



EDMONTON
SENIORS
COORDINATING
COUNCIL

2022 Annual Report

**Edmonton Seniors
Coordinating Council**

**Connecting and Supporting
Edmonton's Age Friendly Network**



Celebrating Seniors - Rane's story



ESCC Board of Directors Summary

It is hard to believe that another year has gone by. We hope that the last 12 months have been filled with health and happiness for you and the people around you. As Co-Chairs, it has been an honor to acknowledge the exceptional efforts of the Edmonton Seniors Coordinating Council (ESCC), its volunteers, staff, partners, and affiliates in carrying out the work of the organization.

Board and Committee meetings continued to be held by Zoom and other technologies. 42 meetings were held with over 335 volunteered hours. The Standing Committees, through their exceptional contributions, continued to assist the board of directors in fulfilling their responsibility. Thank you to all the Committee members for their work. The Personnel Committee met to evaluate the performance of the Executive Director, Sheila Hallett. The Nominating Committee was able to garner candidates for the Board. These well-qualified, experienced candidates from a diversity of backgrounds will be an asset to ESCC. The Fund Development Committee is on hiatus and the new board will determine its direction.

This year, 2023, seven of the board of directors finished their terms including three members who served six years: Mary Whale, who served previously as Co-chair and Secretary; Ratna Basappa and Paul Cheung who served as Vice-chairs for two years. Leaving after their three-year term are Carleen Brenneis, Sushila Samy, Sheree Kwong See and Elvis Wong. We would like to thank these directors for their dedication and contribution to ESCC and wish them well as they move on to other ventures. ESCC has built strategic partnerships with the senior serving sector across Edmonton. We are thankful to this sector for always hearing our calls for action. In gratitude!

Anwar Haq and Sushila Samy
Co-Chairs, ESCC Board of Directors



Building a Strong Future Together

A city you would want to grow older in

Did you know that Edmonton is one of the leading cities for Age Friendly work in Alberta? Age Friendly principles and values underly ESCC and all that we do. This includes a commitment to: enabling participation of people as they age; fostering health and well-being; and working to create environments that are accessible, equitable, inclusive, safe and secure.

In 2022, ESCC's work focused on activating equity, diversity and inclusion (EDI) principles throughout the organization, based on a commitment made by the Board of Directors at the end of 2021. ([See Page 14](#)).

The community-based seniors serving (CBSS) Network continued to build connections and support collaborative action.

The Network's Interim Collective Leadership Group engaged with stakeholders throughout the year and launched the Network Declaration at the inaugural Summit (See page 7). They also laid the foundations for an ongoing Stewardship Group to take the reigns in 2023.

Age-friendly Cities and Communities is a health promotion initiative of the World Health Organization (WHO) and the Public Health Agency of Canada. Age-friendly Cities and Communities are not meant to just be "elderly friendly," rather they can benefit all members of society by promoting accessibility, inclusion and well-being. (n.d) Age-friendly Cities and Communities - Canada.ca

"I attended one group event, which led to others, from meeting people who spoke about their activities and from learning how much there is in Edmonton for seniors, much more than I realized! This encouraged me to start an educational group in my community league. "



Age Friendly Edmonton Highlights:

- Continued action hub and leadership meetings.
- Expertise in research, emerging trends, and opportunities were shared and used to create an evidence-based annual work plan.
- Increased number of dedicated volunteers who contributed over 400 hours in 2022.

Age Friendly Edmonton

Age Friendly Edmonton (AFE) work plan 2022:



1. Planning and participating in community events as ambassadors

AFE hosted the kick-off event of Seniors' Week to celebrate the contributions of older adults.

Mayor, Amarjeet Sohi, reaffirmed the city's commitment to seniors and declared seniors' week in Edmonton from June 6-12th.

Alice Major, former poet laureate, read "Gift of Age" to attendees (originally written by her in 2010 and refreshed in 2020).

City Councillor, Andrew Knack, expressed the city's commitment to seniors through a pre-recorded video.

Anwar Haq, Co-Chair of AFE, was interviewed by Global TV.

A compilation video was played to build awareness about how seniors are experiencing and viewing ageism.

"Age is a gift to our city and is important to what we believe in."
- Andrew Knack



2. Facilitating conversations with the community

- AFE Community Connector participated in provincial Age Friendly Community of Practice monthly teleconference meetings to connect the work of Edmonton to counterparts in Alberta.
- AFE sponsored a virtual health & wellness forum in September 2022 that brought together older adults and family members to obtain information and resources pertaining to health, wellness supports, and aging-in-place information.

Age Friendly Edmonton

- AFE hosted a conversation café on ageism, in response to the call by the Federal, Provincial, and Territorial Ministers for Seniors Forum, to gather seniors' perceptions and experiences on ageism and its impacts. A "What We Heard Report" is expected in 2023.
- The Alberta Age Friendly Community of Practice hosted series called: From Homelessness to Continuing Care. The AFE Community Connector provided suggestions on speakers specifically for the innovative housing models for seniors.
- AFE volunteers facilitated ageism discussions at four senior serving organizations in the fall. Thirty seniors attended.



3. Facilitating conversations with the community

- 2022 work included the translation and publication of the article, "What's the Matter with Ageism," written by Ageism Hub member Sheree Kwong See. This article was translated into Vietnamese, Hindi, French, and Spanish.
- Three AFE articles were featured in Prime Times during 2022. These articles were, "Why Assistive Technology Should Become a Household Term", "Ageism in Healthcare," and "Local Groups at Forefront of Aging in Place Ideas."
- **Toolkit for Fostering Inclusion in Senior Serving Organizations** was completed with AFE funding and support from the Social Planning Council. The toolkit helps organizations to reflect on their current environment and to encourage continuous work on improving their inclusion and diversity practice. It includes an assessment checklist and practical resources to assist in addressing gaps and supporting solutions to create an atmosphere that is welcoming and inclusive to all.

EDMONTON SOCIAL PLANNING COUNCIL
AGE FRIENDLY EDMONTON

DECEMBER 2022



**A TOOLKIT FOR FOSTERING
INCLUSION IN SENIOR
SERVING ORGANIZATIONS**



Age Friendly Edmonton

4. Fostering opportunities to activate knowledge and think critically about information through communication channels.

- AFE planned and hosted eight online (Zoom) Lunch 'n' Learn sessions. Topics ranged from safety tips in the home; nutrition; and planning and reshaping negative thoughts about ageism, to an intergenerational panel on ageism.



AFE Lunch 'n' Learn Series 2022

8 Lunch 'n' Learn virtual sessions were recorded and posted to YouTube

205 individuals attended Lunch 'n' Learn sessions

On average, 53 people watched recorded Lunch 'n' Learns on YouTube

"Very nice to take part in this very informative presentation, delivered very competently."

Sector Network Leadership

Cross-sector Network-building to better support aging well in community

The community-based seniors serving (CBSS) Network includes change makers committed to facilitating equity of access and opportunity to resources that address health and social determinants for older adults to enable aging well in community.

The Interim Collective Leadership Group (ICLG) engaged with network stakeholders, including those from health services; post-secondary institutions; municipal and provincial government; CBSS organizations; seniors housing; businesses and more. ICLG leaders also provided strategic direction for the Network by championing the work, promoting equity, diversity and inclusion, and encouraging fidelity to the values and principles that keep the Network strong.

These leaders invested considerable time and effort in this work. Their combined wisdom, experience, patience, flexibility, and creativity allowed them to advance network goals.

A HUGE Thank You to our ICLG group: Michael Alpern, Jann Beeston, Karenn Chan, Jan Carlson, Earl Choldin, Nigel Kell, Haidong Liang, Karen McDonald, Marlene Mulder, Jennifer Njenga, Mary Whale

"It's been a productive year, and I see we are breaking down some silos in the sector; I'm hopeful."



Network Summit December 2, 2022

From left to right: Karen McDonald, Pieter de Vos, Marcy Cohen, Jan Carlson, Jann Beeston, Karenn Chan, Mary Whale, Marlene Mulder

Highlights:

- 17 bi-weekly ICLG meetings over 10 months
- 600+ hours of collective leadership: systems-thinking, network building, strategic planning, task groups and stakeholder engagement
- 3 Network Gatherings: Feb/May/Oct 2022 (average 50+ participants)
- 1 Network Summit: Dec 2, 2022

Meaningful Collaborations

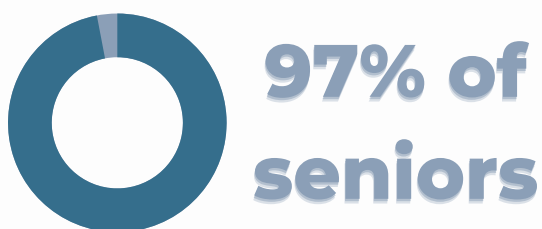
Seniors Home Supports Program

2022 marked the sixth year of operation for the Seniors Home Supports Program (SHSP). Clients aged 70+ represented approximately 75% of people served.



**SENIORS HOME
SUPPORTS PROGRAM**

The Seniors Home Supports Program helps seniors age in Edmonton and the surrounding community by providing referrals to service providers offering snow removal, yard help, housekeeping, home repair and maintenance, personal services, and moving help.

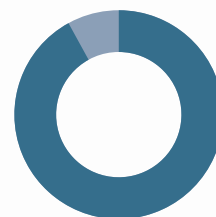


were satisfied with the program

With the support of the program, these seniors were able to continue to live in their homes.

"The program is fantastic. I have told all my friends to use this program to find vetted service providers to feel safe."

**92% of
seniors**



used a service provider and would use them again

The six organizations serving Edmonton and surrounding areas are:

- North Edmonton Seniors Association (NESA)
- North West Edmonton Seniors Society (NWESS)
- Mill Woods Seniors Association (MWSA)
- South East Edmonton Seniors Association (SEESA)*
- SouthWest Edmonton Seniors Association (SWESA)
- Westend Seniors Activity Centre (WSAC)



*SEESA served for half of 2022 and then the MWSA took over their share of support.

Meaningful Collaborations

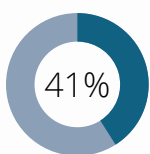
Seniors Home Supports Program



**SENIORS HOME
SUPPORTS PROGRAM**

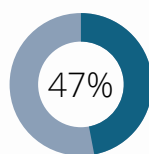
Referrals to Services

Overall referrals grew by **11,131**



41%

of participants
live alone



47%

of participants reported they have
low income

Services Beyond Home Supports

The Seniors Home Supports Program is a gateway for access to other vital services. Every call to the Seniors Home Supports Program helps to connect the senior to the other things they need.

In addition to home support referrals, the program provided referrals to:

- Outreach services offered by seniors organizations - **23%**
- Government benefits - **33%**
- Health services - **10%**
- Transportation - **5%**
- Other - **29%**

"ESCC has created a program that has reached our older adults citywide."

Seniors reported many positive outcomes of using the program:



SAFETY

"I feel safer and happier to get all repairs done in my home."



INDEPENDENCE

"You helped me keep my house clean, because I cannot do it anymore."



BELONGING

"I am happy you remember me and are following up."



PEACE OF MIND

"I have a peace of mind knowing the providers are screened."

Meaningful Collaborations

Seniors Coordinated Outreach

Early in 2022, Family & Community Support Services (FCSS) from the City of Edmonton requested 12 organizations with funded outreach programs to collaborate on designing a more coordinated approach in outreach and home support services across Edmonton.

Seniors Coordinated Outreach is a service delivered by social workers and support workers (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.

14 new organizations joined the 12 funded ones for a total of 26 organizations engaged in the work. The opportunity involved collaborating to share resources and approaches for data collection and analysis, referral resources, training, building an equitable practice for the diversity of seniors, and their lived experiences and ensuring a shared evaluation approach.

"These projects are rebuilding collective capacity across the seniors-serving organizations and building relationships of trust."

By the end of 2022, the Coordinated Outreach project had invested time and resources to determine how the project was serving seniors in Edmonton. Ten programs around the country were interviewed as part of a jurisdictional scan.

SENIOR ENGAGEMENT*

58

SENIORS FROM DIVERSE
POPULATIONS PARTICIPATED IN
5 FOCUS GROUPS

22

ONE-ON-ONE INTERVIEWS
WERE CONDUCTED

ORGANIZATIONS & DIRECT SERVICE PROVIDERS ENGAGEMENT

20

INTERVIEWS WITH
ORGANIZATIONAL
REPRESENTATIVES

21

ONE-TO-ONE INTERVIEWS WITH
SOCIAL WORKERS AND SUPPORT
STAFF

18

COMPLETED SURVEYS
FROM SOCIAL WORKERS
AND SUPPORT STAFF

16

COMPLETED SURVEYS FROM
ORGANIZATIONAL
REPRESENTATIVES

**Some of these numbers include activity of early 2023*

They also met as a group to review the data and design what success could look like in the future. As they looked to new approaches, they used four themes to design success metrics for a new model in 2023.

1) Equity	2) Service Mapping and Referrals
3) Data & Evaluation	4) Training, Supervision, Leadership, and Governance

Meaningful Collaborations

Aging in Community Support

YOU'RE BEING DISCHARGED – NOW WHAT?

There is a new program you can take advantage of to help with your transition out of hospital. It's called Aging in Community Supports and it helps connect select older adults like yourself with important community services and supports. Get the help you need to make your return home manageable.



Get help with:

- Groceries
- Transportation
- Filling out forms
- Getting to appointments
- Personal care
- Housekeeping
- Yard help

What do you need to do?

Let your Transition Coordinator know you are interested. They will reach out to the Aging in Community Supports program and you will be contacted by someone from the program (they may indicate they are from Sage Seniors Association, one of the participating organizations). This may happen in hospital before your discharge, or after you have arrived back home.

My Transition Coordinator is: _____

Contact info: _____

The Aging in Community Supports - Edmonton Project was developed as a response to the need to decrease the pressure on the Alberta health care system. Designed to assist clients returning home after a hospital admission, the project connected clients with services provided by community-based senior serving organizations (CBSS). This project aimed to decrease the risk of rehospitalization and/or emergency room visits.

Pictured left: Excerpt of the Aging in Community Supports - Edmonton Project form. This project ran from June 2022 to March 2023.

Aging in Community Supports – Edmonton Project was delivered through a partnership of Jewish Family Services Edmonton, Sage Seniors Association, and ESCC. It was funded by the Ministry of Seniors, Community and Social Services, and Alberta Health Services.



"ESCC is our door to the senior's sector by providing support. The connections we have made through this work have helped us build not only senior's support, but also more broad support."

This success supported the case for more collaboration between health care providers and CBSS.

Meaningful Collaborations

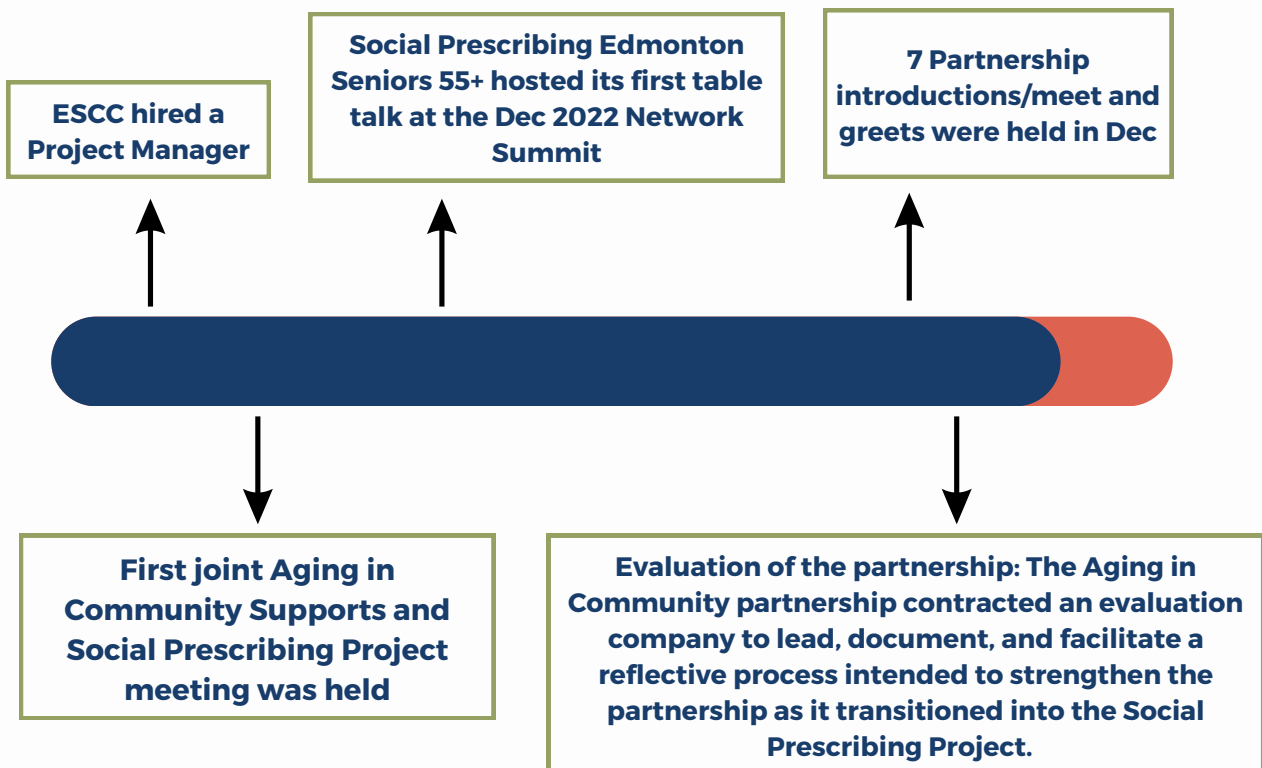
Social Prescribing Project

With funding from Alberta's Ministry of Seniors, Community and Social Services, and Healthy Aging Alberta, ESCC is piloting Social Prescribing, in collaboration with SAGE Seniors Association, Jewish Family Services Edmonton, Multicultural Health Brokers, and Drive Happiness.

Social Prescribing aims to support seniors to maintain their health, support their well-being and address circumstances that may result in emergency room visits or rehospitalization if left unaddressed.

The project purposefully links the health care system with community-based senior serving (CBSS) organizations through referral pathways (from health care practitioners) and ongoing collaborative service delivery. This includes: essential navigation services, case management, and non-medical community supports to seniors.

From June through December, 79 referrals were supported by Aging in Community Supports and Social Prescribing project resources.



"ESCC does an amazing job coordinating the sector. They have led some visionary work with the initiatives and projects they have tackled and spearheaded. We could not do it without their leadership"

2022 Highlight: Network Summit

A Dynamic Keynote Speaker

Keynote speaker, Marcy Cohen, Co-chair of the British Columbia Community-Based Seniors Sector Leadership Council shared inspirational stories and wisdom about network building.

In Canada, 15% of seniors' resource investments are being allocated to home and community care programs, while most seniors want to live in their own home and "age in place." (Marcy Cohen from Raising the Profile, 2017).



Marcy Cohen and ESCC Executive Director, Sheila Hallett

Launching the Network Declaration

The Network Declaration was highlighted to express a collective voice, urgency for collective action, and to promote a wider appreciation of organizations serving seniors.

The launch generated 14 organizations and 43 individuals signing the community-based seniors serving declaration.

"The declaration can be a way to raise our network's profile and connect people, especially in rural communities."

Table Talks on 5 High Priority Topics

The topic of "Advocacy in the Sector" was a strong focus during the day. Community Engagement Specialist, Pieter de Vos presented pathways for action while input was gathered on key messages to strategically influence decision-makers about the value, effectiveness, and role of the CBSS.

Other table talks focused on Social Prescribing, Coordinated Outreach, Age Friendly Edmonton, Healthy Aging Alberta, and Network Leadership.

73% of survey respondents said the Summit helped them strengthen existing relationships.

82% of survey respondents said they made new connections at the Summit.

Areas of Growth: Equity, Diversity and Inclusion

- ESCC staff and Board of Directors were enrolled online in the 4 Seasons of Reconciliation course offered by the First Nations University. The course was developed in direct response to the Truth and Reconciliation Commission (TRC) Call to Action #65.
- The Board Governance Committee updated ESCC's policies and revised the by-laws for adoption by the members. ESCC has been working to include **Equity, Diversity and Inclusion (EDI) principles**. The committee contracted a respected member of the Lac St. Anne Metis Community to guide development of ESCC's EDI policy, and update processes for recruitment and engagement.
- The diversity hub's **Toolkit for Fostering Inclusion in Senior Serving Organizations** research, funded by AFE, was completed in December 2022. ([See page 5](#))
- ESCC welcomed new member: Alberta Immigrant Women & Children Centre.



ESCC Communications

ESCC Communications continued to raise awareness of sector priorities so that they are understood by stakeholders and funders.

- 12 Link Letter electronic newsletters - 1600 subscribers
- Link Letter continues to be the preferred ESCC channel of communication for stakeholders.
- 50% of stakeholders who answered the annual survey reported engaging with Link Letter.
- The communications team supported the development of three articles (May, July, September of 2022) for the quarterly magazine Prime Times.
- 20 ads were posted in Facebook on behalf of the Seniors Home Support Program from June to December. Average of 900 engagements per post.
- ESCC made the decision in 2022 to begin a website revamp. We are working to switch over the site in 2023, stay tuned!

ESCC FB
932 Likes
1.2K Followers



ESCC Twitter
932 Likes
750 Followers








Communications Team: In 2022, a new Communications Specialist and a new Communications Coordinator joined ESCC staff.







Promising Collaborations

In 2020, ESCC posed a draft Roadmap* for an intentional 'Network of Change Makers' to Edmonton's community-based senior serving sector and to the large cross-sector table that we support.

The Roadmap suggested new ways of working together to facilitate equity of access and opportunity to resources that address health and social determinants for older adults to enable aging in community. The idea was to mobilize and unite the sector to sustain the age-friendly movement in Edmonton and area, and to build capacity for collective action. Stakeholders have largely supported this vision of sector building. They have shared their ideas for success, come together for gatherings, participated in action hubs, and/or served in leadership roles. The Network is well on its collective way to addressing needs, issues, challenges, and barriers to aging well.

Key Progress Indicators:

<p>Collaboration opportunities were identified</p> <p>Providing home support services to seniors being discharged from hospital (pilot Aging in Community Supports).</p>	
<p>Values and principles were used in Network development</p> <p>The Equity Task Group of the Coordinated Outreach Project led to the development of values and principles that would become part of the new service model (with support from Family and Community Support Services Program, Edmonton).</p>	
<p>Interim Leadership Group is operational</p> <p>This group was formed in 2021 and by the end of 2022 they had completed their work plan and were transitioning to an ongoing Stewardship Group for the Network.</p>	
<p>Working Groups emerged</p> <p>In 2022, ESCC received funding from the Government of Alberta and an anonymous trust to begin a social prescribing pilot involving Drive Happiness, Jewish Family Services Edmonton, Multicultural Health Brokers, Sage Seniors Association, and ESCC. This was directly related to work that began from a group in our Network.</p>	
<p>A new model of coordinating resonated and was validated by CBSS organizations and service providers from other sectors</p> <p>The Coordinated Outreach Project got underway in early 2022 and over 26 organizations joined the table to lead the development of a coordinated model for outreach and home support services (to be implemented in July 2023).</p>	

<p>Engagement and participation in the Network increased</p> <p>A declaration developed by the Interim Collective Leadership Group was endorsed by over 50 stakeholders at the Dec. 2, 2022, Summit. Endorsement continues to grow.</p>	
<p>The strengths and assets of organizations were recognized; organizations contribute based on their strengths</p> <p>The task groups that formed to guide the development of a coordinated model for outreach services provided an opportunity for organizations to have staff or board members be involved based on their areas of interest and expertise.</p>	
<p>Organizations and leaders are engaged and are reaching out to advance the priority network action(s)</p> <p>Age Friendly Edmonton champions and changemakers worked on priority issues relating to ageism, diversity, and aging place throughout 2022. Their approaches were not via organizations but through volunteers.</p>	
<p>Coordinated work spanned organizations and sectors</p> <p>Organizations involved in Aging in Community Supports have adopted shared intake and referral resources, a common evaluation, and data collection framework.</p>	
<p>Multiple reinforcing actions</p> <p>ESCC works closely with Healthy Aging Alberta to align efforts to be mutually supportive.</p>	
<p>Fewer silos, more people working together</p> <p>A growing number of health care service professionals have requested to be involved in the Social Prescribing Pilot.</p>	

ESCC remains focused on choosing strategic, targeted ways to foster relationships that lead to organizations and champions taking on leadership roles based on priorities identified by older adults and senior serving organizations.

We thank our all members and the many stakeholders in the Network and Age Friendly Edmonton for their contributions, ideas, and energy. Because of your hard work, the future of our sector looks promising.

Sheila Hallett

Executive Director

Edmonton Seniors Coordinating Council (ESCC)

**Framework to Support Coordination of Services for Edmonton's Older Adults: A Roadmap*



Sheila received the honorable Queen Elizabeth II's Platinum Jubilee Medal on September 22, 2022 from the former Minister of Seniors Housing. The Medal recognizes the significant contributions of outstanding Albertans.



Edmonton Seniors Coordinating Council

Statement of Operations

For the year ended December 31,	2022	2021
Revenues		
City of Edmonton - projects	\$ 801,796	\$ 553,111
City of Edmonton - core	279,603	279,603
Province of Alberta - projects	41,481	-
Memberships, donations and other	14,630	5,877
United Way	10,000	80,180
Foundation grant - projects	5,004	-
Government emergency funding	675	183,641
	1,153,189	1,102,412
Expenditures		
Advertising and promotion	918	845
Amortization	5,543	4,661
Bad debts	-	3,275
Communications	8,541	9,829
Contract services	518	79,259
Insurance	5,355	6,301
Interest and bank charges	478	438
Meetings and events	16,581	1,595
Office	3,567	18,890
Professional fees	11,336	7,949
Project expenses (schedule 1)	830,387	625,668
Rent	21,904	21,073
Training	5,862	3,743
Travel and automotive	2,770	208
Wages and benefits	233,243	288,424
	1,147,003	1,072,158
Excess of revenues over expenditures	\$ 6,186	\$ 30,254

Edmonton Seniors Coordinating Council

Statement of Financial Position

December 31,	2022	2021
Assets		
Current		
Cash	\$ 352,337	\$ 912,605
Short term investments (note 3)	701,588	-
Accounts receivable (note 4)	17,406	16,500
Prepaid expenses and deposits	4,302	2,240
	1,075,633	931,345
Equipment and leaseholds (note 5)	8,228	13,771
	\$ 1,083,861	\$ 945,116
Liabilities		
Current		
Accounts payable and accrued liabilities (note 6)	\$ 100,884	\$ 63,996
Deferred contributions (note 7)	779,791	684,120
Current portion of long-term debt (note 8)	60,000	-
	940,675	748,116
Long-term debt (note 8)	-	60,000
	940,675	808,116
Net Assets		
Unrestricted	134,958	123,229
Capital Assets	8,228	13,771
	143,186	137,000
	\$ 1,083,861	\$ 945,116

Lease commitment (note 9)

Approved on behalf of the Board:

Thank you Donors and Supporters!

The support we receive for our work is thanks to the City of Edmonton, the United Way Alberta Capital Region, Family and Community Support Services, the Province of Alberta, and Healthy Aging Alberta. We appreciate the trust that stakeholders continue to place in our organization!



United Way
Alberta Capital Region



ESCC Ways to Connect!



@EdmontonSeniorsCoordinatingCouncil



@ESCC255



info@seniorscouncil.net



<https://www.linkedin.com/in/escc/>



Link Letter:



www.seniorscouncil.net



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



780-423-5635