



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** May 15, 2018

From: Kim Somerville, Manager, Community Social Development **File:** 07-3400-01/2018-Vol 01

Re: **2015-2020 Seniors Service Plan: Active and Healthy Living - 2017 Update**

Staff Recommendation

1. That the staff report titled, "2015-2020 Seniors Service Plan: Active and Healthy Living - 2017 Update" dated May 15, 2018, from the Manager, Community Social Development, be received for information; and
2. That the 2015-2020 Seniors Service Plan: Active and Healthy Living - 2017 Update be distributed to key stakeholders and posted on the City website.

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

Att. 2

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

Staff Report

Origin

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

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

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

This report presents the 2015-2020 Seniors Service Plan: Active and Healthy Living - 2017 Update to Council for information (Attachment 2).

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 Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.

5.2. Strengthened strategic partnerships that help advance City priorities.

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

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

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

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

Analysis

The 2015-2020 Seniors Service Plan: Active and Healthy Living - 2017 Update highlights the progress made towards the five strategic directions and the achievement of outcomes and actions.

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

Highlighted Achievements for 2017

The following are some of the highlighted 2017 achievements:

Direction #1: Communication and Awareness

- A variety of programs and services for seniors were showcased to over 800 participants at Culture Days and Doors Open Richmond;
- Activate Wellness Fair 55+ years featured 40 booths from local organizations and businesses representing programs and services for 55 years as well as 17 free interactive workshops; and
- The use of various forms of technology helped seniors increase their social connections as well as access to information and resources.

Direction #2: Responsive and Relevant Services

- Men's only programming was offered at a number of facilities to meet the needs of this hard to reach population;
- 774 volunteers aged 55+ years volunteered throughout the city including Society/Board and Committee involvement; and
- 1,304 participants aged 55+ years engaged in various citywide Arts Programs including two Artist-in-Residence projects and a Writer-in-Residence workshop.

Direction #3: Respect, Inclusion and Sense of Belonging

- The needs of low income seniors were reflected in a more inclusive Recreation Fee Subsidy Program adopted by City Council;

- The Richmond Public Library and several community centres hosted outreach programs for vulnerable and hard-to-reach seniors; and
- Seniors were celebrated at events including the Canada 150 Pioneer Lunch, Seniors Week, and Over 90's Celebration Tea.

Direction #4: Coordinated Service Delivery

- New staff roles were created and hours were increased for staff working with seniors citywide resulting in expanded and enhanced program and service delivery to reflect the changing seniors population in Richmond;
- Wellness Clinics connected with 5,425 seniors at eight locations through holistic health sessions and free blood pressure checks; and
- Key partnerships with organization such as Family Services of Greater Vancouver, Simon Fraser University, Community Arts Council, and UBC School of Pharmacy, helped to deliver programming to participants 55+ years.

Direction #5: Targeted Training and Professional Development

- City staff delivered presentations about programs and services available for seniors in Richmond to Recreation Studies students at Langara University, and volunteers and staff from Richmond Cares, Richmond Gives;
- Staff took part in training and professional development opportunities to keep informed on the latest information including the Seniors Advocate 2017 Residential Care Survey Results and the Annual SFU John K. Friesen Gerontology Conference; and
- Staff had opportunities to showcase City programs and services for seniors in Richmond including presenting on a panel discussion at the 2017 Provincial Summit on Aging hosted in part by the United Way of Lower Mainland.

The 2017 highlights above show the progress towards the achievement of actions outlined in the 2015-2020 Seniors Service Plan: Active and Healthy Living. The five strategic directions in the Seniors Service Plan continue to provide a framework that guides the planning and development of programs and services that address the needs of an important and growing population of those aged 55+ years in Richmond.

Additional details on the highlights noted above are available in Attachment 2. A summary of the progress made on all of the Seniors Service Plan actions is available in Attachment 1.

Financial Impact

None.

Conclusion

The City and its Community Partners continue to achieve success in meeting the needs of a diverse and increasing seniors population in Richmond. In 2017, this was achieved through collaborative partnerships and continued investment in the provision of innovative and responsive programs and services.

May 15, 2018

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The 2015-2020 Seniors Service Plan: Active and Healthy Living - 2017 Update demonstrates the City's commitment to its seniors population and towards furthering the vision for the City to be a nurturing, connected community that promotes healthy and active aging.

A handwritten signature in black ink that reads "Debbie Hertha". The signature is written in a cursive, flowing style.

Debbie Hertha
Seniors Coordinator, Community Social Development
(604-276-4175)

Att. 1: 2015-2020 Seniors Service Plan: Active and Healthy Living - Status of Actions
Att. 2: 2015-2020 Seniors Service Plan: Active and Healthy Living - 2017 Update

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

The following information depicts the progress of the individual actions identified in the 2015-2020 Seniors Service Plan: Active and Healthy Living to December 31, 2017.

Legend:

Timeline

- *Ongoing*
- *Short Term* refers to 0–3 years.
- *Medium Term* refers to 4–6 years.
- *Long Term* refers to 7–10 years.

Status

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

Direction #1 – Communication and Awareness		
Action	Timeline	Status
1.1 Develop and implement a promotion and communication plan.	Short Term	In Progress
1.2 Translate appropriate City materials.	Short Term	In Progress
1.3 Develop and implement a benefits-based engagement campaign.	Medium Term	Work Not Begun
Direction #2 – Responsive and Relevant Services		
2.1 Increase the proportion of arts, culture, and heritage programs.	Medium Term	Significant Progress
2.2 Review and assess the proportion of outreach programming for seniors.	Short Term	In Progress
2.3 Develop and implement a tailored consultation approach to gather feedback from underserved seniors.	Short Term	In Progress
2.4 Expand intergenerational programming.	Short Term	Significant Progress
2.5 Form a committee to establish a <i>functional segmentation</i> approach in service delivery.	Medium Term	Work Not Begun
2.6 Create a welcoming environment for seniors at family and community events.	Medium Term	In Progress
2.7 Continue to implement and expand civic engagement opportunities to orient seniors to City operations.	Medium Term	In Progress
2.8 Expand the scope and range of volunteer opportunities creating more long-term volunteer options.	Medium Term	Significant Progress
Direction #3 – Respect, Inclusion, and Sense of Belonging		
3.1 Maintain and improve a program planning and service delivery process with a lens on diversity.	Medium Term	In Progress

Action	Timeline	Status
3.2 Continue to partner with programs (e.g., Community Action Ambassadors) to serve as a bridge between seniors and information, resources, services and programs.	Ongoing	Significant Progress
3.3 Explore and respond to opportunities to increase dedicated space available for seniors to socialize and gather in City buildings.	Ongoing	In Progress
3.4 Work with Community Associations to expand outreach to vulnerable populations.	Short Term	Significant Progress
3.5 Incorporate the needs of low-income seniors in subsidy and pricing to enhance access to programs.	Short Term	Significant Progress
3.6 Create consistency in terminology to address seniors across the City.	Short Term	In Progress
3.7 Incorporate images that are representative of the diversity of seniors and portray a positive image of aging in all promotional and communication materials.	Medium Term	Significant Progress
3.8 Launch an educational campaign to combat stereotypes and ageist attitudes.	Medium Term	Significant Progress
Direction #4 – Coordinated Service Delivery		
4.1 Develop a Communication Plan for the dissemination and adoption of the Seniors Service Plan Citywide.	Short Term	Significant Progress
4.2 Work with healthcare Community Partners on the development of a <i>scope of practice</i> for seniors service providers in the City.	Long Term	Work Not Begun
4.3 Develop a network among key stakeholders, community partners, and the City that focuses and advances a systems view of service delivery.	Medium Term	Work Not Begun
4.4 Make pertinent research data and information available to Community Partners upon request.	Short Term	In Progress
Direction #5 – Targeted Training and Professional Development		
5.1 Develop a scope of practice for the Senior Services Team staff.	Medium Term	In Progress
5.2 Offer information sessions to community partners on the service needs of seniors.	Medium Term	In Progress
5.3 Implement professional development training to staff, volunteers, and partners on the needs of seniors.	Ongoing	In Progress
5.4 Provide educational opportunities to staff, volunteers, and partners to dispel myths and stereotypes of seniors and aging.	Short Term then Ongoing	In Progress

City of Richmond

2015–2020 Seniors Service Plan: Active and Healthy Living

2017 Update

Community Services Division



Introduction

The 2015-2020 Seniors Service Plan was developed building on the achievements of the previous Seniors Service Plan, collecting best-practice information, exploring related research, and conducting extensive community consultations with seniors, key stakeholders and community partners. The plan addresses the service needs of an important and growing demographic of those 55+ years through five strategic directions with associated items for action. This 2017 Seniors Service Plan Update shows the progress towards the achievement of outcomes and actions outlined in the 2015-2020 Seniors Service Plan.

It is vital for the City to plan its approach to services for seniors as the 55+ years population represents a significant and growing segment of the population. In Richmond, seniors 65+ years (17%) outnumber children aged 14 years and younger (14%). Seniors represent 32% of the total population in Richmond with 63,630 people aged 55+ years. By 2036, 40% of the total population (274,709) is projected to be 55+ years (110,020). Health wise life expectancy in Richmond continues to be the highest in Canada at 85.7 years vs. the national average of 81.1 years. Currently, only 4% of seniors living in BC live in Residential Care or 28,000.

An aging population has many impacts on the delivery of City programs and services. City facilities noted a marked increase in growth of participants attending 55+ years programs and services in 2017. As a result, programs and services moved to larger spaces within City facilities to accommodate the increases and ways to deliver more specialized services to keep seniors healthy were created.

Richmond seniors remain active and engaged in their communities by volunteering and keeping active through participation in programs, activities and events. While most seniors remain healthy and active, some still face barriers to participation including those living with multiple chronic conditions and mental health issues.

The preference of seniors to remain at home in their community also increases the need for more support to stay healthy and well. Partnerships between many Richmond organizations help to create a variety of outreach programs and support services offered at City facilities and offer seniors in need of more support the opportunity to continue accessing programming.

In response to an increasingly aging population, the City and Associations/Societies have been working on a number of activities and initiatives. A new building, the Minoru Centre for Active Living, will soon replace the only stand-alone Seniors Centre in Richmond, Minoru Place Activity Centre, and will open in 2018. New staff positions were also created in preparation for the new building and to support policy and planning including implementation of City plans that focus on seniors. As well, Community Centre Associations increased the number of hours for their staff working with seniors.

Partnerships and collaboration between the City of Richmond and its Community Partners are critical to deliver innovative and responsive programs that meet the needs of a diverse and increasing population of seniors. These connections will help to support the vision of the 2015-2020 Seniors Service Plan for the City of Richmond to be a nurturing, connected community that promotes healthy and active aging.

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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.

Culture Days

Minoru Place Activity Centre (MPAC) showcased several activities and offered the public a chance to learn about what is offered at the Centre. Over 400 people attended various activities over three days showcasing the diversity of Minoru programs. Participants were able to explore activities such as Chinese Calligraphy, Woodcarving and Drama. New in 2017, “Memories of Place” exhibit displayed photos and accompanying personal recollection of the importance of place and highlighted the significance of belonging. In recognition of National Seniors Day, the exhibit featured video recollections from Richmond pioneers collected at the City’s Canada 150 Pioneer Luncheon.

OUTCOME: 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.



Doors Open Richmond

The Steveston Japanese Canadian Cultural Centre celebrated its 25th anniversary in 2017 and was again a registered Doors Open site visited by 400 people. Seniors took the lead in organizing and presenting interactive cultural activities enjoyed by visitors of various backgrounds and age groups.

Information & Referral

There continued to be a demand for on-going information and referral services from both regular and new users 55+ years of Minoru Place Activity Centre and other City facilities. Inquiries included general advice on issues relating to seniors, information and referral to 55+ years programs and services within the City and community organizations in Richmond, support for crisis management issues, and assistance for those dealing with care of aging parents and family members. Seniors Services acted as a resource for staff, volunteers, community groups and the general public and delivered several presentations to community organizations on programs and services available to those 55+ years in the City.

Print Materials and Electronic Distribution Lists

Information in printed form continues to be the most favourable way participants 55+ years learn about programs, services, activities and events available at City facilities. Highlights for 2017 include:

- Community service information and educational brochures were available to the public and located by the 55+ years activity notice board at many community centres
- 55+ years information was available at the monthly citywide Wellness Clinics
- 55+ years Program seasonal newsletters were available in print at most community centres and circulated electronically to a distribution list including various services providers in the community

- West Richmond program posters, newsletters and handbills were available at the facility and circulated electronically and available at various outreach opportunities including Summer West Fest and Activate.
- Annual Positive Aging Campaign posters were displayed at community centres to raise awareness of the contributions of seniors to the wider community.



ACTION: Translate appropriate City materials.

Reaching Diverse Populations through Translated Materials

Programs, services and print materials were offered at a variety of community centres in other languages to reach populations of seniors who may not have been able to participate in the past:

- City Centre Community Centre translated key marketing materials to meet the needs of the community, especially populations that are underserved. Languages that some marketing materials were translated to were Traditional Chinese, Ukrainian, and Russian;
- City Centre Community Centre piloted the use of iPads as translation devices to enhance customer service;
- A program dedicated to teach seniors how to use their mobile devices called 'Electronic Tips and Tricks' was offered at South Arm Community Centre. It was offered in Mandarin and continues to be in demand with registration at capacity;
- Fitness programs in other languages: Osteofit in Cantonese at City Centre Community Centre, Sit and Be Fit in Mandarin and Cantonese at Minoru Place Activity Centre and Yoga in Japanese at Steveston Community Centre.
- At West Richmond Community Centre, translated print materials were provided for a variety of topics including: Falls Prevention; Seniors Week activities, Richmond Cares, Richmond Gives Better At Home services as well as information about services provided by organizations such as Richmond Addictions Services Society and Alzheimer Society of BC.

Minoru Centre for Active Living

The Minoru Centre for Active Living (MCAL) is scheduled to open in 2018. The new, innovative 110,000 sq. ft. multipurpose complex will feature

both aquatic and seniors services as well as fitness services and amenities to support Minoru Park's outdoor sports facilities. The building will replace and expand the functions of the existing Minoru Aquatic Centre, Minoru Place Activity Centre and the Minoru Pavilion which was demolished several years ago. The City has kept the community informed and aware of the progress of Minoru Centre for Active Living project through:

- Information sessions about the new building offered at Minoru Place Activity Centre. The aim of the sessions were to keep inform Minoru Seniors Society Board, the general public, existing members and volunteers well informed about the new facility and the accompanying transitions. A total of 88 people attended the sessions.
- Print materials including brochures, open house display boards, large poster boards in MPAC and Aquatic Centre.
- A dedicated webpage (yourminoru.ca) to provide the public with detailed pictures, maps and timelines, public art information, FAQ's and updated news and events.

English Language Exchange Lessons

City Centre Community Centre offered a series of sessions in 2017 to help newcomer seniors to use English phrases and engage in interactive conversations in themed visits to shopping malls, grocery stores, the City Centre fitness centre and other informal group environments. Participants gained confidence to inquire and register for programs on their own without a translator at the front desk.

ACTION: Develop and implement a promotion and communication plan.

Community Services Marketing Plan

The development of a Community Services Marketing Plan (2017-2019) was completed. The updated plan ensures that seniors are a key audience and a segment within the Richmond population that are of particular focus for the City. Building awareness and understanding of key events for seniors were identified to promote participation and usage among City staff, community partners and the general public. Key events and activities for seniors as identified in the Plan include: Summer Garden Party, Seniors Week, Wellness Clinics, Activate Wellness Fair for 55+ years and the Annual Positive Aging Campaign.

Technology Use to Increase Awareness

- Promotion of the City's online registration system increased as 55+ years online activity (registrations and cancellations) increased from 5.1% in 2016 to 13.2% in 2017.
 - *Smartphone and Tablet: Learn from Youth* information sessions were available monthly at Hamilton Community Centre and featured youth teaching seniors the basic operations of a tablet or smartphone. City Centre Community Centre continued to host a weekly Technology Help program whereby youth taught seniors one-on-one on how to use their devices such as cameras, tablets and phones.
 - At Steveston Community Centre, introductory classes on iPads, Android Tablets and Smartphones were offered to help seniors use their personal devices for social connection and to access information and resources. A self-managed Japanese Tablet Group has grown out of some of the classes wherein seniors meet and help each other practice using their device.
- Volunteers worked with seniors at Minoru Place Activity Centre to navigate the digital world with weekly appointments available to help educate and support clients with their technology device questions. In 2017 there were 128 appointments with six volunteers.



Move for Health Week 2017



move for HEALTH WEEK
May 29 – June 3, 2017

Celebrate Move for Health Week in Richmond with these fun, active and educational sessions that promote the benefits of healthy active living for people of all ages.

Details can be found at:
www.richmond.ca/moveforhealth

Richmond

The graphic features a collage of six photographs showing diverse groups of people of various ages participating in active and educational sessions. The text is in a mix of green and blue fonts, with the Richmond logo at the bottom.

Richmond residents had the opportunity to celebrate healthy active living with more than 55 free or low cost fun, active and educational sessions promoting the benefits of healthy, active living for people of all ages. Seniors 55+ years had many activities to choose from including 15 specific activities for the 55+ years age group and others open to all ages. Promotional materials for Move for Health Week encouraged participation of all ages and fitness levels.

OUTCOME: Promotional materials for family focussed events encourage participation of seniors.

Activate Wellness Fair 55+ years: *Sharing Stories to Improve Health*

The Activate Wellness Fair hosted over 400 participants aged 55+ years in 2017 as part of last year's Canada 150 community events. The goal of the fair was to connect participants with their community and with vital information to keep them healthy, safe and independent in their homes. The fair featured over 40 booths from local community organizations and businesses representing programs and services for seniors 55+ years as well as 17 free, dynamic and interactive workshops including speakers, fine arts, drama, music, digital storytelling and memoir writing. A variety of health and wellness services such

as blood glucose and blood pressure checks were sponsored by local businesses. Activate was delivered in partnership between the City of Richmond, Richmond Cultural Centre, Richmond Public Library and Minoru Seniors Society (MSS).

OUTCOME: Improved knowledge of health and wellness benefits.

Annual Arthritis Public Health Forum

West Richmond Community Centre, in partnership with the Arthritis Society and Osteoarthritis Service Integration System (OASIS) and Vancouver Coastal Health, hosted their annual Arthritis Public Health Forum, *Managing Arthritis with Healthcare Providers*, with 85 seniors in attendance. This annual forum has been offered since 2012 and helps participants to learn ways to better manage some of the symptoms and pain of osteoarthritis with tips, tools and information on physical activities presented by a physiotherapist and occupational therapist.

Chronic Disease Management Workshops

A wide range of health and wellness workshops were offered to seniors 55+ years in partnership between the City, Vancouver Coastal Health and Community Associations across Richmond. Workshops were offered in other languages based on the needs of the community. All workshops were offered free of charge and helped to inform participants on a range of topics demonstrating the health and wellness benefits of incorporating healthy habits and prevention into their lifestyle. These habits included daily movement/fitness based on the level of physical ability, nutrition tips, cognitive/mental activities

and relaxation. Many community centres offered workshops on the day of their wellness clinic allowing seniors to take advantage of multiple community services at the same location.

Workshops also connected participants to Seniors Coordinators and other staff at City facilities as well as staff, volunteers and health professionals from community organizations working with seniors. Examples of workshops delivered in 2017 included:

- Kidney Disease
- Healthy Aging Series: Activity; Aging 101; Healthy Eating; Managing Medications; Managing Stress; Mental Wellness

- Advance Care Planning
- Self-Management for Health
- Mental Health Series
- Brain Health Series
- Chronic Pain Self-Management Program
- Diabetes Self-Management Workshop
- Healthy Heart Series
- Osteoarthritis Series
- Brain Health & Dementia
- Benefits of Meditation
- Health and Pet Companionship



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.

OUTCOME: 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.

Men's Only Programming

- Men's only programming was offered after recognizing men 55+ years underutilized wellness clinic services and other social programs at community centres in previous years. Men's only programming fostered a safe environment to meet, socialize, and discuss important men's health topics.
- A series of *Just for Men* events were offered in partnership between the City of Richmond, West Richmond Community Centre, Steveston and Minoru Place Activity Centre (MPAC) in 2017.
- A new pilot program "*Hanging with the Guys*" was launched by MPAC aimed at providing opportunities for men to socialize, build relationships and explore topics for discussion. This program offered monthly at MPAC is now a self-facilitating group and is looking to expand to twice monthly.



Intergenerational Programming – Elementary School Partnerships

- A successful pilot program at South Arm Community Centre called "Grandpals" was an opportunity for students from a local elementary school to socialize with seniors during their coffee time. Students brought questions and engaged seniors in conversation, facilitated a sing-a-long, and played their musical instruments.
- South Arm Community Centre also hosted a program called "*Book Buddies*" where seniors got a chance to engage with preschool students reading books, dancing, and socializing each week.
- At Steveston Community Centre, 50 students from Gilmore School experienced a Ukulele Circle singing with seniors as a way of preparing for future classes in their school.
- City Centre Community Centre hosted a variety of activities on a weekly basis in February with children and seniors including Intergenerational Line Dancing, Ukulele, and African Drumming Classes. A total of 30 children from Cook, General Currie, and Brighthouse Elementary Schools and 20 seniors engaged in the activities together.
- Richmond Public Library created a new Active Mind Sets collection to encourage memory retention and cognitive enhancement through interactive games for participants aged 8 to 98 years.

OUTCOME: Intergenerational understanding among program participants and the community is enhanced.

Intergenerational Programming – Walk Richmond

ACTION: Expand Intergenerational Programming.

- In 2017 Walk Richmond hosted 37 walks with 1,550 individual visits for people of all ages and fitness levels with a goal of building a legacy of healthy lifestyles in Richmond by engaging people in lifelong walking. It is estimated that 85% of the Walk Richmond participants are over the age of 55 years.
- This program is unique in that many barriers have been removed to ensure accessibility by all ages, seniors with low incomes, differing mobility levels, other languages and cultures.
- The program partnered with community stakeholder groups including Richmond Division

of Family Practice, Richmond Public Library and Chronic Disease Nurses from Vancouver Coastal Health to decrease the barriers to vulnerable populations participating in physical activity opportunities.

- In partnership with the Chronic Disease Nurses Network, Walk Richmond presented regularly as part of the Heart Health educational workshop series at Steveston Community Centre and Minoru Place Activity Centre.
- The Frequent Walker Rewards Program continued to promote recreation opportunities offered at City facilities through draws for passes to swimming, skating, pitch and putt and community centres. This program also generated many opportunities for seniors to volunteer.



ACTION: Create a welcoming environment for seniors at family and community events.

Intergenerational Events

The following events welcomed participants aged 55+ years and those younger through targeted promotional materials and intentional programming to accommodate the needs of both groups while providing meaningful experiences.

Family Day

City Centre Community Centre hosted a 55+ years and Youth Cooking and Social Lounge on Family Day in 2017. A total of 15 youth and 70 seniors sang karaoke songs together and played a variety of board games. Youth and seniors also cooked a meal together and served it during Family Day.

Summer Plaza Series

Free community concerts sponsored by the Minoru Seniors Society and held at Minoru Place Activity Centre, encouraged people of all ages to come to the Minoru Plaza to enjoy a variety of musical performances that might not otherwise be available to them. Highlights included Classical Strings, a Venezuelan Folk band, the Richmond Community Band and a Ukulele Jam with seniors performing their favourite songs.



Steveston Salmon Festival

The Steveston Salmon Festival is an integral part of the rich heritage in Steveston drawing hundreds of volunteers, sponsors, and participants to the community every Canada Day. The Steveston Seniors Drumming Circle opened the musical program on the main stage of the 2017 Steveston Salmon Festival which was a key event in the Canada 150 celebrations in Richmond. Seniors also actively organized and presented the long-running Japanese Cultural Show and various popular food booths.

Other Events:

Other events included:

- An intergenerational Sock Hop event was hosted at Thompson Community Centre during Seniors Week with two preschool classes and approximately 20 seniors participating.
- Seniors and youth worked together to operate the Food Concession Stand at the Annual Steveston Community Centre Craft Fair.
- Japanese Language School students and Japanese seniors jointly celebrated significant cultural or community events including Christmas, Halloween and the Japanese Canadian Cultural Centre's 25th Anniversary Celebration, and often exchange treats or presents prepared for one another.

OUTCOME: Programs and services reflect the diversity of the seniors demographic group (e.g. function, age, ethnicity, etc.).

55+ years Programming

A wide range of programming was offered to meet the needs of a diverse and changing population of seniors in Richmond. In 2017, 14,432 seniors participated in 55+ years registered programs and visited community centres 185,956 times through fitness, sport and games room passes. With an additional 275,495 swimming pool pass visits for 55+ years at Watermania and Minoru Aquatic Centre.

Increases in 55 + Years Programming at Thompson Community Centre:

- 57% increase in programming with 93 programs and courses offered in 2017 compared to 59 in 2016.
- 26% increase in registrations in 55+ years programs and out trips with 1,055 in 2017 and 834 in 2016.
- 63% increase in facility pass drop-ins with 7,955 in 2017 compared to 4,866 in 2016.

55+ Years Facility Pass/Group Fitness and Swim Programs City-wide Highlights

- Facility Passes sold: 3,373
- Facility Passes scanned (visits to community centres): 82,719
- Sport visit passes scanned (basketball, badminton drop-in, etc.): 6,025
- Fitness Passes scanned: 162,298
- Swim Passes scanned: 275,495



Specialized Fitness Programs

The City offered many adapted and specialized fitness programs at community facilities to provide fitness opportunities for a range of abilities. Orientation and drop-in style services for 55+ years were also offered at many centres to assist seniors in determining what fitness programs were most suitable for their level of physical ability. In 2017 community centres offered the following specialized fitness programs:

- PWR! Moves™–Parkinson Fitness
- Sit and Be Fit in both English and Cantonese
- Osteofit in both English and Cantonese
- Steadyfeet™
- Balance and Falls Prevention
- Nordic Pole Walking/Outdoor Fitness Circuit
- Nordic Poling for Chronic Conditions (NEW)
- Qigong for Health
- Introduction to Pickleball

Out Trips

In 2017, 140 trips were offered by community facilities to seniors. Out trips continue to be a very popular activity for 55+ years with some trips operating at 96% capacity. Transportation provided for out trips was made possible through the use of vehicles from the City's Community Leisure Transportation (CLT) program. In 2017 there were a total of 444 out trips for 55+ years that used buses operated by Community Leisure Transportation compared to 426 trips made in 2016. This figure includes trips booked by Community Partners. Programs offered out of Minoru Place Activity Centre saw a 25% increase in registrations for out trips in 2017 with a total of 803 seniors participating.

ACTION: Increase the proportion of arts, culture and heritage programs.

Arts, Culture and Heritage Programs

Minoru Seniors Legacy Stories Public Art Project

Artist-in-Residence, Catrina Megumi Longmuir was selected to lead a year-long community art project in 2017, the Minoru Seniors Legacy Stories Public Art Project—*Looking Back, Looking Forward*. A series of artist-led workshops were 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 (MCAL) in 2018. The Artist, together with seniors at the Minoru Place Activity Centre, created a legacy for the Centre by gathering stories, creating collages, art and digital media/film pieces through workshops and one to one sessions. This public art project will be unveiled as part of the opening of the new MCAL in 2018.

Japanese-Canadian Community Programs

Japanese-Canadian seniors, most of who are in their 80s and 90s, continue to practice and celebrate their cultural traditions through various community-led programs and groups at Steveston Community Centre including Nikkei Seniors lunches, Japanese

Crafts Group (e.g. Origami), Shigin (Japanese poetry chanting) and Akebono (Karaoke). Nikkei Stories, the documentary launched in 2016 commemorating the history of the Japanese-Canadian community of Steveston, continued to be shown and discussed in 2017 at various community events including Activate Wellness Fair 55+ years and Doors Open, as well as shown to several groups visiting Steveston.

- Citywide, 1304 participants aged 55+ years attended 123 Arts Programs (music, visual, dance, performance) in 2017.
- Minoru Place Activity Centre saw a 20% growth in 2017 in participants registered in Arts Programs.

Writer-in-Residence Workshop

A three-part workshop, *Write Yourself into a Fictional Character in a Story*, with 2017 Writer-in-Residence, Nilofar Shidmehr, was offered to 55+ years participants who were given a chance to dramatize their lives and give them a narrative shape. Stories were read on camera at the Richmond Media Lab, and the collection was published into a printed chapbook. Short videos were screened as part of the Writer-in-Residence Final Celebration in November 2017.



Artist-in-Residence Project

A year-long public art project at Thompson Community Centre connected seniors with Artist-in-Residence, Pierre Leichner, for six sessions in which seniors participated in creating works of art as part of the “SpArt” project—*Bringing People Together through Sport and Art*. The artifacts created are displayed throughout the centre.

OUTCOME: A wide range of volunteer opportunities are provided to support seniors to be active, productive members of the community.

- 774 volunteers aged 55+ years volunteered throughout the City in 2017.
- 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.

Volunteers at Minoru Place Activity Centre

The Minoru Seniors Society is a non-profit organization serving seniors in Richmond that provides services and programs in partnership with the City at Minoru Place Activity Centre. Volunteers played an essential role in the Society’s continued success in 2017. In 2016/2017, 298 volunteers contributed 23,967 hours to the society.

Richmond 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. 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. In 2017, there were a total of 15 community members on the Committee who attended ten monthly meetings throughout the year.

Some noteworthy examples of key activities of the Committee in 2017 included:

- Monitored transportation issues including working with Translink and the City to advocate for adequate bus shelters, benches at transit stops, new crossing lights and improvements to pedestrian crossings as well as involvement in discussions on improvements to HandyDART;
- Attended at workshops and/or conferences including SFU’s Annual Gerontology Conference and the Seniors Advocate Residential Care Facilities Update; and
- Involved with several groups in addition to participation at regular monthly meetings:
 - External committees: Council of Advisers for the BC Seniors Advocate, Council of Senior Citizen’s Organizations of BC (COSCO) and VCH Falls Prevention Network;
 - Sub-committee: Promotions and Transportation Sub Committee; and
 - Other Council appointed Advisory Committees including Richmond Intercultural Advisory Committee and Richmond Community Services Advisory Committee.

Greenhouse Social

In partnership with the Sharing Farm Society, the Greenhouse Social program at Terra Nova Rural Park offered a free outdoor volunteer opportunity for seniors 55 + years. The Sharing Farm grows organic vegetables for the Food Bank and neighbors in need through this program. In the summer of 2017, 33 seniors from Minoru Place Activity Centre participated in this social program and connected with meaningful volunteer opportunities. The program included transportation from MPAC to the Terra Nova Sharing Farm, with lunch and plenty of social opportunities provided.









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.

Recreation Fee Subsidy

A revised, more inclusive Recreation Fee Subsidy Program (RFSP) was adopted by City Council in 2017. A revised RFSP and pricing change will be implemented in 2018. The updated program will expand eligibility to include low income Richmond residents of all ages and will enable clients a greater choice in recreation opportunities.

ACTION: Incorporate the needs of low-income seniors in subsidy and pricing to enhance access to programs.

Community Leisure Transportation

The City's Community Leisure Transportation (CLT) program provides transportation to community programs, services and special events with a fleet of buses offering affordable transportation options for community organizations. In 2017, the CLT program had 785 bookings that transported 13,561 passengers and travelled a total of 45,062 kilometers. The CLT service continued to offer a weekly shopping bus departing from residential buildings in Richmond with a large number of senior residents. The bus provides weekly service to a number of shopping centres and malls for a nominal fee. In 2017 the shopping bus served a total of 1,169 seniors.

OUTCOME: Improved access and reduction of barriers for frail and isolated seniors.

Accessibility and Inclusion

- 55+ years Facility Tours and Program Orientations at City Centre Community Centre were offered monthly and in different languages upon request. These services were aimed at informing participants

and newcomers of the Centre's amenities, 55+ years programs and services, and how to register for programs.

- A new program, Conversational Mandarin for English speakers, was offered at Thompson Community Centre with the goal of connecting seniors speaking different languages.
- A new English Language program at City Centre Community Centre was launched to encourage seniors to learn basic English essential to support their basic needs. The program taught seniors to use phrases and learn interactive conversations through themed visits to the shopping mall, grocery store, fitness centre and other informal group environments.
- City Centre Community Centre hosted a 55+ years Poetry Appreciation Group that strives to bring cultural harmony by sharing poetry and literature from both the Asian and Western worlds.
- South Arm Community Centre offered an English class to support immigrants and those wishing to learn English as well as a square dance class in Mandarin.
- Thompson Community Centre hosted a free *TravelSmart for Seniors* workshop presented by Translink that taught participants how to navigate public transit in English and Mandarin
- West Richmond Community Centre continued their outreach to the LGTBQ community with LGBTQ2S connection activities and a Rainbow Social event.

OUTCOME: Seniors' needs are met by a range of culturally appropriate and relevant programming.

Opportunities to Connect and Socialize

- In 2017, 944 seniors attended Friday Night Live at Minoru Place Activity Centre (MPAC) a social program designed to connect seniors with others in their community. As well, 4,444 MPAC members enjoyed dinner on a Friday night at MPAC in 2017.
- At Thompson Community Centre, breakfast events for 55+ years were popular with three offered in 2017 that attracted approximately 24-40 participants each. Other events at Thompson included a Chinese New Year event with over 50 drop-in participants, a Luk Tung Christmas Party and Thanksgiving (catered) dinner which was sold out with 35 participants.
- City Centre Community Centre hosted their annual *Winter En Blanc Holiday Party* for 55+ years that celebrated the holidays with participants all dressed in white. The event included a delicious and hearty meal, followed by group singing, table tennis, group line dancing, a themed photo booth and a prize draw.

ACTION: Work with Community Associations to expand outreach to vulnerable populations.

Outreach Programming to Vulnerable and Hard to Reach Populations

Richmond Public Library

- **Home Services:** The Richmond Public Library conducted a review of their Home Services to improve operations and investigate possible expansion of service. The review included a phone survey of clients to determine service satisfaction, and to provide an opportunity for homebound seniors to give their feedback and feel their experience is valued. Home services provide home delivery of library materials to any person in

Richmond, regardless of age, who are unable to visit the library and confined to a private residence, other residential facility or hospital because of a physical or visual disability, injury or illness lasting more than three months, disabled, elderly and homebound clients.

- **Digital Learning Sessions:** Two digital learning programs, *Wise Webbies Workshops* and *Tech Buddies Clinics* were delivered by volunteers of all ages from the Richmond Public Library to seniors in independent living and residential facilities in Richmond (Minoru Residence, Gilmore Gardens and Kiwanis Towers). The *Wise Webbie* program was a four-week technology workshop offered to seniors to introduce them to hands-on ways of using a tablet. Tablet devices were provided with grant funding from the Richmond Community Foundation. This program highlights community partnerships, inter-generational learning and connecting seniors to new technology.

Wellness Connections

2017 marked the 10th year of Wellness Connections, the award winning outreach program hosted at Minoru Place Activity Centre that reaches frail and vulnerable and isolated seniors, filling the gap between independent community centre programming and formal health care services. The program is offered in both English and Chinese and provided participants with transportation to and from their home, a hot lunch, a gentle fitness program, programming such as tours, cooking classes and try it fitness demos, as well as access to on-going recreation and leisure counselling. Participants were referred to the program by Vancouver Coastal Health and other Community Partners serving seniors.

ACTION: Maintain and improve a program planning and service delivery process with a lens on diversity.

Iki Iki Social

The Iki Iki Social program, hosted at Steveston Community Centre, offered participants with mild to moderate dementia an opportunity to socialize and enjoy an easy-paced and culturally-familiar day of activities including lunch in a safe and engaging environment. The program was conducted in Japanese and English and also provided a brief but welcome respite for caregivers. Now in its third year, the program benefits from a dedicated team of volunteers and the continued support of participants' families.

Minds in Motion

The Minds in Motion program, coordinated by the Alzheimer Society of British Columbia, was offered at South Arm Community Centre and East Richmond Community Hall (Cambie) with full registration at each season. This fitness and social program catered to individuals experiencing the early symptoms of Alzheimer's disease or dementia. The program offers participants a light exercise program, followed by refreshments and socialization. Family and caregivers are welcomed to attend at no charge.



Music Works

Music Works was offered at West Richmond Community Centre targeting isolated, frail and at-risk seniors in the community. In 2017 a program was offered with 14 participants and a team of 15 Senior Volunteer Mentors, Program and Bus Hosts. A new program was offered called *Music Works for Health—Drumming*, a six-week program that included lunch and a drumming circle with 11 participants, seven Senior Mentors and two volunteer hosts.

OUTCOME: Diverse Seniors have a conduit to share their knowledge and skills within the community.

Volunteers and Outreach

Meaningful volunteer opportunities for seniors were provided through the Music Works program that brought younger, active seniors together with isolated and vulnerable seniors. Ukulele volunteers (Lulu Island Strummers) participated in outreach programs leading sing-alongs and/or teaching sessions at Gilmore Gardens, Friday Night Live, Activate, Steveston Farmers Market, and Steveston Community Centre. Outreach to Gilmore Gardens resulted in the development of a weekly Ukulele Jam at the residence.

Events & Activities that Recognize and Celebrate Seniors

OUTCOME: An informed community that respects the contributions and needs of seniors.

Pioneer Lunch – Canada 150 Event

The Pioneer Luncheon was a special celebration to recognize the contributions of Richmond's long-time residents who helped shape the community. Individuals, who lived in Richmond for 50 years or longer, were invited to the luncheon which took place under tents on Richmond City Hall's north plaza.

Approximately 720 guests, some who had lived in Richmond for more than 90 years, enjoyed a catered lunch, live entertainment and words from the Mayor and Richmond pioneers.



Over 90s Celebration Tea

A celebration was hosted by the Minoru Seniors Society for 100 members aged 90 years and older. The annual celebration was added to the Seniors Week festivities. In 2016/2017, there were 111 Minoru Place Activity Centre members over the age of 90 years.

Seniors Week

Celebrated annually in June, Seniors Week recognizes and commends the contributions seniors bring to their community. Programs and events are free or low cost and targeted to seniors and their families. To promote Seniors Week activities to a larger audience of seniors, the brochure was translated into Punjabi and Chinese. Seniors Week was expanded from five to seven days of activities to provide weekend and evening activities to better meet the needs of the seniors' population. A total of 915 seniors participated in the 2017 activities—an 11% increase over 2016. The opening ceremony alone had 329 participants compared to 140 in 2016. The majority of programs offered during Seniors Week had a waitlist or were at or near capacity.

Garden Party

The annual Garden Party was presented by the City with support from the Community Associations/ Societies and hosted 125 participants at a Canada 150 themed event—*Canada Coast to Coast*. The annual Garden Party took place outside Minoru Place Activity Centre in the plaza and guests were welcomed with live music. Participants enjoyed light refreshments that were uniquely Canadian and represented the regions of Canada while listening to various forms of entertainment including Canadian themed trivia.

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.

The City and its community partners hosted several celebrations to celebrate National Seniors Day and International Day of Older Persons including two free art exhibits, a breakfast social and a photo campaign.

- The *Memories of Place* exhibit featured video recollections from Richmond pioneers collected at the Canada 150 Pioneer Luncheon and a photography exhibit capturing seniors from Minoru Place Activity Centre celebrating their history and



stories of the Centre. Over 250 visitors attended the exhibit. In addition, a photo and memory capture session was held as part of the exhibit with 22 seniors participating.

- City Centre Community Centre hosted a National Seniors Day Breakfast Social: Participants celebrated the day with a light breakfast, ice breaker games, and a group discussion on ideas for future programs.
- In recognition of National Seniors Day on October 1, 2017, City Centre Community Centre hosted the *Portraits of City Centre* exhibit for the month of October, featuring portraits of seniors and their stories captured in the year during Seniors Week.

ACTION: Launch an educational campaign to combat stereotypes and ageist attitudes.

Diffusing Ageism through Education and Volunteerism

City staff, volunteers and Minoru Seniors Society participated in a project led by Richmond Cares, Richmond Gives that aimed to dispel some of the negativity surrounding aging. This was achieved through workshops delivered by Richmond seniors to university students. Students were educated about volunteer opportunities with seniors with the idea that by volunteering to help seniors, the students would gain real life experience which would further break down negative stereotypes.

Positive Aging Campaign

Each year the City creates a Positive Aging Campaign showcasing positive images of adults aged 55+ years living in Richmond. The 2017 campaign focused on the talents, contributions and participation of seniors while dispelling myths and highlighting the reality of those who continue to be active in the community. The photo campaign was displayed at Minoru Place Activity Centre and other City facilities in Richmond.

ACTION: Incorporate images that are representative of the diversity of seniors and portray a positive image of aging in all promotional and communication materials.



Myth: Seniors are slow and stay at home.

Reality: Lawrence, aged 84, volunteers over 40 hours a week.

International Day of Older Persons & National Seniors Day – October 1, 2017
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.

Seniors Services Citywide and Association/Society Staff

Citywide Roles

There are currently three full-time citywide positions within the Community Services Division working solely with seniors. The position highlights are as follows:

- **Coordinator, Seniors Services** oversees building operations (the future Minoru Centre for Active Living); delivery of 55+ years programs and services, events and wellness programs and liaison to Minoru Seniors Society.
- **Seniors Wellness Coordinator** reports to the Coordinator, Seniors Services and coordinates city-wide outreach and wellness programs, works with other Seniors Coordinators, leisure counselling and information and referral.
- **Seniors Coordinator** is a new position created in 2017 focusing on policy and planning; Seniors Services & Age-Friendly Plans; research and trends, education and training for City staff; community partnerships and liaison to Richmond Seniors Advisory Committee

Associations and Societies

The Seniors Coordinators, working in Community Centres are employed by Community Associations and are responsible for the development, coordination and implementation of comprehensive programs and services that are responsive and relevant to the diverse needs of seniors and based on best practices, emerging trends, direct consultation and program evaluation.

There are Seniors Coordinator positions at eight community centres in Richmond: one staff resides at Minoru Place Activity Centre and four are currently working part-time. Seniors Coordinators from two community centres, Thompson and City Centre, increased their hours to full-time status in 2017 to reflect the changing demographics of seniors and to ensure that the needs of this group are met.

ACTION: Make pertinent research data and information available to Community partners upon request.

Seniors Services Coordinators Meetings

City staff and Seniors Coordinators from Community Associations/Societies meet monthly to share information about program and service delivery to seniors in their neighbourhoods. Participants are able to brainstorm challenges, share successes and research, discuss education and training opportunities and trends on aging. These monthly meetings ensure collaboration among those working with seniors in City and Association roles, act as a supportive peer network and provide opportunities to keep up to date with the latest research and issues affecting the 55+ years population.

Citywide Wellness Clinics

- Wellness clinics in 2017 were supported by partnerships and collaboration between several organizations including the City of Richmond, Richmond Cares, Richmond Gives, Kehila Society of Richmond, BCIT School of Health Sciences (Nursing), and several Richmond Community Centre Associations/Societies. As well, several businesses in Richmond helped to support the delivery of specialized health checks to seniors.
- Wellness clinics were held in eight locations throughout Richmond and made 5,425 connections with seniors including 2,761 holistic health sessions featuring Reflexology, Chair Massage, Shiatsu, Foot and Hand Care and 2,664 blood pressure checks by retired and practising nurses.
- Several community centres reported increased growth in their wellness clinics. Many centres increased the number of practitioners in response to increased demand for holistic health treatments and waitlists. One centre moved to a larger space while several others extended the clinic time to accommodate additional appointments. As well, centres increased the number of staff and volunteers supporting the clinics.
- In a partnership with BCIT School of Health Sciences, student nurses prepared informative displays and engaged seniors in discussions on topics related to health and wellness including liver health, social connections, healthy nutrition and falls prevention. This successful partnership allowed students to connect seniors with resources to keep healthy in the community as well as provided students with a valuable opportunity to gain experience working with seniors on managing health issues.

Other highlights at the clinic locations included the following:

- Enhanced services offered at clinics in addition to regular blood glucose testing included blood cholesterol and flu clinics. These offerings allowed the Community Centres and participants to connect with neighbouring pharmacies and other businesses such as Safeway and Medicine Shoppe.
- At Thompson Community Centre, a Wellness Assistant joined the clinic as part of the City's Human Resources strategy and employed people with disabilities which added consistency and continuity by having the same friendly individual setting up the clinic and welcoming participants.
- Men were reported having increased participation in wellness clinic services and Shiatsu, Reflexology and Hand/Foot Treatments were popular services at most Centres.
- Clinics partnered with Richmond Cares, Richmond Gives utilizing their Community Action Ambassador (CAA) volunteers who acted as resources to inform participants of 55+ years programs and services available in the community.

ACTION: Continue to partner with programs (e.g., Community Action Ambassadors) to serve as a bridge between seniors and information, resources, services and programs.

Partnerships to Deliver Programming, Services & Events

Outreach Programming

Partnerships were critical to the delivery of all of the outreach programs offered at City facilities and included the following organizations:

- Richmond Cares, Richmond Gives
- Minoru Place Activity Centre
- Steveston Ukulele and Drumming Circles

- Vancouver Coastal Health
- Alzheimer Society of BC
- Other organizations and businesses serving seniors in Richmond

Minoru Seniors Society

Operating out of Minoru Place Activity Centre (MPAC), the City works with Minoru Seniors Society to deliver 55+ years programs and services citywide. MPAC highlights from 2017 include the following:

- 2,270 members (2,268 in 2016)
- 21,941 nutritious meals served in their full-service cafeteria (20,256 in 2016)
- 54,990 total centre visits (55,159 in 2016)
- 37,514 participants in group programs (41,759 in 2016)
- 747 out trip participants (634 in 2016)
- 1,256 event participants (1,372 in 2016)
- 8,020 program drop-in participants (8,790 in 2016)

Richmond Public Library

A total of 93 programs were hosted by the Richmond Public Library in English, Mandarin and Cantonese for adults 55+ years across five branches including:

- Workshops for 55+ years on topics such as home care, financial planning, managing medications, retirement, computers, healthy sleep, brain health, grand parenting, dental health, mental wellness, caregiving, managing chronic conditions, languages and estate planning
- Senior Moments Book Club
- Home Services including Audio Books and large print books

Community Arts Council

A partnership was developed between the Community Arts Council and the Minoru Seniors Society that supported three performances by professional string ensembles at various Society events including the Summer Plaza Series. Over 300 people attended the three performances.

Simon Fraser University

In Fall 2017, Simon Fraser University partnered with Minoru Place Activity Centre to deliver digital storytelling workshops to seniors. The goal was to provide an opportunity for seniors to create a legacy by leaving a piece of their life story for family members, friends and others. Stories from the participants reflected on their life journeys and shared important activities and milestones in their lives with others.

Family Services of Greater Vancouver

Community Kitchens Cooking Classes which are hands-on cooking classes for seniors were offered at Steveston Community Centre year-round in 2017. Under the guidance of a facilitator/instructor, seniors learn about and work together to prepare nutritious and affordable meals that they share in a welcoming, engaging and supportive environment.



Vancouver Coastal Health

City staff continued to collaborate with Vancouver Coastal Health with the goal of keeping seniors healthy and informed. In 2017, the following activities took place:

- Participation on committees included Falls Prevention Network Committee and Keeping Seniors Well Network Committee.
- City and VCH staff brainstormed opportunities for future programming for seniors at the new Minoru Centre for Active Living.
- City and Association/Society staff collaborated with Chronic Disease Nurses to deliver Healthy Aging and other relevant workshops in City facilities.

UBC School of Pharmacy

City staff partnered with UBC Pharmacy students to deliver a program at Minoru Place Activity Centre called *Seniors Information Drop-in*. The goal of the program was to train students for one-on-one sessions with seniors to share information and resources on a number of topics including: How to Find a General Practitioner, Heart Health, Diabetes and Mental Health. The students used iPads to look up information and handed out printed materials from community and health organizations.

Richmond Cares, Richmond Gives

The City partnered with Richmond Cares, Richmond Gives to deliver programs and services citywide and to refer seniors to services that support them to stay healthy at home. The following is a summary of program participation for the 2016/2017 year:

- **Volunteer Grocery Shopping:** 2,282 shop by phone orders placed
- **Better at Home Programs:** 1,655 transportation rides, 1,218 friendly visits and 1,366 house cleaning visits
- **Information & Referral Program:** 333 appointments

- **Community Action Ambassadors (CAA's) at Wellness Clinics:** attended 41 clinics in total at four monthly clinics at Thompson, East Richmond (Cambie) and City Centre Community Centres as well as Minoru Place Activity Centre.

Pathways Transitional Employment Program (PTEP)

Minoru Seniors Society completed its first ever Pathways Transitional Employment Program work placement. The Pathways Transitional Employment Program is a highly collaborative program that provides opportunities for paid employment at an employer's place of business and is a joint partnership between the City of Richmond, Pathways Clubhouse and Minoru Seniors Society. Minoru Place Activity Centre Cafeteria is a placement site where Clubhouse members are employed for six to nine months while receiving on the job support when needed from Clubhouse staff.

OUTCOME: Improved Collaboration, information sharing, and transparency among partners to bring a coordinated and collaborative response to service delivery.



Partnerships to Deliver On-Site Health Services in City Facilities

On-site health services were delivered in partnership with community partners, health organizations and local businesses with a goal to reduce barriers to accessing health services for seniors.

Dental Clinics

Partners: Faculty of Dentistry at UBC, the Dental Mission Project, Vancouver Coastal Health, Steveston Community Association, Minoru Seniors Society and the City of Richmond

- Free dental clinics were offered to low income Richmond residents in need of dental and denture services. City Senior Services and Minoru Seniors Society worked with Vancouver Coastal Health to screen and refer eligible seniors to these clinics which were generously supported by the Faculty of Dentistry at UBC and the Dental Mission Project.
- In 2017, Steveston Community Centre hosted its second free dental clinic that provided basic fillings and teeth cleaning for low income seniors and families. Requests for low or no cost dental services are one of the highest requested services by seniors and families visiting City facilities.

Flu Clinics

Partners: Vancouver Coastal Health, Steveston Community Association, Steveston Medicine Shoppe, Cambie Community Association, Shoppers Drug Mart and Minoru Seniors Society

- 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. The clinics were delivered in partnership with Vancouver Coastal Health and local pharmacies in Richmond.
- In 2017, 25 seniors received free flu shots at Steveston Community Centre offered by the Steveston Medicine Shoppe; 30 seniors at Cambie Community Centre (East Richmond Hall) received free flu shots courtesy of Shoppers Drug Mart; and at Minoru Place Activity Centre, 280 free flu shots were administered by Vancouver Coastal Health.

Income Tax Assistance

Partners: Richmond Public Library, Richmond Cares, Richmond Gives (RCRG), Richmond Multicultural Community Services and Minoru Seniors Society

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. In 2017 at Minoru Place Activity Centre, 344 low income seniors received income tax appointments and volunteers contributed 185 hours of their time.

Hearing Clinics

Partners: Richmond Hearing Consultants, Minoru Seniors Society, South Arm Community Association and Cambie Community Association

Throughout the year, many community facilities offered free monthly hearing tests to seniors. Through an innovative partnership between the community centres and Richmond Hearing Consultants, approximately 200 seniors were offered hearing services that they may not have otherwise been able to receive. Many City facilities reported the clinics being very popular, with full registration and a waitlist.

ACTION: Explore and respond to opportunities to increase dedicated space available for seniors to socialize and gather in City buildings.

Integrating Seniors Services

Seniors Activity Time began at Thompson Community Centre in 2017 and is a weekly time slot for seniors to drop into the centre's games room and connect with other seniors. This was also an opportunity to meet and connect with the Seniors Coordinator and participate in casual activities such as painting, colouring, dance trial, music appreciation, small plant gardening, language exchange and other art programs. Attendance varied from 6 to 23 participants per week.

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.

OUTCOME: An informed, knowledgeable staff, volunteer, and community partner team to serve seniors.

In 2017, there were a number of opportunities for City staff, volunteers and community partners to access training and professional development opportunities as well as to raise the profile of Seniors services provided by the City of Richmond.

Guest Speakers at Richmond Seniors Advisory Committee Meetings

- Presentations made to the committee included topics such as Advanced Care Planning, the new Minoru Centre for Active Living update and outreach programming for seniors offered by the City and Community Centre Associations. In addition, guest speakers presented from various City departments and community organizations such as Richmond Addiction Services Society, Richmond Society for Community Living and Vancouver Coastal Health.

Every Voice Counts: Provincial Residential Care Survey Results

- In September 2017, City Staff and Richmond Seniors Advisory Committee members attended the release of results from the Office of the Seniors Advocate's landmark survey of people living in residential care facilities that reflected the input of 22,000 individuals living in 292 care facilities. Recommendations made by the Advocate focused on increased staffing hours, the need for flexibility in care delivery and specialized training needs for care staff.



Raise the Profile Project

The goal of the Raise the Profile project is to advocate for increasing the capacity of community-based seniors services to meet the growing needs of BC's aging population, including the identification of systemic and emerging policy issues.

- **Regional Meeting:** Several City and Association staff attended a meeting that consisted of community level consultations with stakeholders in the community-based seniors services sector. A total of 94 participants attended.

- **Provincial Summit on Aging:**
 - This summit included representatives from around the Province with a goal of raising the profile and increasing the capacity of community based seniors' services.
 - The summit included non-profit leaders and municipal seniors' services providers responsible for delivery of health promotion and prevention programming that supports seniors' independence, resilience and social connectedness.
 - Workshop topics included: affordable housing, nutritional supports, transportation, physical activity and recreation, wellness programs, education and creative arts, building linkages with the health system to support seniors and caregivers, and creating unity between the community-based seniors services and local governments.
- **Community Based Seniors Services (CBSS) Leadership Council:** City staff were invited to represent the City of Richmond on a Leadership Council which will include representation from the not-for-profit senior-serving agencies, seniors who are volunteer leaders in the sector and staff from Municipalities delivering seniors' services.

26th Annual John K. Friesen – 20th BC Psychogeriatric Association Gerontology Conference

- The conference was attended by Seniors Coordinators, City Seniors Services staff and Richmond Seniors Advisory Committee members. The theme was "Promoting Mental Health in Later Life: Mobilizing Knowledge into Practice. The conference discussed innovations in addressing mental health challenges that people experience in their later years. Keynote speakers and expert panels shared several tools that aid in diagnosing and monitoring mental health problems, person-centred approaches and "best practices" with respect to treatment, and support services available in the local community. Topics included cultural and religious differences in approaches to promoting mental health in later life, insecurity concerning housing for seniors and e-mental health promotion and services.

OUTCOME: Staff and community hold positive perceptions of seniors, reducing stereotypes and ageism.



Presentations to Community Groups on City of Richmond Seniors Services

In 2017, City staff presented to a number of community organizations on 55+ years programs and services, the new Minoru Centre for Active Living building updates, outreach programs as well as 55+ years research, trends and issues. Presentations were made to the following organizations:

- **Richmond Cares, Richmond Gives:** Seniors Service volunteers
- **Richmond Communities:** representatives from Richmond Community Centre Associations/Societies
- **Provincial Summit on Aging (Raising the Profile Project):** participants working in the Community Based Seniors Services Sector
- **Langara University:** Recreation Students

Conclusion

The 2017 Seniors Services Update demonstrates the on-going commitment and dedication of the City and its Community Partners in addressing the needs of the important and growing demographic of 55+ years living in Richmond. Creative, innovative and responsive programming and service delivery that supports the diversity and unique needs of seniors in Richmond resulted in an increased number of active and engaged seniors through the doors of City facilities in 2017.

The City's Seniors Services will continue to measure the progress of the five directions outlined in the 2015–2020 Seniors Service Plan on an annual basis. As highlighted in this report, partnerships, collaboration and citywide coordination in program and service delivery for seniors in Richmond continues to play an essential role in working towards the plan's vision of creating a nurturing, connected community that promotes healthy and active aging.





City of Richmond

6911 No. 3 Road, Richmond, BC V6Y 2C1
Telephone: 604-276-4000
www.richmond.ca

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