



EDMONTON
SENIORS
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Coordinated Seniors Outreach in Edmonton

A collaborative approach to service model development

Edmonton Seniors Coordinating Council (ESCC) is supporting a collaborative process involving seniors organizations and related non-profits in Edmonton, in which they are co-designing a coordinated approach to the delivery of outreach services for older adults (55+) in Edmonton.

In addition to this coordination of services, the project also provides an important opportunity for organizations which serve seniors to build equitable supports. The work will ensure older adults, who may face intersecting barriers due to their identity, receive support that considers and values their lived experiences and provides culturally considerate care.

What is the current model of Seniors Outreach?

Seniors Outreach is a service currently delivered by social workers and support workers (these positions are also commonly known as Outreach Workers) from various seniors serving organizations. These Outreach Workers provide support to older adults aged 55+ to help connect them with the resources and supports that they need to thrive.

In addition to supporting clients, an Outreach Worker can also have a meaningful impact on broad systems and communities. Some examples of an Outreach Worker's support include:

- **Case Finding:** A proactive approach to finding older adults in need of support.
- **Assessment Services:** Working with the older adult to identify the challenges they face, and the supports needed to thrive.
- **Information and Referral:** Providing the senior with connection and support to access the community resources that will meet their needs.



780.423.5635



Bonnie Doon Centre
8330 82 Ave NW, #255
Edmonton, AB T6C 4E3



seniorscouncil.net
info@seniorscouncil.net

- **Case Management:** Working with a senior to help set goals and design a care plan that supports improving their wellbeing.
- **Service Development and System Advocacy:** Outreach workers and the organizations they serve play an important role in working to advocate for important changes that remove barriers and inequities in service that stand in the way of older adults accessing supports.
- **Community Engagement/Community Building:** Outreach workers play a role in building a larger relationship with the seniors' community and the community at large in order to educate and ensure a more community-based support for seniors.

Currently, 12 organizations providing outreach services in Edmonton are funded through the Family and Community Support Services (FCSS) Program.

Organization (listed in alphabetical order)	Quadrant
Bent Arrow Traditional Healing Society	Central/Northeast
Edmonton Seniors Centre	Central/Northeast
Mill Woods Seniors Association (MWSA)	South/Southeast
Metis Child & Family Services	Central/Northwest
North Edmonton Seniors Association (NESA)	Central/Northeast
Operation Friendship Seniors Society	Central/Northeast
Senior Citizens Opportunity Neighbourhood Association (SCONA)	South/Southeast
Sage Seniors Association (with partnership from Multicultural Health Brokers)	Citywide
South East Edmonton Seniors Association (SEESA)	South/Southeast
Strathcona Place Society	South/Southwest
The Shaama Centre	South/Southeast
Westend Seniors Activity Centre (WSAC)	West/Southwest

While the majority of these organizations focus on providing supports to seniors within their local community, a few of these programs also provide specialized services for those in need of more specific or culturally relevant supports.

Specialized services include:

- Elder abuse, safe house, hoarding – Sage Seniors Association

- Indigenous seniors – Bent Arrow Traditional Healing Society and Metis Child and Family Services
- Multilingual/multicultural capacity – Sage partnership with Multicultural Health Brokers, The Shaama Centre, Mill Woods Seniors Association

Other related services:

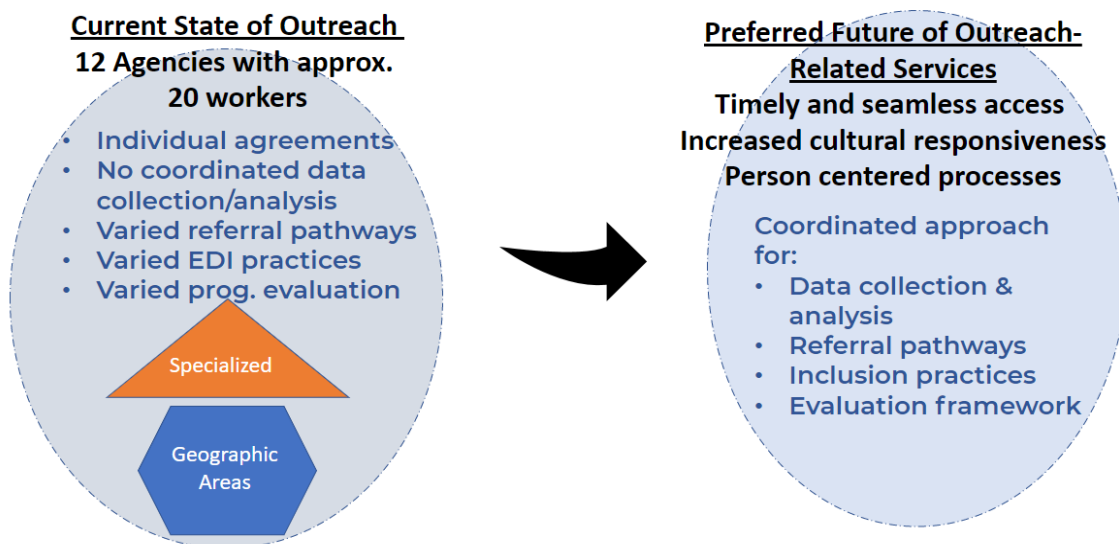
There are also some services that operate adjacent to outreach services providing supplemental supports. This includes the Seniors Home Supports Program – which provides seniors with referrals to pre-vetted service providers for a variety of home supports (ex. snow shoveling, yard help, housekeeping, home maintenance, and personal services).

Why a new model?

Family and Community Support Services (FCSS) Program, City of Edmonton has requested organizations collaborate to provide a more coordinated approach to outreach services across Edmonton.

The value of this transition will be that it allows the opportunity to collaborate and share resources and approaches for: data collection & analysis, referral resources, training, building an equitable practice for the full diversity of seniors and their lived experiences, and ensuring a shared evaluation approach.

Key Shifts and Desired Results



Who is involved?

Currently, the group involved in these conversations includes 24 organizations, listed alphabetically below. Additional related organizations will be contacted in the weeks ahead and other organizations interested in participating in this discussion are welcome. By having comprehensive representation of those who serve seniors, we will be able to have a more fulsome discussion and build more responsive services for seniors across the city.

1. Africa Centre
2. ASSIST - Community Services Centre
3. Bent Arrow Traditional Healing Society
4. Canadian Mental Health Association
5. Edmonton Meals on Wheels
6. Edmonton Mennonite Centre for Newcomers
7. Edmonton Seniors Centre
8. GEF Seniors Housing
9. Islamic Family Services Association
10. Jasper Place Wellness Centre
11. Jewish Family Services, Edmonton
12. Metis Child and Family Services
13. Mill Woods Seniors Association
14. Multicultural Health Brokers
15. North Edmonton Seniors Association
16. North West Edmonton Seniors Society
17. Operation Friendship Seniors Society
18. Sage Seniors Association
19. Senior Citizens Opportunity Neighbourhood Association
20. Strathcona Place Society
21. South East Edmonton Seniors Association
22. SouthWest Edmonton Seniors Association
23. The Shaama Centre
24. Westend Seniors Activity Centre

Where are we currently at?

Work has begun to gather information across the sector in order to build a robust and responsive model. There are four task teams group members are currently participating in:

Task team	Possible activities
<p>Referral and Service Mapping</p> <p>This team provides support in understanding how current services and referrals are being provided.</p>	<ul style="list-style-type: none"> • Reviewing current services at each organization. • Better understanding the current state of assessment, information and referral, case management, and training and supervision. • Working with seniors serving organizations and other community, health, and related organizations to understand where seniors are going for services and whether they are being referred to the supports they need.
<p>Determining Equity Gaps and Opportunities</p> <p>This team provides support in understanding the current gaps in equitable service for diverse communities and explores opportunities on how these services could be improved to be more welcoming to those from intersectional experiences.</p>	<ul style="list-style-type: none"> • Planning and hosting population specific conversations on the needs of different groups of seniors. • Supporting other task teams in reviewing their content with an eye to intersectionality and accessibility for diverse communities.
<p>Determining Current Data Management</p> <p>This team provides support in reviewing the current collection of data for the various outreach programs.</p>	<ul style="list-style-type: none"> • Determining the current systems used to collect data. • Learning about organizational processes for collecting, interpreting, and storing data. • Determining what is currently collected by each organization for service and outcomes. • Reviewing how demographics data is currently collected and whether it illuminates the intersectionality of clients. • Considering the current security of data and consent processes for collecting information (data sovereignty and agency).

Senior Engagement

This team provides support in designing meaningful opportunities to connect with seniors and ensure seniors' perspectives are embedded in a new approach.

- Speaking with seniors who have recently joined outreach services to understand what brought them to seek outreach services.
- Finding ways to engage with seniors who do not currently use outreach services or seniors services in general to better understand the reasons why not.
- Connecting with seniors who are ongoing clients of outreach services to understand their needs.
- Compiling existing composite stories from organizations that serve seniors as well as community and health agencies that regularly work with seniors.

Outside of these task teams, an administrative team of ESCC staff members will be providing additional supports and doing larger jurisdictional scans and fact finding about what has worked for seniors outreach in different cities, as well as what other sorts of coordinated supports in other sectors (e.g. homelessness or immigration) have been successful.

Where are we going?

The goal of this project is to have a new model developed by the end of 2022. During this time our organizations will be working collaboratively to understand the current state of outreach services, as well as working towards a common agreement on how to build more collaboration amongst organizations and improve the service overall for seniors.

We would love to share more about our project and collaborate with leaders as we work to solve this important problem together. Please contact ESCC's Executive Director Sheila Hallett at sheila@seniorscouncil.net if you would like to engage more deeply with this project. This collaborative approach will need the support of our community to ensure its success. We look forward to bringing you on the journey with us.