



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Cathryn Volkering Carlile
General Manager, Community Services

Re: Update to the Older Adults Service Plan

Date: April 8, 2015

File: 07-3400-01/2015-Vol
01

Staff Recommendation

1. That the staff report titled "Update to the Older Adults Service Plan", dated April 8, 2015 from the General Manager, Community Services be circulated for comment to a wide array of partners and community organizations that the Community Services Division works with in service provision to older adults; and
2. That the Draft 2015-2019 Older Adults Service Plan be brought back for Council consideration following the final consultation.

Cathryn Volkering Carlile
General Manager, Community Services
(604-276-4068)

Att. 1

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

Staff Report

Origin

In May of 2008, Council endorsed the *Parks, Recreation and Cultural Services Older Adults Service Plan: 2008-2012: Active and Healthy Living in Richmond*, which provided a framework for addressing the unique service and program delivery needs of a growing older adult population.

With the term of the 2008-2012 Older Adults Service Plan having expired, staff coordinated preparation of the draft updated 2015-2019 Older Adults Service Plan entitled *Active and Healthy Living* (Attachment 1). As with the existing document, the updated Older Adult Service Plan will set the objectives and actions for planning and future decisions on services for older adults.

The purpose of this report is to present the draft Service Plan to Parks, Recreation and Cultural Services Committee and Council, and to gain endorsement to seek further comment on the draft document from a wide array of stakeholders including Community Associations/Societies, health partners, non-profit agencies, etc.

After assessing the comments, staff will revise the draft and present a final version to Council for adoption in late 2015.

Analysis

Background

The 2008-2012 Older Adults Service Plan guided service delivery with the aim to ensure that effective, meaningful and appropriate services, programs and opportunities were provided for older adults in Richmond. The Service Plan provided an important framework for meeting the program and service needs of older adults in Richmond, and many of the proposed objectives and actions were achieved during the implementation period.

The 2015-2019 Older Adults Service Plan builds on the successes, innovative practices and lessons learned through the implementation of the 2008-2012 Older Adults Service Plan. It reflects Richmond's current reality including emerging social and health trends, demographic changes and impacts of those trends on health and wellness status of the demographic group. It builds on best practices gleaned from literature, lessons learned from other jurisdictions, and is consistent with the City's strategic mandates and objectives - especially significant directions related to the Official Community Plan and the Social Development Strategy.

What We Heard

A collaborative process was used to prepare the 2015-2019 Older Adults Service Plan, which involved the support and input of a multi stakeholder Steering Committee and direction of a staff project team.

The Steering Committee comprised of older adult representatives, City staff and community stakeholders from a variety of community organizations working to support older adult services in the City of Richmond. The overarching objective of the Steering Committee was to offer input and advice based on subject matter expertise, lived experience and “on the ground” insight on seniors needs and service delivery in the community.

Developing the Service Plan involved engaging the community and consulting with a number of key stakeholders through a robust engagement process. Diverse and creative engagement opportunities were employed, such as workshops, online and paper surveys, interviews, and community mapping exercises.

A variety of issues and themes arose; one of the most recurrent topics was recognition of the significant and growing diversity of the older adult population in Richmond. Common challenges that were identified included the increasing difficulty of addressing the complex needs of frail and vulnerable older adults, as well as effectively supporting newcomers and culturally diverse older adults. These issues and themes offered opportunities for shaping a responsive framework for the 2015-2019 Older Adults Service Plan.

Service Plan Framework and Implementation

The vision for the draft 2015-2019 Older Adults Service Plan is “Richmond is a nurturing, connected community that promotes healthy and active aging.” At the heart of the Service Plan lies the following five primary directions:

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

Additionally, specific items for action and associated expected outcomes have been outlined under each direction in the Service Plan. Actions are marked by timelines for completion, which are characterized as short term (0-2 years), medium term (3-4 years), long-term (5+years), and those which are ongoing.

Implementation of the 2015-2019 Older Adults Service Plan will be the responsibility of the City in strong partnership with Richmond's Community Associations/Societies as well as a range of other community organizations and partners. It is only through engaging with, and maximizing the expertise and leadership of all partners that the Service Plan's vision will be realized.

A comprehensive implementation plan will be developed in the next phase of the planning process. Staff will report back periodically through the Parks, Recreation and Cultural Services Committee on progress made towards the Service Plan directions and achievements realized.

It is proposed that much of the implementation will be achieved from existing resources (i.e. through tailoring existing programs, rather than new programs); however, some new initiatives or projects will be needed to fill service gaps, and to reflect the reality of older adults becoming a significantly larger proportion of the community representing a diverse range of needs.

Some additional funding (or a reallocation of resources) will be needed over the five years of the Service Plan for these new initiatives.

Next Steps

In terms of process, it was considered appropriate to share the 2015-2019 Older Adults Service Plan in draft form with Council prior to distributing to community partners, Community Associations/Societies, and other affiliated stakeholders for comment.

It is recommended that the document be taken out to additional key stakeholders for feedback. A wide array of partners and community organizations that the Community Services Division works with would be consulted.

The proposed process for advancing the 2015-2019 Older Adults Service Plan is as follows:

- Gain Council authorization to circulate the draft for comment – April 2015
- Distribute the Draft to Community Associations/Societies and key stakeholders for comment – spring 2015
- Present revised 2015-2019 Older Adults Service Plan to Council for consideration and adoption – late fall 2015

Financial Impact

There is no financial impact at this time to offset the next phase of consultation.

Conclusion

The 2015-2019 Older Adults Service Plan sets the objectives and actions and provides an essential framework for planning, development, and monitoring of older adults' services, programs and initiatives over the course of the next five years.

April 8, 2015

- 5 -

The Service Plan builds upon the successes in service delivery to older adults, findings from best-practice research, shifting demographic and social trends, and extensive community consultations with older adults, key stakeholders, and community partners.

It is recommended that the draft be circulated to community partners, Community Associations/Societies and other key stakeholders for comment.

Upon consideration of the comments received, a revised 2015-2019 Older Adults Service Plan will be prepared and forwarded, late fall, to Council for adoption.



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Att. 1: Draft 2015-2019 Older Adults Service Plan



Older Adults Service Plan Update Active and Healthy Living 2015–2019

March 2015





ACKNOWLEDGMENTS

The process of updating this Service Plan depended on the involvement of many stakeholders and members of the community who volunteered their time to complete surveys and participate in focus groups and interviews. We are extremely grateful to all of those who contributed. We would like to acknowledge the special contribution of:

Richmond Older Adult Service Plan Update Steering Committee

- Claire Adamson, Community Facilities Coordinator
- Mandeep Bains, Project Manager
- Olive Bassett, Richmond Seniors Advisory Committee
- Henry Beh, Richmond Chinese Community Society
- Belinda Boyd, Vancouver Coastal Health
- Susie Burbidge, Richmond Communities
- Eva Busich-Veloso, Coordinator, Seniors Services
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CONTENTS

ACKNOWLEDGMENTS	1
EXECUTIVE SUMMARY	4
1.0 INTRODUCTION	7
Background.....	7
2015–2019 Older Adults Service Plan Framework	7
Vision and Guiding Principles.....	10
Link to the Official Community Plan and the Social Development Strategy	11
Official Community Plan 2012–2041	11
City of Richmond Social Development Strategy (2013–2022)	11
2.0 CREATING THE 2015–2019 OLDER ADULTS SERVICE PLAN	13
3.0 KEY OPPORTUNITIES	15
4.0 SERVICE PLAN DIRECTION	16
Direction #1: Communication and Awareness.....	17
Direction #2: Responsive and Relevant Services	18
Direction #3: Respect, Inclusion and Sense of Belonging	20
Direction #4: Coordinated Service Delivery	22
Direction #5: Targeted Training and Professional Development.....	24
5.0 IMPLEMENTATION AND MONITORING	25
Evaluation and Monitoring	26
CONCLUDING COMMENTS	27
APPENDIX A: GLOSSARY	28
APPENDIX B: 55+/Older Adults—City-Wide Services	29
APPENDIX C: CREATING THE 2015–2019 OLDER ADULTS SERVICE PLAN THE PROCESS	31
A.1.1 Analysis	32
A.1.2 Key trends found in the review of the related literature	32
A.1.3 Key trends reported by interviewees during data collection	33
A.1.4 The Local Demographic Profile	34
A.1.5 Demographics notes in area plans.....	34
A.1.6 Cultural Diversity.....	35
A.1.7 Socioeconomics and Housing	36
A.1.8 Other important trends in Richmond’s demographic information.....	37
APPENDIX D: PROGRESS & ACHIEVEMENTS Summary	38



EXECUTIVE SUMMARY

In 2008, the City of Richmond developed the 2008-2012 Older Adults Service Plan to address service needs of the important and growing demographic of those 55+. The Service Plan aimed to ensure that effective, meaningful and appropriate services, programs, and opportunities were provided for older adults in Richmond. Objectives and actions for planning, development, and monitoring of older adults' services over the course of five years were established. Many of the objectives and actions were achieved during the implementation period and the 2008-2012 Older Adults Service Plan provided an important framework from which to develop and refine meeting the needs of older adults in Richmond.

This updated 2015-2019 Older Adults Service Plan has been developed by building on the achievements of the 2008-2012 Older Adults Service Plan, collecting best-practice information from other jurisdictions in Canada, exploring related research, and conducting extensive community consultations with older adults, key stakeholders, and community partners. The community consultations took place from May to September 2014. In order to paint a reliable and valid picture of the needs of older adults, a mix of data collections strategies were used. These included:

- A representative survey of 378 older adults from the City. Responses from older adults were obtained through community centres, local service providers and the "Let's Talk Richmond" website.
- Fourteen focus groups engaging 161 individuals from a range of stakeholder groups, including older adults and service providers.
- In-depth interviews with 23 key informants, including older adults representing vulnerable target groups, older adult service providers in the City and key City personnel.
- Community mapping at 10 locations around the City.

The vision of the 2015-2019 Older Adults Service Plan is for the City of Richmond to be a nurturing, connected community that promotes healthy and active aging. This vision will be best realized by maintaining a focus of inclusion that ensures accessibility, and promotes intercultural and intergenerational interaction while coordinating services that collaborate with partners, volunteers, and older adults. Creating comfortable environments that are welcoming, safe, responsive and empowering will allow older adults the most positive environment to age in place.

One of the most recurrent topics identified through the consultation process was a recognition of the significant and growing diversity of the older adult population in Richmond. Respondents also noted the positive impact of many health promotion initiatives, including the range of active living offerings, wellness clinics, free or low cost meal provision for those in need, and the success of the Community Gardens programs. Challenges that were identified included increasing difficulty in addressing the complex needs of community dwelling, frail and vulnerable older adults, as well as effectively supporting newcomer and visible minority older people.

Recognizing both the achievements realized and the opportunities ahead, this Service Plan serves as the blueprint for the next five years to meet the service and program needs of the diverse older adult population of Richmond. The framework of the 2015–2019 Older Adults Service Plan (see Figure 1) consists of five strategic directions (with associated items for action) and is guided by overarching principles and a vision statement. The proposed length of the actions are specified as short, medium, and long-term. Each action includes a description of the role of the City as well as the potential partners, as appropriate. Finally, suggestions for implementation and monitoring are outlined.





1.0 INTRODUCTION

As the population ages, cities are increasingly aware of the necessity to design services and programs appropriate for addressing the unique needs of older adults. Supporting active aging is a key factor in assisting those over the age of 55 to not only live longer, but to age with a better quality of life. Healthy aging is multidimensional; it encompasses the avoidance of disease and disability, the maintenance of physical and cognitive function, and sustained engagement in social and productive activities. Active aging emphasizes the benefits of maintaining an active lifestyle throughout a lifetime, and is comprised of having meaningful work (either paid or in a volunteer role); play (including hobbies and creative expression); relationships with family, friends, and community; giving service to others; maintaining physical and spiritual health; and continued learning through self-discovery and gaining new skills. Older adults regularly seek out services and programs within their city to meet these needs.

Background

In 2008, the City of Richmond developed the 2008–2012 Older Adults Service Plan as a means to provide a framework to recognize the unique service and program delivery needs of an older population. The Service Plan outlined the City's commitment, "...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." The 2008–2012 Older Adults Service Plan focused and guided service delivery to ensure that effective, meaningful and appropriate services, programs and opportunities were provided for older adults in Richmond. Since that time, great strides have been made and many of the original strategic directions of the plan have since been achieved.

2015–2019 Older Adults Service Plan Framework

The updated 2015–2019 Older Adults Service Plan will orient the actions and decision-making of the City for coming years. A focused effort on the Service Plan will help ensure a responsive and effective program and service portfolio that is responsible to the evolving needs of Richmond's older adult population. The following vision and guiding principles provide a framework for the work proposed in this 2015–2019 Older Adults Service Plan.

Older adults in Richmond have the highest life expectancy in Canada and are living an average of 84.9 years, four years longer than the national average of 81.



*Figure 1: 2015–2019
Older Adults Service Plan
Framework*

Direction #1: Communication and Awareness

Objective: Communication with older adults is timely, effective and appropriately delivered and received.

Outcomes:

- Increased knowledge and awareness among the diverse older adult population (e.g. under-informed older adults, diverse populations, frail, isolated etc.) of programs and services available.
- Promotional materials for family focussed events encourage participation of older adults.
- Improved knowledge of health and wellness benefits.

Direction #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 older adult 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 older adult demographic group (e.g. function, age, ethnicity, etc.).
- A wide range of volunteer opportunities are provided to support older adults to be active, productive members of the community.

Direction #3: Respect, Inclusion and Sense of Belonging

Objective: There is a citywide focus and understanding of older adult needs and wants. Older adults are celebrated and recognized as valued community members.

Outcomes:

- Older adults' needs are met by a range of culturally appropriate and relevant programming.
- Diverse older adults 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 older adults (e.g. Transportation to community programs, financial subsidy program, etc.).
- Consistency in terminology, that is reflective of this segment of the population, is established.
- Older adults are positively portrayed in all City communications.
- An informed community that respects the contributions and needs of older adults.

Direction #4: Coordinated Service Delivery

Objective: The City, works with partners including Community Associations/ Societies and community organizations to ensure services to older adults are coordinated city-wide.

Outcomes:

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

Direction #5: Targeted Training and Professional Development

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

Outcomes:

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

Vision and Guiding Principles

The vision of the City of Richmond is:

"For the City of Richmond to be the most appealing, livable, and well-managed community in Canada."

In order to create an environment that encourages opportunities for Richmond's older population to live healthy and active lives, the following vision has been created to help direct this Service Plan:

"Richmond is a nurturing, connected community that promotes healthy and active aging."

Along with both vision statements, the following guiding principles will be embraced in the delivery of services and programs to older adults:

- Maintaining a focus of respect and inclusion that ensures accessibility, and promotes intercultural and intergenerational interaction
- Coordinating services that collaborate with partners, volunteers and older adults
- Creating comfortable environments that are welcoming, safe, responsive and empowering.



Link to the Official Community Plan and the Social Development Strategy

Over the years, a number of founding strategies have shaped the work of the City and helped to align service and program areas under common objectives. The Official Community Plan and City of Richmond Social Development Strategy are two founding documents that are critical to consider in developing the priorities, and actions of the 2015–2019 Older Adults Service Plan.

Official Community Plan 2012–2041

The Official Community Plan 2012–2041 (OCP) provides a framework for long-term future community planning within a city. The City of Richmond OCP recognizes the unique needs of older adults through policies, many of which are relevant to this Service Plan update. This includes efforts to:

- Continue to target ‘hard to reach’ populations (e.g., new immigrants, socially isolated individuals), people with disabilities, older adults and youth (especially low-asset youth).
- Promote opportunities for active lifestyles for aging populations and programs that allow older adults to ‘age in place’.
- Respect and capitalize on the knowledge, skills and abilities of Richmond’s older adults by providing them with opportunities to continue to make meaningful contributions to the community through volunteer activities and advice.
- Adopt an “older adults planning for older adults” approach to the planning and delivery of older adult programs and services.

City of Richmond Social Development Strategy (2013–2022)

The City of Richmond’s Social Development Strategy (2013–2022) includes a direction that the 2008–2012 Older Adults Service Plan be updated, placing priority attention on:

- Pursuing approaches that involve planning with, not for, the older adult population.
- Expanding the volunteer base to serve the older adult population, as well as providing meaningful volunteer opportunities for older adults.
- Ensuring older adults and their families and caregivers are aware of available recreation, leisure, wellness and health promotion opportunities in the community.
- Expanding recreation, leisure and wellness services and programs to frail and isolated older adults allowing them to remain in their own homes for as long as possible.





- Reviewing the pricing structure for City programs for older adults to ensure it remains equitable and sustainable, while also being affordable for those with limited incomes.
- Exploring partnerships with service providers, strata councils and housing providers to bring wellness outreach programs into buildings with a high concentration of older adults.
- Connecting non-English speaking older adults with appropriate recreation, leisure and wellness services and programs (e.g. through the use of multilingual volunteers, translation services and partnerships with community groups).
- Developing a communication strategy to increase the awareness of the young-old (55–65 years) regarding health, wellness, the aging process, legislation, programs and benefits available to older adults.

Other City of Richmond Strategies and Plans that relate to the 2015–2019 Older Adults Service Plan are the:

- Parks and Open Space Strategy, 2012–2022
- Richmond Arts Strategy, 2012–2017
- Parks, Recreation and Cultural Services Volunteer Management Strategy, 2007–2012
- Richmond Affordable Housing Strategy, 2007
- Age Friendly Community Plan
- Richmond Intercultural Strategic Plan and Work Program, 2012–2015
- Richmond Community Wellness Strategy, 2010–2015
- Richmond Sport for Life Strategy, 2010–2015



2.0 CREATING THE 2015–2019 OLDER ADULTS SERVICE PLAN

Implementation of the Older Adults Service Plan falls within the mandate of the Community Social Development Department of the Community Services Division—a multi-disciplinary division, established in 2009 to address social, recreational, and arts and culture concerns.

The Community Social Development Department focuses on working cooperatively with other agencies in the development of networks, programs and processes to promote social interaction and cultural enrichment. It focuses on responding to the needs of vulnerable populations, respecting social diversity, and ensuring the City puts priority on nurturing and enhancing the community's social capital.

The new structure better enables the City to address the opportunities and challenges facing Richmond in forthcoming years. Within this structure, the scope of older adult programs, services and initiatives implemented through the 2015–2019 Older Adults Service Plan spans beyond a parks, recreation and culture focus to encompass a more cohesive and holistic response to the wellbeing of older adults; thus creating an environment that encourages opportunities for Richmond's older adults to live connected, healthy and active lives.



The update process began with a review of the related literature. This was completed in order to provide an overview of current research and best practices as they relate to selected topics in city services and programs for older adults. A jurisdictional review was then conducted to provide a snapshot of planning and delivery of services in similar jurisdictions, both locally and nationally. From the information compiled in both reviews a foundation-setting strategy, and community engagement strategy was developed.

During the course of developing the 2015–2019 Older Adults Service Plan, the City of Richmond was concurrently developing the Age-Friendly Assessment and Action Plan. While Richmond has many age-friendly attributes, the City is seeking to increase the number and scope of these features, as well as to further develop age-friendly policies and programs. The community consultation process for the 2015–2019 Older Adults Service Plan was completed in collaboration with the Age Friendly Assessment and Action Plan development, as many of the same stakeholders, members of the older adult population, and City staff were consulted for both projects. In addition, a joint Older Adult Service Plan Update/ Age Friendly Assessment and Action Plan Steering Committee was formed. The committee represented a spectrum of stakeholders including older adults, community associations, non-profit agencies and City staff, who worked to provide input into the development of both documents.

The 2015–2019 Older Adults Service Plan represents a comprehensive, evidence-informed update of the 2008–2012 Older Adults Service Plan and sets the goals and actions for planning and development of services and programs for older adults in Richmond for the next five years. The Service Plan is consistent with the City of Richmond's strategic priorities and builds on the innovative approaches, and best practice delivery of the 2008–2012 Older Adults Service Plan.



3.0 KEY OPPORTUNITIES

The 2015–2019 Older Adults Service Plan communicates a continued commitment to Richmond’s older adult population. Over the next five years, emerging opportunities and challenges will require the City and its partners to work in new and creative ways. While input received from Richmond’s older adults, key stakeholder groups, and City staff through the data collection process confirmed that many of the existing directions of the 2008–2012 Older Adults Service Plan are still valid, it also flagged the need for a renewal of these directions to keep focused on the priorities that matter most for addressing the needs of the older adult population. Key opportunities as determined in the data collection process:

- There are particular groups that emerge from the data as potentially needing targeted marketing and services and programs. Men, those aged 75–84, and Chinese older adults appeared to be facing specific challenges in contrast to the rest of the sample. Residents from East Richmond may also need to be emphasized.
- The City is perceived as having a key role in awareness-raising and disseminating information about community supports and health services for older adults.
- There is a need to increase dedicated resources for responding to the needs of older adults.
- A number of the Service Plan goals will need to be implemented in partnership with Community Associations/Societies and other partners (e.g., Vancouver Coastal Health, non-profit agencies).
- There is a high demand for intergenerational programming.
- There is a need for more targeted social opportunities for older adults, including intercultural events where older adults from diverse backgrounds can meet and mix.
- Older adults emphasize physical wellness, and those 65–74 need some extra support around this area as their rating of their physical health as “excellent” or “good” was quite low.
- Civic engagement of older adults emerged as a need across more than one strategic direction.
- The sense of belonging that older residents feel to the community of Richmond can be harnessed and promoted by the City. There is a need to provide more recognition of older adults and foster ongoing volunteer opportunities. Doing so could address older adult need for more civic engagement.



4.0 SERVICE PLAN DIRECTION

The following tables summarize and outline five primary directions, which have been refined and updated to reflect achievements to-date and the changing needs of Richmond older adults.

Each direction includes items for action and associated timelines for completion, which are characterized as short term (0–2 years), medium term (3–4 years), long-term (5+ years), and those which are ongoing. Responsibilities for implementation are outlined according to City Role and key partners.

The actions identified in this document have been framed at a broad level. A robust and comprehensive action plan, with detailed and specific actions will be developed as part of the next phase of the planning process.



Direction #1: Communication and Awareness

Objective:

Communication with older adults is timely, effective and appropriately delivered and received.

Outcomes:

- Increased knowledge and awareness among the diverse older adult population (e.g. under-informed older adults, diverse populations, frail, isolated etc.) of programs and services available.
- Promotional materials for family focussed events encourage participation of older adults.
- Improved knowledge of health and wellness benefits.

Actions	Responsibilities	Timeline
1.1) Develop and implement a marketing and communications plan.	City Role: Engage and empower community Proposed Partners: Organizations serving diverse populations	Short-term
1.2) Translate appropriate city materials.	City Role: Collaborate and establish partnerships Proposed Partners: Ethnocultural community partners	Short-term
1.3) Develop and implement a benefits-based engagement campaign.	City Role: Engage and empower community	Medium-term



Direction #2: Responsive and Relevant Services

According to the 2011 Statistics Canada census, those 55-64 years old are the largest cohort of older adults in Richmond and account for more than half of the older population

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 older adult 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 older adult demographic group (e.g. function, age, ethnicity, etc.).
- A wide range of volunteer opportunities are provided to support older adults to be active, productive members of the community.



Action	Responsibilities	Timeline
2.1) Increase the proportion of arts, culture, heritage programs and activities for those 55+	City Role: Deliver programs and services Proposed Partners: Arts, Culture and Heritage community partners	Medium-term
2.2) Review and assess the proportion of outreach programming for older adults	City Role: Deliver programs and services	Short-term
2.3) Develop and implement a tailored consultation approach to gather feedback from older adults, particularly with those who are frail and isolated	City Role: Engage and empower community	Short-term
2.4) Expand intergenerational programming	City Role: Deliver programs and services	Short-term
2.5) Form a committee to establish a functional segmentation approach in service delivery.	City Role: Undertake planning, research and/or policy development	Medium-term
2.6) Create a welcoming environment for older adults at family and community events	City Role: Engage and empower community	Medium-term
2.7) Continue to implement and expand civic engagement opportunities to orient older adults to City operations	City Role: Engage and empower community	Long-term
2.8) Expand the scope and range of volunteering opportunities creating more long-term volunteering options.	City Role: Undertake planning, research and/or policy development	Medium-term



According to the 2011 National Household Survey (NHS) almost 60% of Richmond residents were immigrants compared to 28% in BC.

Direction #3: Respect, Inclusion and Sense of Belonging

Objective:

There is a citywide focus and understanding of older adult needs and wants. Older adults are celebrated and recognized as valued community members.

Outcomes:

- Older adults' needs are met by a range of culturally appropriate and relevant programming.
- Diverse older adults 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 older adults (e.g. Transportation to community programs, financial subsidy program, etc.).
- Consistency in terminology, that is reflective of this segment of the population, is established.
- Older adults are positively portrayed in all City communications.
- An informed community that respects the contributions and needs of older adults.

Action	Responsibilities	Timeline
3.1) Maintain and improve a program planning and service delivery process with a lens on diversity.	City Role: Deliver programs and services	Medium-term
3.2) Develop a Cultural Ambassador Program comprised of a multicultural mix of older adults representatives	City Role: Engage and empower community; Deliver programs and services Proposed Partners Ethno-cultural Community Partners	Ongoing

Action	Responsibilities	Timeline
3.3) Increase space available for older adults to socialize and gather in City buildings	City Role: Provide land, space, or funding Proposed Partners: Ethno-cultural Community Partners	Ongoing
3.4) Work with Community Associations/Societies to expand outreach to vulnerable populations	City Role: Engage and empower community; Deliver programs and services Proposed Partners: Community Associations/ Societies	Long-term
3.5) Incorporate the needs of low-income older adults in subsidy and pricing to enhance access to programs	City Role: Undertake planning, research and/or policy development Proposed Partners: Community Associations/ Societies	Short-term
3.6) Harmonize terminology to address older adults across the City	City Role: Undertake planning, research and/or policy development	Medium-term
3.7) Incorporate images that are representative of the diversity of older adults and portray a positive image of aging in all communications	City Role: Engage and empower community	Medium-term
3.8) Launch an educational campaign to combat stereotypes and ageist attitudes.	City Role: Engage and empower community	Medium-term

Older adults in Richmond had one of the highest rates of self-reported good functional health (73%) in the Lower Mainland.

2011 United Way Seniors Vulnerability Report: Community Profiles

Direction #4: Coordinated Service Delivery

Objective:

The City, works with partners including Community Associations/Societies and community organizations to ensure services to older adults are coordinated city-wide.

Outcomes:

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

Action	Responsibilities	Timeline
4.1) Develop a Communication Plan for the dissemination and adoption of the Older Adult Service Plan City-wide	City Role: Undertake planning, research and/or policy development Proposed Partners: Community partners	Short-term
4.2) Work with health care Community Partners on the development of a scope of practice for older adult services providers in the City.	City Role: Undertake planning, research and/or policy development; Collaborate and establish partnerships Proposed Partners: Community partners	Long-term

Action	Responsibilities	Timeline
4.3) Develop a network among key stakeholders, community partners, and the City that focuses and advances a systems view of service delivery – the benefit of which is enhanced information and referral	<p>City Role: Undertake planning, research and/or policy development; Engage and empower community; Collaborate and establish partnerships</p> <p>Proposed Partners: Health Care and other relevant community partners</p>	Medium-term
4.4) Make pertinent research data available to Community Partners upon request	<p>City Role: Undertake planning, research and/or policy development; Collaborate and establish partnerships</p>	Short-term

A vibrant older adult community contributes to the economy, supports extended families, and makes Richmond a nurturing, connected community that promotes healthy and active aging.



According to the 2011 Statistics Canada census, 53,650 residents of Richmond were 55 years or older.

Direction #5: Targeted Training and Professional Development

Objective:

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

Outcomes:

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

Action	Responsibilities	Timeline
5.1) Develop a scope of practice for Senior Services Team staff	City Role: Undertake planning, research and/or policy development	Medium-term
5.2) Offer information sessions to community partners on the service needs of older adults	City Role: Collaborate and establish partnerships	Medium-term
5.3) Implement a professional development program to train staff, volunteers, and partners on the needs of older adults	City Role: Undertake planning, research and/or policy development	Ongoing
5.4) Develop a specific education program to dispel myths and stereotypes of older adults and aging	City Role: Undertake planning, research and/or policy development	Ongoing

5.0 IMPLEMENTATION AND MONITORING

Implementation of this 5-year Older Adults Service Plan will be guided by a phased availability of financial and staffing resources. Timelines provided recognize that it is not realistic to implement all actions at once, but to stage their implementation as resources allow. Implementation of this Service Plan will be the responsibility of the City in strong partnership with Richmond's Community Associations/Societies as well as a range of other community organizations and partners. It is only through engaging with, and maximizing the expertise and leadership of all partners, to better serve older adults needs, that this Service Plan's vision will be realized. Key staff and other respective roles in addressing the Service Plan are as follows:

- The Coordinator, Seniors Services position, located within the Community Social Development Department, a city-wide position which provides expert advice, strategic direction, information and support related to aging and older adults' issues to Community Associations/Societies, agencies and staff.





- The Seniors Wellness Coordinator provides wellness related initiatives for seniors, supports monthly Wellness clinics across Richmond and acts as a resource to individuals, groups and caregivers.
- Older Adults Coordinators located throughout the city at Community Centres, and employed by Community Associations/Societies and are ultimately accountable to those organizations, are responsible for the development and implementation of comprehensive programs for older adults 55+, for a designated geographic area, in a Parks and Recreation setting.

Annually, the City will develop and update an implementation plan highlighting priorities for the work that will be done over the year that relate to each Service Plan direction. The implementation plan will primarily serve as an internal resource, however the Seniors Services Team, comprising of City and Community Associations/Societies' dedicated staff for older adult services and programming, can provide advice and guidance to community groups on initiatives to implement the Service Plan. As well, given the natural link between the 2015–2019 Older Adults Service Plan and the Age-Friendly Action Plan, a strong and permanent linkage during the implementation of these two documents will be established.

Opportunities to seek alternative sources of funds will also be investigated. With the increase in older adults in the overall population, there are many resources being allocated for older adults' initiatives at both the Provincial and Federal government levels.

Annually, the City will develop an implementation plan highlighting priorities for the work that will be done over the year. The Seniors Services Team, comprising of City and Community Associations/Societies' dedicated staff for older adult services and programming, can provide advice and guidance to community groups on initiatives to implement the Strategy.

Evaluation and Monitoring

To measure outcomes and monitor work progress, the Senior Services Team will meet regularly to review and realign actions. Annual reports will be produced highlighting progress made towards the Service Plan directions and achievements realized. The Senior Services Team, including the Older Adult Coordinators, will work to do this, upon a review of the previous year's reports and the findings of consultations carried out.

To measure outcomes and monitor work progress, the Senior Services Team will meet regularly to review and realign actions. Every two years a concise information communique summarizing progress and achievements realized, which will include a review of the previous years' implementation plans and the findings of consultations carried out, will be produced and disseminated widely to the public and community organizations serving older adults.

CONCLUDING COMMENTS

The 2015–2019 Older Adults Service Plan builds on and advances the momentum achieved through the 2008–2012 Older Adults Service Plan. The Service Plan articulates a framework that provides opportunities to foster positive outcomes in the community and support realizing Richmond's vision be the most appealing, livable, and well-managed community in Canada.

Supporting active aging is a key factor in assisting older adults to not only live longer, but to age with a better quality of life. Through involvement in programs and services, older adults continue to feel that they are an important part of community life. The Service Plan identifies beneficial and meaningful options to enhance older adults' quality of life, and promotes the possibilities, promise and value of aging in the community. The challenge and opportunity for the next five years, and beyond, is how to meet the needs of the significant and growing diversity of the older adult population in Richmond. The Service Plan will continue to move Richmond towards becoming a nurturing, connected community that promotes healthy and active aging. The City looks forward to collaborating and working with Richmond's older adults, Community Associations/Societies, community organizations and partners to ensure we are all making a difference.



APPENDIX A: GLOSSARY

Acculturation: Acculturation is a process in which members of one cultural group adopt the beliefs and behaviors of another group.

Assistive technology: is defined as “Any equipment or system that helps people who have difficulties, due to age or disability, in carrying out everyday activities. Assistive technology aims to provide its users with the ability to control their environment more effectively partly by physical manipulation.”¹

Community association: Non-profit community organizations with which the City operates community facilities. The City provides the facilities and core staffing, while the partners plan and fund programs and services. The Association’s mandate is to reflect the needs of the residents of the neighbourhood area and provide recreational opportunities to meet those needs.

Community organization: Non-profit agency providing programs and services for older adults in Richmond.

Community partners: The City and their community partners (i.e. community associations, Minoru Seniors Society, Vancouver Coastal Health, etc.) together offer a variety of recreational, cultural, educational, and social opportunities for those over the age of 55 to be involved in the community and stay active.

Functional segmentation: Functional segmentation is a way to differentiate older adults with different, needs, abilities, and experiences that moves away from chronological segmentation.

Geolocation technology: Geolocation technology such as ASKIT or MAPPED can empower users by providing a higher degree of independence and ultimately improved quality of life. This technology can also increase mobility, social connectedness, and help users navigate transportation systems in the most efficient and cost effective way possible. Cities can benefit from encouraging users to interact with their communities in a more accessible way while improving the use of public transit.²

Grey resources: Those resources that fall outside the scope of academic scientific literature (e.g. professional bodies or organizations, websites, news feeds etc.)

Structural lag: Refers to the time delay between the changes in the needs of a specific population and the associated political and societal change needed to address these changes. This lag has meant that older adults have less opportunities for meaningful social roles than their younger counterparts. Urban settings are thought to be best positioned to provide effective symbiotic programs that use the skills and expertise of older adults while simultaneously increasing their activity levels, social connectedness, and need for meaningful engagement.³

1 Barlow, J., & Venables, T. (2004). Will technological innovation create the true lifetime home?. *Housing Studies*, 19(5), 795-810. doi:10.1080/0267303042000249215

2 Boulos, M., Anastasiou, A., Bekiaris, E., & Panou, M. (2011). Geo-enabled technologies for independent living: Examples from four European projects. *Technology & Disability*, 23(1), 7-17. doi:10.3233/TAD-2011-0300

3 Fried, L.P., Carlson, M.C., Frick, K.D., Glass, T.A., McGill, S., Rebok, G.W., Seeman, T., Tielsch, J., Wasik, B., & Zeger, S. (2004). A social model for health promotion for an aging population: Initial evidence on the Experience Corps Model. *Journal of Urban Health*, 81(1), 64-78.

APPENDIX B:

55+/OLDER ADULTS—

CITY-WIDE SERVICES

City-Wide Health/Wellness Programs— Wellness Clinics & Holistic Health Services

Health monitoring, holistic health options and information/education sessions are offered at the following locations:

Steveston Community Centre.....	604-238-8098
South Arm Community Centre	604-238-8070
East Richmond Community Hall	604-233-8399
Minoru Place Activity Centre	604-238-8450
Beth Tikvah – Kehila Society of Richmond	604-271-1973
Thompson Community Centre	604-238-8429
Hamilton Community Centre	604-718-8055
West Richmond Community Centre	604-238-8405

Information and Referral Services

Volunteer Richmond Information Services provides this free service to assist seniors to find the resources and information they need, either by phone or in person (by appointment). This program is offered in collaboration with Vancouver Coastal Health/Richmond Health Services and in partnership with the City of Richmond, Senior Services.

Volunteers offer a wide variety of information on topics of concern to seniors including: housing, government pensions, BC Medical Plan, Fair PharmaCare, Shelter Aid for Elderly Renters, and much more.

For more information, call 604-279-7020 or email at infoandreferral@volunteerrichmond.ca.

Seniors Peer Counselling

Senior Peer Counselling (SPC) is a province-wide program developed based on the belief that when seniors are experiencing worry, frustration and loss they prefer to talk to other seniors who may have similar life experiences.

This one-on-one service is offered at no charge to Richmond seniors. A referral is not required for this service. Please call or leave a message at 604-279-7034 or visit www.volunteerrichmond.ca.

Richmond Seniors Directory

Richmond has a wide range of services and programs to help seniors lead healthy and independent lives. The Richmond Seniors Directory has information about health services and other programs and services available to seniors living in Richmond.

The directory has been produced through a partnership between Volunteer Richmond Information Services and The Richmond Review.

Community Leisure Transportation

Supported by the Minoru Seniors Society and City of Richmond, the Community Leisure Transportation program reduces transportation barriers to allow Richmond residents opportunities to participate in the programs and services offered by the Community Services Department and other partners. For more information call 604-238-8456.

APPENDIX C: CREATING THE 2015–2019 OLDER ADULTS SERVICE PLAN THE PROCESS

In order to embark on an update of the 2008–2012 Older Adults Service Plan, an Older Adult Service Plan Update Steering Committee was formed. The Committee represented a spectrum of stakeholders including older adults, Community Associations, non-profit agencies and City staff, who worked to provide input into updating this plan.

The update process began with a review of related grey and academic literature. This was completed in order to provide an overview of current research and best practices as they relate to selected topics in city services and programs for older adults. A jurisdictional review was then conducted to provide a snapshot of planning and delivery of services in similar jurisdictions both locally and nationally. From the information compiled in both reviews a foundation-setting strategy, and a qualitative and quantitative data collection strategy was developed. The work of these strategies included:

- **Conducting a representative survey** of 378 subjects aged 55+ from Richmond. A convenience sample was developed through community centres, local service providers and the “Let’s Talk Richmond” website.
- **Facilitating fourteen focus groups** which engaged 161 individuals from a range of stakeholder groups, (including older adults and service providers).
- **Carrying out in-depth interviews** with 23 key informants, including four older adults (who represented vulnerable target groups), older adult service providers in the City, and key City personnel.
- **Reviewing City strategic policies and documents**
- **Reviewing characteristics, demographic profiles, social and emerging trends** of Richmond’s local population
- **Assessing achievements realized in the past five years** from the implementation of the current Service Plan, which included evaluative data compiled by the City
- **Reviewing secondary data** including administrative level program and service data including current program and service inventories

A.1.1 Analysis

During the qualitative analysis, data was thematically coded both according to which strategic direction to which it belonged, and the data points within each direction. As is common with qualitative analysis, frequencies are not given, but comment was provided on the emphasis on the themes in the data. Quantitative data was then analyzed to generate descriptive statistics from the sample, including frequencies for each item in the survey and cross-tabulations with the main demographic variables tracked through the survey. This included age, gender, ethnicity and City of Richmond Planning Area.

All information was collated, analyzed and reported in three comprehensive background documents (available upon request). The following information summarizes the key trends which were identified in each stage of the Service Plan update process.

A.1.2 Key trends found in the review of the related literature

A review of related academic literature was completed to provide an overview of the current research and best practices as they relate to selected topics in city services and programs for older adults. General internet searches were performed to identify additional or “grey” resources. Websites reviews were also used in order to access additional resources and references not easily available from traditional database searches. Of particular interest were municipal bodies, organizations, universities and research groups engaged in emergent or ongoing research or practice related to city services and programs for older adults.

Some of the most significant trends and gaps noted in the review included:

- A movement away from chronological segmentation and towards functional segmentation as a way to differentiate older adults who have different, needs, abilities, and experiences. The most common distinction is some form of Third and Fourth Age measure.
- A recognition of how socioeconomic status can impact functional mobility and disability rates among older adults.
- A concerning note that homelessness in the older adult population is on the rise.
- A notable gap in service and in a significant volume of literature that exists for the older LGBTQ community and urban-dwelling Aboriginal/ First Nations older adults

- A recommendation to use the International Classification of Functioning Disability and Health model⁴ as a basis for programming and service delivery for those older adults with functional impairments and disability.
- A recognition of how physical, intellectual, and social wellness in older adults is impacted by structural lag.
- A prevalence of demand for “Third Age Learning”. Third Age learning involves education on a variety of topics for those who are retired or semi-retired. Many cities have already started to shift programming and funding to meet this demand.
- A notable shift in assistive technology; geolocation technology was found to be one of the most rapidly growing assistive technology fields currently in use with older adults.

A.1.3 Key trends reported by interviewees during data collection

Except for older adult participants, key informant interviewees were asked to summarize the important trends regarding the older population in Richmond. The main overarching trends that interviewees identified were:

- The recognition that older adults (55+) are a rapidly growing demographic group in Richmond, and that this group can be further sub-divided into a range of different cohorts, either by age, functionality or specific target group (e.g. those with mental illness or living in poverty). The challenge is how to respond to the differing needs of each of these cohorts, including the best strategy for the City to take in segmenting older adult customers.
- Many service providers noted the increasingly complex needs of the frail and vulnerable clients. They reported that because clients are living longer, their needs increase making them more vulnerable to mental and physical health difficulties. This situation makes service delivery more complex and makes drawing service boundaries a challenge. Helping those with complex needs to access City programs and services requires outreach and perhaps individualized support to do so.
- The difficulty assisting older adults to access and negotiate services that they require within the context of increasingly complex needs and already overburdened services, e.g. respite and day care services, mental health services and so on.
- The challenge of supporting the integration of newcomer and visible minority older adults through service provision so that they do not become isolated due to obstacles such as language barriers and, in some cases, lack of family or social support.

4 Rejeski, W., Ip, E., Marsh, A., Miller, M., & Farmer, D. (2008). Measuring disability in older adults: The International Classification System of Functioning, Disability and Health (ICF) framework. *Geriatrics & Gerontology International*, 8(1), 48-54. doi:10.1111/j.1447-0594.2008.00446.x

A.1.4 The Local Demographic Profile

Table 1.4 City of Richmond Age Cohorts

Age	Population
55 to 64 years	27,625
65 to 74 years	14,210
75 to 84 years	8630
85 years plus	3185

According to the 2011 Statistics Canada census, 53,650 residents of Richmond were 55 years or older. This represents 28% of the total population. Women make up a larger portion of the older adult population overall (53%). Those 55 to 64 years old are the largest cohort of older adults in Richmond and account for more than half of the older population (Table 1.4).

Overall life expectancy in Richmond is the highest in Canada at 84.9 years.⁵ Projection reports estimate that there will be a 195% increase in older adults living in Richmond by 2036 with a 127% projected increase in residents 80 years and older.⁶ However, older adults in Richmond are not a homogenous group. The following sections provide information regarding the different geographical distribution by age cohorts, numbers of those living alone, and other social and emerging trends facing older residents in the City of Richmond.

A.1.5 Demographics notes in area plans

The older adult population in Richmond reside in all parts of the City. When examined by city planning areas, the largest concentration of older residents (almost a quarter of the older population) live in the City Centre. Steveston, Broadmoor, and Blundell make up a further 39% of older residents with the remaining 37% disbursed throughout the rest of the city. The areas with the lowest numbers of older adults are Gilmore (n=190 or less than 1%), Sea Island (n=165 or less than 1%), and Fraserlands (n=60 or less than 1%).

5 Statistics Canada, 2011 Census of Population, Age(1310 and Sex (3) for the Publication of Canada, Topic Based Tabulations, Statistics Canada Catalogue Number 98-311-XCB2011018. Retrieved from: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/tbt-tt/Index-eng.cfm>

6 Population Projections (2013). BC Stats. Province of British Columbia. Retrieved from <http://www.bcstats.gov.bc.ca/StatisticsBySubject/Demography/PopulationProjections.aspx>

A.1.6 Cultural Diversity

The population of older adults in Richmond is a culturally diverse, growing group. According to the 2011 National Household Survey (NHS) almost 60% of Richmond residents were immigrants (those born outside of Canada). This compares to approximately 28% in the overall British Columbia population. China and Hong Kong were the most common countries of birth for Richmond's immigrant residents. Overall, visible minorities make up approximately 70% of the population in Richmond with the largest groups identifying as Chinese or South Asian.⁷

There were 1390 senior immigrants who settled in Richmond between 2000–2010 (13% of Metro Vancouver numbers and 11% of BC respectively).⁸ For new immigrants, the acculturation process is a multidimensional one that includes physical, psychological, financial, spiritual, social, and family adjustments. This process can be very stressful for immigrant elders because they typically have fewer resources (e.g. income and education) to assist them in adapting to their new life situation.⁹

Many older adult immigrants in Richmond also face significant language barriers. Within Metro Vancouver municipalities, Richmond has the highest proportions of older adults who could not speak English (24.4%). Those who speak English as a second language most frequently reported their mother tongue to be Mandarin, Chinese, and Cantonese.¹⁰

7 Statistics Canada. Ottawa: Statistics Canada. National Household Survey. 2012. Available from: <http://www.statcan.gc.ca/survey-enquete/household-menages/5178-eng.htm>.

8 Social Planning and Research Council of British Columbia and the United Way of the Lower Mainland (2013). Seniors in the Lower Mainland: A Snapshot of Facts and Trends.

9 Mui, A. C., & Kang, S. (2006). Acculturation Stress and Depression among Asian Immigrant Elders. *Social Work*, 51(3), 243-255.

10 Social Planning and Research Council of British Columbia and the United Way of the Lower Mainland (2013). Seniors in the Lower Mainland: A Snapshot of Facts and Trends

A.1.7 Socioeconomics and Housing

Socioeconomic status is typically defined by income, education, and occupation.¹¹ Low socioeconomic status among Richmond older adults is a growing problem. The United Way reported that in 2006 19% of males and 24% of females 65+ living in Richmond were considered to be of low income status. A quarter of all older adults in Richmond live below the poverty line and 8.5% of Richmond older adults (the largest percentage in Metro-Vancouver) receive the maximum Government Income Supplement.

Housing types for those 55+ also vary. The most common kind of housing for older adults in Richmond is single detached houses without a secondary suite (45%), followed by low rise apartments. Although many older adults in Richmond may own their homes, there is still a significant proportion who rent. Rent in Richmond has increased by 5% since 2006 making non-market a necessity for many older adults. Richmond also has the fourth highest number of seniors' non-market housing units in the Lower Mainland (1,036).¹²

There are 18.7% of older adult residents living alone city-wide in Richmond. This number is much lower than other census tracts in the Lower Mainland, where in many instances 40% or more of older adults live alone. Of significant note is that the number of older adults living alone decreased between 2000 and 2010 (in 2000 21% lived alone).

11 Grundy, E., & Holt, G. (2001). The socioeconomic status of older adults: How should we measure it in studies of health inequalities? *Journal of Epidemiology and Community Health*, 55(12), 895-904.

12 Social Planning and Research Council of British Columbia and the United Way of the Lower Mainland (2013). *Seniors in the Lower Mainland: A Snapshot of Facts and Trends*.

A.1.8 Other important trends in Richmond's demographic information

Some other important consideration about older adults in Richmond are:

- Older adults in Richmond have the highest life expectancy in Canada and are living an average of 84.9 years, almost four years longer than the national average of 81.
- In research conducted by the United Way, older adults in Richmond had the one of highest rates of self-reported good functional health (73%) in the Lower Mainland.¹³
- Fifty percent of older adults 65+ in Richmond reported having activity limitations.
- In 2011, older adults in Richmond reported one of the lowest rates of a sense of community belonging in the Lower Mainland at 67.1%.¹⁴
- The number of older adults who have a regular medical doctor has been steadily declining since 2003.¹⁵
- There is a high number (41%) of older adults living with arthritis (a significant factor for chronic pain and reduced function) in Richmond when compared to the rest of the Lower Mainland.

13 Social Planning and Research Council of British Columbia and the United Way of the Lower Mainland (2013). *Seniors in the Lower Mainland: A Snapshot of Facts and Trends*.

14 2011 United Way Seniors Vulnerability Report: Community Profiles. United Way of the Lower Mainland

15 2011 United Way Seniors Vulnerability Report: Community Profiles. United Way of the Lower Mainland

APPENDIX D: PROGRESS & ACHIEVEMENTS SUMMARY

2008–2012 Older Adults Service Plan

Working together with the Minoru Seniors Society, Community Associations/ Societies and other Community partners progress was made towards realizing the vision of the Older Adults Service Plan, 2008–2012

Richmond to be a community where older adults live healthy and active lives in a cooperative, welcoming and inclusive environment, which promotes engagement, encourages lifelong learning, and values the contribution of older adults.

Strategic Direction #1: Ensuring Older Adults are Well Informed

- ✓ Special events and official recognition celebrating older adults:
 - United Nations International Day of Older Persons/National Seniors Day in October
 - Annual Positive Aging Photo Campaign featuring Richmond residents 55+
 - Seniors Week (first week of June) citywide programs and events
 - Activate Wellness Fair
- ✓ Developed marketing tools targeting older people:
 - Focus on Wellness Newsletter was created to increase awareness of the many diverse health and wellness opportunities for older adults city-wide.
 - Increased translated marketing documents targeting Chinese and Punjabi.
 - Restructured 55+ section of Leisure Guide to make navigating more user-friendly
 - Website alterations based on feedback from older adults
 - Richmond News insert for Minoru Seniors Society programs/services
- ✓ Increased referrals and information dissemination related to programs and services for older adults.

Strategic Direction #2: Providing Relevant and Appropriate Services

- ✓ Increased and purposeful Intergenerational programming with partner agencies.
- ✓ Seniors Services, Minoru Seniors Society and Community Associations/ Societies have increased adaptive exercise programming, to serve older adults with physical limitations.
- ✓ The Wellness Connections Program, an outreach to frail and isolated older adults' service, evolved from a UBCM funded pilot project. In partnership with VCH Richmond Health, this service received a BCRPA program Excellence Award in 2009, and was featured in a national publication by the Active Living Coalition for Older Adults.
- ✓ Seniors Services has recognized the varying needs of the young and active older adult, an emerging market niche. Specialized programs, events, and workshops are slowly replacing more traditional pursuits to meet the needs of Baby boomers.
- ✓ Partnership with Simon Fraser University and Kiwanis Senior Citizens Housing Society to ensure adequate use of social amenity space in the Kiwanis Tower Development.

Strategic Direction #3: Promoting Cultural Inclusion and Harmony

- ✓ An increase in participation from older adults of South Asian and Chinese descent.
- ✓ Supporting seniors with language skills to reach out to others in their first language at Wellness Clinics, facility tours and specialized services.
- ✓ The Wellness Connections Program has been offered in Chinese as well as English.
- ✓ Worked with internal and external partner specialists to assist and bridge cultural understanding.

Strategic Direction #4: Building a Sense of Belonging

- ✓ Increased Community Gardening opportunities promoting self-reliance and enabling Older Adults to connect with youth and the community.
- ✓ Increased opportunities for peer to peer education, for example the Acting Out Troupe and Tech Lab at Minoru Place Activity Centre.
- ✓ West Richmond Outdoor Fitness and Wellness Circuit
- ✓ Increased dedicated space and allocated resources at community centres.

Strategic Direction #5: providing Affordable Access to Programs

- ✓ Standardized pricing for programs and services based on industry standard.
- ✓ Wellness Clinics provide a combination of free and very low cost services.
- ✓ Access to low-cost/no-cost information and educational workshops.
- ✓ Fee subsidy established by Community Associations/Societies on demand.
- ✓ Tax Clinic for low-income offered citywide

Strategic Direction #6: Increasing Volunteerism

- ✓ A coordinated City wide volunteer management system with an up-to-date database of opportunities and a method to track hours.
- ✓ Facilitated hundreds of meaningful volunteer opportunities focusing attracting younger older adults and new immigrants to Canada.
- ✓ Utilization of the Community Action Ambassadors program of Volunteer Richmond Information Services was very instrumental at targeting older adults to assist with implementation of programs and translation at events.
- ✓ Dedicated volunteer management staff at numerous community facilities.

Strategic Direction #7: Coordinating City-Wide Delivery of Services through Partnerships

- ✓ Worked closely with community partners, Associations/Societies, and agencies combining resources and expertise to provide programs/ services.
- ✓ Increased Health promotion, inclusion, and diversity events/programs with community partners.
- ✓ City of Richmond depiction in Age-friendly community videos produced by the Ministry of Health, Healthy Living Secretariat.
- ✓ Increased partnerships in delivery of specialty programs for older adults with specific needs (e.g. Steadyfeet fitness program, Vancouver Coastal Health).
- ✓ Coordinated approach of education and information sessions delivered by community partners (e.g. Minds in Motion, Alzheimer's Society)

Strategic Direction #8: Easy Physical Access and Providing Comfortable Places

- ✓ Hazard reporting system has allowed older adults and the general public in Richmond to report unsafe areas to make sure the city is safe and accessible.
- ✓ Improved comfort, accessibility and aesthetics of seniors' spaces at community centres.
- ✓ Enhanced Community Leisure Transportation program with additional accessible buses available to community organizations.
- ✓ Provision of education for transit riders including HandyDart and Translink.
- ✓ Participated in the Rick Hansen Foundation's Planat accessibility ranking process.

Strategic Direction #9: Involving Older Adults through Consultation

- ✓ Engaged seniors to contribute to policies, programs and services through planning committees including Boards.
- ✓ Conducted an older adult needs assessment as part of the overall community needs assessment.

Strategic Direction #10: Monitoring & Evaluation the Service Plan

- ✓ Utilized data collection for annual reporting of progress.
- ✓ Annual work plan reflecting the priorities of the plan implementation.



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