# 2016 ANNUAL REPORT



## SUPPORTING ORGANIZATIONS THAT PROVIDE SERVICES TO SENIORS

# HELPING ORGANIZATIONS COLLABORATE TO STRENGTHEN PROGRAMS & SERVICES FOR SENIORS

Edmonton Seniors Coordinating Council #255 Bonnie Doon Shopping Centre 8330-82 Avenue, Edmonton, AB T6C 4E3

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This Annual Report is available online at www.seniorscouncil.net/escc-annual-reports

The ESCC gratefully acknowledges the support of our funders:





## VISION

ESCC enhances the ability of member organizations to support the well-being of seniors.

The Edmonton Seniors Coordinating Council helps organizations collaborate to strengthen programs and services for seniors and facilitates resource-sharing and communication in the seniors sector.





## MISSION

ESCC is an umbrella organization that encourages coordinated actions of its members to continue to build an Age Friendly Edmonton and enhance the lives of all Edmonton seniors.

## **MESSAGE FROM THE ESCC BOARD**

In 2016, as the Edmonton Seniors Coordinating Council's Board of Directors looked ahead to its second decade, we sought to identify new and enhanced ways to demonstrate leadership on behalf of our member organizations and support the well-being of all seniors. Collaboration, connection, communication and capacity-building are at the heart of ESCC's role.

The ESCC Board developed a new strategic plan outlining three priorities for 2017 - 2019 to direct and guide our future actions in meeting members' needs. ESCC will focus on building capacity, fostering inter-organizational collaboration, and conducting and encouraging research that will benefit the seniors sector. The Board continued to strengthen its own operations and policies in the hope that these will be useful examples for our members.

A major thrust of the Board's work this year has been in clarifying ESCC's role in Age Friendly Edmonton by formalizing with the City of Edmonton a partnership-focused Memorandum of Understanding. ESCC and the City will

## **OFFICERS**

- Co-Chairs: Dr. Michael Alpern, Jewish Family Services and Joan Welch, Member at Large
- Treasurer: Holly Matthews, Lifestyle Options and Gary Pool, Alberta Council on Aging
- Secretary: Barb Foxall, Member at Large and Holly Matthews, Lifestyle Options

work in partnership by leading and organizing; influencing politically and socially; connecting and mobilizing; and advising and building on historical, present and future needs, wants and trends.

Convening Conversation Cafes and meetings of sector groups and sharing information via the ESCC Link Letter continued to provide important modes of connection and communication within the seniors sector. The ESCC Board initiated opportunities to meet and network with member boards and will continue this in the years ahead. The many collaborations ESCC supports continue to create system change that strengthens the seniors sector.

ESCC's dynamic strategic goals affirm the Board's ongoing commitment to facilitating collaboration, connections, communication, and capacity building among member organizations and others that provide a range of services to seniors.

### **EX-OFFICIO MEMBER**

Shelley Kwong City of Edmonton, Citizens Service, Community Inclusion & Investment



ESCC board members include representatives from senior-serving and senior-supporting organizations as well as members at large. We appreciate the perspectives and wealth of experience this diversity brings to the Edmonton Seniors Coordinating Council.

### **MEMBERS**

Rick Brick, National Association of Federal Retirees Sheila Clifford-MacKay, SEESA - South East Edmonton Seniors Association Debbie Creaser, North West Edmonton Seniors Society Linda Ensley, Strathcona Place 55+ Centre Karen Greenwood, Shepherd's Care at Home Bauni Mackay, Sage Seniors Association Liz Massiah, Member at Large Myrna Mauer, North Edmonton Seniors Association Vicky Sandouga, Member at Large Chris Schieman, Member at Large Shameem Siddiqui, Multicultural Women and Seniors Services Association Alan Vladicka, Westend Seniors Activity Centre

#### Sheila Hallett, ESCC Executive Director

## MESSAGE FROM THE EXECUTIVE DIRECTOR

The ESCC has evolved to fill a specific role in the seniors' sector—providing support to and facilitating collaboration among organizations that provide direct services to seniors. This focus will serve us well as we enter our second decade, because funders are providing continued motivation for organizations to collaborate and clients are increasingly looking for seamless wrap-around services as opposed to having to navigate across multiple agencies and systems.

Throughout our 11-year history we have often facilitated multiple agencies coming together to address a service gap or to jointly develop ways to enhance current services. This is illustrated by our work to create a manual and tools for senior sector outreach workers, our shared oversight and coordination of the Age Friendly Edmonton initiative, and our facilitation in regard to assisted seniors transportation (developing joint volunteer recruitment and training, shared promotion, consistent practices and measurement).

Another way we help agencies enhance services is by sharing insights into the needs of Edmonton seniors. For example, ESCC shares data gathered by 211 about the nature of the calls to the Seniors Information Phone Line which informs how agencies assist seniors.

We are learning and improving our ability to support collaboration. In 2016 the shared database system for the Seniors Home Supports Program was launched and

## AS WE LOOK INTO THE FUTURE...

We are learning and improving our ability to support collaboration.





information for the full year for all six districts was added. ESCC helped to administer this system and we continue to oversee developmental evaluation, sector promotions and meeting facilitation to support the common agenda and shared measurement of this program. This collaboration, with ESCC as the backbone, has had all the right elements: a commitment by all agencies (board and staff) to a common purpose, trust amongst all the partners that signed the memorandum of understanding, aligned activities, shared measurement practices, and program funding from the City of Edmonton. As a result, district home support agencies are now more able to meet demand for referrals for snow removal, yard help, minor home repair and housekeeping. We're taking collaboration to a whole new level in our role as the backbone for a collective impact initiative aimed at reducing social isolation of seniors at a population level. Complex systems are being examined and ESCC is conducting some research as part our attempt to understand the pathways that lead a senior into and out of isolation.

As has been the case with our work for 11 years, so many skilled and knowledgeable people have come forward to put their heads together to figure out ways to address issues, remove barriers, and work more effectively together. It all contributes to making Edmonton more agefriendly and ESCC is proud to be a connector and mobilizer in many efforts.

# SECTOR COLLABORATION 2016 HIGHLIGHTS

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ESCC collaborates with seniors organizations and stakeholders to enhance systems that connect seniors to programs, services and support. As a backbone organization, ESCC facilitates joint planning and evaluation, guides vision and strategy, facilitates communication and resource sharing, mobilizes funding for collaborative initiatives and advances policy changes.

## Pan-Edmonton Group Addressing Social Isolation of Seniors (PEGASIS)

In April 2016, funding was confirmed for a local initiative aimed at reducing social isolation of seniors. ESCC had successfully facilitated the joint application that led to seven senior-serving organizations forming the Pan-Edmonton Group Addressing Social Isolation of Seniors (PEGASIS) and we are serving as a backbone for this three-year collaboration. PEGASIS is one of nine projects across Canada that are part of a major federal government initiative to reduce isolation by connecting seniors to essential services and support.

Given the complexity and scope of social isolation, collaborative approaches that bring together diverse organizations and offer a multi-disciplinary approach are more likely to have an impact than individual projects operating in isolation from one another. A relatively new and popular framework for such initiatives is called the "collective impact" (Cl) approach – the commitment of several cross-sector stakeholders to a common agenda for making positive change on a specific social issue. Key elements of the Cl framework include: continuous communication between partners; mutually reinforcing activities, and agreement on a short list of common indicators of progress. By addressing a range of risk factors that research has shown may lead to social isolation, the Pan-Edmonton Group is providing new interventions, fostering connections and building networks among seniors, support providers and communities.



Members of the Pan-Edmonton collaborative are addressing social isolation through a variety of new and enhanced offerings: Drive Happiness provides assisted transportation; Edmonton Mennonite Centre for Newcomers provides English language classes; Edmonton Southside Primary Care Network provides phone-based classes and activities; Greater Edmonton Foundation Seniors Housing provides a community support program, Sage Seniors Association provides enhanced social supports, and Westend Seniors Activity Centre has launched a media campaign aimed at preventing isolation.

ESCC is working with the other Pan-Edmonton core partners to set the foundation of our collaboration with each other and engage with other stakeholders from across the community.

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Pan-Edmonton Group Addressing Social Isolation of Seniors (PEGASIS) *(con't)* 

As the backbone stewards of the collective, we work collaboratively to manage and coordinate the entire initiative, including building public awareness, internal and external communications, as well as facilitating the feedback and interpretation of project learnings to inform any needed changes.

ESCC hired three new staff for the project, including a researcher and a developmental evaluator. Along with the project manager/community connector, these staff have added to ESCC's capacity to support this type of collaborative. The first year of the project has been a journey of learning about the responsibilities of providing backbone functions of a unique collective initiative that must outgrow itself to achieve its population-level impact goals. We will continue to steward the PEGASIS collaborative strategically integrate the and learnings to improve the lives of Edmonton seniors.

## Age Friendly Edmonton

The ESCC, City of Edmonton and many other stakeholders are continuing to make Edmonton an age-friendly city. The ESCC is creating space for innovative collaboration and cross-sector partnerships and sharing knowledge and resources to mobilize organizations and individuals to work together for maximum impact.



In the fall of 2016, we co-hosted several think tanks designed to define the future direction of Age Friendly

Edmonton (AFE). In addition, AFE awarded funding to five large projects via the "Knowledge to Action" Call for Proposals. Each of the projects will translate research into action and build upon the work of AFE to date.

The ESCC helped create a variety of new communication materials for AFE designed to inform and inspire Edmontonians about the benefits of creating an age-friendly city. We also conducted presentations and participated in events including Grey Matters, the Edmonton Federation of Community Leagues' annual capacity-building conference, the Continuing Care and Community Living EXPO, the Seniors' Housing Forum and Seniors' Health and Wellness Forum. In addition, the ESCC shares information and best practices with other age-friendly community initiatives across Canada and around the world.

We believe that we can age better together and that it's everyone's job to connect people in caring neighbourhoods, to respect and support our neighbours no matter what year they were born, and to make sure public decisions are made with every Edmontonian in mind.

To build on the promising work AFE has initiated and create a more welcoming and supportive city, spreading age-friendly ideas to every corner of our community will continue to be a top priority. ESCC and the City of Edmonton will continue to work in partnership for Age Friendly Edmonton by leading, organizing, influencing, connecting, mobilizing and advising.

## **Seniors Home Supports Program**

In year two of the pilot of the Edmonton Seniors Home Supports Program (SHSP), the focus for the ESCC and the six district agencies which provide the referral services was launching a shared measurement system. A database designed and built in Calgary to accommodate their seniors outreach program was chosen by the districts as the best tool for the job. By July of 2016 all the forms from the SHSP had been added to the database and the Seniors Home Supports Coordinators were trained on its use.

Looking at the data that has been collected by the six districts we can see aggregated information relating to the clients the program serves, how

the program is being used, and the outcomes that are being realized. In the first 15 months of the SHSP more than 1,000 intakes of seniors have been recorded. Clients are generally distributed evenly across the city in the six districts and about three-quarters of them are female. The program is being used predominantly by seniors age 70 and older (about 79 per cent). In the first year of the pilot, referrals were provided to all four service categories: 26 per cent to housekeeping, 23 per cent to snow removal, 13 per cent to yard help, and 13 per cent to minor home repair. An additional service category, "other", which includes tasks like personal care services picked up the remaining 25 per cent of referrals.

The outcomes seniors reported in follow-up calls ties to their ability to age in place (86 per cent of seniors agreed that the SHSP increased their ability to remain living in their home) and increased their ability to find help (95 per cent of seniors agreed that they have increased support to maintain their independence). Themes that emerged from seniors' comments highlight that the program helps with system navigation and injury and hazard reduction, and it gives peace of mind knowing that the service providers are screened.

ESCC has supported the SHSP by liaising with the database provider, coordinating citywide promotion, and organizing the developmental evaluation of the program.



## The Age of Wisdom Phase II: Giving Voice to Edmonton's Immigrant Seniors Collective

A 2015 needs assessment managed by ESCC showed that housing insecurity, language skills, lack of financial resources, and transportation issues were the largest areas of need for immigrant and refugee seniors in Edmonton.

Our work in 2016 focused on supporting efforts from ethnocultural communities to address these issues. We provided opportunities for natural and formal leaders from ethnocultural communities to gather, so they could share their experience in supporting seniors within their respective communities and begin to meet as a collective group to address the issues.

With Age Friendly Edmonton Knowledge to Action monies, an animator has been hired by The Multicultural Health Brokers to make the collective a reality in 2017. The focus of the collective is to mobilize seniors and others to advocate for reducing barriers within the four core need areas. The approach will be to explore if any alignments can be made with other initiatives.

The collective will prioritize and develop deeper knowledge around these key issues affecting the health and wellbeing of immigrant and refugee seniors. The animator has begun the work of building relationships with seniors, community leaders and other stakeholders, mapping the leverage points at which change can occur. An issue and solution-based forum will be held later in 2017 focusing on one or two barriers and key stakeholders such as public institutions, academia and government with connections to the issue will be engaged.

Thanks to colleagues from the Age of Wisdom Advisory Group: the Multicultural Women and Senior Services Association, the Edmonton Multicultural Health Brokers Cooperative, and City representatives from the Multicultural Relations Office and from the Community Inclusion and Investment branch who have partnered and shared their expertise in this project.





## **Drive Happiness**



In 2016, the Drive Happiness collaboration changed directions. The boards of the two partner organizations, Lifestyle Helping Hands Seniors Association and Seniors Assisted Transportation Society of Greater Edmonton, explored merging and agreed that Lifestyle Helping Hands Seniors Association would change their name to LIFT Drive Happiness. The merger became unnecessary when Seniors Assisted Transportation Society of Greater Edmonton ceased operations at the end of May 2016 because of an unsustainable financial position. The name change continued despite this turn of events and Drive Happiness continues to serve the entire city and beyond.

You may ask, what happened to LIFT Drive Happiness? A trademark challenge by LYFT, a ride sharing company operating in the United States which also has designs

on Canada, resulted in an agreement to stop using the word LIFT.

On another front, Drive Happiness (previously known as Lifestyle Helping Hands Seniors Association) received funding as part of the PEGASIS collaborative addressing social isolation of seniors. This has allowed them to hire a full-time dispatcher and part-time volunteer coordinator, explore providing on-demand service, and supply a subsidy pool to ensure seniors with limited financial means can still receive assisted transportation services.

ESCC, with the assistance of Family and Community Support Services, oversaw the volunteer coordinator position for the collaborative for 2016. Financial support from the province has allowed ESCC to return to the bigger picture addressing the challenge of building a sustainable assisted transportation service—ensuring the assisted transportation needs of all seniors are met. Fostering increased collaboration and partnerships within the Capital Region area and contributing to a provincial community of practice becomes the work of 2017 with the assistance of a community engagement coordinator.

# LEARNING & NETWORKING OPPORTUNITIES 2016 HIGHLIGHTS

ESCC helps our members build organizational capacity by facilitating connections with colleagues in the sector, providing information on issues that impact their organizations and increasing awareness of community resources.



### SECTOR NETWORKING

ESCC provides members with opportunities to connect with colleagues, share information on common issues and develop relationships. ESCC staff members facilitate meetings of several groups.

#### **Executive directors and board representatives**

ESCC convenes meetings of executive directors and board members representing our member agencies to help organizations increase knowledge of sector projects and identify community resources. Meetings in 2016 touched on topics of outreach case management software and updates on sector projects such as collaborative case management and social isolation initiatives. In response to a member request, ESCC hosted a panel discussion on how seniors sector organizations can prepare for and facilitate bequests to their organizations.

#### **Outreach workers**

Outreach workers from 19 community agencies work

together to enhance support services for seniors in Edmonton. The group identifies and addresses common issues and gaps in supports and shares effective methods and practices of service delivery through training, presentations and information sharing.

In 2016, the outreach workers participated in the Collaborative Case Management project where they tested and evaluated referral and collaborative processes to improve collaboration with Alberta Health Services Home Living Case Managers. Also, as part of ESCC's ongoing commitment to maintain the Outreach Workers Toolkit, we coordinated revisions and updates to the Toolkit.

#### Seniors centre program coordinators

The Interagency Programmers Committee provides a forum for program coordinators from 13 seniors centres to exchange ideas and share resources to enhance programs for older adults in Edmonton.



#### SHOWCASE: ADDRESSING SOCIAL ISOLATION OF SENIORS

Many Edmonton organizations are identifying, connecting and supporting isolated seniors. ESCC brought together organizations to share their experiences and expertise at a showcase featuring initiatives that are addressing social isolation of seniors.

More than 100 people gathered to share information and learn about 21 initiatives that focus on topics such as culturally-responsive outreach, intergenerational programming, transportation resources, community connectors, LGBTQ seniors, peer support, and ways to connect and engage seniors.

Mayor lveson joined us to talk about City Council initiatives that are focusing on increasing awareness and understanding about seniors isolation and loneliness.

# COMMUNICATION 2016 HIGHLIGHTS

ESCC is a communications hub for the Edmonton seniors sector. We promote sector initiatives, share relevant and useful information, and produce convenient resources.





#### LINK LETTER

Link Letter continues to be one of our most valued services. This weekly e-newsletter outlines news, resources, and learning opportunities for sector staff/volunteers and shares information on activities for seniors offered by our members and community organizations.



#### **ESCC UPDATES**

We inform members and stakeholders of progress on ESCC projects, collaborations and key sector initiatives through our ESCC Updates e-newsletter.



#### RECREATION AND WELLNESS DIRECTORY FOR OLDER ADULTS

The directory is an invaluable tool not only for seniors, but also for service providers and health professionals who support seniors. The 2016 directory included more than 1200 arts, fitness, technology, health and recreational activities for adults 55+ in Edmonton. It highlights the richness and diversity of seniors programming and shows that there are many options to get involved and stay active. The directory's popularity continues to grow in 2016 we distributed 11,000 copies.

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#### SECTOR PROMOTION

- We distribute information on key sector initiatives (such as the Seniors Home Supports Program and the Seniors Information Phone Line) to referral agencies, community organizations, and the public to increase awareness of supports for seniors.
- We help our members promote their organizations by coordinating the monthly Living 50+ activities listing in the Edmonton Examiner and by contributing articles highlighting member initiatives to the Today's Senior feature in the Edmonton Journal.
- We share information on sector initiatives at community forums and presentations to help seniors and those who care for them navigate supports offered by seniors organizations.
- In 2016, we compiled a list of Edmonton organizations offering supports and services to seniors displaced by the Fort McMurray wildfire and promoted the list by sending it to relief organizations, media and seniors sector stakeholders and sharing it via social media channels.
- We promote member activities and share news and events relevant to the Edmonton seniors sector through our website, Facebook page and Twitter account.

# REPRESENTATION ON SECTOR ISSUES 2016 HIGHLIGHTS

ESCC works diligently to highlight matters of importance to the seniors sector and represent the sector when approached by government and stakeholders. The perspectives we gain from our member organizations and our knowledge of sector issues allow us to serve as effective liaisons.





#### SECTOR LIAISONS

ESCC represents seniors organizations through our participation in consultations, committees, and collaborative initiatives. We provide a background of sector involvement, educate and inform about sector issues, and make connections to move work forward. Our participation in 2016 focused on:

- age-friendly environments
- ageism
- aging in place
- communications and information
- community support services
- elder abuse
- financial literacy
- healthy aging
- housing
- immigrant and refugee seniors
- inclusion
- outreach and collaborative case management
- social and recreational participation
- social isolation
- transportation

### GOVERNMENT MEETINGS

We continue to build relationships with municipal, provincial and federal governments. In 2016 we had productive meetings with the Alberta Seniors Advocate, Dr. Sheree Kwong-See; the Minister of Seniors and Housing, Lori Sigurdson; and representatives from the Premier's Office. We've established connections with many federal and provincial government staff as a result of our work with the Pan-Edmonton Group Addressing Social Isolation of Seniors (PEGASIS).

We were honoured that Minister Sigurdson attended our AGM and Mayor Iveson spoke at the social isolation showcase we hosted.



#### PRESENTATIONS

ESCC staff are frequently asked to share sector information with key groups of helping professionals and community stakeholders. In 2016, we conducted the following presentations:

- 211 Networker Meeting: outreach services and community resources for seniors
- Alberta Health Services Continuing Care Edmonton Zone: PEGASIS project
- Alberta Health Services Seniors Program Council: community resources for seniors
- Continuing Care & Community Living Expo 2016: community resources for seniors
- City of Edmonton Community Services Committee: Age Friendly Edmonton update
- Greater Hardisty Community Seniors Housing Forum: neighbourhood demographics and considerations for supporting aging in place
- Grey Matters Conference: age-friendly communities panel
- Human Rights of Seniors Forum: combatting ageism
- Leagues Alive (capacity building for community leagues): creating an age-friendly community
- Mapping and Planning Supports Annual Collaboration Showcase: Seniors Home Supports Program
- Strathcona County Older Adult Plan Coordinating Committee: age-friendly communication guidelines

## **SUMMARIZED STATEMENTS 2016**

Edmonton Seniors Coordinating Council Summarized Statement of Financial Position December 31, 2016

	2016	2015
Assets		
Current		
Cash	\$ 169,477	\$ 152,491
Accounts receivable	18,317	11,002
Prepaid expenses	1,948	1,948
	189,742	165,441
Equipment	11,147	1,136
	\$ 200,889	\$ 166,577
Liabilities		
Current		
Accounts payable	\$ 27,049	\$ 10,926
Deferred contributions	137,880	136,240
	164,929	147,166
Net Assets	35,960	19,411
	\$ 200,889	\$ 166,577

Edmonton Seniors Coordinating Council Summarized Statement of Operations For the year ended December 31, 2016

	2016	2015
Revenue		
Grants - core	\$ 274,094	\$ 269,433
Grants - projects	228,502	181,820
United Way	21,315	21,000
Donations, memberships and fundraising	11,499	13,119
	535,410	485,372
Expenses		
Amortization	1,491	486
Communications	5,844	5,259
Occupancy	23,430	14,265
Other expenses	36,520	43,881
Project expenses	228,760	154,657
Purchased services	11,758	11,830
Salaries and benefits	211,058	250,155
	518,861	480,533
Excess (deficiency) of revenue over expenses	\$ 16,549	\$ 4,839

The audited financial statements are available on request by contacting the Executive Director.

## **SENIOR-SERVING ORGANIZATIONS 2016**

Alberta Council on Aging All Seniors Care Alzheimer Society of Alberta and Northwest Territories **ASSIST Community Services Centre** Bernadette N. Swan Social Care Foundation Canadian Hard of Hearing Association - Edmonton Branch **Canterbury Foundation Caregivers** Alberta CARP – Edmonton Chapter **Catholic Social Services** Central Lions Seniors Association Edmonton Aboriginal Seniors Centre Edmonton Lifelong Learners Association (ELLA) Edmonton Meals on Wheels Edmonton Seniors Centre Edmonton Seniors Slo-Pitch Association ElderCare Edmonton Good Samaritan Telecare Greater Edmonton Foundation Seniors Housing Ital-Canadian Seniors Association

### **SENIOR-SUPPORTING ORGANIZATIONS 2016**

A Helping Hand Services Alberta Health Services Home Care – Volunteer Resources City of Leduc, Seniors Outreach, FCSS Classic LifeCare Comfort Keepers Commissionaires Northern Alberta, Northwest Territories and Nunavut Division Edmonton Mennonite Centre for Newcomers

ESCC also has a number of non-organizational members at large.

**Jewish Family Services** Jewish Senior Citizen's Centre Lifestyle Helping Hands Seniors Association Mill Woods Seniors Association Multicultural Women & Seniors Services Association North Edmonton Seniors Association North West Edmonton Seniors Society **Operation Friendship Seniors Society** Sage Seniors Association Senior Citizens Opportunity Neighbourhood Association (SCONA) Seniors Assisted Transportation Society of Greater Edmonton (SATS) Shepherd's Care At Home Society of Seniors Caring About Seniors South East Edmonton Seniors Association (SEESA) SouthWest Edmonton Seniors Association (SWESA) South-West Senior's Outreach Society St. Michael's Health Group Strathcona Place Society Seniors United Now (SUN) Westend Seniors Activity Centre

Edmonton Southside Primary Care Network Home Instead Senior Care Lifestyle Options Ltd. Multicultural Health Brokers Cooperative National Association of Federal Retirees St. Albert Family and Community Support Services



Annual An

# **ESCC MEMBERS**

The Edmonton Seniors Coordinating Council brings together organizations which provide social and recreational programs and supports to seniors.

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