



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** March 11, 2019

From: Kim Somerville
Manager, Community Social Development **File:** 07-3400-01/2019-Vol 01

Re: **2015–2020 Seniors Service Plan: Active and Healthy Living - 2018 Update**

Staff Recommendation

1. That the staff report titled, “2015–2020 Seniors Service Plan: Active and Healthy Living – 2018 Update” dated March 11, 2019, from the Manager, Community Social Development, be received for information; and
2. That the 2015–2020 Seniors Service Plan: Active and Healthy Living - 2018 Update be distributed to key stakeholders and posted on the City website.

Kim Somerville
Manager, Community Social Development
(604-247-4671)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Arts, Culture & Heritage Recreation Services	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

The 2015–2020 Seniors Service Plan: Active and Healthy Living (Seniors Service Plan) was developed to address the needs of an important and growing demographic of residents aged 55+ years. The Seniors Service Plan provides a framework with goals and actions for the planning and development of services and programs to meet the unique and changing needs of Richmond’s seniors population.

The following five strategic directions include items for action and associated timelines for completion:

1. Communication and Awareness — Communication with seniors is timely, effective, and appropriately delivered and received;
2. Responsive and Relevant Services — Programs and services are developed based on best practices, direct consultation and program evaluation to reflect changing needs and priorities;
3. Respect, Inclusion and Sense of Belonging — There is a citywide focus and understanding of seniors’ needs and wants. Seniors are celebrated and recognized as valued community members;
4. Coordinated Service Delivery — The City works with partners including Community Associations and community organizations to ensure services to seniors are coordinated citywide; and
5. Targeted Training and Professional Development — City staff, volunteers, and Community Partners are aware of the most current, evidence-based information related to seniors programs and services.

This report presents the 2015–2020 Seniors Service Plan: Active and Healthy Living - 2018 Update to Council for information.

This report supports the 2013–2022 Social Development Strategy’s Strategic Direction #3: Address the Needs of an Aging Population.

Action 7 – Implement, monitor, and update the Older Adults (Seniors) Service Plan.

This report supports the 2018–2023 Community Wellness Strategy’s Focus Area:

#1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.

This report supports the 2019–2024 Recreation and Sport Strategy’s Focus Areas:

#2: Engaged Community: Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.

#3: Physical Literacy and Sport for Life: Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.

This report also supports the 2015–2020 Seniors Service Plan Direction #4: Coordinated Service Delivery:

The City works with partners including Community Associations and community organizations to ensure services to seniors are coordinated citywide.

Analysis

The 2015–2020 Seniors Service Plan: Active and Healthy Living - 2018 Update (Attachment 1) highlights the progress made towards the five strategic directions and the achievement of numerous outcomes and actions.

The Seniors Service Plan showcases the important role the City and Community Partners play by working together to meet the needs of an increasing number of seniors and to support them to remain healthy, active, engaged and connected in their communities.

Highlighted Achievements for 2018

The following highlights some of the 2018 achievements:

Direction #1: Communication and Awareness

- Seniors were kept aware, knowledgeable and connected through various technology classes;
- A variety of education and information workshops were offered at community centres across Richmond and focused on prevention, future planning and empowering seniors; and
- Seniors who may not visit community centres were connected with programming through targeted community outreach.

Direction #2: Responsive and Relevant Services

- An Age-Friendly grant was received to create a Dementia-Friendly Community Action Plan that focused on the inclusion of people living with dementia;
- Intergenerational programming connected all ages through a variety of events and activities including a grandparents and youth cooking class and knitting lessons taught by seniors; and
- Meaningful volunteer opportunities continued to provide seniors with ways to share their experiences and knowledge and to be active, productive members of the community.

Direction #3: Respect, Inclusion and Sense of Belonging

- Improved access and a reduction of barriers to programs and services were provided through partnerships with various community organizations to deliver free seniors legal clinics and library resources to the homes of seniors 55+ and residential facilities;
- Supported outreach programming delivered by the City, several Community Associations/Societies and organizations such as the Alzheimer Society of B.C. and Vancouver Coastal Health provided 291 at-risk, frail and isolated seniors in Richmond an opportunity to connect to their communities; and
- Seniors were celebrated and acknowledged through arts and culture opportunities including the Minoru Seniors Legacy Stories Public Art Project and the Together Public Artwork displayed in front of the new Minoru Centre for Active Living.

Direction #4: Coordinated Service Delivery

- Partnerships between the City, Community Associations/Societies and other organizations continued to ensure services to seniors were coordinated city-wide;
- Over 70,000 seniors 55+ years participated in registered programs in City facilities including community centres, parks, and the Richmond Cultural Centre; and
- Swimming opportunities for seniors continued to be popular with a total of 7,071 55+ swim passes sold and used 284,719 times. In addition, there were 10,200 drop-in swim uses by seniors 55+ years.

Direction #5: Targeted Training and Professional Development

- The Richmond Seniors Advisory Committee and Minoru Seniors Society Board continued to offer seniors in Richmond an opportunity to keep informed and aware of current information related to seniors programs, services and various civic matters;
- The annual Positive Aging Campaign featured images and quotes of seniors with younger generations and were displayed at City Hall and various community centres in Richmond; and
- City and Association/Society staff and volunteers who work with seniors were kept informed and knowledgeable through regular monthly meetings, targeted connections through outside networks and attendance at various educational conferences.

The 2018 highlights show the progress towards the achievement of actions outlined in the 2015–2020 Seniors Service Plan: Active and Healthy Living. The five strategic directions in the Seniors Service Plan continue to provide a framework that guides the planning and development of programs and services that address the needs of an important and growing population of those aged 55+ years in Richmond.

A summary of the progress made on the Seniors Service Plan actions is available in Attachment 2.

Financial Impact

None.

Conclusion

The City and Community Partners continue to work collaboratively to address the service needs of seniors in Richmond and achieve progress towards the 2015–2020 Seniors Service Plan: Active and Healthy Living.

The City is committed to the health and well-being of seniors in Richmond and towards furthering the vision for the City to be a nurturing, connected community that promotes healthy and active aging.



Debbie Hertha
Seniors Coordinator
(604-276-4175)

- Att. 1: 2015–2020 Seniors Service Plan – 2018 Update
2: 2015–2020 Seniors Service Plan – Status of Actions

City of Richmond

2015–2020 Seniors Service Plan: Active and Healthy Living

2018 Update

Community Services Division



Introduction

The 2015–2020 Seniors Service Plan was developed to address the service needs of the important and growing demographic of those aged 55+ years living in Richmond. The goal of the plan is to ensure that effective, meaningful and appropriate services, programs and opportunities are provided to seniors and acts as a guide for those who work with seniors in Richmond. The plan was developed collecting best-practice information from other jurisdictions in Canada, exploring related research, and conducting extensive community consultations with seniors, key stakeholders and community partners. The framework of the 2015–2020 Seniors Service Plan (see page 2) consists of five strategic directions, with associated objectives, outcomes and items for actions.

This 2018 Update showcases the progress made towards the actions in the 2015–2020 Seniors Service Plan: Active and Healthy Living. The City of Richmond, Community Associations/Societies and other Community Partners continued to develop and improve programs and services to meet the needs of the growing number of diverse seniors in Richmond. These vital partnerships resulted in numerous benefits to the community of Richmond.

Seniors were involved and engaged through accessible and relevant programs, events and activities offered throughout the community. The needs of at-risk, frail and isolated seniors were met through specialized outreach programming, bus transportation, programs and services offered in other languages and programs delivered on-site to where seniors live and gather. Ensuring participation of all seniors was met by various mediums including technology training, informational workshops, presentations and displays at existing events around the city. Seniors were given many opportunities to share their skills and knowledge through purposeful intergenerational and volunteer opportunities and recognized and celebrated through special events and activities.

The progress made in 2018 through collaboration and partnerships between the City, Community Associations/Societies and other Community Partners supported the vision of the 2015–2020 Seniors Service Plan for the City of Richmond to be a nurturing, connected community that promotes healthy and active aging.

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2015–2020 Seniors Service Plan Framework



1

Communication and Awareness

OBJECTIVE: Communication with seniors is timely, effective and appropriately delivered and received.

OUTCOMES:

- Increased awareness and knowledge among seniors and their families (e.g. under informed seniors, caregivers, diverse populations, frail, isolated, etc.) of programs and services available.
- Promotional materials for family focussed events encourage participation of seniors.
- Improved knowledge of health and wellness benefits.

Seniors and their families informed about programs and services available

- **Move for Health Week:** Promotional materials for this family event held in May 2018, depicted photos that encouraged participation from all age groups including seniors. Move for Health Week increased awareness of ways seniors can stay active through offering more than 20 free programs at various community centres in Richmond with an opportunity to book a one-on-one consultation with a certified fitness specialist to customize a personalized plan to get active.
- **WHAM (Wellness, Health and More) Seniors Fair:** 100 participants attended this informative seniors fair in August 2018, delivered in partnership by Richmond Cares, Richmond Gives, City of Richmond, West Richmond Community Association and Vancouver Coastal Health.
- **Summer WESTFest Family Fair:** Seniors Services staff were invited to host an information table at this annual family event held in August 2018. This opportunity was successful and staff were able to connect and engage with attendees of all ages and inform them of the wide range of programs and services available for seniors in Richmond.



move for **HEALTH IS ...**

taking a yoga class, because it helps me get 150 minutes of physical activity every week!

Move for Health Week
Saturday, May 12 – Friday, May 18, 2018

Try 3 or more of 50+ **FREE** or **LOW COST** activities throughout the week, and enter to win one of 10 \$50 Gift Cards for any City of Richmond recreation facility.

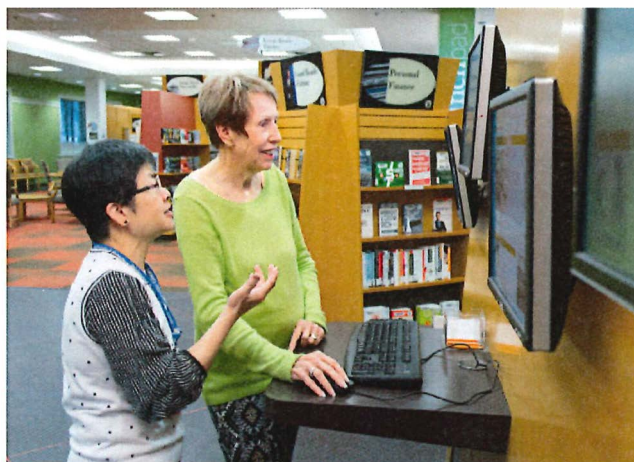
www.richmond.ca/moveforhealth



Increased awareness and knowledge to improve safety, health and well-being

Keeping seniors aware and knowledgeable through Digital Literacy

- Digital Literacy courses helped to support seniors to access information, register for programs and increase social connections with others utilizing a number of forms of technology.
- A total of 49 Digital Literacy sessions at the Richmond Public Library introduced 592 seniors to the latest technology devices with sessions offered in English, Cantonese and Mandarin.
- Smart Phones, Tablets and Laptops: Learn from Youth sessions were offered free of charge at several community centres and allowed seniors to meet one-on-one with youth to learn about text messaging, applications (Apps), Global Positioning Systems (GPS) and Skype.

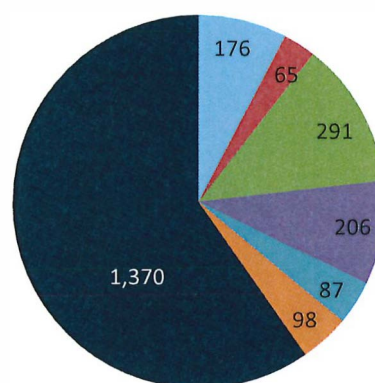


Education and Information Workshops equip seniors with information, resources and tools they need to stay safe, healthy, well and connected in the community for as long as possible.

Community centres partnered with various health professionals, local Physicians and Pharmacists, businesses and non-profit organizations to deliver free workshops. Many workshops offered in 2018 focused on prevention, future planning and empowering seniors including:

- Hard Conversations: Driving & Family Dynamics
- Transit Safety for Seniors
- Natural Ways to Improve Sleep
- Life Saving Self-Defense
- Navigating the Housing Dilemma
- Art Therapy For Mindfulness
- Retirement Preparation 101
- Pride Goes Before the Fall

55+ Participation in Health, Wellness and Information Opportunities in Richmond



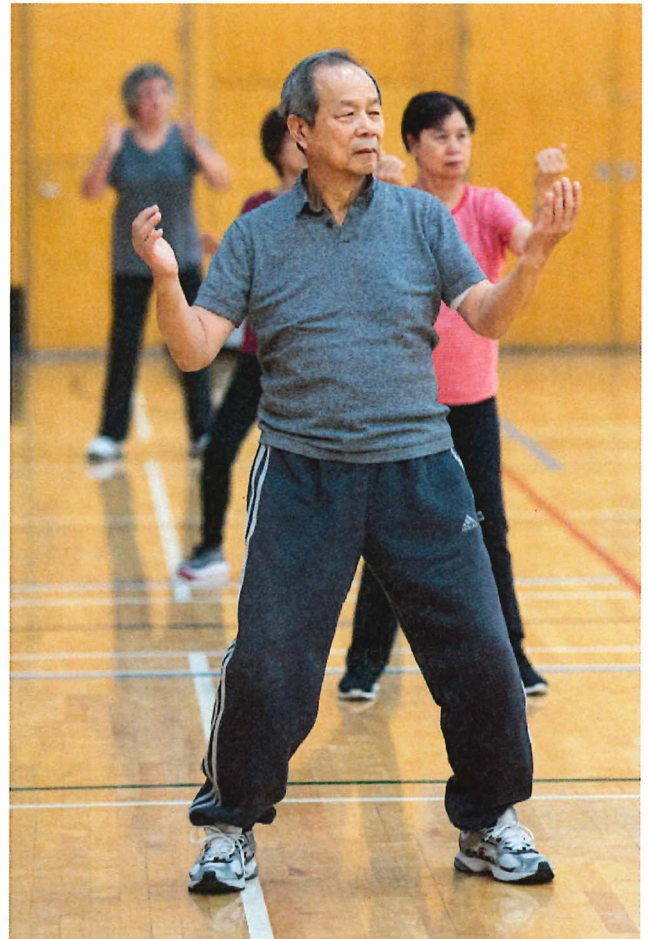
- Income Tax Clinic
- Outreach Programs
- Foot Clinic
- Educational Workshops
- Kidney Screening Clinic
- Flu Clinic
- Health and Wellness Events

Reaching those who speak languages other than English

Community centres offered a variety of programs targeted to seniors with diverse backgrounds. Programs in 2018 focused on physical activity, wellness and educational opportunities for seniors offered in different languages including:

- Osteofit for Better Bones (Cantonese/Mandarin)
- iPhones and iPads (Cantonese)
- Spanish Conversation
- English Tutoring for Beginners
- Japanese Tablet Club
- Sit and Be Fit (Cantonese/Mandarin)
- Medication Management (Cantonese)
- French for Travellers
- Yoga in Japanese

English Language Exchange: a unique 8-week program offered at City Centre Community Centre offered participants a chance to use phrases and interactive conversations in themed visits to the shopping mall, grocery store, fitness centre and other informal group environments.



Outreach to where Seniors Live and Gather

- Library staff reached out to 397 seniors in their homes and where they socialize to provide programming and information about library services including Kiwanis Towers, South Arm United Church and Minoru Residence.
- Seniors Services staff continued collaboration with Cedarwood Seniors Independent Housing operated by Metro Vancouver Housing Corporation to support the Housing Coordinator to organize programs and services for their frail and isolated residents. Information sessions included presentations by key community partners including Richmond Cares, Richmond Gives, CHIMO Community Services, Minoru Seniors Society, Richmond RCMP, Richmond Fire Department, Skills for Seniors and PriceSmart Pharmacy.

Presentations, Information Displays & Tours to Inform the Public of Richmond Senior Services

- Tour and information session for Langara Gerontology Students at Minoru Place Activity Centre.
- Displays at iCON Chinese Health Forum (interCultural Online Health Network) on Chronic Disease Management, Summer WestFest at West Richmond Community Centre, 4th Annual Forever Young 55+ 8K at Richmond Olympic Oval and Summer Wellness, Health and More (WHAM) Information Fair at West Richmond Community Centre.
- Presentation to Langara Recreation Leadership Students and at Cedarwood Independent Seniors Housing as part of Metro Vancouver pilot project on Community Wellness.



2

Responsive and Relevant Services

OBJECTIVE: Programs and services are developed based on best practices, direct consultation and program evaluation to reflect changing needs and priorities.

OUTCOMES:

- The needs of underserved segments of the seniors population (e.g. men, hard-to-reach) are met through the offering of a wide range of program and service opportunities.
- Intergenerational understanding among program participants and the community is enhanced.
- Programs and services reflect the diversity of the seniors demographic group (e.g. function, age, ethnicity).
- A wide range of volunteer opportunities are provided to support seniors to be active, productive members of the community.

Dementia-Friendly Community Action Plan

An Age-friendly Communities grant of \$25,000 was received from the Union of BC Municipalities (UBCM) to create a Dementia-Friendly Community Action Plan for Richmond that focuses on the inclusion of people living with dementia, ensuring support and accessibility for all residents. The plan also furthers actions in the 2015–2020 Age-Friendly Assessment and Action Plan for Richmond. The Dementia-Friendly Community Action Plan will be completed and presented to Council in 2019.

Project activities included:

- A Working Group & Stakeholder Committee meetings.
- An Online survey and community engagement through LetsTalkRichmond.ca.
- Focus groups organized for both staff and the public including two groups specifically offered for caregivers.
- One focus group included a Walking Interview component led by two people living with dementia who identified barriers in the built environment during a short walk in the city centre area.
- A Community Forum invited the public to learn about dementia-friendly communities and listen to a project update, speakers and presentations, and visit community information and resources tables.
- To ensure accessibility, focus groups were offered in various locations throughout Richmond and bus transportation and translation was offered to those who were unable participate otherwise. In addition, printed copies of the survey were emailed, mailed or hand delivered upon request for those unable to access it online.



Here's your opportunity

to share your thoughts and ideas on how to make Richmond a Dementia-Friendly Community.

June 4–July 1, 2018

Visit LetsTalkRichmond.ca



Connecting with Hard-to-Reach Populations

Targeted Programming Increases Men's Connection with their Community

Community centres offered a variety of programs for men aged 55+ years including:

- Just for Men – Health Talks
- Just for Men – Feed that Inner Chef Cooking Classes
- Just for Men Sessions
- Hanging with the Guys Social



Vancouver Coastal Health (VCH) Support Men's Health

Minoru Seniors Society received grant funding from Vancouver Coastal Health (VCH) to develop and expand the men's group, *Hanging with the Guys*, offered at Minoru Place Activity Centre. A total of 37 men participated in the project with 25 men taking part in the group for the first time. Participants continued to meet throughout the year with a goal of developing a regular group at the centre. The Minoru Seniors Society was awarded a second grant to further the work that was undertaken.

Intergenerational Programming Creates Understanding Among Participants

- **Micromoon Fest at West Richmond Community Centre** was offered for the first time as an intergenerational summer outdoor activity. The event attracted over 100 participants, many of which were seniors, and included 20 drummers who are seniors that entertained participants of all ages.
- **Seniors Knitting Group at South Arm Community Centre** donated money to the South Arm Youth Camping Trip and books for pre-school and out-of-school care groups.
- **Learn from a Senior Knitting Lessons at West Richmond Community Centre** had youth construct simple projects including headbands and purses with the help of a senior. Sessions were free with a Youth Facility Pass.
- **Book Buddies at South Arm Community Centre** had volunteer seniors go into the pre-school (bi-weekly) to read to the children.
- **Sharing Farm Social Club**, a project of the Sharing Farm Society, brought seniors and youth together in a farm setting to harvest vegetables for the Richmond Food Bank.
- **Grandparents and Youth Cooking Class at City Centre Community Centre** was offered in partnership with Family Services of Greater Vancouver and connected grandparents and youth while creating nutritious meals together.



UBC Pharmacy Students

In order to fulfil community placement requirements, 2nd year UBC Pharmacy Students were placed at Minoru Place Activity Centre in the Wellness Connections program, an 8-week outreach program targeting at-risk, vulnerable and isolated seniors in the community. The students provided one-on-one support for participants, encouraging full participation in gentle exercise, social activities and a shared meal. This partnership was overwhelmingly positive: Wellness Connections participants enjoyed the relationships built with the students and the students appreciated the opportunity to learn about the needs of seniors and the positive impact of community level outreach programming.

“The program allowed me to understand the social needs of the senior population and how community organized health promotion programs could really make a difference. I could definitely apply the skills that I gained here at Minoru such as communication skills with the seniors in my future practice as a Pharmacist.”

2nd Year UBC Pharmacy Student

Programs and Services Reflect the Diversity and Changing Needs for Seniors in Richmond



Minoru Centre for Active Living

The new Minoru Centre for Active Living (MCAL) will open in 2019 replacing and expanding the functions of the existing Minoru Place Activity Centre (Seniors Centre) as a centre of excellence for active living and wellness for residents of all ages.

In 2018, public consultation and engagement was completed with community partners, current facility users and members of the community, which resulted in new program initiatives and refinement of existing programs and services designed to meet identified needs of a diverse and growing population of seniors. Seniors programs and services will continue to be offered in partnership with the Minoru Seniors Society (MSS) with key elements including expanded hours of operation (early mornings, evenings and weekends), a new and specialized wellness room

caregiver support programs, expanded and specialized dance and arts offerings, drop-in opportunities and potential for joint programming with the Aquatics and Fitness Programs.

Other features of the 33,000 sq. ft. Seniors Centre include:

- Fireside Lounge
- Billiards Room
- Cafeteria and commercial kitchen, with bistro for the general public
- Multipurpose rooms of varying sizes
- Music Room
- Woodworking Shop
- Arts Studio
- Wellness Room



Snapshot of 55+ Volunteers in the City

In 2018, 236 volunteers aged 55+ years volunteered throughout the city.

Minoru Place Activity Centre had 206 volunteers contribute 36,237 hours of services in 86 opportunities in 2018.

Countless others contributed hours volunteering through many opportunities in Richmond including Council appointed Advisory Boards, Community Association and Society Boards and Special Events.

Fitness Classes for a range of physical abilities:

Community facilities offered a variety of specialized programs for seniors with limited mobility and/or frailty including:

- Nordic Pole Walking for Chronic Conditions
- Indoor Walking Group
- Balance and Falls Prevention
- Chair Yoga
- Indoor Cycling for those with Parkinson's
- Dance Variety for Better Mobility
- Floor Curling
- Stay Strong for Life

Volunteer Opportunities Provide Seniors with a Way to Share their Experience and Knowledge

Music Works brought younger, active seniors together with isolated and vulnerable seniors and provided meaningful volunteers opportunities at West Richmond Community Centre including roles as program hosts, drumming and ukulele mentors. Seniors who participated in ukulele groups volunteered in outreach programs leading sing-a-longs and teaching sessions at Friday Night Live at Minoru Place Activity Centre, Steveston Farmer's Market and several community centres and residences for seniors in Richmond.



3

Respect, Inclusion and Sense of Belonging

OBJECTIVE: There is a citywide focus and understanding of seniors' needs and wants. Seniors are celebrated and recognized as valued community members.

OUTCOMES:

- Seniors' needs are met by a range of culturally appropriate and relevant programming.
- Diverse seniors have a conduit to share their knowledge and skills within the community.
- City buildings have welcoming spaces to support unstructured gatherings.
- Improved access and reduction of barriers for frail and isolated seniors (e.g. transportation to community programs, Recreation Fee Subsidy Program).
- Consistency in terminology, that is reflective of this segment of the population, is established.
- Seniors are positively portrayed in all City promotional material and communications.
- An informed community that respects the contributions and needs of seniors.

Improved Access and Reduction of Barriers

Recreation Fee Subsidy Program: As of July 1, 2018, adults including seniors 55 years and over became eligible for subsidy under the revised Recreation Fee Subsidy Program. For 2018, a total of 214 out of 1,013 or 21 per cent of total applicants were seniors.

Accessible Collections at Richmond Public Library included large print books, audiobooks or collections with adjustable text size were available to those with learning, physical or visual disabilities and who cannot access conventional print material. Books, magazines and newspapers were in accessible formats for customers with print disabilities. Customers could also receive these in the mail or electronically on their computers and other devices.

A new self-serve **Library book dispenser** was launched at Hamilton Community Centre ensuring all residents including seniors and those with limited mobility have better access to the latest books seven days a week.

Tech Buddies, a Richmond Public Library program, provided one-on-one technology learning for seniors, facilitated by seniors, for those who may not be able to participate in the library's in-branch digital literacy programs. In 2018, 10 senior volunteers facilitated 21 sessions with 99 seniors in attendance.



Home Delivery Services brought library resources to 37 customers in their homes, residential facilities or hospitals who are unable to visit the library due to disability, illness or injury. Books and other resources were also delivered to staff for programming and use by multiple residents.

Seniors Legal Clinics were offered at Minoru Place Activity Centre, in partnership with Seniors First BC, to seniors who are not able to access legal help elsewhere due to low income or other barriers.

Community Leisure Transportation (CLT) services supported a number of year-round trips and tours for seniors and provided participants with safe and supported opportunities to visit various locations with their peers. CLT Bus transportation services offered various user groups in the community the use of a bus for programs or out trips including various Community Centre Association Societies, Richmond Chinese Community Society, Richmond Cares, Richmond Gives and seniors housing organizations such as Lions Park and Rosewood Manor.

A total of 5,990 passengers aged 55+ years participated in CLT trips in 2018 with the highest number of passengers being 800 in July. A Shopping Bus service was also offered by the CLT program to various buildings in Richmond with a high concentration of seniors which totalled 1,207 passengers in 2018.

“Loneliness is as bad for your health as smoking 15 cigarettes a day.”

American Psychologist, Julianne Holt-Lunstad, Brigham Young University in Provo, Utah

Decreasing Social Isolation and Building Community Connections

Outreach Programming

Music and wellness outreach programs continued to offer 291 at-risk, frail and isolated seniors in Richmond a safe and supported opportunity to re-integrate back into the community with most offering specialized programming, lunch and transportation. Programs are jointly delivered by the City, West Richmond Community Association, Steveston Community Society, East Richmond Community Association, Minoru Seniors Society, South Arm Community Association, Alzheimer Society of B.C. and Richmond Addiction Services Society in various languages to reduce barriers in Richmond including:

- Wellness Connections (English/Cantonese/Mandarin)
- Music Works for Wellness – Movement and Social, Drumming and Ukulele
- Iki Iki Social (English/Japanese)
- Minds in Motion



Opportunities for Regular Social Gatherings

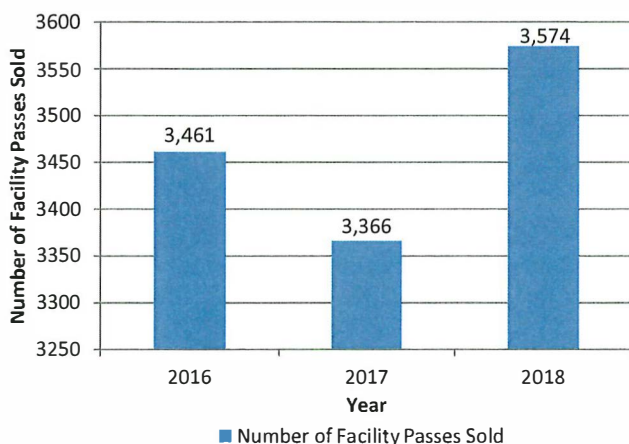
Community facilities offered a variety of opportunities to promote social connectedness including:

- Book Clubs
- Pet Visiting
- Coffee Clubs & Groups
- Movie Matinees
- Seniors Community Kitchens & Cooking Classes
- Crib and Coffee
- Scrabble Social
- Ted Talks
- Current Events & Coffee
- Special Event Dinners

55+ Facility Pass Usage in Richmond

Annual Facility Passes provide seniors with access to a variety of activities at community centres across Richmond. The pass provides participants with ample opportunities to meet their peers on a regular basis including activities such as Woodworking, Tai Chi, Drama Group, Book Club and Ukulele Circle.

55+ Facility Passes Sold per Year in Richmond

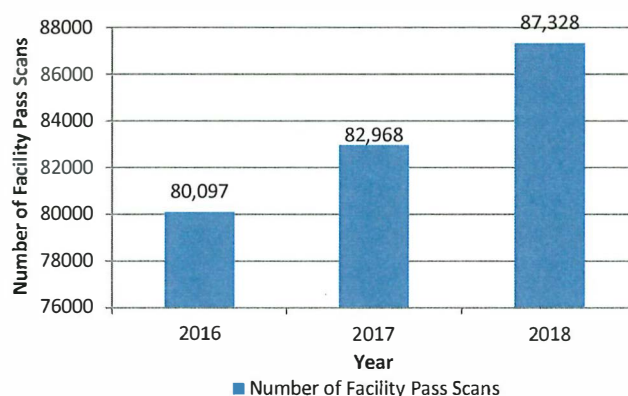


Facility pass usage and passes sold for seniors 55+ years increased at all community centres citywide. The increase may be attributed to:

- An increase in the number of seniors 55+ years in Richmond

- Passes purchased in anticipation of the opening of the new Minoru Centre for Active Living
- An increase in the variety and number of 55+ Facility Pass programs and services offered by community centres

55+ Facility Pass Usage per Year in Richmond



Culturally Appropriate and Relevant Programming

Community centres offered a range of inclusive events and programs for seniors including:

- Nikkei Japanese Seniors Luncheons
- Diwali and Vaisakhi Celebrations
- Mid-Autumn Celebration
- Chinese New Year
- Christmas Around the World
- Annual Rainbow Social (Pride Week)

Celebrating and Honouring Seniors

- Seniors Week was celebrated across the city with 605 participants who attended over 14 programs and events.
- Minoru Seniors Society offered a complimentary event for members over 90 years. There were 118 participants including caregivers.
- The City recognized National Seniors Day on October 1, 2018 by highlighting seniors' valuable contributions to families, workplaces, communities and society.

Celebrating and Acknowledging the Contributions of Seniors through Arts and Culture Opportunities

Community facilities offered a variety of arts and music programs including:

- Digital Storytelling
- Photo Walks
- Finding the Voice Within Workshop
- Celebrate the Music of the 1950's
- Amateur Writers
- Peking Opera
- Poetry Appreciation
- Line Dancing
- Artist Workshop
- Paint Night
- Woodcarving
- Memoir Writing

Minoru Seniors Legacy Stories Public Art Project – Looking Back, Looking Forward

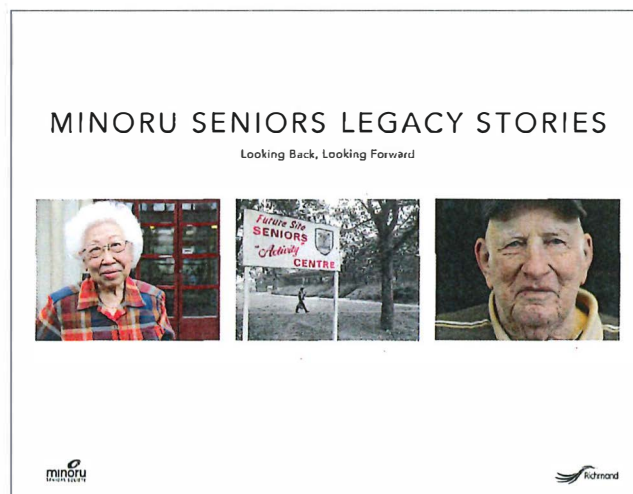
Artist, Catrina Megumi Longmuir and City Public Art staff, together with seniors at the Minoru Place Activity Centre, created a legacy for the Centre by gathering stories, creating collages, art and digital media/film pieces through workshops and one-to-one sessions. In advance of the upcoming move to the Minoru Centre for Active Living, this project documented the history and impact of the Minoru Seniors Society as told by its members. The Minoru Seniors Legacy Stories was unveiled to the public in 2018 featuring a 30 minute digital film including nine digital stories and over 60 portraits and biographies that were captured through the year-long Artist in Residence project.

Quotes from Legacy Project participants:

“Feeling blessed to be a part of this Legacy.”

“Thank you for giving me the chance to document my pride in our Centre and in particular the Minoru Amateur Writers Group. I will treasure the DVD of the experience and so will my family I am sure.”

“This has been a special experience.”



Seniors Recognized and Valued Through *Together* Public Artwork

A new large-scale public artwork has been installed outdoors in front of the Minoru Centre for Active Living. The work by David Jacob Harder is called *Together*, and it is composed of 300 silhouettes, which include over 100 local seniors. The elements in steel are combined to form the shape of an adult and child. In the process of creating the work, the artist photographed community members who currently use the Minoru Precinct facilities including the Minoru Place Activity Centre, Minoru Aquatic Centre and Minoru Park as they were involved in a wide variety of activities. David spent several days meeting and getting to know several local seniors, their stories and through his photographs, hundreds of Richmond seniors are represented throughout the artwork. The piece is about community and the transference of knowledge from one generation to the next.

4

Coordinated Service Delivery

OBJECTIVE: The City works with partners including Community Associations and community organizations to ensure services to seniors are coordinated citywide.

OUTCOMES:

- Improved collaboration, information sharing, and transparency among partners to bring a coordinated and collaborative response to service delivery.
- Service delivery is enhanced through standardized referral processes and defined parameters on service boundaries.

Citywide Wellness Clinics

Monthly Wellness Clinics continued to be offered at eight locations throughout Richmond and reached 5,592 seniors through drop-in blood pressure checks and blood glucose testing, appointment based holistic health services including Shiatsu, Reflexology, and hand and foot treatments.

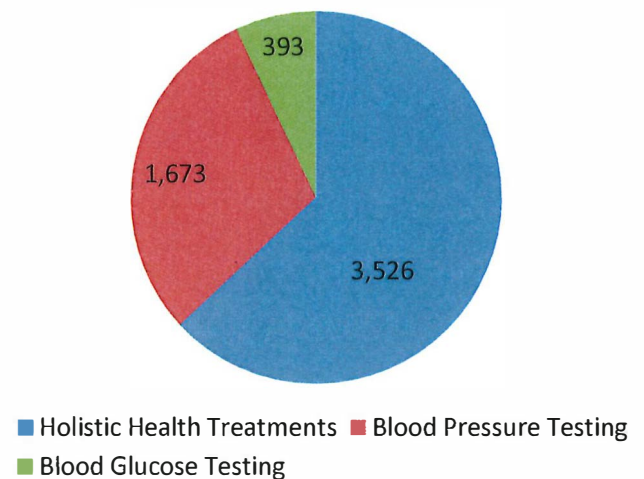
Kidney Screening Clinic

In 2018, Kidney Screening was added as a pilot program to Wellness Clinics. Launched in partnership with Hamilton Community Association, East Richmond Community Association, Kidney Foundation of Canada and Chinese Renal Association, the pilot program hosted 65 seniors at East Richmond Hall. Staff are planning to expand to other sites in 2019.

“Your clinic yesterday was, without a doubt, the best clinic I’ve done! After doing these screening clinics for a year now I’m convinced that the success of the day is solely attributable to community leadership. Thank you so much for making this day such a success, your hospitality and your commitment to health and wellness.”

Kathy McIntyre, Kidney Foundation of Canada, BC & Yukon Branch

55+ Wellness Clinic Participants by Service Type in Richmond



New Staff at the Library

A Community Programmer and Head of Seniors Services were hired in 2018 to provide services to seniors at the Richmond Public Library.

Training for 55+ Cyclists

A bicycle road training course for seniors was offered free of charge to 16 participants through a partnership between HUB Cycling, City of Richmond Transportation Department and the Minoru Seniors Society. This five-hour course provided both in class and on the road instruction. It was designed for seniors who already ride to learn safety tips, build skills and gain confidence navigating Richmond streets, and to promote healthy and active aging.

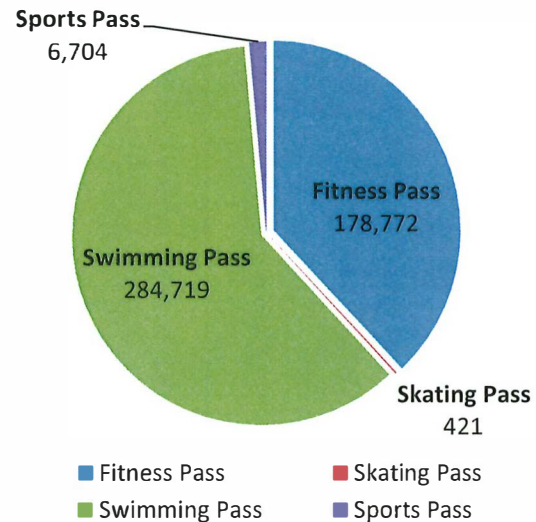


Spotlight on Swim Opportunities for 55+

In 2018, 7,071 55+ swim passes were used 284,719 times in addition to 10,200 swim drop-ins, which included:

- **Joint Replacement Recovery Classes (orientation and weekly classes):** A post-operative recovery program was offered at Watermania Pool and Steveston Outdoor Pool in the summer, to improve range of motion and muscular strength following total hip or knee replacement.
- **Women Only Swims:** A safe and welcoming environment was provided for women and girls only on Saturday evenings at Watermania Pool.
- **Aquafit Classes:** A variety of classes were offered ranging from low intensity for those with arthritis and other chronic conditions to high intensity. Examples of classes included Aqua Joints, Low Impact Aqua and Move to Improve.
- **Other Swim Opportunities:** Included Senior/Adult Length Swims, Adult Lessons and Public Swimming.

55+ Recreation Pass Usage by Pass Type in Richmond



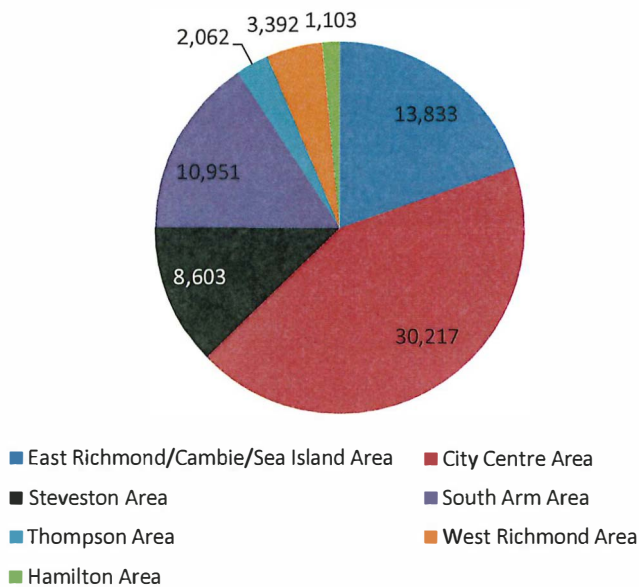
5,980 55+ fitness passes were used 178,772 times in 2018.



Coordination and Collaboration Enhances Service Delivery to Seniors

Every year, the City and Community Associations/Societies work with other organizations such as Richmond Cares, Richmond Gives, Alzheimer Society of B.C. and Vancouver Coastal Health to deliver a variety of programs and services to seniors 55+ years. Over 70,000 seniors 55+ years participated in registered programs across Richmond in City facilities including community centres, parks and the Richmond Cultural Centre. In addition, 55+ programming was also offered at other City facilities including Aquatic Centres and Arenas through various recreation passes.

55+ Registered Program Participation by Location in Richmond



Locations in Richmond

East Richmond/Cambie/Sea Island Area	<ul style="list-style-type: none"> • Cambie Community Centre • East Richmond Community Hall • Henry James Cambie Secondary School • Richmond Nature Park • Sea Island Community Centre
City Centre Area	<ul style="list-style-type: none"> • City Centre Community Centre • Minoru Place Activity Centre • Richmond City Hall • Richmond Cultural Centre
Steveston Area	<ul style="list-style-type: none"> • Japanese Canadian Cultural Centre • Steveston Community Centre • Steveston Martial Arts Centre • Steveston Park
South Arm Area	<ul style="list-style-type: none"> • South Arm Community Centre
Thompson Area	<ul style="list-style-type: none"> • Thompson Community Centre
West Richmond Area	<ul style="list-style-type: none"> • West Richmond Community Centre
Hamilton Area	<ul style="list-style-type: none"> • Hamilton Community Centre

Community Partners:

Associations and Societies who have a dedicated Seniors Coordinator and delivered 55+ programs and services include:

- City Centre Community Association
- East Richmond Community Association
- Hamilton Community Association
- Minoru Seniors Society
- South Arm Community Association
- Steveston Community Society
- Thompson Community Association
- West Richmond Community Association

Minoru Place Activity Centre 2018 Highlights

- 104 members over 90 years of age
- 340 volunteers contributed 27,740 hours
- 17,394 meals served in the full-service cafeteria
- 57,241 member visits

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Targeted Training and Professional Development

OBJECTIVE: City staff, volunteers and community partners are aware of the most current, evidence-based information related to seniors programs and services.

OUTCOMES:

- Roles and responsibilities in the delivery of services for staff and community partners are clear and defined.
- An informed, knowledgeable staff, volunteer and community partner team to serve seniors.
- A coordinated seamless, consistent approach of service delivery at all civic facilities.
- Staff and community hold positive perceptions of seniors, reducing stereotypes and ageism.

Opportunities for Volunteering and Civic Involvement

Seniors Advisory Committee: The Seniors Advisory Committee considers and evaluates issues referred by City Council, City staff and members of the community. The committee also initiates studies on matters deemed to be of concern to seniors and will submit information, options and recommendations to City Council as necessary and when requested. Members are given the opportunity to participate in training and education opportunities through guest speakers, external committees and groups as well as attendance at educational events and public forums to learn the latest trends and research on seniors.



Minoru Seniors Society (MSS): The Minoru Seniors Society is a registered non-profit society, working out of Minoru Place Activity Centre, whose mission is to deliver innovative and exceptional programs and services for seniors. Board members keep informed through ongoing goal-setting based on emerging priorities and participation in an annual board development session that included preparing for the move to the new Minoru Centre for Active Living.

Reducing Stereotypes and Ageism

Positive Aging Campaign

The annual Positive Aging Campaign showcases positive images of seniors focussing on their talents, contributions and participation in the community. The Campaign theme for 2018 was *Positive Aging through an Intergenerational Lens* featuring images and quotes of seniors with younger generations. The campaign images were displayed at City Hall, Minoru Place Activity Centre and various community centres in Richmond.



Q: When asked: *What does positive aging mean to you?*

A: Children in Richmond answered ...
Learning new things. Ryan, 6
To be loved. Dima, 5 years
To keep active and doing the activities we enjoy. Meleah, 10
Having a great attitude. Tara, 14
To keep playing while growing. Carlos, 5

National Seniors Day – October 1, 2018
 Independence – Participation – Care – Skill Fulfillment – Dignity



Q: When asked: *What are some of your favourite activities to do with younger people in your life?*

A: Seniors in Richmond answered ...
Speaking with my granddaughter and seeing pictures of my great-grandson. Barbara, 97
Running and playing together. Shirley, 91
Exploring all of the parks, playgrounds and trails together. Cindy, 62
Getting out and enjoying life through their eyes. John, 67

National Seniors Day – October 1, 2018
 Independence – Participation – Care – Skill Fulfillment – Dignity



Q: When asked: *What are some of your favourite activities to do with older people in your life?*

A: Children in Richmond answered ...
I love playing Ping Pong together. Jet, 11
Running around and walking to the park. Erica, 10
Making up games together. Ryan, 6
We play board games.
Grandma wins! Melody, 12

National Seniors Day – October 1, 2018
 Independence – Participation – Care – Skill Fulfillment – Dignity



Informed and Knowledgeable Team to Serve Seniors

- **Community Based Seniors Services (CBSS) Leadership Council:** City staff participated in quarterly meetings to gain an understanding of best practices of other organizations in BC providing community based services and programs for seniors. The Provincial Leadership Council originated from the Raising the Profile Project—a project aimed at raising the profile and celebrating the value of community based seniors' services in BC.
- **27th Annual John K. Friesen (Gerontology) Conference:** *From Isolation to Inclusion.* Seniors Advisory Committee members (volunteers) and staff attended the two day educational conference and received updates on the latest trends and issues in senior's social isolation and loneliness.

- **Diversity Symposium: Exploring Pathways to Inclusion for Diverse Communities.** This symposium was attended by Seniors Advisory Committee members (volunteers) and City staff to gain a better understanding of emerging practices and ways to reduce barriers and build community among diverse groups.
- **Seniors Coordinator Meetings:** City of Richmond staff and Community Association and Society staff who work with seniors in Richmond meet monthly to inform each other on best practices, safety and risk issues, programming and service initiatives, latest trends and research as well as education and training opportunities. This meeting is also an opportunity for staff to network and receive social support from their peers who also work with seniors.

- **Educational Opportunities & Resources:**

Information about seniors is shared through a larger network of those who work with seniors in the city to ensure they are knowledgeable and informed and aware of the most current, evidence-based information related to seniors programs and services. Examples of topics circulated in 2018 included: Seniors Advocate updates and reports, social isolation/loneliness, networking opportunities, webinars on current issues and trends and training opportunities. The larger network includes:

- City of Richmond and Community Association and Society staff who work with seniors;
- Community Associations and Societies;
- Richmond Seniors Advisory Committee;
- Vancouver Coastal Health Falls Prevention Network; and
- Vancouver Coastal Health Keeping Seniors Well Reference Group.



Conclusion

The 2018 Seniors Service Plan Update highlights the progress made in 2018. This update demonstrates the City and Community Associations' and Societies' commitment to ensure effective, meaningful and appropriate services, programs and opportunities are provided to seniors. The plan also acts as an important framework and guide for those who work with seniors in Richmond.

The City of Richmond and its Community Partners continued to advance a number of new initiatives and expanded and improved existing programs and services in order to meet the needs of a growing and diverse population of seniors in Richmond. Staff will continue to measure and monitor the implementation of the 2015–2020 Seniors Service Plan in 2019 highlighting the progress made.

The work completed in 2018, through many important partnerships and collaborations, helped to support the vision of the 2015–2020 Seniors Service Plan for the City of Richmond to be a nurturing, connected community that promotes healthy and active aging.



City of Richmond

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2015–2020 Seniors Service Plan: Active and Healthy Living Status of Actions

The following information depicts the progress of the individual actions identified in the 2015–2020 Seniors Service Plan: Active and Healthy Living to December 31, 2018.

Legend:

Timeline

- *Short Term* (0–3 years)
- *Medium Term* (4–6 years)
- *Long Term* (7–10 years)
- *Ongoing*

Status

- *Significant Progress*: 50% or more of the work has been completed to address this Action.
- *In Progress*: There has been some progress towards addressing this Action, but more work remains.
- *Work Not Begun*: Work towards achieving this Action has not been initiated.
- *Ongoing*: Work towards this action is on-going.

Direction #1 – Communication and Awareness		
Action	Timeline	Status
1.1 Develop and implement a promotion and communication plan.	Short Term	Completed
1.2 Translate appropriate City materials.	Short Term	Completed
1.3 Develop and implement a benefits-based engagement campaign.	Medium Term	In Progress
Direction #2 – Responsive and Relevant Services		
2.1 Increase the proportion of Arts, Culture, and Heritage programs.	Medium Term	Significant Progress
2.2 Review and assess the proportion of outreach programming for seniors.	Short Term	Completed
2.3 Develop and implement a tailored consultation approach to gather feedback from underserved seniors.	Short Term	Completed
2.4 Expand intergenerational programming.	Short Term	Completed
2.5 Form a committee to establish a functional segmentation approach in service delivery.	Medium Term	In Progress
2.6 Create a welcoming environment for seniors at family and community events.	Medium Term	In Progress
2.7 Continue to implement and expand civic engagement opportunities to orient seniors to City operations.	Medium Term	In Progress
2.8 Expand the scope and range of volunteer opportunities creating more long-term volunteer options.	Medium Term	Significant Progress
Direction #3 – Respect, Inclusion, and Sense of Belonging		
3.1 Maintain and improve a program planning and service delivery process with a lens on diversity.	Medium Term	In Progress

Action	Timeline	Status
3.2 Continue to partner with programs (e.g., Community Action Ambassadors) to serve as a bridge between seniors and information, resources, services and programs.	Ongoing	Ongoing
3.3 Explore and respond to opportunities to increase dedicated space available for seniors to socialize and gather in City buildings.	Ongoing	Ongoing
3.4 Work with Community Associations to expand outreach to vulnerable populations.	Short Term	Completed
3.5 Incorporate the needs of low-income seniors in subsidy and pricing to enhance access to programs.	Short Term	Completed
3.6 Create consistency in terminology to address seniors across the City.	Short Term	Completed
3.7 Incorporate images that are representative of the diversity of seniors and portray a positive image of aging in all promotional and communication materials.	Medium Term	Significant Progress
3.8 Launch an educational campaign to combat stereotypes and ageist attitudes.	Medium Term	Significant Progress
Direction #4 – Coordinated Service Delivery		
4.1 Develop a Communication Plan for the dissemination and adoption of the Seniors Service Plan citywide.	Short Term	Completed
4.2 Work with healthcare Community Partners on the development of a scope of practice for seniors service providers in the City.	Long Term	In Progress
4.3 Develop a network among key stakeholders, community partners and the City that focuses and advances a systems view of service delivery.	Medium Term	In Progress
4.4 Make pertinent research data and information available to Community Partners upon request.	Short Term	Completed
Direction #5 – Targeted Training and Professional Development		
5.1 Develop a scope of practice for the Senior Services Team staff.	Medium Term	In Progress
5.2 Offer information sessions to community partners on the service needs of seniors.	Medium Term	In Progress
5.3 Implement professional development training to staff, volunteers, and partners on the needs of seniors.	Ongoing	Ongoing
5.4 Provide educational opportunities to staff, volunteers and partners to dispel myths and stereotypes of seniors and aging.	Short Term then Ongoing	Completed