



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Cathryn Volkering Carlile
General Manager, Community Services

Re: **Richmond Seniors Services 2016 Update**

Date: June 2, 2017

File: 07-3400-01/2017-Vol
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Staff Recommendation

That the report titled, "Richmond Seniors Services 2016 Update," dated June 2, 2017, from the General Manager, Community Services, be received for information.

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 Services	<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

The 2015-2020 Richmond Seniors Service Plan: Active and Healthy Living builds on and advances the momentum achieved through the 2008-2012 Older Adults Service Plan. The updated plan provides a framework to maintain the City and its community partners' commitment to supporting the unique needs of seniors through the design of services, programs and spaces.

The following five strategic directions create a solid foundation for the 2015-2020 Seniors Service Plan and ensure that the City is purposeful in the coordination and provision of programs and services that promote healthy and active aging in the community.

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.

By orienting the actions and decision making of the City, the five strategic directions help the City to address and meet the needs of Richmond's growing seniors population. This report presents the Richmond Seniors Services 2016 Update to Council for information (Attachment 1).

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.2. Effective social service networks.

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

This report supports the 2013-2022 Social Development Strategy Direction #3 Address the Needs of an Aging Population:

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

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 Richmond Seniors Services 2016 Update highlights the activities and achievements in program and service delivery throughout our community during the past year. Programs and services are developed, implemented, monitored and evaluated following the directions and actions of the 2015-2020 Richmond Seniors Service Plan.

The 2016 update showcases the essential role the City and its community partners play in addressing and meeting the needs of a diverse population of seniors living in Richmond. Supporting healthy aging is a key factor in assisting seniors to not only live longer, but to age with a better quality of life. By working together we can play an important role in supporting and empowering seniors to remain physically active, socially engaged, healthy and as independent as possible.

Financial Impact

None.

Conclusion

Richmond continues to be a leader in the delivery of programs and services for seniors. The Richmond Seniors Services 2016 Update highlights the activities and achievements in our community and promotes the investment the City and its community partners make towards contributing to the livability of our city.



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Att. 1: Richmond Seniors Services 2016 Update

City of Richmond

SENIORS SERVICES 2016 UPDATE

Community Social Development Department



Introduction

In 2016, Richmond residents 55 years and older engaged in a variety of programs and services that promoted healthy and active aging. The 2016 Seniors Services Update summarizes the progress made towards achieving the goals of the Seniors Services Plan 2015–2020. The Seniors Service Plan 2015-2020 provides a framework to recognize the unique service and program delivery needs of an older population and orients the actions and decision-making of the City.

Seniors Services works very closely with community partners to ensure seniors’ services and programming is coordinated citywide. By collaborating and leveraging expertise, a greater impact is made to the lives of seniors.

Numerous programs and services offered throughout the city are supported by volunteers, many of which are seniors themselves. In addition to the contributions that volunteers make in the community; the act of volunteering also makes an invaluable contribution to seniors’ health and wellbeing.

For the first time in census history, there are more seniors than children living in Canada. According to results from the 2016 census, there were 5.9 million people aged 65 years and older in Canada – just slightly more than the country’s 5.8 million children under 14 years. In Richmond, according to the 2016 census, 32% of the population are seniors age 55 years and older; an increase from 28% in 2011.

The City of Richmond and its Community Partners maintain a commitment to supporting the unique needs of seniors through the design of services, programs and spaces. Facilitating active aging is a key factor in assisting seniors to live longer and to age with an improved quality of life.

Seniors Services Plan Strategic Directions

Direction #1: Communication and Awareness

Direction #2: Responsive and Relevant Services

Direction #3: Respect, Inclusion and Sense of Belonging

Direction #4: Coordinated Service Delivery

Direction #5: Targeted Training and Professional Development

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2015-2020 Seniors Service Plan Framework



Direction #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.

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 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, etc.).
- A wide range of volunteer opportunities are provided to support seniors 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 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, etc.).
- 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.

Direction #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.

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 seniors programs and services.

Outcomes:

- Roles and responsibilities in the delivery of services for staff and community partners and staff 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.

Progress

Direction #1: Communication and Awareness.

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

Communication, Marketing and Promotions

Evaluation

Public feedback was sought for a variety of seniors programs in 2016 to evaluate the quality of programs and services offered in Richmond. In 2016, the following forms of public feedback were provided by Community Associations/Societies to gather evaluation information on seniors programs:

- Public Open Houses were implemented at various community centres to provide information to seniors and collect input from the public on current programming and services.
- An Ideas Fair was held at City Centre Community Centre to gather feedback from the public on the current programs and services offered across the city.
- Program evaluations were conducted for various programs at community centres.

Monthly Newsletters

In 2016, Older Adult Coordinators circulated monthly newsletters and calendars through email and print copy; many community centres distributed seasonal program updates by email; and a seasonal guidebook was mailed to each community centre's catchment area.

Promotional Materials

Rolling slide shows were used across community facilities to promote programs and services, and promotion extended to include local coffee shops and community spaces. Most community centres also increased the use of online methods to promote seniors' programs and events through the use of email, social media, the City's Intranet (internal staff site), and Community Association/Society websites.

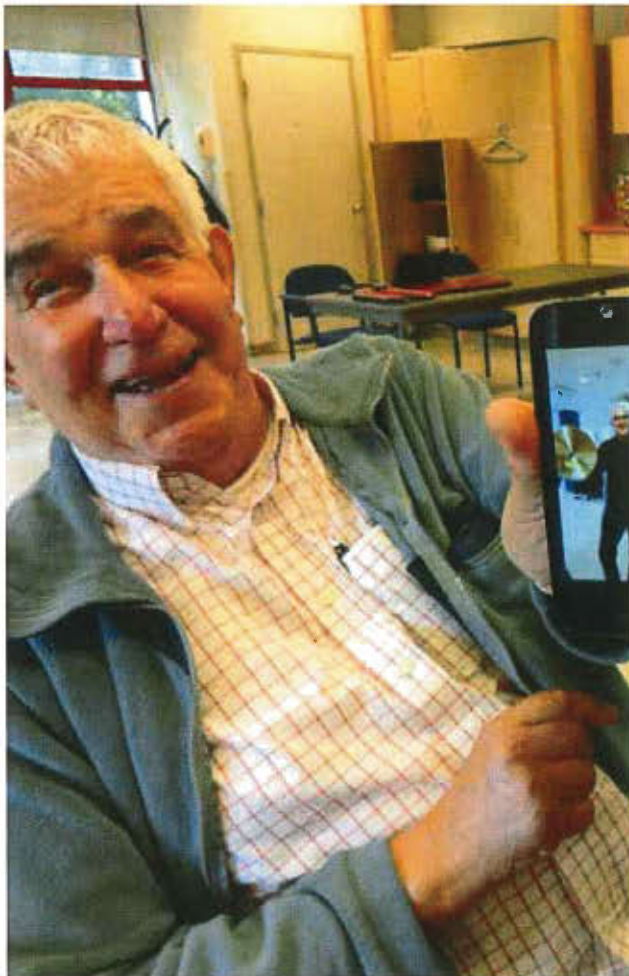
Community centres throughout Richmond strived to create a standard look for 55+ flyers and brochures to create consistency across the city. This included tailoring the promotional look to seniors and maintaining a consistent theme at each community centre. Changes included:

- Peer reviewed guideline from the National Institute on Aging, *Making Your Printed Health Materials Senior Friendly: Tips from the National Institute on Aging* as a tool for staff when creating marketing materials.
- Community centre Newsletters targeting seniors contained program information and articles of interest, while using positive aging images to assist promotion.
- Partnering with London Drugs to take photos of patrons in programs at City Centre Community Centre to increase the database of positive, age-friendly images for marketing.

Translation

Richmond is a multicultural community and translation services play an important role in the delivery of service and programs for seniors. Examples of translation services that were implemented in 2016 include:

- City Centre Community Centre was a pilot location for the City of Richmond's Ipad Translation Project and created a staff language database for enhanced customer service.
- The Seniors Week brochure was translated in Chinese and Punjabi.
- 55+ Facility Tours and Program Orientations were offered in different languages across the city.
- A quick cheat sheet was implemented for community centre front desk attendants to assist patrons that only speak Cantonese or Mandarin.



Technology

In 2016, the City of Richmond expanded technology use to assist seniors in accessing information about programs and services:

- **Expansion of free Wi-Fi** (wireless internet connection) services to allow community members to connect to the internet at most City facilities.
- **Community living room TV's:** trending sports games were shown at community centres serving as a communal space for members of the community to enjoy.
- **Mobile Apps:** The City of Richmond's mobile application (app), designed to facilitate registration to programs and ease access to City services, continued to be rolled out. Seniors were able to learn about the app on their smartphone or tablet at their local community centre.
- **Smartphone and Tablet: Learn from Youth** information sessions were available to teach seniors basic operations of a tablet or smartphone.
- **Website Resources:** use of the internet and online tools to promote City programs were increased. Many Community Associations and Societies developed 55+ specific webpages on their websites and staff used the City Intranet to promote events.

Special Events

Summer Wham

Summer WHAM – Wellness, Health and More was created and organized by a group of dedicated Seniors Information & Referral volunteers who wanted to share their knowledge of the many community resources available to seniors. The theme for 2016 was Active Aging and the goal of the event was to give seniors the knowledge they need to stay independent longer. Summer WHAM was presented by Richmond Cares, Richmond Gives (RCRG), in partnership with the City of Richmond and West Richmond Community Association, and connected 120 seniors to community programs.

Culture Days 2016

Culture Days is a national annual free celebration of Canadian culture in September. Over three days, Minoru Place Activity Centre (MPAC) showcased several activities and offered the public a chance to learn about what is offered at the Centre free of charge. Over 400 people attended programs such as Zumba, Chinese Line Dancing, Friday Night Live, Woodworking, Happy Chorus and Chinese Calligraphy.

Move for Health Week

From May 6 - 13, 2016, Richmond residents had the opportunity to celebrate healthy active living with dozens of activities offered at community facilities in Richmond. The event showcased a number of activities offered to improve the health and wellness of seniors. Through the event's promotions and other resources, seniors were able to increase their awareness of different programs and services available in their neighbourhood. Activities for seniors at this year's event included a number of free drop-in fitness classes as well as many other programs to try out.

Doors Open Richmond

Doors Open Richmond is a free weekend-long, city-wide public celebration of heritage, culture and the arts. In June 2016, the Japanese Canadian Cultural Centre was a registered site that saw more than 400 visitors and offered seniors various ways to participate.

"Thanks again for all your support. He would not have been able to live independently as long as he did without the 'life line' that the Senior Centre provided to him. Going there was the highlight of his day. And, I can say, knowing he was getting such good meals there, as well as knowing you and the staff were keeping an eye on him helped lessen some of the stress my husband was feeling from so far away."

– Daughter-in-Law of MPAC Member

Information & Referral

The City's Seniors Services Section continues to act as a resource for staff, volunteers, community groups and the general public for general advice on aging issues; crisis management; information and referral to programs and services; and assistance with aging parents and family members. Seniors Services also presented to several community organizations on the services available and aging trends and issues. Information and referral services involved collaboration with many community partners including Richmond Cares, Richmond Gives; Richmond Addictions Services Society; Alzheimer's Society of BC; SUCCESS; Richmond Multicultural Community Services (RMCS); CHIMO Community Services and Vancouver Coastal Health (Falls Prevention, Home and Community Care, Mental Health).

Educational Workshops

Workshops covering a variety of topics continued to be provided at all community facilities in Richmond. Most workshops were delivered in partnership with non-profit community organizations and delivered free of charge to seniors.

Chronic Disease Management

- Offered in partnership with Vancouver Coastal Health, Community Nurses from the Chronic Disease Management Program administered a series of workshops. The *Healthy Aging Series* offered sessions on Aging 101, Nutrition, Medications, Mental Wellness, Stress, and Physical Activity. Other workshops offered included a presentation on Chronic Obstructive Pulmonary Disease, Diabetes and Healthy Heart, sessions were offered in English, Cantonese and Mandarin.
- Other Health and Wellness workshops were presented by community groups in Richmond including Osteoporosis, Skin Health, Healthy Liver, Arthritis and Brain Health.

Direction #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.

Programs

A wide range of programming continued to be offered to meet the needs of a diverse and changing population of seniors in Richmond. In 2016, 12,812 seniors participated in 55+ registered programs and visited community centres 163,815 times through fitness, sport and games room passes. With an additional 263,774 swimming pool pass visits for 55 plus at Watermania and Minoru Aquatic Centre.

Facility Pass/Group Programs

Facility Pass and Group programming at community centres offered seniors an ongoing way to connect and socialize with like-minded individuals and meet new people in their neighborhood. This type of membership met the needs of many of the hard to reach groups such as those at risk for isolation, those not joining registered or drop-in programs and men 55 and older. Many members met others for coffee and/or lunch and made friendships outside of the community facility programs. Some groups donated much of their time to projects and assisting the local community at local events. In 2016, there were 3,412 55+ Facility Passes sold with a total of 81,997 Pass swipes or visits to community centres.

Specialized Fitness Programs

The City of Richmond offers many adapted and specialized fitness programs at community facilities to provide fitness opportunities that meet a range of abilities. In order to remove barriers for and reach out to frail, vulnerable and hard-to-reach populations, translation in Chinese Language was provided at some facilities. Examples of specialized fitness programs offered in 2016 include Balance and Fall Prevention, Steady Feet, WaterWorks and the Choose to Move/Activate Program.

Out Trips

In 2016, a total of 145 trips and tours were offered by community facilities to seniors with some trips providing door to door transportation. Trips targeted destinations in Metro Vancouver and beyond and range from fine dining, live theatre, summer markets and winery tours to nature walks, farm tours and hikes. These out trips allowed seniors to meet new people and socialize with peers in their neighbourhoods as well as connect seniors to programs and services at their local community centre. Many trips are offered in partnership between



two or more community centres and allow seniors to access activities and locations they might not otherwise be able to visit on their own.

Trips create wonderful enriching volunteer opportunities as most are hosted by seniors. Thompson Community Centre saw a dramatic increase in out-trip participation from 263 participants in 2015 to 501 in 2016. Examples of out trips include the Sandcastle Competition in Parksville, Demi High Tea at Neverland, Cleverland Dam and Capilano River Hatchery, and Vancouver Aquarium after Hours. Most transportation provided for out trips was made possible through the use of vehicles from the City of Richmond's Community Leisure Transportation (CLT) program.

Volunteerism

Seniors in Richmond make up a large part of the volunteers in our city. While directly impacting the community in a positive way, volunteering also provides an opportunity for seniors to stay involved in the community, connected to their peers and avoid isolation. The scope and range of volunteer opportunities across the city was expanded through the creation of unique opportunities. By allowing volunteers to share their knowledge and skills they remain active and productive members of their

communities and are recognized and valued. Many programs within community facilities are led by volunteers and could not operate without their direct involvement.

The following statistics were reported from the City of Richmond volunteer system for 2016:

- 774 volunteers aged 55+ years volunteered throughout the city.
- Volunteers of all ages reported 94,713 hours of service from 734 opportunities across Richmond with 32,659 of those hours reported at Minoru Place Activity Centre.

Overall, there was an increase in volunteers who spoke multiple languages. These skilled volunteers were able to give support through translation at outreach programs and special events for seniors in the community.

Minoru Seniors Society

The Society recorded over 2200 members and served 20,256 nutritious meals in their full-service Cafeteria in 2016. The Minoru Seniors Society is a non-profit organization serving seniors in Richmond and provides services and programs in partnership with the City, at Minoru Place Activity Centre.



Seniors Advisory Committee

The Richmond Seniors Advisory Committee (RSAC) acts as a resource and provides advice to City Council regarding seniors' needs and issues such as health, transportation and housing as they arise. In 2016, there were a total of 15 community members on the Committee. The RSAC members identify concerns of seniors and work with various community organizations and agencies, including City staff, to obtain an understanding of the issues. Some noteworthy examples of key activities of the Committee:

- Continued to monitor transportation issues. The transportation sub-committee also worked with Translink and the City to advocate for adequate bus shelters and benches at transit stops.
- Provided feedback on City strategies that have an impact on seniors. The RSAC provided valuable input on the Affordable Housing Strategy Update, Age-Friendly Assessment and Action Plan and the Seniors Services Plan.
- Provided information to Council and respectfully requested that City Council advocate to the Federal Government to appoint a Minister Responsible for Seniors and Aging.
- Continued to be actively involved with many committees including Richmond Intercultural Advisory Committee, Falls Prevention, Isolated Seniors, Richmond Community Services Advisory Committee, Transportation Committee, Council of Advisers for the BC Seniors Advocate and other committees concerning seniors.

Greenhouse Social

In partnership with the Sharing Farm Society, the Greenhouse Social program offered a free outdoor opportunity for seniors 55 years and over at the Terra Nova Rural Park. Participants socialized within a group while planting seeds, harvesting and giving back to the community. The Sharing Farm grows organic vegetables for the food bank and neighbors in need through this program.

Intergenerational Programming

Intergenerational programming is an essential social vehicle to provide younger and older generations an opportunity to interact and connect around important issues in today's society. Community centres often connect with local elementary schools to facilitate programs between seniors and students. An example includes:

Elementary School Partnerships

In 2016, intergenerational opportunities were created through partnerships with Cook Elementary School, General Currie Elementary School, Brighthouse Elementary School and Anderson Elementary School. Seniors and elementary school aged children performed activities together such as line dancing, ukulele, and African drumming.



Events

Intergenerational programming was integrated into community events including Grandparents Day Celebration, Family Day, Harvest Full Moon Festival, Halloween Movie Night, Concerts in the Park and the following:

Steveston Salmon Festival

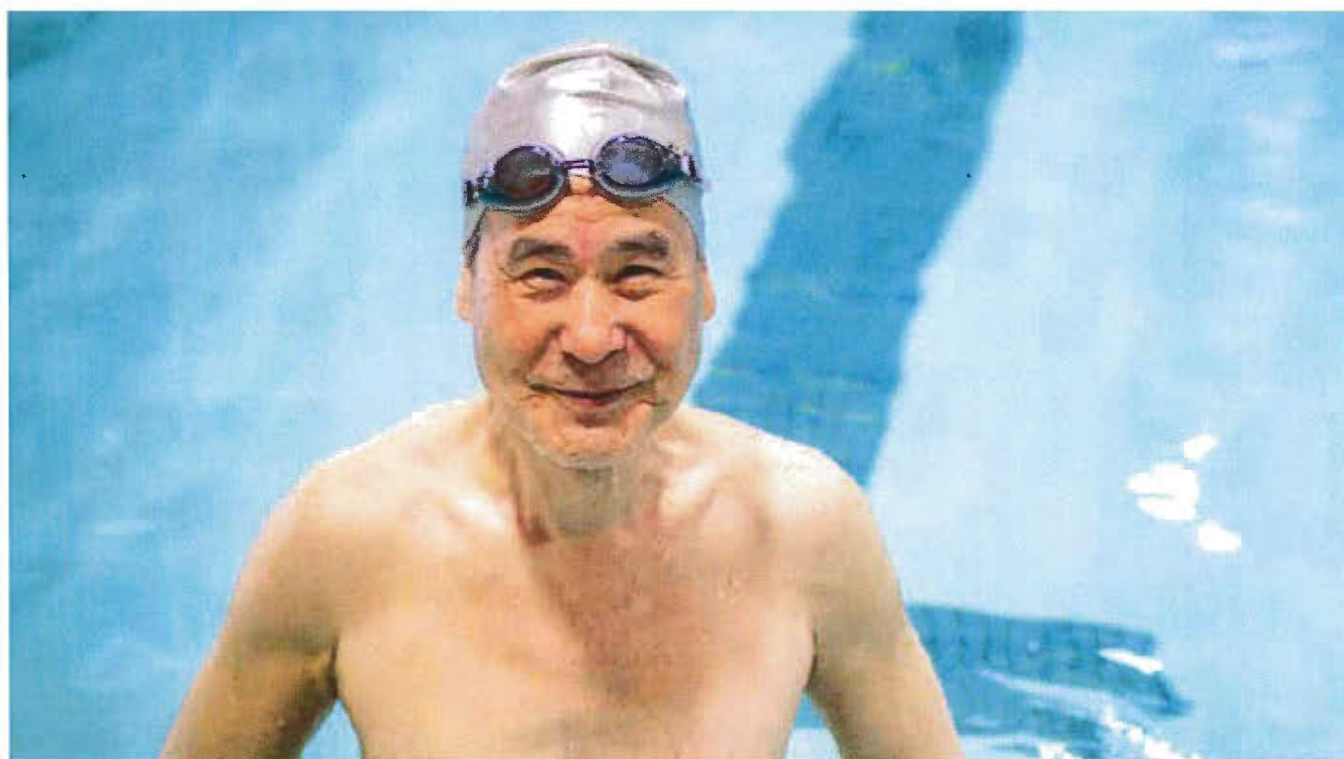
The Steveston Salmon Festival is an integral part of the rich heritage within the Steveston community and every Canada Day, hundreds of volunteers, sponsors, and participants converge on the village of Steveston. In 2016, the festival featured a seniors drumming circle that performed on the main stage as well as other activities and social opportunities for seniors.

West Fest

Summer West Fest is a free and annual community event that includes an outdoor movie, live music, eating contests, food, and country games. In August, West Richmond Community Association hosted this community event that encourages participation from all ages across the city. West Fest encouraged intergenerational activities between seniors, adults, youth and children.

Walk Richmond

Walk Richmond continued in 2016 to provide a free guided walking series for people of all ages and fitness levels. This program is unique in that many barriers have been removed to ensure accessibility by seniors with low incomes, mobility levels and those from other cultures. It is estimated that in 2016 approximately 80-85% of Walk Richmond participants and 8 out of 10 volunteers were over the age of 55 years. Walks provided seniors with ongoing social opportunities and health benefits in a fun, affordable and safe environment. The *Frequent Walker Rewards Program* helped to inform participants of other community recreation opportunities available in the community such as swimming, skating, and pitch and putt; as well as encouraged future participation in recreation programming.



Arts, Culture and Heritage

In 2016, 145 Arts and Culture programs were offered compared to 119 offered in 2015. Some examples include:

Nikkei Stories

In 2016, the Nikkei Stories video series was launched. This documentary commemorated the history of the Japanese-Canadian community of Steveston. It was viewed at many City of Richmond events including Seniors Week, Doors Open and a Seniors Lunch hosting over 100 individuals to commemorate the history of the Japanese-Canadian community of Steveston.

Minoru Legacy Stories

In 2016, Artist-in-Residence, Catrina Megumi Longmuir was selected to lead a year-long community art project, *Minoru Seniors Legacy Stories*. A series of artist-led workshops have been initiated to celebrate

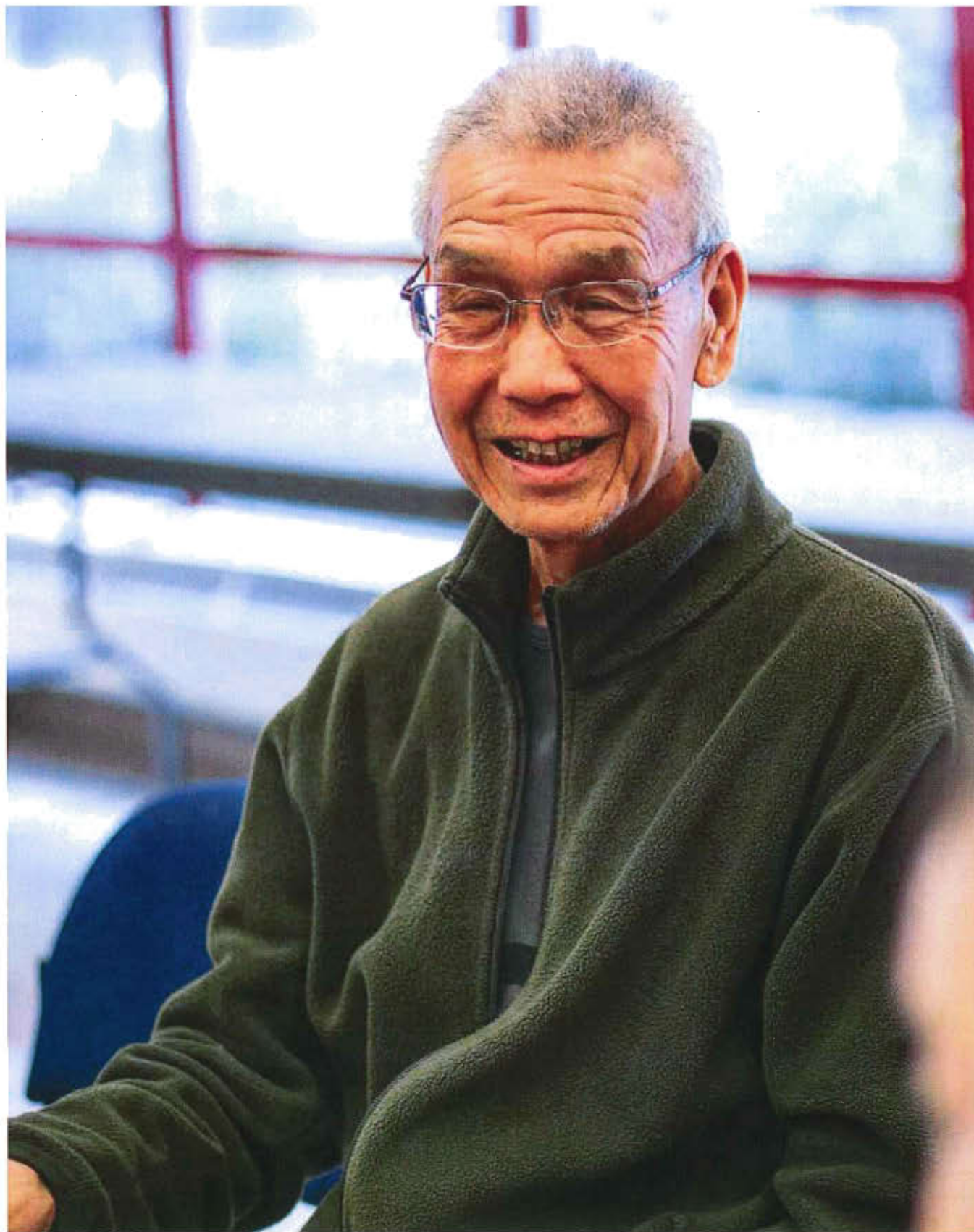
the past, present and future of the Minoru Seniors Society, from its humble beginnings at the Murdoch Centre to the opening of the new Minoru Centre for Active Living in 2018. Seniors from Minoru Place Activity Centre will continue to participate, contribute and work with the artist to gather stories and produce artistic collages and audio visual stories.

Writer-in-Residence

Karen X. Tulchinsky, an award-winning novelist and acclaimed screenwriter, was the City of Richmond's 2016 Writer-in-Residence. Over 60% of program participants in the registered classes offered throughout October and November were seniors. In addition a specific 55+ program, *Memories into Stories*, was held at Minoru Place Activity Centre. The Writer-in-Residence Program was a partnership between the Richmond Public Library (Brighthouse Branch), Minoru Seniors Society and the Richmond Arts Centre.

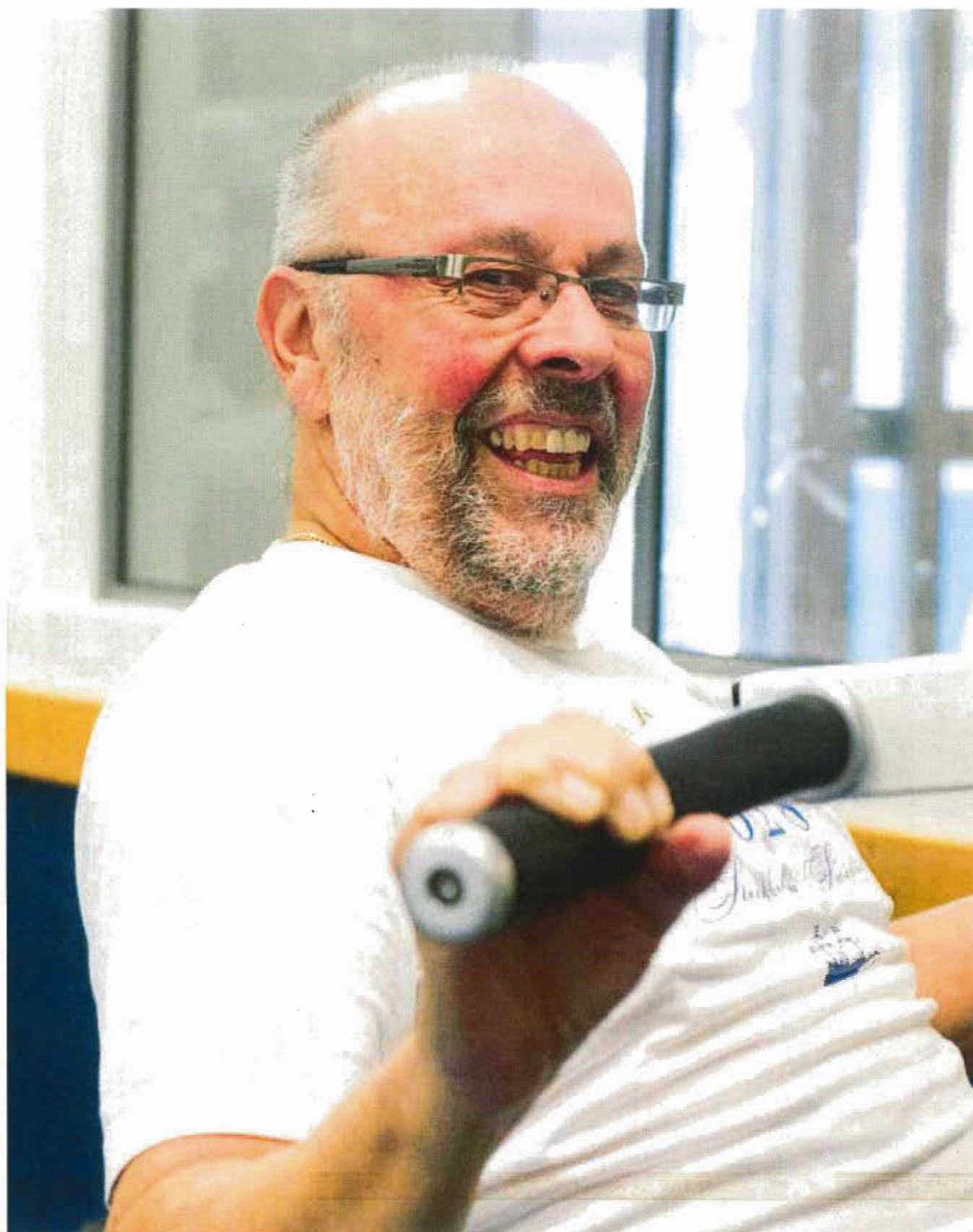






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Direction #3: Respect, Inclusion and Sense of Belonging.

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

Wellness Clinics

In 2016, Wellness Clinics were offered at nine community facilities and provided the following:

- Approximately 3,850 connections made with seniors in Richmond through 2,200 Holistic Health sessions including Reflexology, Chair Massage, Shiatsu, Foot and Hand Care and 1,650 Blood Pressure Checks by retired and practising nurses.
- Ongoing opportunities for seniors to meet their peers, get their blood pressure checked and to connect with their local Older Adult Coordinator to discuss recreation and leisure programs available.
- Multi-lingual volunteers provided peer to peer information and referrals to local programs, services and resources to participants at Wellness clinics. In an ongoing partnership with Richmond Cares, Richmond Gives (RCRG), the Community Action Ambassadors (CAA's) are an integral component of the clinics.
- Monthly health and wellness workshop series were offered at some centres while other centres offered specialized services such as glucose testing and medication reviews in partnership with local pharmacies.

"There is a fountain of youth: it is your mind, your talents, the creativity you bring to your life and the lives of people you love. When you learn to tap this source, you will truly have defeated age."

— Sophia Loren

Community Leisure Transportation

In 2016, the Community Leisure Transportation (CLT) program provided transportation to community programs, services and special events. The City of Richmond provides a fleet of six buses that can accommodate 16 to 22 passengers, also offering affordable transportation options for community organizations. In 2016, CLT had 708 bookings that provided 10,971 passengers the opportunity to benefit from the service; and a total of 41,426 kilometres to be covered.



Access to accessible and affordable transportation options has allowed seniors in Richmond to continue to engage in social and recreational activities, reducing the potential for isolation. In addition to CLT services, seniors are informed and given assistance if needed on other transportation services through available resource materials.

Shopping Bus Service

The CLT service also offered a weekly shopping bus that departs from a number of residential buildings in Richmond known for having a large number of seniors residing. The bus provides weekly service to a number of shopping centres and malls for a nominal fee.

Diversity and Inclusion

The Richmond community is diverse in many ways, and the City strives to create opportunities that are inclusive of all residents. In 2016 Richmond seniors were invited to participate in a range of events, programs and services that attracted all ages, cultures, genders, and ethnicity. In addition, many programs were designed to accommodate individuals with mobility and accessibility challenges by providing door-to-door transportation. Populations of underserved and hard to reach groups were connected to community facilities through referrals from Vancouver Coastal Health and other community partners.

Opportunities to Socialize

In 2016, most community centres offered evening, weekly, and monthly socials. Many times entertainment was provided in multiple languages to facilitate a welcoming and inclusive environment. For some seniors the opportunity to connect with others helped to reduce the risk of isolation and increased overall health and well-being.

In 2016, over 1000 seniors attended Friday Night Live at Minoru Place Activity Centre, a program designed for seniors who may be more isolated or who do not access mainstream programming.

Immigrant Support Groups

In 2016, community partners in Richmond offered many opportunities for recent and long-time immigrants to receive support at the community facilities. Some examples of seniors support groups for immigrants include Chinese Seniors Circle, Japanese Craft Group, and Newcomer Tours.

LGTBQ

In 2016, several events took place for seniors 55+ years promoting respect, diversity, freedom and acceptance for lesbian, gay, bisexual and transgender individuals at community facilities. Events provided a safe, welcoming environment for participants 55+ as well as allies of the LGTBQ community.



"The positive results of participating in the Wellness Connections are just as effective as medication if not more."

– Daughter of Wellness Connections participant

Outreach to Vulnerable & Hard to Reach Populations

Outreach programs specifically target hard to reach seniors and those experiencing multiple barriers to participation in programs and services in the community. Programs are designed to reflect the diversity of participants attending; reduce barriers for frail and isolated seniors and create a welcoming space for seniors and increase participants' awareness of what is available to them. The programs are offered in collaboration with other community organizations. Another component to outreach programs are that they provide meaningful and long-term volunteer opportunities for seniors to use their knowledge and skills to support frail and at-risk seniors. Some examples include:

Wellness Connections

The award winning outreach program continues to fill a gap between independent community centre programming for seniors and formal health care programs such as Adult Day Care. In 2016 this City-wide program served approximately 90 frail, at-risk and isolated seniors. The program incorporated both English and Chinese-speaking sessions with a focus to reduce barriers to participation and to re-connect seniors with their peers and local health and community organizations. The number of participants decreased from previous years due to an increase in the cost to the end user as a result of funding cuts. Participants continue to be referred to the program from outside health and community organizations.

Iki Iki Program

The Iki Iki program is a social program that gives seniors with dementia or diminished cognitive function the opportunity to participate in adapted activities. These activities promote wellness, communication, companionship, and engagement



in a safe environment. The Nikkei Health Services Society provides support and curriculum for the Iki Iki programs in Richmond. In 2016, the Iki Iki program became a weekly program at Steveston Community Centre and connected Japanese Language Schools students with participants to provide intergenerational support.

Minds in Motion

Minds in Motion, a program coordinated by the Alzheimer Society of British Columbia was offered at South Arm Community Centre and Cambie Community Centre in 2016. This fitness and social program catered to individuals experiencing the early symptoms of Alzheimer's disease or dementia. The Minds in Motion program requires attendance from a family member or caregiver. Participants took part in a fitness program, followed by refreshments, socialization and cognitive activities.

Music Works

A pilot program funded by a Federal Grant in 2016 targeting frail and isolated seniors in Richmond, Music Works included transportation, lunch and music-based wellness activities including ukulele circle, gentle movement to music, music therapy and a drumming circle. A total of 63 individuals (participants and volunteers) directly benefitted from the project. Highlights included an increased understanding and awareness amongst staff of underserved seniors and the health impacts of music-based wellness activities. There was a total of 88 volunteer placements and 28 individual volunteers contributed 1,040 hours.

Health Support Groups

Support groups for those managing chronic diseases or other health issues were offered throughout the city. Most groups were led by volunteers, met weekly or monthly on-site at community centres. In 2016, support groups included Low Vision, Parkinson's, Diabetes, and Chronic Pain Management.

"Thank you for the very lovely Harvest Breakfast on Oct 7. The food was great, the servers were really nice and the company were all friendly and good people. It means a lot to me to have social occasions like these."

– Participant from the Harvest Breakfast program

Just for Men

In 2016, it was recognized that men 55+ underutilized wellness clinic services and other social programs at community centres and may be at risk for health issues and social isolation. As a result, many community centres began to offer men's only programming with a goal of fostering a safe environment to meet, socialize, and discuss important men's health topics. A new program, *Just for Men* reached over 100 men 55+ in 2016 and provided a comfortable accessible environment to try out wellness services and attend workshops.



Special Events

A number of special events were offered in 2016 that officially recognized and celebrated seniors. One event in particular celebrated Richmond resident's longevity.

Over 90s Celebration Tea

A celebration was hosted by the Minoru Seniors Society for 74 seniors aged 90 years and older. A total of 109 seniors over 90 years of age were members at Minoru Place Activity Centre in 2016 with the oldest member at 104 years.

Many other events provided opportunities to learn about different cultures and traditions. In 2016, the special events that focused on cross-cultural understanding included Chinese New Year, Robbie Burns & Chinese New Year luncheon (Gung Haggis Fat Choy), Diwali and Vaisakhi.

The following are the City's signature events that occurred in 2016:

Seniors Week

Richmond residents were invited to connect with their community during BC Seniors week June 6 - 10 2016. Celebrated annually in June, Seniors Week recognizes and commends the contributions seniors bring to their community. Programs and events are free or low cost targeted to seniors and their families. The Opening Ceremony at Minoru Place Activity Centre with a Country Fair inspired social, Wellness Showcase at the East Richmond Community Hall, and dance variety class and seniors luncheon at Hamilton Community Centre were some of the programs held during the week. To promote Seniors Week activities to a larger audience of seniors, the brochure was translated into Punjabi and Chinese.

"Aging is not lost youth but a new stage of opportunity and strength."

—Betty Friedan

Garden Party

The 2016 Summer Garden Party, "Hats off to Summer" was hosted by the City's Seniors Services. This signature event and outdoor tradition was held under the tent in the Minoru Plaza and treated 116 seniors to an afternoon of socializing, dancing, high tea and entertainment by Ralph Shaw - King of the Ukulele. This annual event is presented in collaboration between Seniors Services and Community Associations/Societies.

National Seniors Day

National Seniors Day, celebrated annually on October 1, honours seniors for their many and varied contributions to their families, workplaces and communities. Events and programs raise awareness about the important roles seniors play in Canadian society. Internationally, the General Assembly of the United Nations has designated October 1 as the International Day of Older Persons. In 2016 each community centre honoured seniors with free drop-ins to programs, special give-a-ways, and promotional materials.

Positive Aging Campaign

Each year, Seniors Services coordinates a campaign to showcase positive images of seniors in Richmond with a goal of reducing ageism and existing stereotypes. In 2016, posters were created using words chosen by seniors aged 55 to 92 years to describe themselves in ways they wouldn't have when they were younger. Winning entries included *Active, Confident, Happy, Adventurous and Learning*. The posters were displayed at various community facilities and other organizations to celebrate National Seniors Day on October 1st.



Active

Richmond, BC seniors, aged 55 to 92, were asked to describe themselves today in ways they wouldn't have when they were younger.

National Seniors Day – October 1, 2016
Independence | Participation | Care | Self-Fulfillment | Dignity



Direction #4: Coordinated Service Delivery

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

Collaboration & Partnerships

BCIT School of Nursing Program

Nursing Students from BCIT provided information at several Wellness Clinics hosted by community centres. The students shared their knowledge using brochures, IPAD technology and other resources on topics relevant to seniors including mental wellness; falls prevention; and how to find a GP and nutrition. The benefits of this collaborative partnership between Seniors Services, BCIT School of Health Sciences Nursing Program and Vancouver Coastal Health include connecting seniors with resources to keep them healthy and well in the community as well as providing the students with an opportunity to gain experience with seniors managing health issues.

Vancouver Coastal Health & Richmond Division of Family Practice

Senior Services continues to collaborate with many health and community organizations who share a goal of keeping seniors healthy, well and informed. In 2016, the following activities took place:

- Seniors Services and Community Recreation presented to a group of 40 Physicians from the Division of Family Practice Neighbourhood Networks on wellness services and programs available at local community facilities. This collaboration allowed for the production of a document which lists and maps City of Richmond and Community Partner Health and Wellness resources.



- Continued participation on committees including Family Violence Prevention; Falls Prevention Network Committee; Keeping Seniors Well Network (VCH); and Better at Home Advisory Committee.
- Meetings began between the City's Senior Services and Vancouver Coastal Health staff from Primary, Home and Community Care; Mental Health and Population and Family Health to discuss opportunities for future programming for seniors at the new Minoru Centre for Active Living.

On-Site Services

Many community centres in Richmond provided on-site health services in partnership with community health organizations in an effort to reduce barriers to accessing health services for seniors and to provide a familiar, trusted site for seniors to visit. In 2016, on-site services included:

Dental Clinics

Generously supported by the Faculty of Dentistry at UBC and the Dental Mission Project, free dental clinics were offered to low income Richmond residents in need of dental and denture services. Senior Services worked with Vancouver Coastal Health to screen and refer eligible seniors to these clinics. In 2016, a free dental clinic was hosted at Steveston Community Centre for the first time, targeting low income seniors and families with great success.

Flu Clinics

In 2016, the City hosted many flu clinics within community facilities in partnership with Vancouver Coastal Health and other pharmacies in the area. These clinics provided flu immunizations to seniors free of charge, providing an essential service to help reduce the chances of seniors catching a potentially life-threatening strain of influenza. In 2016, 353 seniors received the flu shot at Minoru Place Activity Centre.

"I was extremely impressed with the manner and kindness extended to me. Although being overworked the young medics carried out their tasks in a highly professional manner. The camaraderie existing between these youngsters overwhelmed me. I would like to thank in particular the two young ladies who worked on me with such tender care guided by their excellent supervisors. I wish this young team great success in their career. God bless them."

— 2016 VCH Dental Clinic Client



Income Tax Assistance

Income tax clinics were offered at many locations across Richmond including community centres and partner locations such as Richmond Public Library and Richmond Cares, Richmond Gives (RCRG). At Minoru Place Activity Centre, 335 seniors received income tax appointments and volunteers contributed 176.5 hours of their time.

Hearing Clinics

Throughout the year, many community facilities offered free hearing tests through monthly clinics to seniors. Through an innovative partnership between the community centres and Richmond Hearing Consultants, approximately 220 seniors were offered hearing services that they may not have otherwise been able to receive.

Community Based Seniors' Service Sector

The community-based seniors' services sector plays a critical role in supporting seniors by providing a broad range of low-barrier and low-cost services that support seniors to remain physically active, be socially engaged, build resilience and be as healthy and independent as possible. As part of their work, the community-based seniors' services sector of non-profits provide a broad range of health promotion and prevention programs and services. An example include:

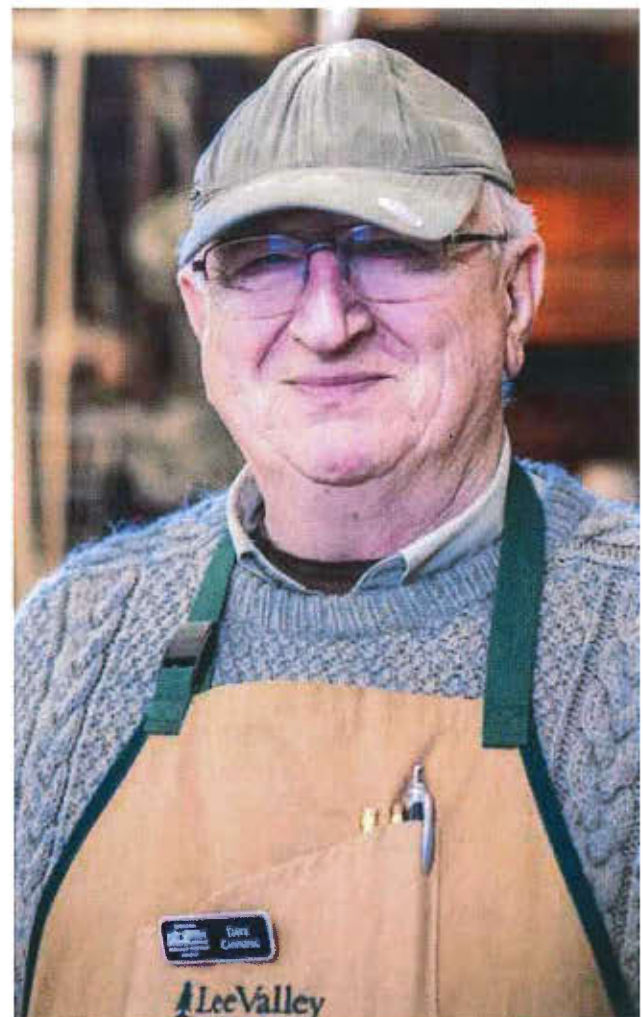
Richmond Cares, Richmond Gives (RCRG)

In 2016, the City worked closely with Richmond Cares Richmond Gives to refer seniors in need of the following services:

- **Better at Home Services:** transportation, friendly visits, light housekeeping.
- **Seniors Information and Referral:** 55+ volunteers provided seniors and their families with community information such as housing, healthcare or government benefits. Volunteers also helped clients access and complete government forms, and even offer basic income tax assistance.
- **Senior Peer Counselling:** trained 55+ volunteers met one-on-one with other seniors in the community to provide emotional support on the difficult changes that occur with aging
- **Volunteer Grocery Shopping:** provided a range of shopping services for older adults and those with long-term health issues

Seniors Housing Tours

Participants were introduced to a number of seniors housing residences in Richmond through collaborative partnerships with Verve Senior Living Residences: Courtyard and Gilmore Gardens and the Maple Residences in Richmond. Tours were offered several times throughout 2016 and were successful in informing seniors of their options for housing as they age.



Direction #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.

Richmond Seniors Advisory Committee

Monthly guest speakers at Richmond Seniors Advisory Committee meetings are primarily from the non-profit sector and the provincial or municipal governments. Presentations provide committee members with insight into senior's issues and resources in the community. In turn, guest speakers are provided with information about the Richmond Seniors Advisory Committee. In 2016 presentations to the Advisory Committee included Richmond Division of Family Practice, A GP for Me; Affordable Housing Strategy Update; Pathways Clubhouse; and BC Centre for Elder Advocacy and Support.

Seniors Services Coordinators Meetings

Senior Services staff and Older Adult Coordinators from Community Associations/Societies across Richmond met monthly in 2016 to discuss aging population issues and brainstorm solutions for challenges that arise. Statistics on seniors are shared as well as findings from other community organizations and educational meetings attended. These monthly meetings ensure Older Adult Coordinators have a network, feel supported, and keep up to date on the key issues affecting the 55+ population.



Training

Senior Services and Community Association/Society staff continue to further their professional development by participating in webinars and attending various training and development opportunities. In 2016, the following training sessions were attended:

- **Aging Well: A Quest for all Generations Conference:** hosted by Council of Senior Citizen's Organizations (COSCO) of BC and included the latest information on statistics, trends and challenges of the aging population.
- **HighFive for Older Adults:** a BC Recreation and Parks Association focus group to help inform the creation of a Quality Assurance Framework for Older Adult recreation.
- **BC Recreation and Parks Association Annual Conference:** workshops on Provincial best practices for programs and services for seniors.

Richmond's Seniors (2016 Census)

- Number of residents aged 55 and over in Richmond: 63,630.
- Number of residents aged 65 and over in Richmond: 33,650.
- 4,265 are 85 years and over.
- 65 are 100 years and over.
- Life expectancy in Richmond is highest in Canada at 85.7 years.
- Seniors represent 32% of Richmond's total population.

Integrating Seniors Services

Many community centres increased collaboration between seniors programming and other programs and services offered within the facility.

Examples of these initiatives in 2016 included:

- A promotional brochure that includes both 55+ programs and recommended fitness programs. This new relationship facilitated a seasonal meeting with the Fitness Coordinator and the Older Adult Coordinator to incorporate fitness programs into the 55+ program brochure.
- Fitness staff at South Arm Community Centre attended senior's monthly meetings to encourage active movement and increase communication about Wellness Clinics and Aging Consciously Presentations
- Community organizations and partners provided information and resources to local seniors at monthly Wellness clinics across Richmond
- Increased cross-promotion of the City and Community Association/Society's programs and services with partners in the community (Vancouver Coastal Health, Richmond Cares Richmond Gives, etc).



Presentations

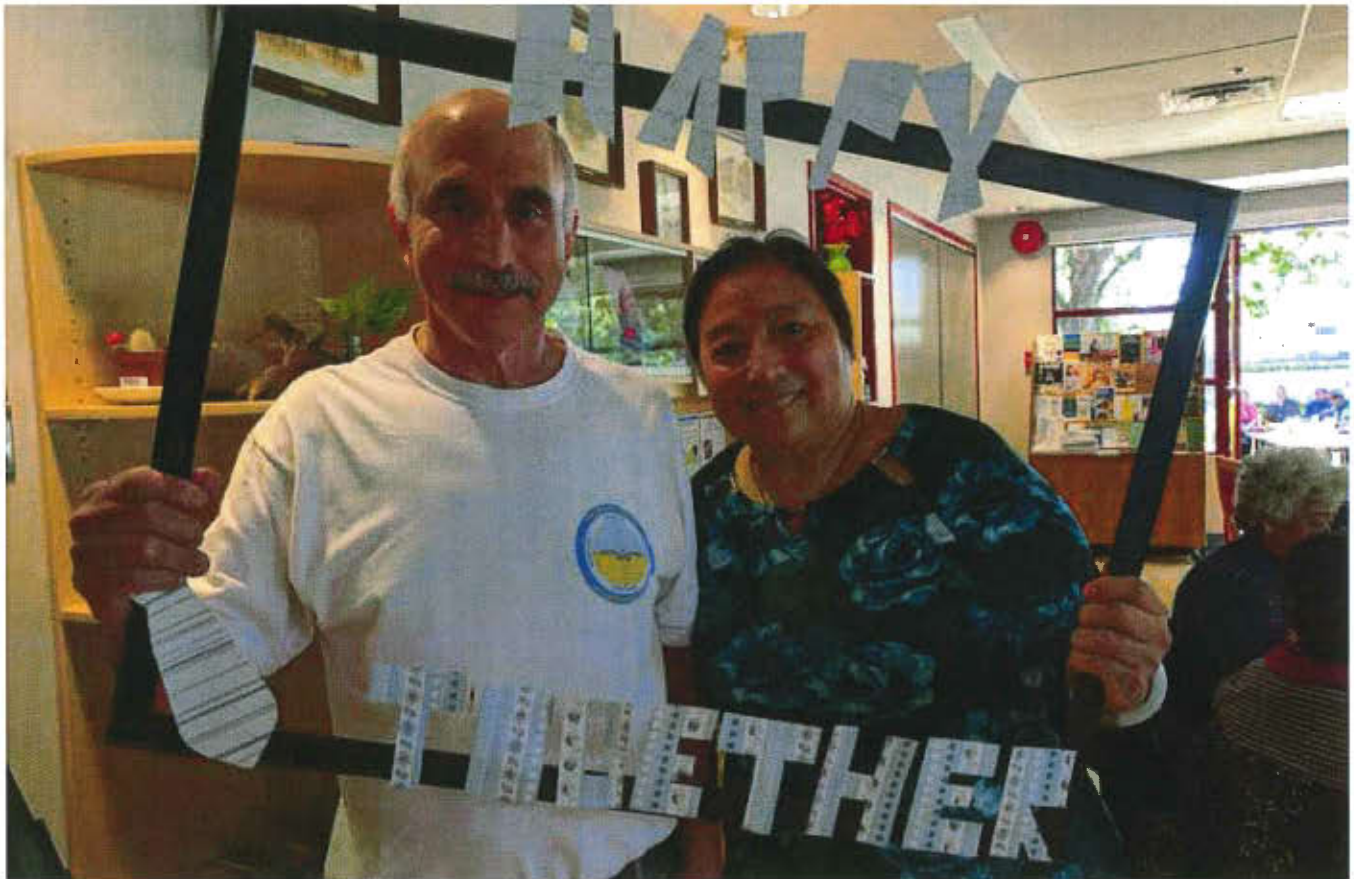
Senior Services presented to a number of community organizations in 2016 including:

- *Recreation & Leisure Programming Opportunities in the City of Richmond* at the Richmond Public Library.
- *Health and Wellness Programs and Services* to Division of Family Practice Physicians in Richmond.
- *Taking Care of your Mental Health & Wellness*, Richmond Walk and Talk Program (Canadian Diabetes Association) at the Richmond Public Library.

Conclusion

The 2016 Seniors Services Update demonstrates the City's and Community Partner's commitment to ensure services and programs for seniors are responsive, effective and address their unique needs, while taking into account the challenges and trends of an aging population.

With a goal to assist seniors to age healthy and with a better quality of life, the City's Seniors Services will measure the outcomes of this plan on an annual basis highlighting progress made. Collaboration and partnerships with external agencies, institutions, and other groups will also continue to be essential to fulfilling the five directions of this Seniors Services Plan and meeting the needs of a growing diverse population of seniors. By working together, we will continue to move Richmond towards becoming a nurturing, connected community that promotes healthy and active aging.





City of Richmond

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