



To: General Purposes Committee

Date: November 22, 2007

From: Kate Sparrow  
Director, Recreation & Cultural Services

File: 11-7000-07/2007-Vol 01

Re: UBCM Age-Friendly Communities Pilot Project: Grant Application

**Staff Recommendation**

That Richmond City Council fully supports the “Decreasing Barriers, Increasing Wellness” project and that the City of Richmond takes the lead on this initiative working with the community to build a responsive service network for isolated and frail seniors in our community.

Kate Sparrow  
Director, Recreation & Cultural Services  
(4129)

Att: 2

<b>FOR ORIGINATING DEPARTMENT USE ONLY</b>		
<b>CONCURRENCE OF GENERAL MANAGER</b>		
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<b>REVIEWED BY CAO</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

## Staff Report

### Origin

Launched in 2004, the Union of BC Municipalities (UBCM) *Senior's Housing and Support Initiative* was created through a one-time \$2 million grant from the provincial Ministry of Community Services to assist local governments to prepare for an aging population. In 2007, the Ministry of Health provided a \$0.5 million grant to further support the initiative and to incorporate a focus on Age-Friendly projects.

In the initial phases of the program, the emphasis was on information sharing, and grants were provided for workshop sessions, the development of a senior's website, and 'Seniors in Communities Dialogues'. In Fall 2007, UBCM announced a further round of funding for 'Seniors in Communities Pilot Projects'. There are several streams of funding priorities, including pilot projects that support Age-Friendly Communities.

**The purpose of this report is to provide Council with information on an Age-Friendly Communities Pilot Project that the City is applying to UBCM for - the 'Decreasing Barriers, Increasing Wellness' project, and to ask for Council's support for the project. A Council resolution is required as part of the application process.**

### Analysis

The City of Richmond submitted an Expression of Interest for a project entitled '*Decreasing Barriers, Increasing Wellness*' to UBCM for a grant from the Senior's Housing and Support Initiative in October 2007 (Attachment 1). UBCM has recently advised the City that this proposed project has been approved-in-principle for a total of \$35,000 in funding (Attachment 2). Matching funds or cost sharing are not required. A full proposal is to be submitted to UBCM by December 21<sup>st</sup>, and a Council resolution in full support of the project is required.

An Age-Friendly Community is a community where policies, services and structures related to the physical and social environment are designed to support and enable older people to live in a secure environment, enjoy good health, and continue to participate fully in society. An age-friendly community is a community for all ages.

UBCM has advised that the funding for Age-friendly Communities Pilot Projects is aimed at projects that specifically support the ability of BC's seniors to age-in-place (a concept whereby someone is able to grow older without having to move out of their community i.e. that they can access the necessary support services as they age without having to move from their present residence).

The City's proposed '*Decreasing Barriers, Increasing Wellness*' project is all about helping Richmond's older adults to age-in-place and to participate fully in their community, through a coordinated continuum of outreach services to frail and isolated seniors. The draft Older Adults Service Plan recognises the importance of aging-in-place, and to reach out to isolated older adults in particular. This project is in line with several of the strategic directions outlined in the Service Plan and its vision of "Richmond to be a community where older adults live healthy and

active lives, in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages life-long learning, and values the contribution of older adults”.

The heart of the ‘*Decreasing Barriers, Increasing Wellness*’ project is to plan and facilitate the provision of transitional therapeutic recreation services, together with community partners, that will enable recently hospitalized and other isolated and frail seniors already living in the community, to increase and maintain personal wellness, and participate fully in their home community. A time limited, once weekly day-long program will be developed wherein participants are picked up from their homes, will engage in a series of specialized recreation, rehabilitation and education opportunities, offered a wholesome lunch, and be transported back home.

The goals of the project are:

- To support isolated and frail seniors in Richmond to live longer, healthier lives by becoming or staying socially connected, by increasing their levels of physical activity, by eating in a healthy way, and by minimizing risks for falls (i.e. to ‘age in place’).
- To create an environment through policies, services and programs, which address the barriers that limit or restrict social engagement, while encouraging social connections and full participation by isolated and frail seniors.
- To increase the range of positive choices and actions that isolated and frail seniors take in the interest of their own health, and enable them to move toward compression of morbidity (mental and physical problems due to chronic diseases and injuries can be prevented or delayed until the very end of life improving quality of life and decreasing health care expenses).
- To build and extend existing partnership arrangements and opportunities to promote healthy aging for isolated and frail seniors.

The goals and actions of the pilot project align with and complement most specifically the initiatives of the Vancouver Coastal Health Integrated Neighbourhoods Network. Partnerships with government agencies and community organizations will be an integral component of this project, and are crucial to its success. A range of potential partners have been identified, including Vancouver Coastal Health, City of Richmond Community Leisure Transportation Services, Richmond Addictions Services, Volunteer Richmond Seniors Peer Counsellors and Information & Referral Services, City of Richmond Cultural Diversity Services and Access Services, Ministry of Health’s Age Friendly Communities Implementation Team, Minoru Seniors Society, and many others.

### **Financial Impact**

The funding requested in the grant application will cover all costs related to the project other than staff time to participate in the process.

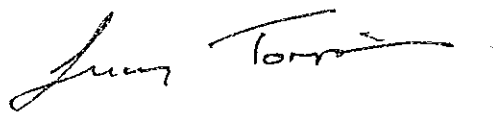
### **Conclusion**

While many Richmond seniors live exceptionally healthy lives, the older adult community in Richmond is diverse. Isolated and frail seniors require special programs and services located in

community facilities with specialized staff. The '*Decreasing Barriers, Increasing Wellness*' pilot project will enable isolated and frail seniors to overcome significant barriers to participation and to increase individual capacity to age-in-place and partake fully in their community. The project requires a coordinated approach by community partners, and it will be an important step in building a responsive service network for isolated and frail seniors in Richmond.



Carolyn Brandy  
Seniors Wellness Coordinator  
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Lucy Tompkins  
PRCS Planner II  
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KS:lt

Local Government Program Services  
Union of BC Municipalities  
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Victoria, BC V8V 1T7

## EXPRESSION OF INTEREST

**FUNDING CATEGORY** Age-Friendly Communities Pilot Projects  
**PROJECT NAME** Decreasing Barriers, Increasing Wellness

Recreation is a powerful rehabilitation tool that promotes independent functioning, community inclusion, and provides opportunities for personal skill development and mastery. Satisfying and successful recreation experiences can promote social integration, improve physical and mental health, help alleviate the effects of disability, bolster self-confidence, and make significant contributions to self-determination, friendships, and social supports.

While many Richmond seniors live exceptionally healthy lives, the older adult community in Richmond is diverse. Isolated and frail seniors require special programs and services located in community facilities with specialized, trained staff. The Global Age-friendly Communities Guide states, "Community centers and centers for older people are regarded as ideal locations for social services because of their convenience, familiarity, and accessibility". Richmond's only Older Adult 55 + yrs Community Facility, Minoru Place Seniors Activity Centre boasts a full-service cafeteria, billiard room, woodworking shop, computer workstations, multi-purpose rooms and casual seating space for reading, cards or socializing.

The heart of the project is to plan and facilitate the provision of transitional therapeutic recreation services, together with community partners, that will enable recently hospitalized and other isolated and frail seniors already living in the community to increase and maintain personal wellness, and participate fully in their home community. A time limited, once weekly day-long program will be developed wherein participants are picked up from their homes, will engage in a series of specialized recreation, rehabilitation and education opportunities, offered a wholesome lunch, and be transported back home. The pilot project proposed requires a coordinated approach by community partners that will be an important step in building a responsive service network for isolated and frail seniors in Richmond.

## GOALS OF THE PROJECT

- To support isolated and frail seniors in Richmond to live longer, healthier lives by becoming or staying socially connected, by increasing their levels of physical activity, by eating in a healthy way, and by minimizing risks for falls. (i.e. to 'age in place')
- To create an environment through policies, services and programs, which address the barriers that limit or restrict social engagement, while encouraging social connections and full participation by isolated and frail seniors.
- To increase the range of positive choices and actions that isolated and frail seniors take in the interest of their own health, and enable them to move toward compression of morbidity.
- To build and extend existing partnership arrangements and opportunities to promote healthy aging for isolated and frail seniors.
- To help realise the City of Richmond's Older Adults Service Plan's vision: "Richmond: to be a community where older adults live healthily and actively in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of older adults".

## PROPOSED ACTIVITIES

- 1) A coordinated approach based on a current best practice framework will be developed. The Global Age-Friendly Cities Guide will be used to inform the development and implementation of pilot project activities. Development of specific activities will be guided by the age-friendly cities themes of Social Participation, Respect and Social Inclusion, and Community Support and Health Services, as well as the ten strategic directions of Richmond's Older Adults Service Plan. Partnering with a variety of community partners will be key to connect with frail and isolated seniors, decrease barriers and create an enabling environment.
- 2) **Targeted isolated/frail seniors will engage in a transitional therapeutic recreation program.** **Key program components:** 1) **Decreasing Barriers** such as transportation, language, culture, physical and financial exclusion, ageism 2) **Increasing Wellness** through health and leisure education, participation in appropriate physical activity programs, connection to appropriate resource information and support services, participating in healthy eating experiences. **Key program outcomes:** increased overall wellness, increased capacity to participate in self-selected healthy lifestyle choices on a regular basis and to solve or lessen identified barriers.
- 3) **A formative program evaluation will be conducted to refine and revise the project model in order to maximize the potential for replication.** Replication of innovative, evidence-based, and coordinated program and services is required to address Richmond's significant population changes, with one quarter of the population currently over 55, reflecting a 52% increase in over 55's since 1996.

**TIMELINE** The pilot project will be planned early in 2008, conducted early Spring through Summer 2008, with the evaluation phase being concluded by November 2008.

## POTENTIAL PARTNERS

- Vancouver Coastal Health and Richmond Health Services
- City of Richmond Community Leisure Transportation Services
- Richmond Addictions Services
- Volunteer Richmond Seniors Peer Counsellors and Information & Referral Services
- City of Richmond Cultural Diversity Services and Access Services
- A variety of intercultural community groups
- Ministry of Health's Age Friendly communities Implementation Team
- Minoru Seniors Society
- Seniors Advisory Committee - Isolated Seniors Sub Committee
- Richmond Falls Prevention Network

## ANTICIPATED BUDGET

Request to UBCM is \$35,000

- To support pilot program development costs such as support for partnership meetings, supplies and specialized fitness equipment.
- To support pilot program implementation costs such as participant transportation, meals, contracted coordinator and instructor fees.
- To support pilot project evaluation processes and replication materials costs.

## PRIMARY CONTACT

Carolyn Brandly, Seniors Wellness Coordinator

City of Richmond Recreation and Cultural Services 4660 Minoru Gate, Richmond, BC V6Y 1R9  
604-718-8460 cbrandly@richmond.ca

# Local Government Program Services

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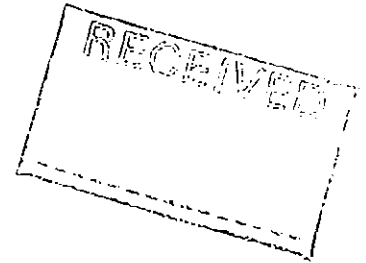
LGPS Secretariat

Municipal House  
545 Superior St  
Victoria, BC, V8V 1T7

Phone: (250) 356-5134  
Fax: (250) 356-5119

November 14, 2007

Mayor Brodie and Council  
City of Richmond  
6911 No. 3 Road  
Richmond, BC, V6Y 2C1



## Re: Seniors' Housing & Support Initiative - Approval in Principle

Dear Mayor and Council,

Thank you for submitting an Expression of Interest for the 2008 Seniors' Housing & Support Initiative. We are pleased to advise you that your initiative, *Decreasing Barriers, Increasing Wellness*, has been approved-in-principle for a total of \$35,000.

In order to continue reviewing your proposal, the Evaluation Committee is inviting you to submit a full application package. This includes:

- Completed application form (which will be e-mailed to you and is available at [www.civicnet.bc.ca](http://www.civicnet.bc.ca)).
- Detailed budget.
- Council or Board resolution indicating full support of the proposal and willingness to provide overall grant and financial management.

The application package must be received by December 21, 2007 and can be submitted by fax, e-mail or mail. If you chose to submit by fax or e-mail, please note that the original is not required to be mailed. Please consider the following points when completing the application:

- The Seniors' Housing & Support Initiative provides grants to pilot projects that are innovative and demonstrate a new and/or creative way of assisting seniors to age in place.
- Your application should demonstrate that you intend to develop and/or implement a plan or program that has clear deliverables and can be evaluated in order to provide lessons for other local governments. Capital expenditures should not be the main focus of your proposal.
- For communities that have received a Seniors' Housing & Support Initiative Pilot Project grant in the past, it is very important to detail how your proposed activity is new and different.

As outlined in the Program Guide, the Evaluation Committee will review all application materials and applicants will be advised of the status of their application by January 11, 2008. If you have any questions, please do not hesitate to contact me by e-mail at [dwelch@civicnet.bc.ca](mailto:dwelch@civicnet.bc.ca) or by phone at (250) 356-5193.

Sincerely,

Danyta Welch  
Policy & Programs Officer

cc: Carolyn Brandly, Seniors Wellness Coordinator, Richmond Cultural Services



City of Richmond

Report to Council

To: Richmond City Council  
 From: Kate Sparrow  
 Director, Recreation & Cultural Services  
 Re: UBCM Community Health Promotion Fund

Date: November 13, 2007  
 File:

**Staff Recommendation**

That Richmond City Council supports the "Green-Ways to Active Participation" project and that the City of Richmond takes the lead on this initiative working with community partners to make a significant improvement to the health of our community.

*K Sparrow*

Kate Sparrow  
 Director, Recreation & Cultural Services  
 (4129)

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Transportation.....		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	<i>[Signature]</i>	
REVIEWED BY TAG		YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>