliver every day.

Visit Healthy Aging CORE to access resources:
<https://www.healthyagingcore.ca>.

Sign up to learn about sector initiatives, resources, events, and updates: <https://healthyagingcore.ca/newsletter-signup>.

Developed with input from over **1,000** CBSS sector members, CORE was launched this Spring to foster communication, coordination, collaboration, and capacity building in the CBSS network so that the seniors they serve are getting the best community support possible to live well, at home, for as long as possible.

By the end of March 2019, over **300** users had joined CORE, while **800** subscribers receive the twice-monthly Healthy Aging CORE newsletter.

Commitment to Community

DECLARATION

Declaration of the Community-Based Seniors' Services Sector in B.C.

As participants of the November 2017 Inaugural Provincial Summit on Aging from the federal, provincial and municipal governments, leaders from the community-based seniors' services sector, leaders from community foundations and allies of the sector, we recognize the important role played by the many programs and services offered by municipal governments and not-for-profit organizations to the overall health, well-being and quality of life of the older residents of this Province: <http://www.seniorsraisingtheprofile.ca/wp-content/uploads/2018/12/RPP-Literature-Review.pdf>

At the same time, we acknowledge that the capacity of the community-based seniors' service sector to deliver programs and services will need to be enhanced if, as a province, we are to maximize the potential for older adults to have the choice to "age in place" and remain in their own homes and communities for as long as possible. We also acknowledge that this will require closer collaboration between the not-for-profit organizations, municipalities and the provincial health system.

We, therefore, call on all those involved in the Community-based Seniors' Service Sector – as funders, policy makers, decision makers, seniors, families, friends, caregivers, service providers, organizations, leaders, and volunteers – to sign on to this declaration to ensure that:

Community-based seniors' services are formally recognized as a Sector that plays an essential role in supporting seniors' independence, resilience and social connectedness.

The definition of the Community-based Seniors' Services (or CBSS) Sector include all municipal and not-for-profit organizations that provide services and programming for older adults at the local level – at community centres, single and multi-service agencies, seniors' centres, community coalitions and neighbourhood houses – throughout our province.

The seven core programs and services offered by the Sector reflect the diversity of British Columbia's geography and seniors' population and include: Nutritional Supports, Wellness Programs, Physical Activity, Recreation, Education and Arts Programming, Information, Referral and Advocacy, Transportation; and Affordable Housing.

This declaration is intended as a demonstration of our commitment to the seniors of British Columbia and to ensure that community-based seniors' services are a priority for all stakeholders who serve the people of British Columbia.



Recognizing the important role played by municipal governments and not-for-profit organizations in the overall health, well-being, and quality of life of B.C. seniors, the Declaration of the CBSS sector describes the sector's value and outlines concrete commitments to move this important work forward. The Declaration has been used to fuel conversations and resolutions within local governments to advocate for increased investments to the CBSS sector and to the communities of our province.

To date, over **400** individuals, organizations, and local governments have signed on.

Read and sign the CBSS Declaration here:

<https://www.surveymonkey.com/r/CBSSDeclaration>

Your Voice Matters

Healthy Aging by United Way hosted **13** regional consultations throughout B.C., connecting over **500** staff and volunteers of CBSS organizations, local governments, and other allied professionals.

The goals of the consultations were to reduce fragmentation in the sector, to enhance the quality of community programming and services for older British Columbians, their caregivers, families and friends, and to identify the direction and priorities for Healthy Aging by United Way, such as establishing key priorities of work (see Provincial Working Groups section on right), the development of Healthy Aging CORE as a virtual platform, the investment in caring for seniors with higher needs, and sector strengthening activities such as Project Impact Healthy Aging.

The consultations focused on providing updates on provincial activity and gathering input for CORE, such as content and training priorities and user experience preferences. The gatherings also provided valuable local networking opportunities, as well as discussions on topics such as collaboration, addressing ageism, and seniors' community action committees.

Provincial Working Groups



6 Provincial Working Groups were established to advance key sector and capacity development priorities, including:

- Seniors' Housing
- Nutritional Supports
- Interfaith and Intercultural Communities
- Seniors Community Planning/Action Committees
- Engagement in Rural and Remote Communities
- Information, Referral, and Personal Advocacy

The groups focus on priority topics significant to older adults, and have been working to gather input to better understand related issues and opportunities, and recommend changes to policy and practice. They will present their work to date and future priorities at the Provincial Summit on Aging on November 7 & 8, 2019.



Making Good Programs Great

Project Impact Healthy Aging



How do we know the work we're doing is making a difference or if it's even right for a given population or circumstance? Healthy Aging by United Way hosted B.C.'s first developmental evaluation course tailored specifically to the needs of non-profit organizations in the seniors' services sector. It ran from Fall 2018 through Spring 2019.

Project Impact Healthy Aging helped **10** teams of program staff – from small towns across the province to Metro Vancouver suburbs and Vancouver Island – prove and improve the impact of their work with older adults. Findings were similar across organizations – highlighting the importance of social connection – and will help inform the future work of the CBSS sector.

Project Impact Healthy Aging is offered through Dialogues in Action and was funded by the Province of B.C.

Purposeful Volunteer Engagement

Volunteers are crucial to the success of the Better at Home model and to other seniors' serving agencies that utilize volunteers in their programming. Better at Home's Provincial Volunteer Engagement Strategy, developed in 2017, outlined a number of deliverables to support our programs, and now the broader CBSS sector, in volunteer recruitment, training and development, and retention. Some highlights:

- Throughout National Volunteer Week (April 15-21, 2018), Healthy Aging by United Way shared **5** regional videos celebrating Better at Home volunteers and their relationships with the older adults in their communities. Visit our Better at Home page on Facebook: <https://www.facebook.com/betterathomeBC> to view.
- Healthy Aging CORE allowed us to share volunteer management best practices, capacity building initiatives, and training opportunities, as well as ongoing webinars – delivered by experts in the field – with our CBSS network.

Paving the Path Forward, Together



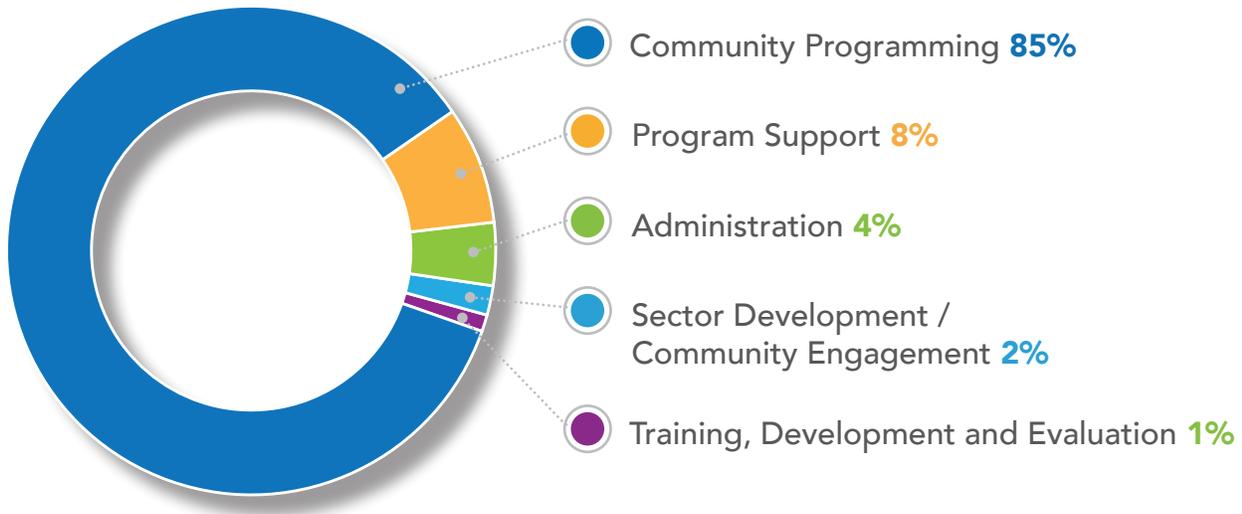
Building a healthy, community-based seniors' services sector that meets the needs of all older adults means identifying gaps in knowledge and resources. Healthy Aging by United Way works with key partners to take action in a number of underserved areas and is committed to affiliating with leaders already championing programs and services that reinforce the collective impact of Healthy Aging by United Way and the CBSS sector.

In 2019/20, these underserved areas will be a focus of our work. Innovative partnerships could include, but are not limited to:

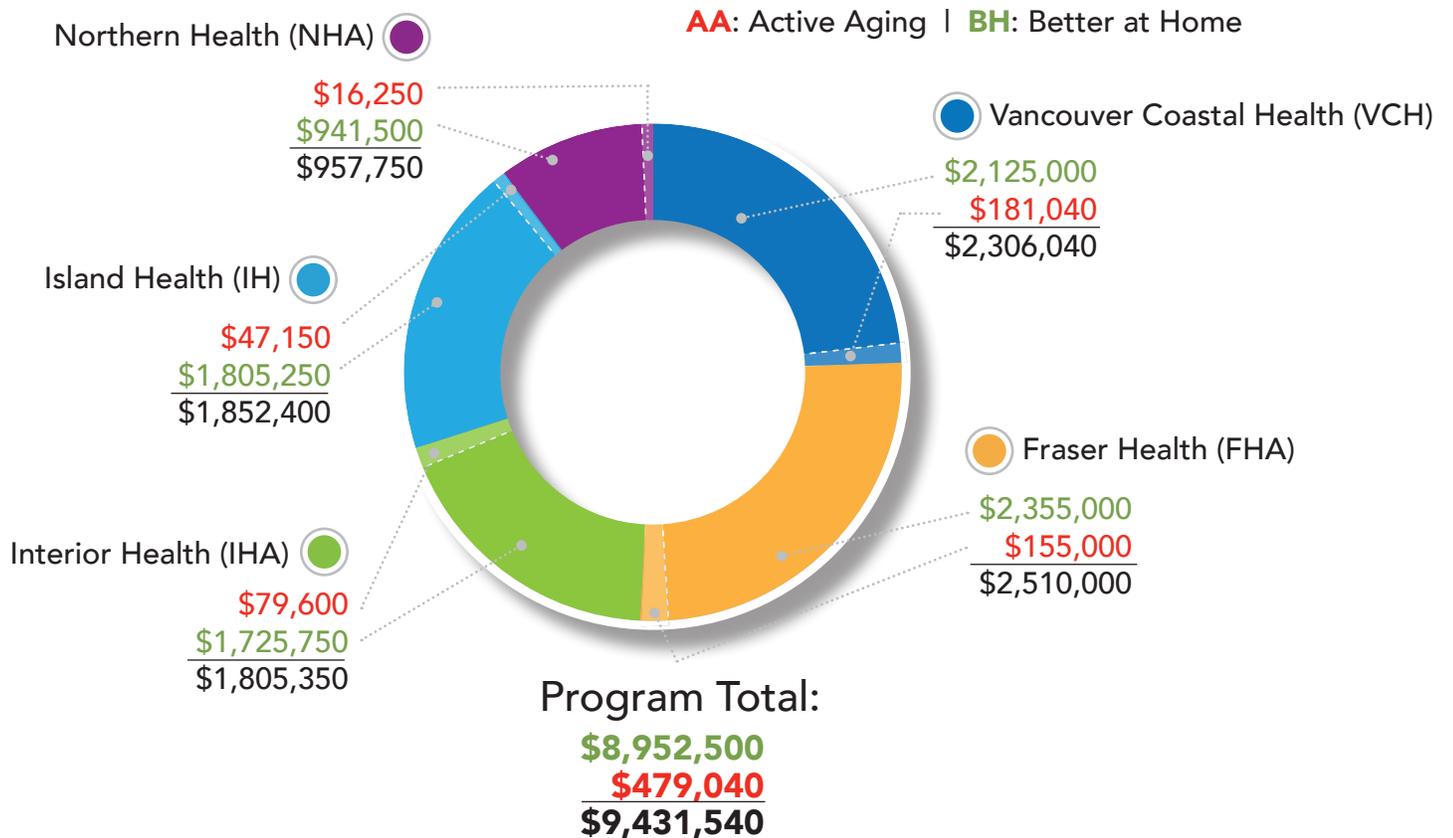
- Neighbourhood Connectedness
- Men's Sheds
- Re-Thinking Aging
- Celebrating 80 over 80

Financials

Healthy Aging Budget Expenditures



Programming Investments in B.C. by Health Authority



Show Your Local Love



United Way



**SHOW YOUR LOCAL LOVE.
TAKE ACTION.**

People, no matter what their age, don't live in programs. They live in communities. That's why this year, United Way launched an innovative new way of working, called Local Love. An act of local love can take many forms. It might be as simple as saying hello to someone on the street, doing light housework for a homebound senior, mobilizing your community to address transportation issues or advocating for a more senior-friendly community. It's all about building connections and delivering support to the people and communities who need them.

Through Healthy Aging by United Way, you can mobilize people to address a local issue, collaborate with a network of partners to solve a problem, volunteer, or give financially to support community programs. Or, you can take a personal challenge to add a bit more local love to your life and your community. It's all local love!

Some ways to get involved

- Sign up to Healthy Aging Core – the knowledge hub for Community-Based Seniors' Services (CBSS) organizations and allied agencies: <https://healthyagingcore.ca/>
- Subscribe to the CORE newsletter for all things healthy aging: <https://healthyagingcore.ca/newsletter-signup>
- Commit to advancing the work of the seniors' sector by signing the CBSS Declaration: <https://www.surveymonkey.com/r/CBSSDeclaration>
- Donate to United Way to help us build strong communities for seniors: <https://www.uwlm.ca/donate/>
- Volunteer to help local seniors in your community:
 - Be a senior's lifeline through Better at Home: <http://betterathome.ca/volunteer-with-us/>
 - Get connected to your community with United Way iVolunteer: <http://www.ivolunteer.ca/>



Provincial Summit on Aging

The inaugural Provincial Summit on Aging in 2017 invited delegates to participate in moving Healthy Aging by United Way's plan forward.

See the Report on Key Learnings and Next Steps from the 2017 Provincial Summit on Aging here: <https://www.uwlm.ca/what-we-do/healthyaging/betterforseniors/>



The 2019 Summit on Aging will be held on November 7 & 8, 2019 in Richmond, BC.

The second Provincial Summit on Aging will bring together **over 300** delegates from Community-Based Seniors Services (CBSS) organizations, older adults, family and friend caregivers, academia, and government representatives to discuss and collaborate on current issues and innovations in healthy aging.

Through this valuable biennial opportunity, members of the collective healthy aging sector will make decisions to ensure B.C. has the capacity to address the growing challenges of an aging population, now and into the future.

See you at the 2019 Summit!





Twitter:

@ulwm #actsoflocallove #locallove



Facebook:

<https://www.facebook.com/UnitedWayoftheLowerMainland>

<https://www.facebook.com/betterathomeBC>



Instagram:

<https://www.instagram.com/unitedwaylowermainland/>



Youtube:

<https://www.youtube.com/user/UnitedWayVancouver>

Healthy Aging

by **United Way** At home. In community.

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