

# 2019 ANNUAL REPORT



EDMONTON  
SENIORS  
COORDINATING  
COUNCIL



# HELPING ORGANIZATIONS COLLABORATE TO STRENGTHEN PROGRAMS & SERVICES FOR SENIORS

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This Annual Report is available online at [www.seniorscouncil.net/escc-annual-reports](http://www.seniorscouncil.net/escc-annual-reports)

The ESCC gratefully acknowledges the support of our funders:



Canada



United Way  
Alberta Capital Region



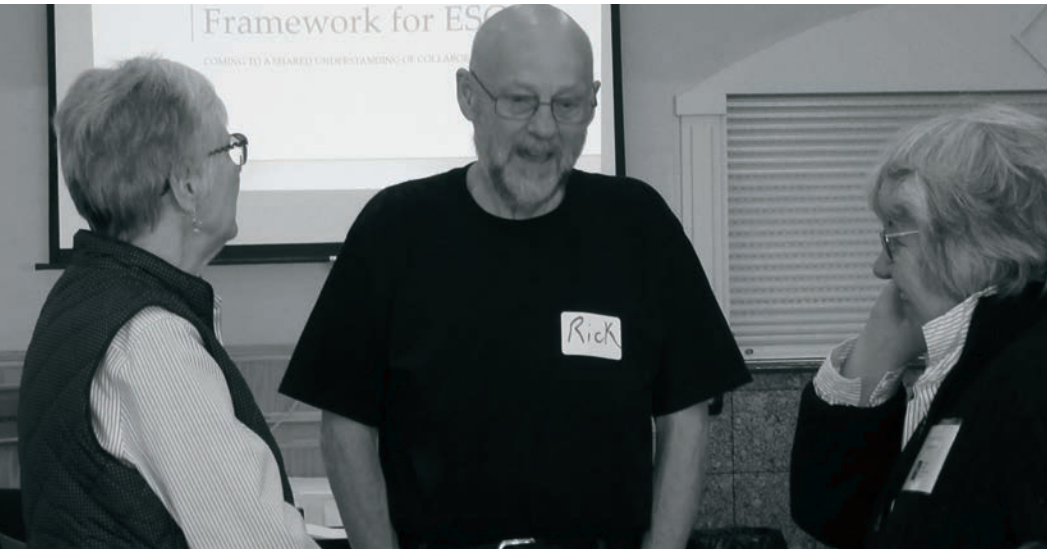
Alberta  
Government



## VISION

Collective community action that engages older adults and supports their well-being.

Edmonton Seniors Coordinating Council facilitates **communication, coordination, and collaboration** that strengthens the seniors sector and supports older adults to age well in community.



## MISSION

ESCC brings people, ideas, and information together to build collaborative approaches to services, supports and circumstances affecting older adults.



# MESSAGE FROM THE ESCC BOARD

This was a busy and exciting year for the Edmonton Seniors Coordinating Council (ESCC) as the PEGASIS collective impact project addressing social isolation in older adults went through some transitions. The ESCC was one of seven Edmonton organizations involved in PEGASIS, acting as the backbone. In the spring of 2019 the funding changed from being focused on partner projects, to being directed at the overall collective initiative. Work included hosting a pre-conference session at Vision 2030 in the fall. This conference was co-hosted by the provincial ministry of Alberta Seniors and Housing with the Alberta Gerontology Association. It was an excellent opportunity to showcase work of all the partners.

Our energy and willingness to collaborate reached a provincial level, with the Community Based Senior Serving (CBSS) initiative to create a viable network of non-profit organizations in Alberta. A united network could engage more effectively with other large sectors like health and government to focus on issues that would benefit from a collaborative approach with community organizations. This could assist community organizations in attracting more investment. The ESCC has taken a leadership role in facilitating the CBSS's

capacity to represent itself to the government, along with partners Sage Seniors Association, carya, and Age Friendly Calgary.

There is a provincial acknowledgement of the importance of non-medical supports to seniors living in the community. Hence, an opportunity to partner with the government and other sectors toward a more balanced kind of spending has evolved. One that acknowledges the positive health outcomes that investment in social determinants can bear. Social determinants refer to factors that impact our lives beyond just health, including food access, housing and transportation. These social factors become increasingly significant as we age and become more reliant on our community to provide the things we need, to be able to bring meaning to our lives.

The Edmonton Seniors Coordinating Council, partnering with the City of Edmonton, has made progress in its work towards creating an Age Friendly city. Our collaborative roots continue to expand and anchor new relationships that will offer benefit to our member organizations and their older adults. We have come so far since 2005!

## OFFICERS

- Co-Chairs:** Mary Whale, Edmonton South Side Primary Care Network and Cindy Lind Hanson, Edmonton Lifelong Learners Association
- Vice-Chairs:** Paul Cheung, Member at Large Ratna Basappa, South East Edmonton Seniors Association
- Treasurer:** Vicky Sandouga, North Edmonton Seniors Association
- Secretary:** Barb Gibson, Westend Seniors Activity Centre

## MEMBERS

- Alex Paterson, Central Lion Seniors Centre
- Bernice Rempel, Member at Large
- Cherryll de la Cruz, Lifestyle Options
- Eric Storey, Member at Large
- Hugh Newell, Member at Large
- Joan Welch, Garneau United Assisted Living
- Todd Ketteringham, Member at Large
- Yasmin Kapadia, Edmonton Seniors Centre

## EX-OFFICIO MEMBER

- Susan Kankkunen
- City of Edmonton, Citizen Access and Inclusion, Citizen Services Department

# ESCC BOARD OF DIRECTORS

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



Back row (l-r): Paul Cheung, Mary Whale, Bernice Rempel, Hugh Newell  
Front row (l-r): Joan Welch, Cherryll de la Cruz, Susan Kankkunen, Barb Gibson



Ratna Basappa



Cindy Lind Hanson



Yasmin Kapadia



Todd Ketteringham



Alex Paterson



Eric Storey



Vicky Sandouga

Sheila Hallett, ESCC Executive Director

# MESSAGE FROM THE EXECUTIVE DIRECTOR

For the better part of four years ESCC has supported efforts to address the social isolation of seniors, with many partner agencies. In 2019 we shared more stories to raise awareness and motivate more action to reduce isolation and to promote inclusion and connection. The Vision 2030 conference showcased this important work through a half-day pre-conference forum that was very well attended. Older adults shared their experience of social isolation with conference attendees including researchers, academics, health care providers, community-based service providers and technology developers.

So many stakeholders have joined efforts with senior-serving organizations and ESCC to address broader issues in the community. We all share a common agenda of wanting Edmonton to be a place where older adults can live well in their own homes. To age well in community, coordinated supports and services are necessary. Working in silos prevents us from being able to address complex social issues such as social isolation and ageism. ESCC's experience of coordination to tackle systemic issues is not always visible. We are busy in the background, identifying and advocating for unmet needs, fostering inter-agency communication and collaboration and strategic planning for the future of the whole sector, while frontline organizations offer services and programs. Our work boosts initiatives so organizations don't have to 're-invent the wheel' for services or tackle systemic issues alone.

The Seniors Home Supports Program is a great example of this work. In 2019 we managed the provision of \$264,000 (from Edmonton FCSS) to six district agencies for part time coordinators who assisted almost 2,000 seniors to access home supports.



We created group agreements, facilitated meetings for coordinators (and periodically Executive Directors), supported data collection, evaluation and promotion. We also distributed \$26,000+ in subsidies for snow removal for low-income seniors.

ESCC joined Age Friendly Calgary, carya and Sage Seniors Association to engage groups across the province about organizing a provincial sector. The idea of a coordinated sector resonated with the over 180 people through 26 community conversations. There is increased understanding that coordination can improve access and allow programs and services to better meet diverse needs of seniors. ESCC staff continue to collate information and support senior serving organizations by facilitating meetings of Executive Directors, Programmers, Outreach Workers and Communication Coordinators to share resources and support collaboration.



I thank our Board of Directors, who are forward thinkers and very dedicated to enhancing the wellbeing of older adults and the organizations that serve them. The more we can work together to stretch resources for those most at-risk, the healthier our communities will be.

Thank you also to our funders: The City of Edmonton, Family and Community Support Services, New Horizons for Seniors federal program, and the Capital Region United Way. Your support of ESCC is helping to build the capacity of community-based seniors serving organizations that are crucial to preventative health and wellness for older adults.



#### ESCC Staff

Back row (l-r) Katie Whittingham, Caroline Gee, Janelle Beblow, Wilma Raman-Nair, Cheryl Newton-Skirrow,  
Front row (l-r) Dave Beach, Sheila Hallett, Tim Henderson, April Magee  
Missing from this year's photo is Rosalie Gelderman



## MINISTER'S AWARD

On September 9, the Edmonton Seniors Coordinating Council was nominated for a Minister's Seniors Service Award. During a celebration at Sage Seniors Association, we accepted the award from Seniors and Housing Minister Pon. The awards recognized the efforts of individuals and organizations working to make a difference in the lives of Alberta's seniors and their communities.

Photo (l-r): Jackie Lovely, MLA Camrose; Cindy Lind-Hanson, Co-chair ESCC; Sheila Hallett, Executive Director ESCC; Mary Whale, Co-chair ESCC; and the Honourable Josephine Pon, Minister of Seniors and Housing.



# COMMUNICATION 2019 HIGHLIGHTS



# ESCC DISSEMINATES MEANINGFUL AND TIMELY INFORMATION TO OLDER ADULTS AND THE ORGANIZATIONS PROVIDING SERVICES TO THEM.

## ADVOCACY

ESCC amplifies voices of older adults (and the organizations that serve them) relating to systemic barriers. Staff and volunteers take every opportunity to advocate through a wide variety of forums including presentations to funders, politicians and policy makers.

### TRANSPORTATION ADVOCACY

Accessible, reliable, affordable seniors transportation remains a top priority. In 2019 we continued our decades-long advocacy work by presenting to the City of Edmonton committee regarding DATS, ETS Transit Review, Fare Policy and Drive Happiness Business Plan.

We emphasized the vital role that transportation plays in making Edmonton an Age Friendly city. Problems with cost and availability of transportation are the most-cited barriers to seniors' participation in programs and services. Recommendations from our collaboratively-written report on sustainable assisted transportation became the basis of a city motion to create a 'plan of action on assisted transportation', due September 2020 to City Council.



## HEALTH ADVOCACY

### Participation in IFA Vaccines4Life initiative

ESCC was recognized by the International Federation on Ageing (IFA) as a leader to join others from Canada's network of health and aging organizations. We accepted the IFA's invitation to attend an expert meeting on the topic of Adult Influenza Vaccination: Calling Canadian Patient Organizations to Action. Board of Directors Co-Chair, Mary Whale, represented ESCC. Her background in nursing and gerontology was an asset.

The Vaccines4Life Program works to unify messages and actions regarding adult vaccination to drive change in policies and practices. Participants took an important step forward, creating a consensus statement 'Uniting Diverse Groups to Improve Adult Influenza Vaccination in Canada'.

by Mary Whale



We often don't see the big picture here in Canada because we are really very privileged compared to most countries, but influenza is responsible for thousands of hospitalizations and deaths in Canada each year.



## SECTOR REPRESENTATION

ESCC gives voice to seniors issues and strengthens the community-based seniors sector by liaising between organizations and across systems to affect change. In 2019 we were involved with:

### Catalyzing systems change

- Seniors Communication Access Network
- Seniors Information Phone Line
- Smart Cities Edmonton
- Seniors Financial Empowerment Network
- Community Mental Health Action Plan (United Way)
- Assisted Transportation Network of Alberta
- Enhanced Care in the Community (AHS/Dr. R. Lewanczuk)
- NHSP Social Inclusion initiative

### Sharing knowledge of the seniors sector through representation on committees

- Age-friendly provincial and national communities of practice
- Edmonton Social Planning Council
- Edmonton Vital Signs
- Common Outcomes Project (United Way/FCSS)
- Continuing Care Client Advisory Committee
- Newcomer Mapping
- Coordinated Outreach
- United Way Interagency group
- FCSS Adult and Seniors Sectors group

### Representing perspectives of community-based seniors organizations

- Community-Based Seniors' Serving Sector project
- City of Edmonton – Approach to Supporting Senior Services
- Volunteer Alberta



## Voicing seniors issues

- Alberta Seniors Communities & Housing Association
- Disabled Adult Transit Service (DATS) review
- ETS transit fee increases and First/Last Kilometer report
- EZ Home Living Committee of Edmonton zone AHS
- Dementia Line for AHS

## Meeting with elected officials

We continue to strengthen relationships with decision makers and share knowledge of key issues and sector involvement.

## Making connections

Because of our involvement with a wide array of groups, ESCC builds relationships that bridge systems and makes connections that align work on seniors issues.

- Abundant Communities
- Age of Wisdom
- Edmonton Federation of Community Leagues
- Early Onset Dementia Alberta Foundation
- Alzheimer Society of Alberta and Northwest Territories
- Kingsway Business Improvement Area
- North Edge Business Improvement Association
- Family Caregiver Initiative (Norquest College)
- Kerby Centre, Calgary
- Sherwood Park Interagency Group
- BC Healthy Aging – Summit on Aging
- University of Alberta – Public Good Strategy
- Meals on Wheels – Christmas Dinner Preparation



# COMMUNICATIONS ON BEHALF OF THE SENIORS SECTOR

## PRIME TIMES

New for 2019! We started writing a regular column in *Edmonton Prime Times* newspaper, which targets readers 50+.

This opportunity supported several objectives from our strategic plan:

- *Create awareness of the effectiveness and value of the community-based senior-serving organizations.*
- *Amplify voices of older adults (and the organizations that serve them) relating to systemic barriers.*
- *Support increased understanding of the range of services provided by the community-based senior-serving sector.*

Our articles featured:

- Seniors Financial Empowerment Network workshop series and recruiting seniors as trainers
- Day trips for seniors
- Pride Seniors telephone support group
- ESCC Recreation Directory, reciprocal registration, and senior centres' open houses
- Volunteer Driver Toolkit
- Age of Wisdom project, focusing on the ambassadors
- Community Based Seniors Serving Sector

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## LIVING 55+ AND TODAY'S SENIOR

We continued coordinating the monthly Living 55+ section in the Edmonton Examiner, which we've done since 2009. The section features information on activities, events and services for older adult in our city.

The monthly Today's Senior feature in the Edmonton Journal also highlights activities for Edmonton seniors. ESCC liaises with numerous seniors organizations, monitoring activities which we then submit to be included in these listings.

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## LINK LETTER E-NEWSLETTER AND SOCIAL MEDIA

We stay on top of news and information every day. We share continually through our weekly Link Letter as well as popular social media channels. These key communication 'links' build awareness and support effective decision-making through timely sharing of news, research on seniors issues, industry trends, and learning opportunities. They provide individuals and organizations with new ideas and opportunities by highlighting activities, events and resources.

In addition to Link Letter and the website, ESCC actively maintains a social media presence on both Facebook and Twitter to post updates and share sector news. Social media provides an additional layer of visibility and is becoming increasingly important as more older adults move online.

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## PROMOTION OF SECTOR INITIATIVES

As part of our backbone role in collaborations such as the Seniors Information Phone Line and Seniors Home Supports Program, ESCC coordinates promotion to increase awareness of these supports for seniors. We produce and distribute resources to the public, liaise with referral agencies, and provide materials to community organizations so they can share the information with seniors.

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## RECREATION AND WELLNESS DIRECTORY FOR OLDER ADULTS

Once again, ESCC produced this annual Directory. It compiles over 1400 activities offered by our members and other community organizations into a convenient and comprehensive directory of arts, fitness, technology, health and recreational activities for adults 55+ in Edmonton. In 2019 we blanketed the city with approximately 12,000 copies of the Directory. We also continued the easy-to-read online version with enhanced search features that were added last year.



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## UPDATES

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### ESCC UPDATES E-NEWSLETTER

Another regular communication channel is our ESCC Updates e-newsletter. We inform members and stakeholders of progress on ESCC projects, collaborations that we support, and key sector initiatives. In 2019 Updates were issued in February, May, September and November. Current and past copies are always available on our website.



# COMMUNITY FORUMS AND PRESENTATIONS

## COMMUNITY FORUMS

We provide information on sector initiatives at community forums to help seniors and those who care for them to navigate the supports offered by seniors organizations. In 2019 we participated in:

- Society of Occupational Therapists (SAOT) conference and trade show
- Alberta Healthy Community Symposium
- EFCL Winter Walkways Symposium
- Alberta Seniors Communities & Housing Association conference
- Tamarack ABCD Healthy Neighbourhoods, Healthy Cities
- SEESA Open House
- Blue Quill Seniors' Pancake Breakfast
- Resource Connect-McCauley School
- Building Blocks of Collaborative Architecture training and online community of practice
- Partnership Brokers Community of Practice
- Primary Health Care Integrated Geriatric Services Initiative
- Indo Canadian Women's Association – Multicultural Seniors Seminar
- Seniors Housing Forum
- Early Onset Dementia AB Foundation 6th Building Dementia Awareness Conference
- Canadian Mental Health Association – 211 Information Line volunteer training
- MacEwan Social Work students
- Idylwyld Library seniors group
- AB Recreation and Parks
- Institute for Continuing Care Education and Research
- Seniors Health & Wellness Forum

## PRESENTATIONS

Because of our knowledge on topics related to aging as well as community supports for seniors, ESCC staff are frequently asked to share this information with community groups and organizations. In 2019 we presented to attendees of the following groups/events:

- Alberta Association on Gerontology (Edmonton chapter)





# COORDINATION 2019 HIGHLIGHTS



ESCC plays a leadership role in developing shared aspiration and planning for collaborative action to offer benefit to older adults.

## CBSS

Since the spring of 2019, the ESCC has been involved in the Community-Based Seniors Serving (CBSS) Sector Engagement Project along with partners Age Friendly Calgary, carya, and Sage Seniors Association. Together, our organizations were inspired by the example of the seniors serving sector in British Columbia. We believe a made-in Alberta sector has great potential to advance the important work of our own community-based seniors serving organizations. This project was part of some first steps towards creating a long-term systemic change for Alberta.

The purpose of the CBSS project was to connect with community-based seniors-serving (CBSS) organizations across the province to discuss and build upon the assumption that coordinating efforts and resources across the organizations that serve seniors is a critical step in meeting the needs of the growing seniors population. The project involved 26 group conversations with CBSS organizations across the province (10 of them were held in Edmonton and area). The conversations focused on four key areas:

- Strengths and challenges related to the healthy aging of seniors in the community.
- Concerns of organizations as they respond to these strengths and challenges.
- Priorities for collaboration to support seniors in their community.
- Interest in creating a community based seniors serving sector.

Funded by Alberta Seniors and Housing, the project began in Spring 2019 to be completed in January 2020.



Dr. Kahir Lalji, Provincial Director of Population Health with the United Way of the Lower Mainland, British Columbia

Community input sessions in the Edmonton and area attracted 64 individuals. Five group conversations were held in Edmonton and one each in Sherwood Park, Camrose, Stony Plain, Leduc, and St Albert. Solid interest was shown by participants, many of whom joined ESCC at our December Seasonal Gathering to hear Dr. Kahir Lalji, Director of Population Health of the United Way of the Lower Mainland, BC, speak about BC's Healthy Aging model. The response to his presentation was very positive.

ESCC organized Dr. Lalji's visit to Edmonton because we recognize the value of CBSS organizations and the important role they play in supporting seniors to age well in community. Research shows that 80 per cent of health outcomes are determined by non-medical factors, including social support, which is the essential role that CBSS organizations play. These organizations are efficient, effective, and make enormous impact. BC's Healthy Aging model is built on a philosophy that resonates with ESCC's guiding principles: we all benefit when seniors are valued, respected and supported to live healthily in their own homes and communities.

# LEARNING & NETWORKING OPPORTUNITIES

To help our members enhance organizational capacity, ESCC provides information on issues that impact their organizations and facilitates connections with colleagues in the sector.

This year our **Annual General Meeting** keynote topic was social isolation of Indigenous seniors, based on a recently completed study by the Edmonton Social Planning Council. Attendees heard about how organizations can be more inclusive in offering culturally appropriate services for Indigenous seniors. Thank you to Sandra Ngo of the Edmonton Social Planning Council and Carola Cunningham of the research study advisory committee for sharing their knowledge and experiences with our members.

We also organized and facilitated two thought-provoking events:

- **Conversation Cafe** on the topic of **Older Adults Needs Assessment**
- **Seasonal Gathering** on the topic of Learning from **BC's approach to raising the profile of community-based seniors organizations**

We brought together leaders of seniors centres – **Executive Directors and Board Chairs** – to discuss priority topics and make planning decisions. The March meeting focused on providing input on ESCC's Strategic Plan and priority setting. In May, discussion centered around ESCC's coordinated interagency support networks, and a guest speaker explained the U of A's Public Good Strategy. At the December meeting, leaders were updated on



Carola Cunningham, Sandra Ngo, AGM Speakers

the City of Edmonton's Approach to Senior Centres Report. They discussed cross-agency pooling of resources and reciprocal program registration. They were also invited to participate in an opportunity for sustainable organizational Learning the Sticks, for frontline staff and volunteers early in 2020.





# INTERAGENCY NETWORKS

ESCC facilitates several interagency networks so members can exchange ideas and resources on common issues and build relationships. These ongoing peer networks include: outreach workers, program coordinators, home support coordinators, communications staff, and executive directors/board chairs.

## **New in 2019 –Interagency Communications Group**

Public relations, marketing and community relations are priorities for a growing number of ESCC members. In response to these important ‘communications’ functions, ESCC proposed and launched a peer network to support these staff who help their organizations communicate effectively and efficiently.

Like our other interagency networks, this is a venue for sharing tips and resources and for discussing common issues and best practices.

# SCAN

Seniors Communication Access Network (SCAN) brings together professionals to collaborate on improving access to information for seniors. This network was created as an Age Friendly Edmonton project. This year SCAN did some scanning of its own – to gather feedback from seniors about the usefulness and readability of the print directories that list activities and resources. ESCC took shared leadership by promoting, hosting and helping to facilitate two focus groups. SCAN members learned how people see our community directories and what could be improved for future issues.



# PROMOTING MEMBER ACTIVITIES

Helping members expand their reach is one of ESCC’s strengths. By coordinating huge amounts of information through print and online channels, we promote members’ programs to wider audiences.

See our Communications section (pg 6) for more detail about our features in the Edmonton Examiner Living 55+ section, our Link Letter e-newsletter, Recreation and Wellness Directory for Older Adults, website, and more.





# COLLABORATION 2019 HIGHLIGHTS

## **ESCC BUILDS LINKAGES AND FACILITATES/LEVERAGES COLLABORATIVE ACTION WITH ORGANIZATIONS AND SYSTEMS THAT OFFER BENEFIT TO OLDER ADULTS.**

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.

### **CONNECTING EDMONTON SENIORS / PEGASIS**

In February 2019, the PEGASIS funder, Employment and Social Development Canada, proposed an extension with a changed focus. Based on feedback from multiple Pan-Canadian projects, they directed that ESCC's backbone role pivot from supporting six partner projects to stewarding an overall collective initiative to sustain impacts.

Under the banner, Connecting Edmonton Seniors [an outcome of the Pan-Edmonton Group Addressing Social Isolation of Seniors (PEGASIS)], several new or enhanced activities ensued. These included the Stewardship Round Table, a Learning and Training working group, numerous communications tools and resources, and a comprehensive evaluation plan. All activities aimed to create opportunities for sharing and sustaining positive impacts well beyond the extension.





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## STEWARDSHIP ROUND TABLE

The multi-stakeholder Stewardship Round Table (SRT) was created within the Connecting Edmonton Seniors initiative. It is a forum for strategic discussions about the needs and opportunities for better serving seniors in our communities. The long-term goal is to sustain a broad network of people and organizations working intentionally together to improve quality of life for Edmonton seniors.

Members of the SRT work at all levels, within all types of organizations. The initiative needs people who are big picture thinkers as well as those who can create grass roots actions. As a result of monthly discussions, the SRT has developed a guide identifying the main systemic issues and what needs to change for seniors to age well in community.

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## VISION 2030 SYMPOSIUM

**Collaboration – among agencies, governments, departments, and communities – is critical to achieve powerful outcomes.**

In November, Connecting Edmonton Seniors presented two unique learning and sharing opportunities at the Vision 2030 for Seniors Services Symposium.

1. Our pre-conference session Listening to the Voices of Lived Experience presented our focused efforts to reach out to those who are largely unseen and unheard, living in marginalized communities or are low-resourced and isolated.
2. Our conference presentation The Collaborating Effect, highlighted the powerful impact of strong working relationships built during the PEGASIS initiative.



## LISTENING TO THE VOICES OF LIVED EXPERIENCE PRE-CONFERENCE SESSION

On November 12th, 2019, the Edmonton Seniors Coordinating Council (ESCC) held a Pre-Symposium event prior to the Vision 2030 for Seniors Services Symposium. The event was intended to increase awareness of system barriers that affect seniors. This goal was to be met through stories shared by seniors and those that work closely with seniors, as well as through a panel discussion with individuals working at a systems level.

Approximately 95 attendees, mostly seniors, came from the non-profit or health care sectors, while some came just as interested seniors from the community. Evaluation feedback showed that all participants gained knowledge, found the session valuable, and believed that it had practical application for them. Participants were also asked to share their most pertinent learning, if they learned anything new. Seven major themes revealed that participants now have more awareness that action for ALL seniors is needed on several levels:

- at the broadest level - through creating a more welcoming and accessible society,
- at a systems level - through systems-wide change, and
- on an individual level - through valuing seniors individual experiences so that they can be part of the solutions.

Presenting on behalf of PEGASIS partner organizations: Liza Bouchard, Heather Rowland, Haidong Liang, Lisa Neill, Linda Guenther, Shanika Donalds, Dave Beach and Cheryl Newton-Skirrow.

## THE COLLABORATING EFFECT CONFERENCE SESSION

'The Collaborating Effect' was the theme of the collective PEGASIS partners' conference presentation at the Vision 2030 Symposium in November 2019. Partners designed and delivered a unique story-based appearance. This candid-style presentation aimed to 'bring alive' the lasting impacts of collegial relationships built between collaborating organizations over several years of a collective impact project. Anecdotes described how positive benefits flowed to grassroots participants of PEGASIS programs and services. This is just one example of the undeniable effects of sustained trust and capacity building within the seniors serving sector.







ESCC facilitates the Seniors Home Supports Program (SHSP) on behalf of seniors organizations in six districts across Edmonton.

The number of seniors helped by the program continues to grow. In 2019, services were provided to 1,940 seniors which is a growth of 30 per cent from the previous year. 1,633 were new clients and 307 had used the program before. 2,663 referrals to service providers were offered which is a growth of 24 per cent.

In addition to tracking the program's impact on seniors, we evaluated the functioning of the collaborative in 2019.

The evaluator believes the SHSP was able to reach these significant growth milestones due in part to the stability and maturity of the program. Program staff at five of six district organizations, as well as backbone staff at the ESCC, remained consistent. ESCC also secured stable funding after the three-year pilot period ended. As the backbone organization for the SHSP collaborative, ESCC administers the funds received from Family and Community Support Services through their collaborative funding stream.

The program's stability allowed collaborative capacities to strengthen and grow, and local best practices to emerge and stabilize. Knowledge sharing is a strength of the collaborative. SHSP staff in the districts reported being able to lean on each other for important knowledge and identified ESCC as a key conduit for knowledge sharing. The backbone support provided by ESCC contributes to the success of the collaborative.

The collaborative demonstrates a remarkable capacity for shared decision-making and sharing financial, human or physical resources. This is evidenced by program staff covering for each other when needed, enabled by the high level of trust and flexibility between staff and organizations.

Another successful element of the collaborative is the shared promotion led by ESCC. One of the highlights from 2019 was a successful social media campaign that reached 71,564 people. ESCC also liaises with organizations that can share information with seniors. In 2019, we partnered with the City of Edmonton Bylaw to share information through their channels such as a flyer that could be given to residents receiving warnings about snow removal.

We believe the experience of the SHSP collaborative could be leveraged as a model for other sector initiatives that could have a positive impact on the lives of Edmonton seniors.



# AGE FRIENDLY EDMONTON

Age Friendly Edmonton, a joint initiative between ESCC and City of Edmonton, commenced its second phase in 2018. In 2019, the AFE Leadership Table advanced the work plan for Phase 2, and they developed a vision to guide AFE's work: *Edmonton is an age friendly city that recognizes the diverse populations and needs of seniors and actively supports their inclusion, engagement, and well-being.*

The AFE team undertook projects within four action “hubs” highlighted below:

1. The **Ageism hub**, launched a Cycling Without Age project to get older adults enjoying cycling again with the help of volunteer drivers on trishaw tricycles. A trishaw is motorized with a passenger compartment in the front. Several lucky GEF residents took a summer spin. The trishaws also debuted at “Zoominescence”, a winter festival of light at the Valley Zoo. The Ageism Hub hopes to procure more trishaws and involve more Edmontonians in near future.
2. The **Aging in Place hub** created a “Seniors Connect” community resource fair. The event attracted over 100 participants in the Beverly neighbourhood, bringing resources directly to seniors to facilitate aging in place. More such events are planned for 2020.
3. The **Diversity hub** and **Intergenerational Connections hub** cooperated to create a first-of-its-kind intergenerational podcast. Launched in Fall 2019, *The Shared Mic: Conversations for the Ages* podcast brought together people at different ages and stages for rich conversations. Season one hosted several prominent local voices, such as former City Councillor, Michael Phair, and City of Edmonton Poet Laureate, Nisha Patel. We look forward to an equally engaging second season.
4. Also in 2019, behind-the-scenes work included the **Diversity hub** laying groundwork for a survey of older Edmontonians from diverse backgrounds;



Gregory Caswell, Artistic Director at *Man Up!* and Executive Director at Alberta Emerald Foundation speaks with ESCC Board Member, Eric Storey.

the goal would be to gauge the extent to which they feel affirmed by local spaces including seniors centres, housing organizations, medical clinics and more. **The Ageism hub** also began work on an awareness raising campaign. **The Aging in Place hub** began investigating intergenerational co-housing solutions for older adults in Edmonton, using models from across the globe for inspiration.

AFE exhibited at several community forums, including the Seniors Health & Wellness Forum and the Vision 2030 symposium. Leadership Table members presented at organizations, including the Institute for Continuing Care, Education and Research (ICCER), by AFE Intergenerational Champion, Salima Suleman. A much-needed communications assistant was also hired to support the work of AFE and other interconnected ESCC initiatives.



Volunteer drivers take a GEF resident for a spin.



# ESCC MEMBERS

The Edmonton Seniors Coordinating Council brings together organizations which provide community supports to seniors.

## SENIOR-SERVING ORGANIZATIONS 2019

Alberta Council on Aging  
Alzheimer Society of Alberta and Northwest Territories  
Ashbourne (Garneau United Assisted Living)  
ASSIST Community Services Centre  
Canadian Hard of Hearing Association – Edmonton Branch  
Canterbury Foundation  
Caregivers Alberta  
Catholic Social Services – Immigrant and Settlement (Sr Council)  
Central Lions Seniors Association  
Drive Happiness  
Edmonton Indigenous Seniors Centre  
Edmonton Korean Seniors College Society  
Edmonton Lifelong Learners Association (ELLA)  
Edmonton Meals on Wheels  
Edmonton Seniors Centre  
ElderCare Edmonton  
Good Samaritan Telecare  
Greater Edmonton Foundation Seniors Housing

Ital-Canadian Seniors Association  
Jewish Family Services  
Jewish Senior Citizen's Centre  
Mill Woods Seniors Association  
North Edmonton Seniors Association  
North West Edmonton Seniors Society  
Operation Friendship Seniors Society  
Sage Seniors Association  
Senior Citizens Opportunity Neighbourhood Association (SCONA)  
Seniors United Now (SUN)  
Society of Seniors Caring About Seniors  
South East Edmonton Seniors Association  
SouthWest Edmonton Seniors Association  
South-West Senior's Outreach Society  
Strathcona Place Society  
The Shaama Centre  
Westend Seniors Activity Centre

## SUPPORTIVE ORGANIZATIONS 2019

A Helping Hand Services  
Canadian Accreditation Council  
Care at Home by Exquisicare  
City of Leduc, Seniors Outreach, FCSS  
Comfort Keepers  
Commissionaires Northern Alberta, Northwest Territories and Nunavut Division  
Council of Somalia We Care

Edmonton Mennonite Centre for Newcomers  
Edmonton Southside Primary Care Network  
Home Care Assistance Edmonton  
Home Instead Senior Care  
Lifestyle Options Ltd.  
Multicultural Health Brokers Cooperative  
National Association of Federal Retirees  
Town of Beaumont, FCSS

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



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"A community that  
values, respects and  
actively supports  
the safety, diversity and  
well-being of seniors."



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# SUMMARIZED STATEMENTS 2018

Edmonton Seniors Coordinating Council  
Summarized Statement of Financial Position  
December 31, 2019

	2019	2018
<b>Assets</b>		
Current		
Cash	\$ 650,279	\$ 342,608
Accounts receivable	9,911	8,107
Prepaid expenses	3,855	615
	664,045	351,330
Equipment	4,509	7,262
	<b>\$ 668,554</b>	<b>\$ 358,592</b>
<b>Liabilities</b>		
Current		
Accounts payable	\$ 71,025	\$ 35,187
Deferred contributions	558,515	281,350
	629,540	316,537
<b>Net Assets</b>	39,014	42,055
	<b>\$ 668,554</b>	<b>\$ 358,592</b>

Edmonton Seniors Coordinating Council  
Summarized Statement of Operations  
For the year ended December 31, 2019

	2019	2018
<b>Revenue</b>		
Grants - core	\$ 279,603	\$ 279,603
Grants - projects	867,377	346,907
United Way	20,456	21,848
Donations, memberships and fundraising	20,458	24,053
	<u>1,187,894</u>	<u>672,411</u>
<b>Expenses</b>		
Advertising and promotion	21	174
Amortization	2,753	2,946
Communications	9,196	8,912
Occupancy	26,096	23,528
Other expenses	50,669	56,383
Project expenses	841,704	337,524
Purchased services	10,647	20,233
Salaries and benefits	249,849	225,206
	<u>1,190,935</u>	<u>674,906</u>
<b>Excess of revenue over expenses</b>	<u>\$ (3,041)</u>	<u>\$ (2,495)</u>

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



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This Annual Report is available online at [www.seniorscouncil.net/escc-annual-reports](http://www.seniorscouncil.net/escc-annual-reports)