



Healthy Aging

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

A Year in Review

April 1, 2019 – March 31, 2020

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

Last year, United Way of the Lower Mainland re-imagined its mission to not only serve the needs of local citizens through our funded initiatives, programs, and services, but also to ignite the desire in everyone to improve the communities we call home. We call this Local Love.


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 an example of Local Love in action. By making the lives of seniors throughout the province better, we are demonstrating just what living this mission looks like. At no time was this more clear than in the face of the devastating COVID-19 global pandemic.

The network of support that Healthy Aging by United Way and the Community-Based Seniors' Services sector across British Columbia have built showed just how coordinated, caring, and collaborative efforts can impact people's lives.

Through government partnerships and your generous support, United Way has been able to act quickly to address the severe impact COVID-19 is having on seniors in our communities. At the end of March, in partnership with the Province of British Columbia, bc211, and our Better at Home program, we worked to ensure vulnerable and isolated seniors had access to grocery and prescription pick-ups, prepared meal delivery, and virtual and phone check-ins through the "Safe Seniors, Strong Communities" initiative. Our efforts were amplified by our volunteers and agency partners throughout B.C. who helped us deliver urgently needed services to thousands of seniors.

In 2020, we had planned to celebrate United Way's 90th anniversary. While those plans are on hold, we can truly celebrate spirit, compassion, and dedication of those working to make a difference for seniors in our communities.

Thank you for showing your Local Love.



Michael McKnight
President & CEO
United Way of the Lower Mainland



Message from the Provincial Director, Population Health, United Way of the Lower Mainland and the Community-Based Seniors' Services (CBSS) Leadership Council

Making the lives of older British Columbians better strengthens the social fabric that creates healthy, caring, and inclusive communities for all ages. As members of the B.C. Community-Based Seniors' Services (CBSS) sector, your continued work plays an invaluable role in this endeavour.

On behalf of the CBSS Leadership Council and United Way of the Lower Mainland, we thank you for your support, insight, and leadership. We recognize the impactful contributions that hundreds of agencies and thousands of staff and volunteers – across villages, towns, and cities – who are working in this sector have made to enhance the quality of life for older British Columbians.

The 2019-20 Healthy Aging Year in Review highlights some of the key initiatives and vital work that has occurred, including the introduction of Integrated Community-Based Programs for Older Adults with Higher Needs, the second annual Provincial Summit on Aging, the expansion of the Healthy Aging CORE knowledge hub and the creation of the "Safe Seniors, Strong Communities" initiative, a rapid emergency response to the COVID-19 pandemic. The growth and innovation of our sector's work and the acknowledgement of the importance of recognizing and valuing older British Columbians is something we're most proud of.

As we continue to come together to support our friends and neighbors, especially those most in need in our communities who are experiencing heightened vulnerabilities during this unprecedented time, we are confident that, thanks to your efforts, we will emerge a stronger, more united sector.

Thank you!



Kahir Lalji

A handwritten signature in blue ink that reads "Kahir Lalji".

Provincial Director,
Population Health
United Way of the Lower Mainland



Marcy Cohen

A handwritten signature in blue ink that reads "Marcy Cohen".

Co-Chair,
CBSS Leadership Council



Annwen Loverin

A handwritten signature in blue ink that reads "Annwen Loverin".

Co-Chair,
CBSS Leadership Council

2019/20 Highlights

Healthy Aging by United Way helps B.C. seniors stay at home and in their own communities for longer by centering on three objectives: keeping older British Columbians active, connected, and engaged.

Services and Supports

Healthy Aging Programs:

102



Clients served:



18,293

Unique touchpoints:



253,712

Volunteers engaged:



3,784

\$ invested in community:



\$12,731,576



Partners engaged:

**1,000
+**

Community Grants

Healthy Aging by United Way is anchored by three provincial programs: Better at Home, Active Aging, and Integrated Community Programs for Older Adults with Higher Needs, which are focused on health promotion and prevention practices, and provide seniors-centred programming that supports independence, social engagement, physical activity, and a sense of belonging.



Better at Home

Better at Home is a provincial program that provides non-medical home support services to older adults, such as friendly visiting, transportation to appointments, light yardwork, minor home repairs, light housekeeping, grocery shopping, snow shoveling, and other essential social engagements.

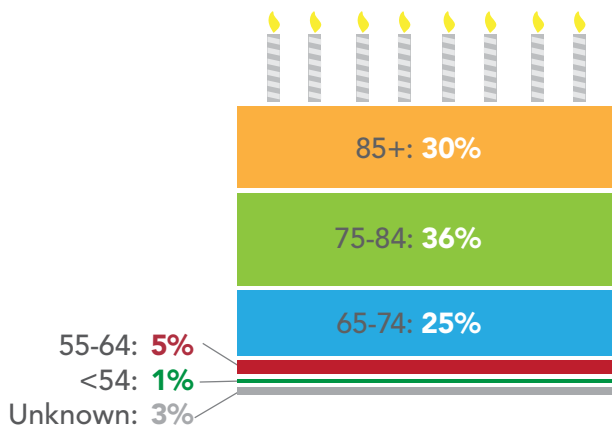
Active Better at Home participants:

11,935

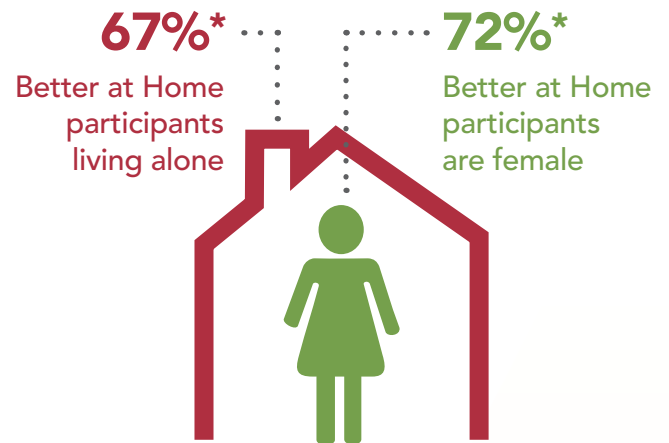
New program participants:

3,832

Age profiles:



Living arrangements and gender:



* 29% do not live alone and 4% are unknown

* 27% are male, 1% are unknown and 0% are Trans or other genders

(please note: Data sets from 2018-2019 were recorded for two programs.)



% of all services delivered by volunteers:

38%



Service distribution:



Light housekeeping
47%



Friendly visiting
16%



Transportation to appointments
13%



Grocery shopping
6%



Light yard work
4%



Snow shoveling
2%



Minor home repairs
0%



Other services
12%**

** Wood chopping, group activities, etc.

Friendship matters

What's the secret of a long life? Ninety-three-year-old Janine credits eating properly and companionship. While living at home can be comforting, getting out of the house can be challenging for seniors like Janine. That loneliness and isolation can negatively impact health, making people more susceptible to depression, chronic disease, frailty, and cognitive decline.

Once a week, Janine gets a friendly visit as part of the Better at Home program, which helps B.C. seniors live independently and remain in their communities. Ninety percent of seniors taking part in Better at Home and Active Aging programs say they are more active, engaged and connected as a result.



Better at Home operates 74 core programs in 100+ communities and is funded by the Government of British Columbia. United Way of the Lower Mainland manages the program and local non-profit organizations provide services. For more information, visit: <http://betterathome.ca>.

Active Aging and Choose to Move

In 2019-20, Active Aging and Choose to Move programs completed their two-year grant partnership with the Provincial Government's Active Aging BC and UBC's Active Aging Research Team. Active Aging and Choose to Move programs encourage older adults to remain active and socially engaged as they age.



Total # of unique clients served by Active Aging initiatives:

6,358

Unique seniors new to Active Aging initiatives:

2,003

Age profiles of older adult clients:

<54: 1%	75-84: 26%
55-64: 15%	85+: 8%
65-74: 41%	Unknown: 9%

Volunteers engaged who are 65+:

435 (59%)

Integrated Community Supports for Older Adults with Higher Needs or 'Higher Needs'

In January 2020, Higher Needs programs launched across B.C. to support and enhance the health and well-being of older adults living with more complex needs. The programs support those living independently who face barriers to accessing programs and services on their own, and include three service streams: Social Prescribing Programs, Therapeutic Activation Programs for Seniors (or TAPS), and Family & Friend Caregiver Supports Programs. These 2.5 year demonstration projects are a partnership between Healthy Aging by United Way, the Province of B.C., and local non-profit organizations.

Read more about our Active Aging and Higher Needs programs and initiatives at: <https://www.uwlm.ca/your-impact/healthyaging/> under Community-Based Seniors Services.



Community Engagement

Healthy Aging Provincial Reference Group

The Healthy Aging Provincial Reference Group shares information, coordinates initiatives, explores opportunities for strategic alliances and program alignment, and supports the overall direction of Healthy Aging initiatives, programs, and services in B.C. In addition, the Group was instrumental in the success of the 2019 Provincial Summit on Aging, providing direction, assistance, and even stepping up to participate as expert speakers.

CBSS Leadership Council

The CBSS Leadership Council is a consultative body working with Healthy Aging by United Way staff on sector building initiatives to identify challenges communities are facing, and to build strategies to address them. In 2019/20, membership saw increased representation across underserved populations, such as LGBTQ2, Indigenous, disability, newcomer, and geographic regions, including rural and remote communities. Members led Provincial Working Groups, hosted Regional Consultations, and provided guidance on Healthy Aging CORE.



Healthy Aging CORE



Resources, training, and knowledge sharing help the CBSS sector improve the lives of British Columbia seniors and our communities. Healthy Aging CORE, our online knowledge hub, grew to over 1,200 members in 2019-20 – its first year – and saw visitors from every continent. This virtual education and resource sharing space now includes close to 900 searchable resources, which are screened for relevancy to ensure they are current and from reputable sources.

The twice-monthly Healthy Aging CORE newsletter, with over 1,000 subscribers, highlights new resources added to the site, as well as news, funding information, featured community programs, events, and training. In addition to promoting learning events of partner organizations, CORE presents webinars organized by Healthy Aging by United Way, with CBSS network members sharing their expertise. Approximately 1,100 people participated in sessions on topics such as social isolation, elder abuse, falls prevention, volunteerism, and dementia-friendly communities, and many more have accessed the recorded sessions archived in CORE's Resource section. For more information on Healthy Aging CORE, visit: <https://healthyagingcore.ca/>.

2019 Provincial Summit on Aging



Unpacking myths on aging, as well as how social and health inequities influence quality of life in later years were on the agenda at the biennial Provincial Summit on Aging in November 2019. Over 350 delegates from across B.C., including community-based service providers, researchers and seniors, converged in Richmond to discuss and collaborate on current issues and innovations in healthy aging. Social connectedness and the benefits of social engagement was a major theme of the Summit. The event saw a 60% increase in participants over the inaugural event in 2017, hosted over 20 exhibitor tables, and included a demonstration room that showcased innovative sector resources and tools.

"We have to empower people over 65," said the Honourable Adrian Dix, British Columbia Minister of Health and Summit attendee. "I so support the work that [the community-based services sector] and United Way are doing to develop the society we want."



Regional Consultations & Provincial Working Groups

Over 500 staff and volunteers from CBSS organizations participated in 12 Regional Consultations led by Provincial Working Groups to identify service and resource gaps in six key areas: Seniors' Housing; Nutritional Supports; Interfaith and Intercultural Communities; Rural and Remote Communities; Information, Referral, and Personal Advocacy; and Seniors' Community Action Committees. The Consultations provided vital networking opportunities, and for many participants, the connections often increase collaboration on local programs in support of seniors in their communities.

Along with information sharing, participants were introduced to the new Healthy Aging CORE knowledge hub, explored approaches to addressing ageism, and contributed to identifying principles and activity ideas for Healthy Aging by United Way's ReThinking Aging initiative.

ReThinking Aging – Thriving Across the Life Course

Aging is living and living is aging, yet attitudes toward aging are often negative, and information about aging is typically focused on problems and pitfalls associated with growing older, rather than a more balanced view that also includes assets and advantages.

To help shift thinking to view aging to a more realistic, asset and evidence-based lens, Healthy Aging by United Way introduced *ReThinking Aging*, a new initiative developed with input from CBSS staff and volunteers throughout B.C.

The program's launch at the 2019 Provincial Summit on Aging featured an engaging conversation among panelists who shared a variety of perspectives on aging – lived experience, inter-generational, cultural, intersectional, health promotion, and media portrayals of older adults. This was followed by an exhibition of interactive activities, demonstrations, and tools designed to illustrate various concepts and approaches to *ReThinking Aging*.



Sector Strengthening

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? Each year, Healthy Aging by United Way offers a developmental evaluation course tailored specifically to the needs of non-profit organizations in the CBSS sector. In 2019-20, Project Impact Healthy Aging brought together eight teams of three to five individuals from communities throughout B.C. to prove and improve the impact of their work with older adults. Findings were similar across organizations – they highlighted 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 is funded by the Province of B.C.



Public Policy Institute

Providing training and capacity building support to non-profit partners is key to our work in strengthening communities across B.C. A cornerstone of this is United Way's Public Policy Institute, which launched its latest cohort earlier this year: <https://www.uwlm.ca/agencies/public-policy-institute/>.

The program, designed to help non-profit leaders from across the province understand how to shape and influence public policy, has successfully trained 235 individuals over the last decade. This success has been possible thanks to the collaboration and support and of its faculty, which this year includes former premier of British Columbia Mike Harcourt, Brenda Eaton, Elizabeth Cull, Liz Whynot, and Dana Hayden.

Equally important to the program's success has been the community support it receives from long-time sponsors Vancity and UBC Robson Square, with help from UBC Community Engagement.



"If the brightest stars are those who shine for the benefit of others, the light that Ida Goudreau provided was one of the brightest." We want to acknowledge the dedication and commitment of Ida Goudreau, one of the originating faculty members of the Public Policy Institute. Sadly, Ida lost her battle with cancer in December 2019.

Leadership Fellows

Leadership Fellows provides non-formal, graduate-level training through a highly collaborative experience for senior leaders in the non-profit sector. The 2019-20 cohorts consisted of eight Executive Directors and eight aspiring Executive Directors selected for their influence, aptitude, and impact. Participants are guided through six modules set to engage them in a series of key ideas about developmental leadership. The curriculum is accompanied by interaction, reflection, and guided application for current and future opportunities to develop leaders. Leadership Fellows is offered in collaboration with Dialogues in Action: <http://www.dialoguesinaction.com/>.

Knowledge Mobilization

Knowledge mobilization (KMb) refers to moving available knowledge (often from formal research) into active use. More than just “bridging the gap”, KMb seeks to make connections between research/expertise and policy/practice in order to improve outcomes. KMb involves knowledge sharing between research producers (e.g. university researchers) and research users – in our case the Community-Based Seniors’ Services (CBSS) sector.

Research, Academic Partnerships & Conferences

The CBSS sector’s network is one of our community’s greatest assets. The breadth and diversity afford both researchers and community an opportunity to engage in fact-based learning which is crucial to aging well.

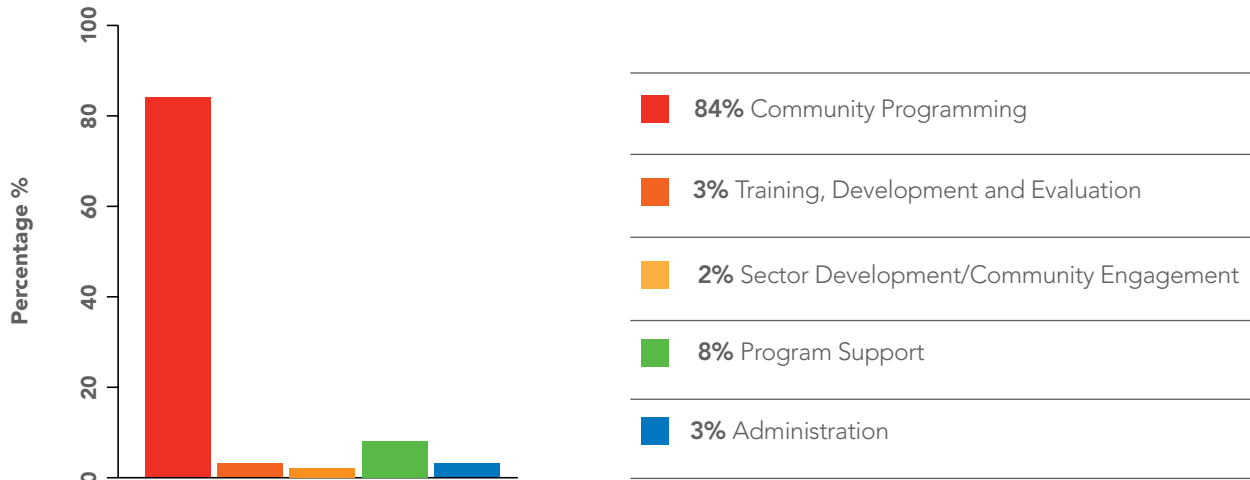
Healthy Aging by United Way research partnerships range from joint conference presentations, to collaboration on pilot projects, to participating on advisory committees. As well, Healthy Aging CORE is used as a platform for sharing information which helps leaders in seniors’ services access resources, research, and opportunities to strengthen and sustain the vital programs they deliver every day.

In 2019-20, Healthy Aging by United Way participated in several national and international academic conferences, including the Gerontological Society of America, Canadian Association on Gerontology, Aging in America, and AGEWELL. The range of research projects in communities across B.C. includes mental health in older adults, dementia, supporting caregivers, and innovative assistive technology.

Results from research projects were shared at the 2019 Provincial Summit on Aging, with community-based projects showcased in an interactive Demonstration Room.

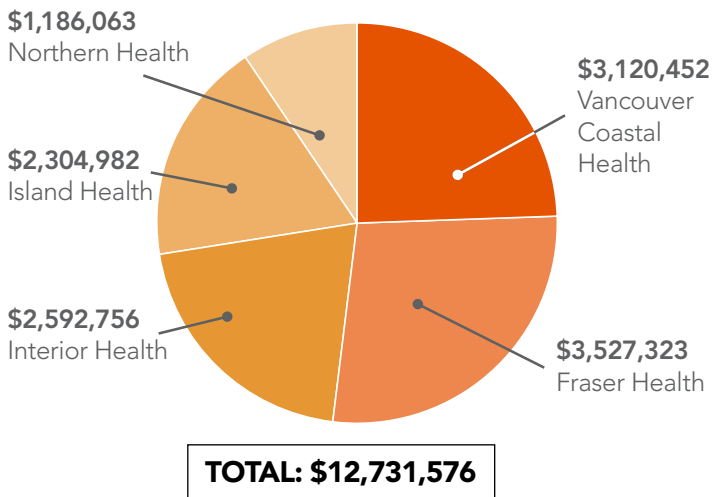


2019-20 Financials at a Glance

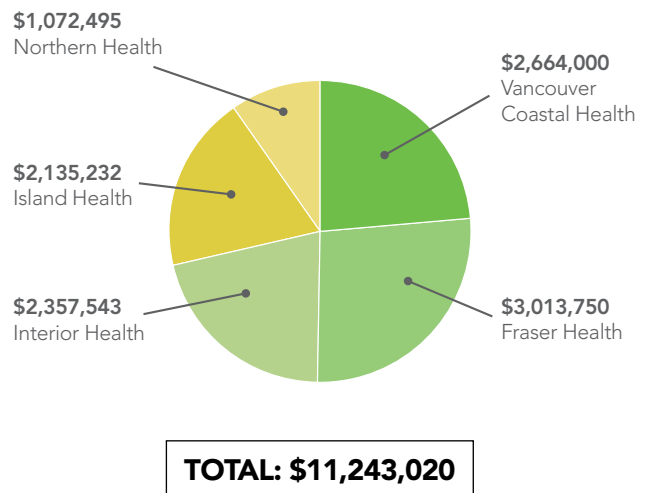


Programming investments in B.C.

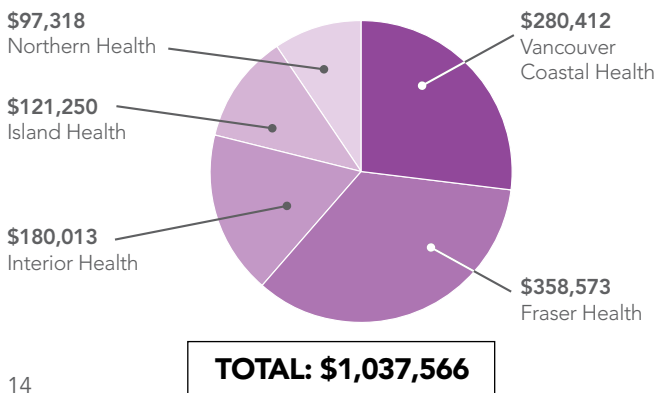
Combined HAUW Totals by Region



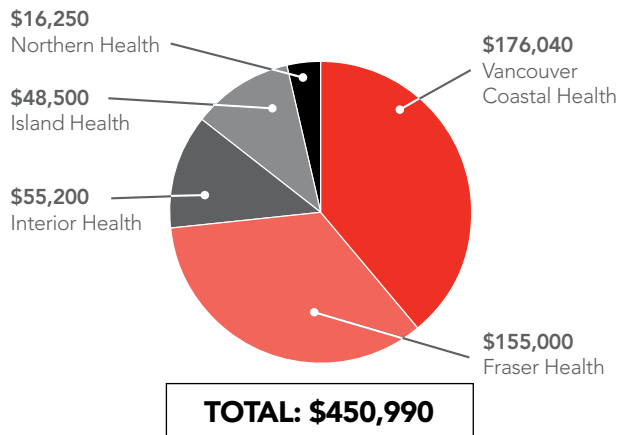
Better at Home



Higher Needs



Active Aging/Choose To Move



Looking Forward

“Safe Seniors, Strong Communities”

On March 11, 2020, COVID-19 was declared a pandemic. Thanks to a partnership between United Way’s Better at Home program, United Way-supported bc211, and the B.C. Government through the Ministry of Health, seniors across the province were able to stay safe in their homes.

In just over two weeks, “Safe Seniors, Strong Communities”, a rapid emergency COVID response initiative was up and running, allowing seniors to request free volunteer help with grocery shopping, prescription pick-up, and prepared meal delivery, as well as being able to receive a friendly check-in call or virtual visits – all by simply dialing 2-1-1 or filling in an online form at www.bc211.ca.

Seniors needs were shared with one of 24 designated Better at Home HUB Response agencies across B.C. who matched local volunteers with seniors who needed help. Thanks to the expansion of bc211 to include the Northern and Interior Health regions, the information and referral service became available province-wide, 24 hours a day, seven days a week.



Exciting New Developments and Initiatives

Look to Healthy Aging CORE for these important Healthy Aging by United Way developments, and more:

- Better at Home will be expanding into five to seven new communities annually for the next three years. For more information on the Better at Home expansion plan, please contact Kahir Lalji, Provincial Director, Population Health at kahir@uwlm.ca.
- In 2020-21, Regional Consultations will be primarily virtual so CBSS staff and volunteers throughout the province can participate. Learnings from these sessions will help us prepare for the next Provincial Summit on Aging in November 2021.
- Thanks to support from the Federal Government, Healthy Aging CORE Alberta was launched in April 2020. Based on the success of CORE British Columbia and replicating the same web platform and features, the Alberta site is helping to coordinate the CBSS sector in that province, particularly in supporting seniors in response to the pandemic.
- The development of Healthy Aging CORE Canada - a pan-Canadian platform to connect and convene the CBSS sector and link with existing and planned provincial CORE sites is underway. This ‘network of networks’ will support efficient, effective, and affordable information and knowledge sharing, coordination, and collaboration for all of those working and volunteering in support of healthy aging in Canada.



Thank you to the Province of B.C. for investing in the health and well-being of older adults in British Columbia.

More about Healthy Aging by United Way

<https://www.uwlm.ca/healthyaging/>

Visit Healthy Aging CORE to access resources, training, webinar information, and more:

<https://healthyagingcore.ca/>

Sign up for the Healthy Aging CORE newsletter to learn about sector initiatives and updates, new resources, and events and training opportunities:

<https://healthyagingcore.ca/newsletter-signup>

Visit Better at Home for more information on non-medical home supports for British Columbia's older adults.

<http://www.betterathome.ca>



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