



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee
From: Kate Sparrow
Director, Recreation & Cultural Services
Re: **Seniors Wellness Program**

Date: July 8, 2003

File: -

Staff Recommendation

That staff be directed to prepare an Additional Level submission for the Seniors Wellness Program to be considered through the 2004 Operating Budget.

K Sparrow

Kate Sparrow
Director, Recreation & Cultural Services
(4129)

Att.

FOR ORIGINATING DIVISION USE ONLY		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Budgets	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	<i>elle antio</i>
Policy Planning	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	

Staff Report

Origin

A request has been received from the Minoru Seniors Society to continue the Seniors Wellness Program and provide ongoing funding through the city's annual operating budget. (Attachment 1)

Findings Of Fact

In 2001, the City funded \$20,000 for a part-time Seniors Wellness Coordinator through the Casino Grant and in 2002, due to the success of this program, provided an additional \$30,000 to continue the program.

The goals of this program are:

- To act as a resource to community groups and facilitate networking among seniors groups;
- To develop a variety of wellness education strategies such as community forums, workshops, wellness workshops, health fairs;
- To promote the concept of ageing as a normal, developmental process;
- To use a community development strategy to work with the community and individuals, working together to identify issues of concern to seniors, especially in the health and wellness area; and
- To look at issues of accessibility to programs and services for seniors with physical, financial or other special needs.

Analysis

The Seniors' Wellness Coordinator is a citywide function and works out of Minoru Centre two days per week. It has been operating on a September to June basis for the past two years.

Since this position has been in place, there has been a noticeable increase in the coordination of seniors services in Richmond. The Coordinator has encouraged and facilitated the development of partnerships and networks of both private and non-profit agencies that provide services focused on promoting seniors well-being.

One of the successful programs has been the Seniors Wellness Fair (Activate). The Wellness Coordinator has developed a group of over 30 volunteers and health professionals to organize the last two Wellness Fairs. This group is enthusiastic about planning the Fair for 2004.

In addition to the Wellness Fair, this position coordinates wellness clinics at various community centres, educational forums for seniors on wellness related issues, and facilitates counselling and seniors services in Richmond. In 2004, the focus will be to increase wellness opportunities for seniors in East Richmond.

The clientele for the Seniors Wellness Program spans all "types" of seniors including active, shut in and frail elderly with a focus on those who don't or can't easily access services.

This program has been initiated by the Minoru Seniors Society, with strong support from the City of Richmond, Richmond Seniors Advisory Council (Attachment 2), Richmond Health Services (Attachment 3) and many other organizations providing services for Seniors in Richmond.

Financial Impact

The request is to include funding for the Seniors Wellness Program on an ongoing basis through the city's annual operating budget. Currently the program has sufficient funding to continue the program until mid-2004.

Staff would submit an Additional Level Request for 2004 and beyond. The request for 2004 would be \$10,000, with future years being \$20,000 to cover the cost of part-time coordinator and program costs.

Conclusion

The Seniors Wellness Program has been very successful to date. By investing in Wellness, seniors are healthier, more able to remain independent and live in their own homes, and can continue to be contributing members of our community.

A handwritten signature in cursive script, appearing to read "David Ince".

David Ince
Manager of Community Recreation Services
(4011)

Attachments (3)

Minoru Seniors' Society

July 8, 2003

Mayor and Councillors
City of Richmond
6911 No. 3 Rd.
Richmond, BC V6Y 2C1

Dear Mayor and Councillors:

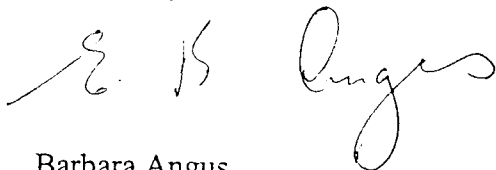
The Minoru Seniors Society would like to thank you for your generous support again last year in providing funding to have Margie Hardy continue for another year as the Seniors Wellness Coordinator for Richmond. We are pleased to report that Margie has more than demonstrated her competencies by far exceeding any expectations of the position.

During her tenure Margie has made every effort to encourage and support those around her while proving to be an integral part of our organization. She has worked hard to develop a strong bond between staff and all seniors in the community.

The Minoru Seniors Society Board of Directors requests that the city establish permanent funding in the operating Budget for the Seniors Wellness Program in the amount of \$20,000 (to include \$15,000 for part time Coordinator Salary and \$5,000 for program expenses).

Margie has played a tremendous role in tapping into areas of seniors' wellness that previous resources would not have allowed us to access. It is imperative we maintain our level of services for our community's ageing population. One of the objectives of this position is to establish partnerships with non-profit groups and businesses that provide services to seniors in Richmond. With the organization of the very successful Seniors Wellness Fair in April, 2003, Margie has encouraged networking amongst these groups while building a large seniors volunteer base. Striving to become the 'most appealing, liveable, community in Canada' we must support and embrace positions such as the Seniors Wellness Coordinator that encourage those 55+ years to maintain and live an active and healthy lifestyle.

Yours truly,



Barbara Angus
President

pc: Kate Sparrow
David Ince
Diane Eward

July 4, 2003
File: 4055-01

Urban Development Division
Fax: (604) 276-4177

Richmond City Council
6911 No. 3 Road
Richmond, BC
V6Y 2C1

Dear Richmond City Council,:

Re: Seniors Wellness Coordinator

On behalf of Richmond Seniors Advisory Council (RSAC), I wish to bring to your attention our concerns regarding the above noted subject matter.

As you are aware, we were fortunate to receive funding last summer from the City in the amount of \$30,000 to continue to hire a Seniors Wellness Coordinator for Richmond.

We were delighted to be able to offer Margie Hardy the position as Richmond's Seniors Wellness Coordinator and it has proved to be the right decision.

Margie has gone far beyond our terms of reference by involving and encouraging a great number of seniors to participate in the excellent programs we have here in Richmond for seniors. Her assistance to other Seniors coordinators in Richmond has been invaluable. The highlight of her tenure was the very successful Wellness Fair event held in April, achieved by her enthusiasm and her ability to encourage many seniors to be involved and make this a day. We cannot thank City staff enough for their assistance in helping in various aspects for this event.

Margie's ideas are that we should encourage our seniors to remain healthy and participate in any way they can in programs. Her whole-heartedness in bringing seniors together has been greatly appreciated by all, and it would be disappointing, and in fact devastating, should it be necessary for us to terminate her services owing to the lack of funding.

With so many ideas on what we can expect for next year's Wellness Fair, Margie has us gasping with admiration.

We would hope that our reasons for continuing this excellent program would encourage your committee agreeing to funds for the Seniors coordinator position for another year and enable Ms. Hardy to continue with her admirable work. Should you require further information, i.e., a meeting with members from the

Minoru Society, Community Centres and RSAC, or to make a presentation to City Council, please do not hesitate to give me a call at 604-527-6000 (local 124).

Your help is greatly appreciated.

Yours truly,

Pat Kasprow
Chair
Richmond Seniors Advisory Council

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pc: Aileen Cormack, Member, Richmond Seniors Advisory
Committee
Diane Eward, Area Coordinator, Senior Services

9 - 5531 Cornwall Drive
Richmond, B.C. V7C 5N7
July 15, 2003

Mayor Malcolm Brodie
and City Councillors
City of Richmond
City Hall
6911 No. 3 Road
Richmond, B.C. V6Y 2C1

Dear Mayor and Councillors:

Re: Seniors Wellness Coordinator

As a member of the Richmond Seniors Advisory Council and more importantly as a Richmond senior resident, I would like to endorse the continuation of funding for the position of a Wellness Coordinator.

I was previously involved in the initial request for a Wellness Coordinator to City Hall, and we were grateful in receiving funds for the past two years.

We were fortunate in being able to hire Margie Hardie who has proved to be a true supporter of seniors and offering health related courses to enable seniors to continue a healthy lifestyle.

The last two years, Ms. Hardie has initiated two Wellness Fairs with unbelievable assistance from senior and youth groups and these fairs have been considered a milestone within the senior community.

This year Ms. Hardie hopes to concentrate (but still not ignoring the needs of mainstream Richmond) in East Richmond, particularly Cambie and Hamilton areas. With the help of their Community Centre Coordinators, Margie hopes to promote senior activities that will encourage East Richmond seniors to participate.

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It appears to be the consensus of the majority of Richmond seniors, without Ms. Hardie's leadership, many frail and elderly seniors would not participate and join the many social programs that she has initiated.

I trust following the City's review of letters of endorsement and listening to seniors expressing their concerns, the City will continue to fund this position.

Thank you for your consideration.

Sincerely yours,

Aileen Cormack

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**Vancouver Coastal
Health Authority**
North Shore/Coast Garibaldi, Vancouver & Richmond

Richmond Health Services
7000 Westminster Highway
Richmond, B.C. V6X 1A2
Phone: (604) 244-5543
Fax: (604) 244-5191
Community and Family Health
Richmond Health Department
Health Promotion & Nutrition

June 26, 2003

Diane Eward
Coordinator, Seniors Services
Minoru Place Activity Centre
7660 Minoru Gate
Richmond, BC V6Y 1R9

Dear Ms. Eward:

Re: Minoru Place Activity Centre's coordinator of seniors wellness initiatives

Community & Family Health, Richmond Health Services supports the Minoru Place Activity Centre's application to the City of Richmond for continued funding for a position dedicated to coordinating senior's wellness activities. The work of the current coordinator has been very successful in developing a range of activities and partnerships including the annual seniors wellness fair. However, there remains a need to support complementary projects, programs and events such as working with seniors new to Canada to improve access to recreational opportunities, facilitating interagency collaboration to reduce duplication of services and address needs identified by seniors.

Community & Family Health, Richmond Health Services will continue to participate and assist in the work of a senior's wellness coordinator and are looking forward to a successful application for continued funding.

Yours truly,



Jan Weaver
Director, Programs
Richmond Health Services