



COMMUNITY-BASED SENIORS SERVING SECTOR INITIATIVE

COMMUNITY ACTIVATION SESSIONS

May 27 - June 24, 2021

WELCOME!

Please share in the chat box your...

NAME

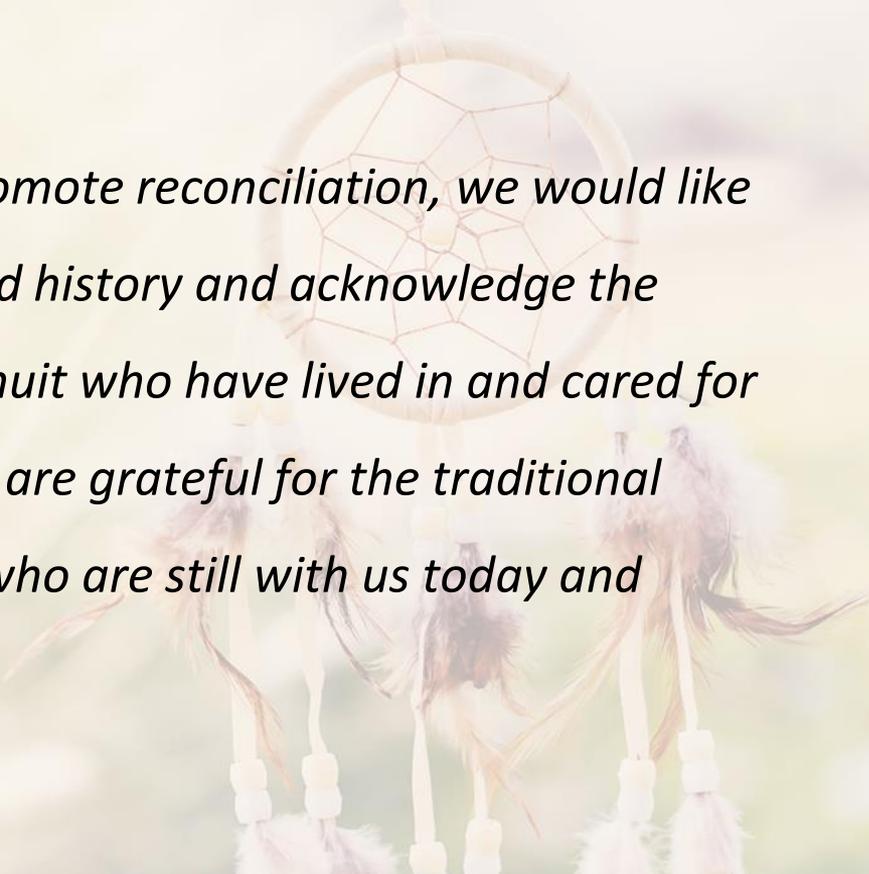
LOCATION

ORGANIZATION

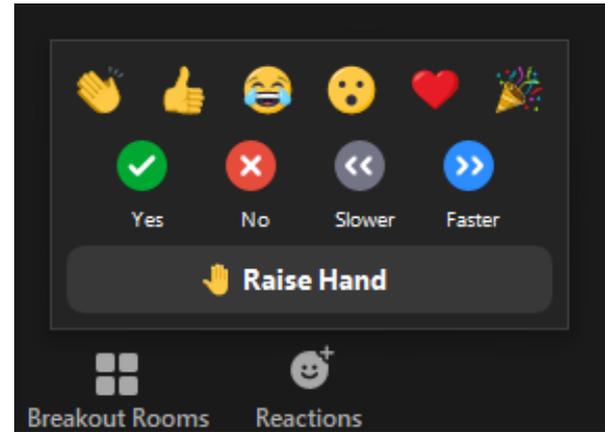
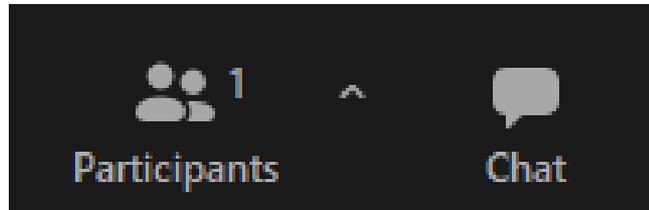
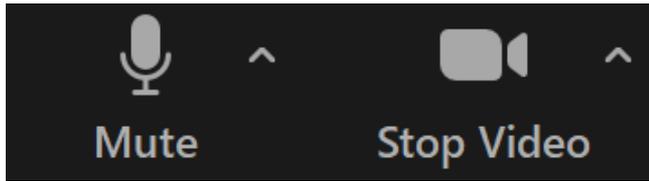
We will start shortly!

LAND ACKNOWLEDGEMENT

In the spirit of our journey to promote reconciliation, we would like to honour the truth of the shared history and acknowledge the many First Nations, Métis and Inuit who have lived in and cared for these lands for generations. We are grateful for the traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us.



HOUSEKEEPING



This session will be recorded, and the slides will also be available.

They will be uploaded on the CORE Alberta platform

<https://corealberta.ca/>

AGENDA

1. Where We Started

- Pre-pandemic 2019 Consultations
- GROUP check in

2. What We've Done

- During the pandemic
- Interim leadership & CORE Alberta
- Funding

3. Where We Are and Next Steps

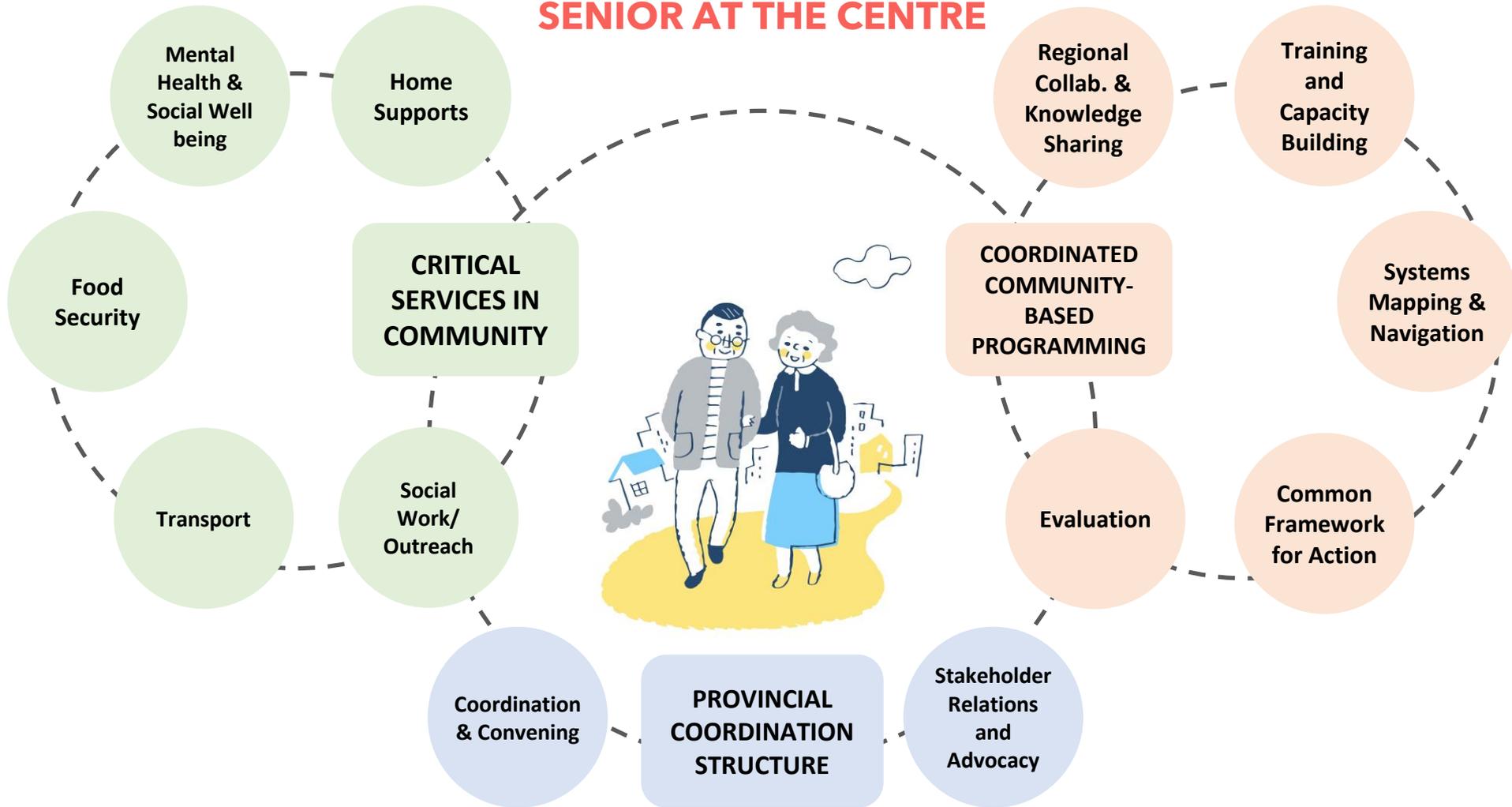
- Initiative frameworks & structure
- Emerging work
- GROUP initial impressions & input

4. Wrap-up

CHALLENGE

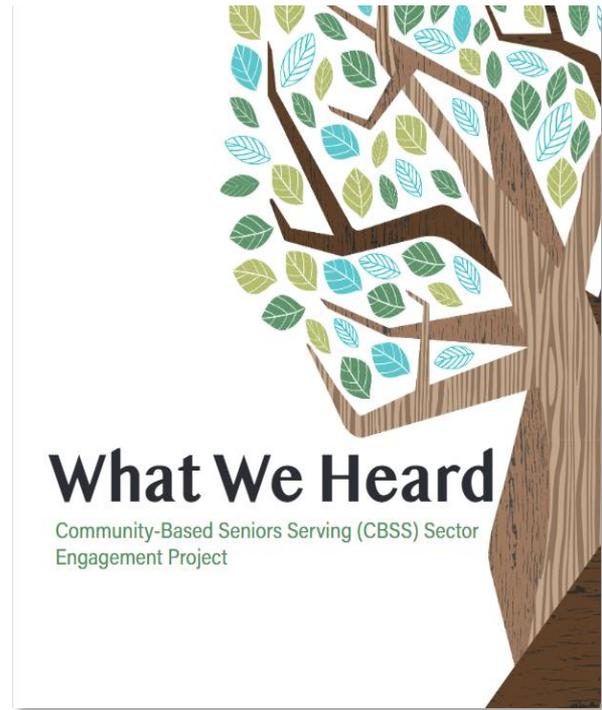
- **Lack of provincial coordination** among community-based seniors serving organizations
- Working in **isolated clusters**
- **Inability to operate and coalesce at a systems and policy level**
- **Not seen as a formal sector with specialized expertise** essential to supporting older Albertans age the way they want

SENIOR AT THE CENTRE



- 180 CBSS sector representatives
- 24 locations across Alberta
- Build on the assumption that **coordinating community-based services is critical to meeting the needs of the growing seniors demographic**

2019 COMMUNITY CONSULTATIONS



A joint initiative by:





WHAT WE HEARD REPORT: **THEMES**

SECTOR LEVEL CHALLENGES

- System navigation
- Volunteer recruitment and retention
- Capacity
- Lack of sector leadership
- Collaborative tools and processes
- Common framework for action

SECTOR LEVEL STRENGTHS

- Potential for utilization of volunteers
- Age Friendly communities
- Seniors centres as hubs in smaller communities
- Existing local networks
- Support integration examples across sectors that facilitate holistic, wrap-around services



WHAT WE HEARD REPORT: **MOTIVATION**

AREAS OF COLLABORATION

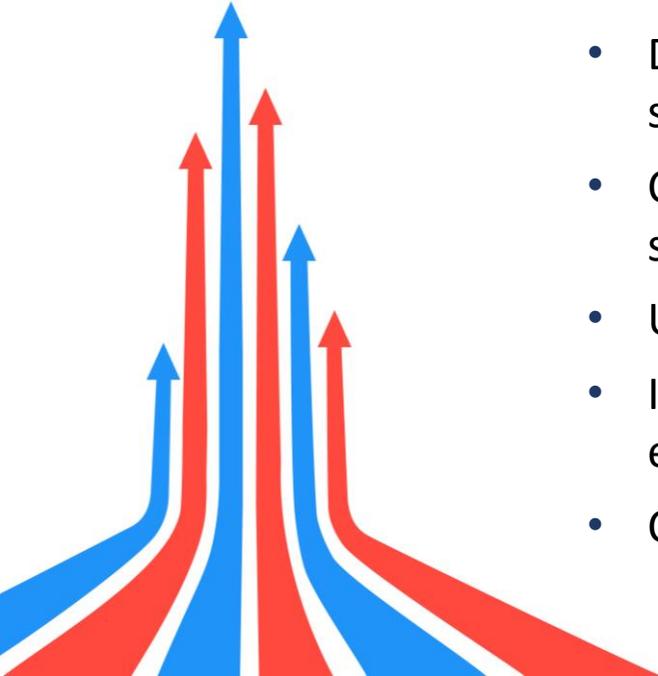
- Coordination and connection to achieve common purpose
- Improving services for seniors
- Leveraging knowledge and learning
- Improving systems navigation
- Developing cross-sector communications and coordination



WHAT WE HEARD REPORT: **FIRST STEPS**



- Mobilize action, obtain some quick wins
- Undertake further conversation for buy-in and relationship building
- Develop a governance approach and obtain continued support from government
- Create a vision/common framework for action for the sector
- Undertake systems mapping
- Involve seniors in the development of a sector and ensure seniors have a voice
- Clarity of definitions rural/remote





WHAT WE HEARD REPORT: **APPROACH**

- **Community development**
- **Inclusive engagement**
- **Change management**
- **Partnership and collaborative**
- **Meaningful action**

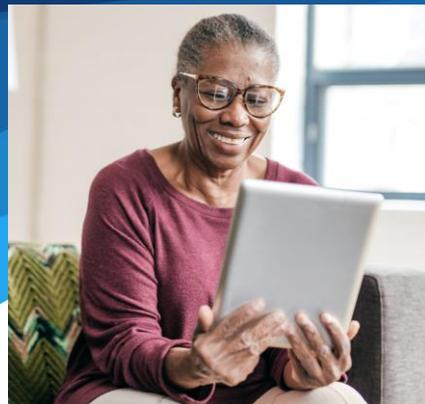
WHAT WE HEARD REPORT: **PRINCIPLES**



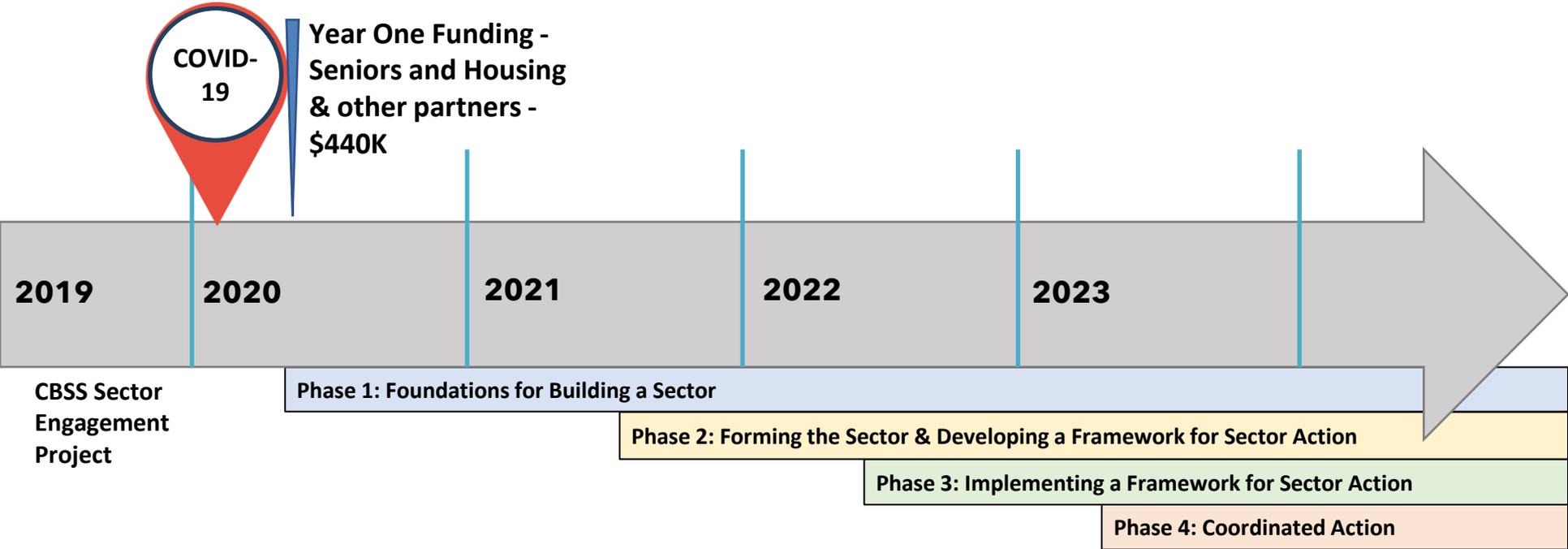
- **CBSS orgs are experts in their work and communities.**
- **Seniors are unique, contributing members of the community** and their voice must be heard and reflected.
- **Sharing learning by leveraging existing** work, tools, and research.
- **Simplification and streamlining of funding and evaluation and reporting systems.**
- The seniors population is complex and diverse. **Equitable access to services and funding, and diverse geographic representation** is needed.



POLL



INITIATIVE JOURNEY: TIMELINE





HEALTHY AGING

CORE

Collaborative Online
Resources & Education

ALBERTA

Alberta

Canada

ALBERTA
BLUE CROSS

Alberta Health
Services

INTERIM COMMUNITY LEADERSHIP COUNCIL PANDEMIC RESPONSE



KAREN MCDONALD
Executive Director
Sage Seniors Association



ROB MIYASHIRO
Executive Director
Lethbridge Senior Citizens Organization



SIAN JONES
Issue Strategist
Age-Friendly Calgary



SHEILA HALLETT
Executive Director
Edmonton Seniors Coordinating Council



LISA STEBBINS
Director Multigenerational Wellness
carya



MONICA MORRISON
Executive Director
Golden Circle Seniors Resource Centre

HEALTHY AGING CORE ALBERTA

Collaborative Online Resources and Education

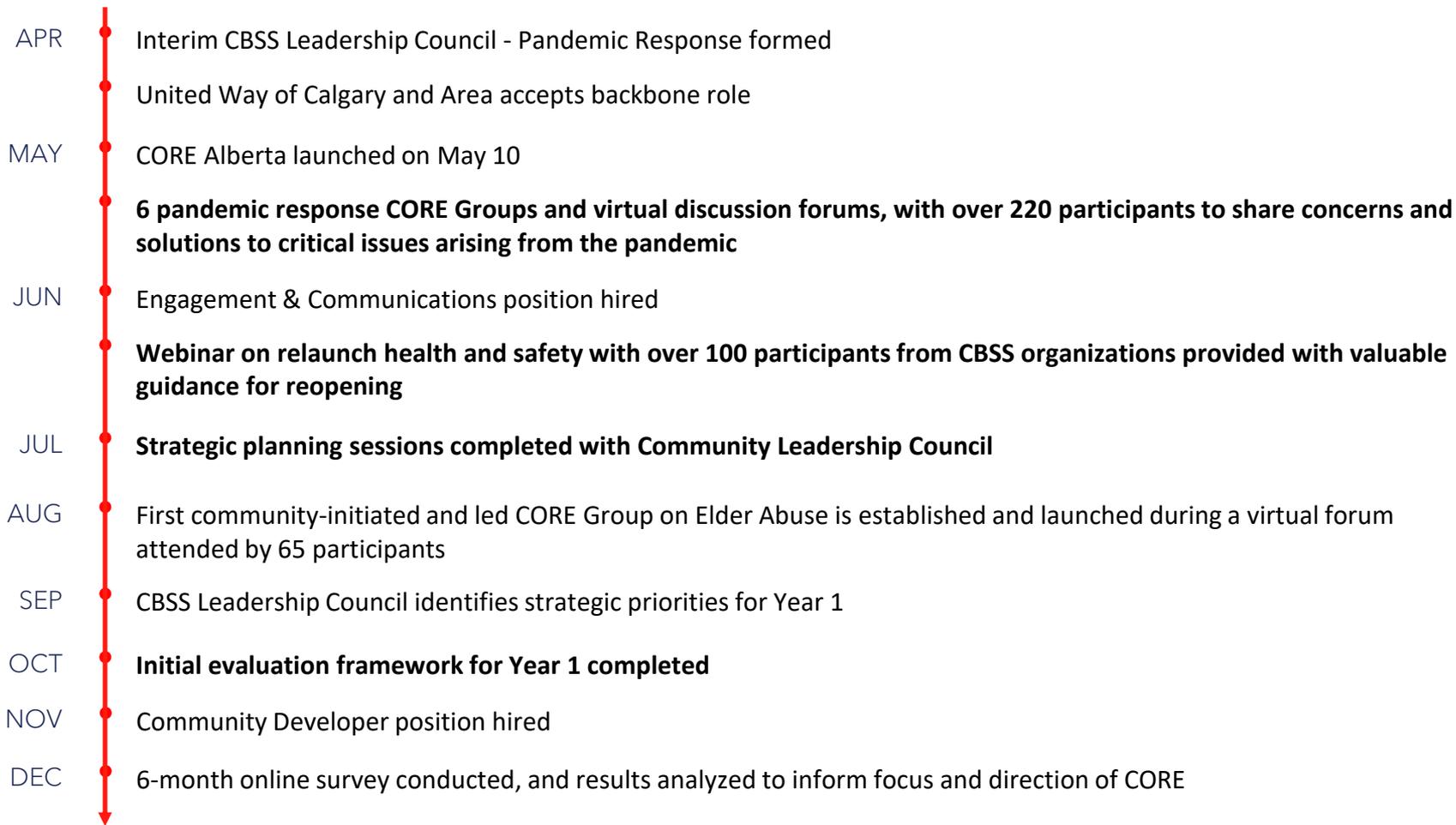
A provincially-coordinated learning network designed to strengthen the sector and increase organizational and sector capacity through information sharing, training, mentoring, communities of practice, policy development, resource development, and collaboration.

corealberta.ca

Launched May 10, 2020

The screenshot shows the homepage of the Healthy Aging Core Alberta website. The header includes navigation links for Home, Groups, Community Programs, Training & Events, Resources, and News. The main content area features a large banner with the text: "The knowledge hub for Community-Based Seniors Serving organizations and allied agencies and individuals in Alberta. Are you an older Albertan looking for information or assistance? Visit www.eb.211.ca." Below the banner are three main service cards: "Get Training" (with a presentation icon), "Find Resources" (with a document icon), and "Find & Join Groups" (with a group of people icon). To the right of these cards is a vertical sidebar with links for "FEATURED COMMUNITY PROGRAMS", "FUNDING INFORMATION", and "EXPLORE TOOLKITS". At the bottom, there are three sections: "FEATURED TRAINING" (listing "Caregiver-Centered Care: Health Workforce Education to Support Family Caregivers" and "FREE Designated Care Partner Training Program"), "FEATURED RESOURCES" (listing "UPDATED: What Older Canadians Need to Know about COVID-19 Vaccines" and "Immunize Canada: COVID-19 Vaccination Q&A"), and "FEATURED GROUPS" (listing "Transportation" and "Vaccine Rollout Community Support"). Each section has a "SEARCH" button and a "VIEW ALL" link.

MILESTONES 2020



CORE MEMBERSHIP GROWTH

as of June 15, 2021

Total CORE Members

813



44%

In 6 months

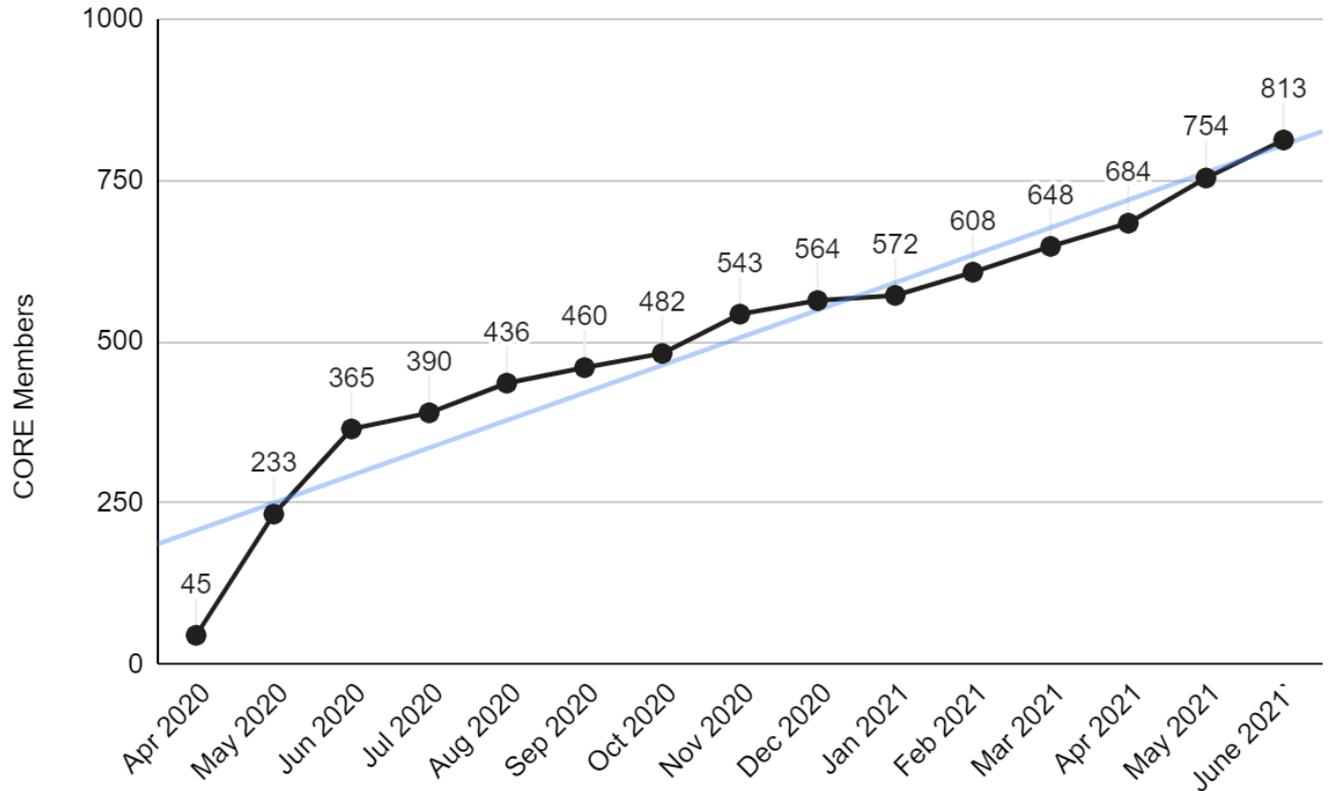
Year 1 Target

600

Exceeded target by



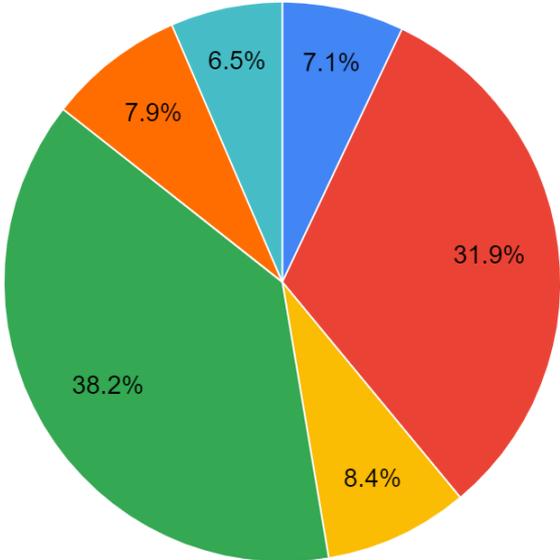
26%



CORE MEMBERSHIP BY REGION

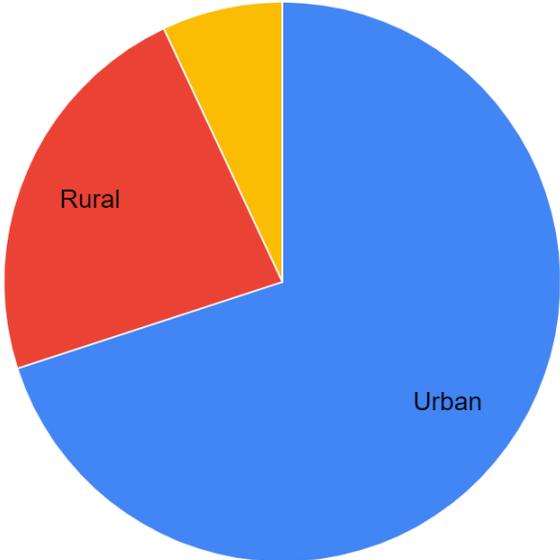
as of May 15, 2021

By Region



- Unknown
- Calgary Region
- Central Region
- Edmonton Region
- North Region
- South Region

Urban & Rural



- Urban
- Rural
- Unknown

TREND – Faster membership growth in urban areas than in rural and remote

CORE COLLABORATION HIGHLIGHTS

as of June 1, 2021

- Alberta Age-Friendly Community of Practice & Discussion Group
- Business Continuity & Non-Profit Operations
- Caregivers Focused Coalition & Caregivers Discussion Group
- Community of Practice for Community-Based Innovations for Dementia Care (CoP-CIDC)
- Elder Abuse
- Financial Matters
- Funding Information & Opportunities

“It was so great to see so many organizations and people that I didn’t know.”

“I believe we are stronger together and that some of the issues many of us are trying to tackle should have a shared voice across the province”.

- Falls Prevention
- Food Security
- Government of Alberta – Seniors Programs Resource Guide
- Home Supports
- Intergenerational Linkages Community of Practice
- Social Connection, Wellness and Mental Health
- Transportation
- Vaccine Rollout Community Support

17 CORE Groups



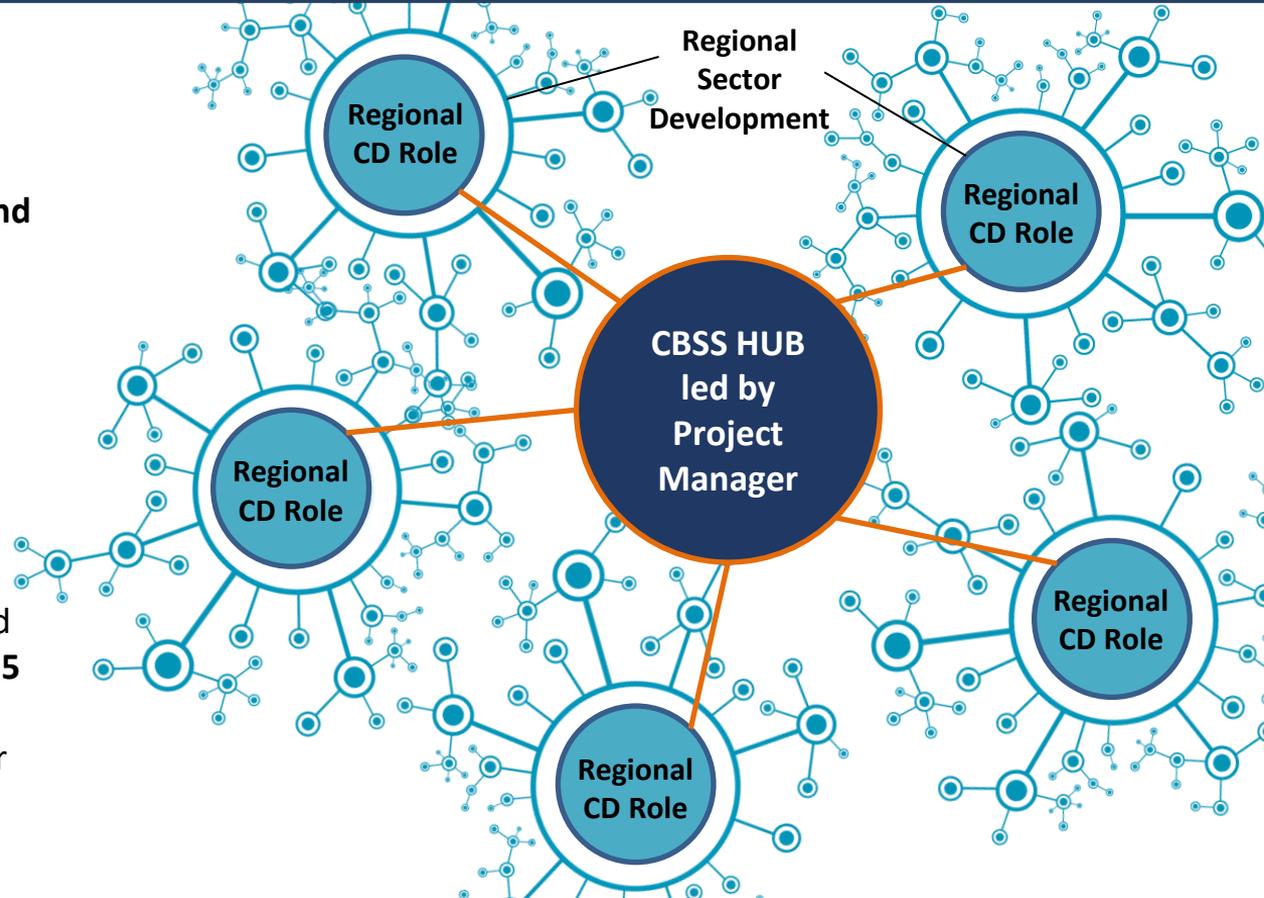
MILESTONES 2021



CIVIL SOCIETY FUND GRANT

CBSS Regional Capacity Building and Sector Coordination

- Build the regional capacity and **infrastructure required for CBSS organizations to coalesce for long-term cross-system sustainability and efficacy**
- Phased approach to a **Hub and Spoke model** - centralized infrastructure for a coordinated sector while leveraging local assets to identify unique pathways to impact on the ground
- The Hub will be the coordinator and connector & the **spokes will be led by 5 Regional Community Developers** who foster local and regional sector development



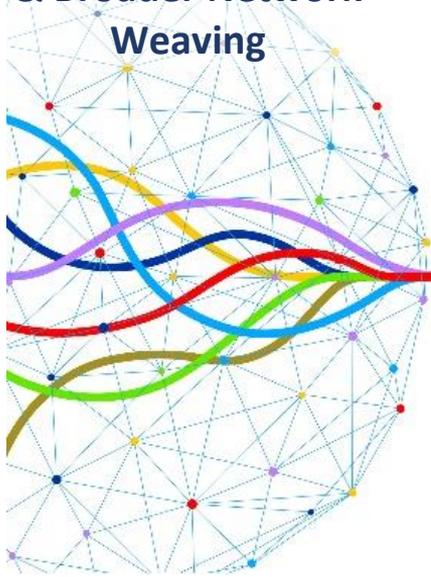
BREAK-OUT 1

- Split into three groups
- Groups facilitated by a members of the CLC and volunteer regional facilitators
- We want to get your initial Impressions of what you heard
- Initial thoughts on a Declaration



COMMUNITY-BASED SENIORS SERVING (CBSS) SECTOR INITIATIVE

**Sector Coordination
& Broader Network
Weaving**



Coordinated
CBSS Sector

**Cross-Sectoral
Collaboration on
Priority Areas**



Coordinated and Sustainably
Resources Service Delivery Models

**Services for seniors
are better resourced
& enhanced**



Older Albertans empowered
to age the way they want

COLLABORATION

at every level

Multiple Points
of Entry



Sector to Sector



CBSS Sector



Organization to
Organization



- CBSS sector sitting at *systems* tables with *other* sectors such as Health, Housing and Justice
- Advocacy efforts and voice of CBSS is represented

Example: Home Care Re-Design

- Moving towards and developing a unified voice
- Coordinated collaborations across multiple organizations and regions

Example: Hub & Spoke model

- Innovative problem solving
- Organizations are connected and learning from one another

Example: CORE Alberta

VISION

A coordinated community-based seniors serving sector in Alberta that is respected throughout the broader seniors' support network and can empower and inspire every senior to age how they choose, ultimately improving health and social outcomes for older adults.



STRATEGIC OBJECTIVES OF THE CBSS SECTOR INITIATIVE

1. Establish and coordinate the CBSS Sector

2. Provide a provincially-coordinated learning and collaboration network

3. Address unmet needs through a community development approach

4. Advocate for appropriate and coordinated investment in the CBSS Sector

INITIATIVE STRUCTURE

Supported by:

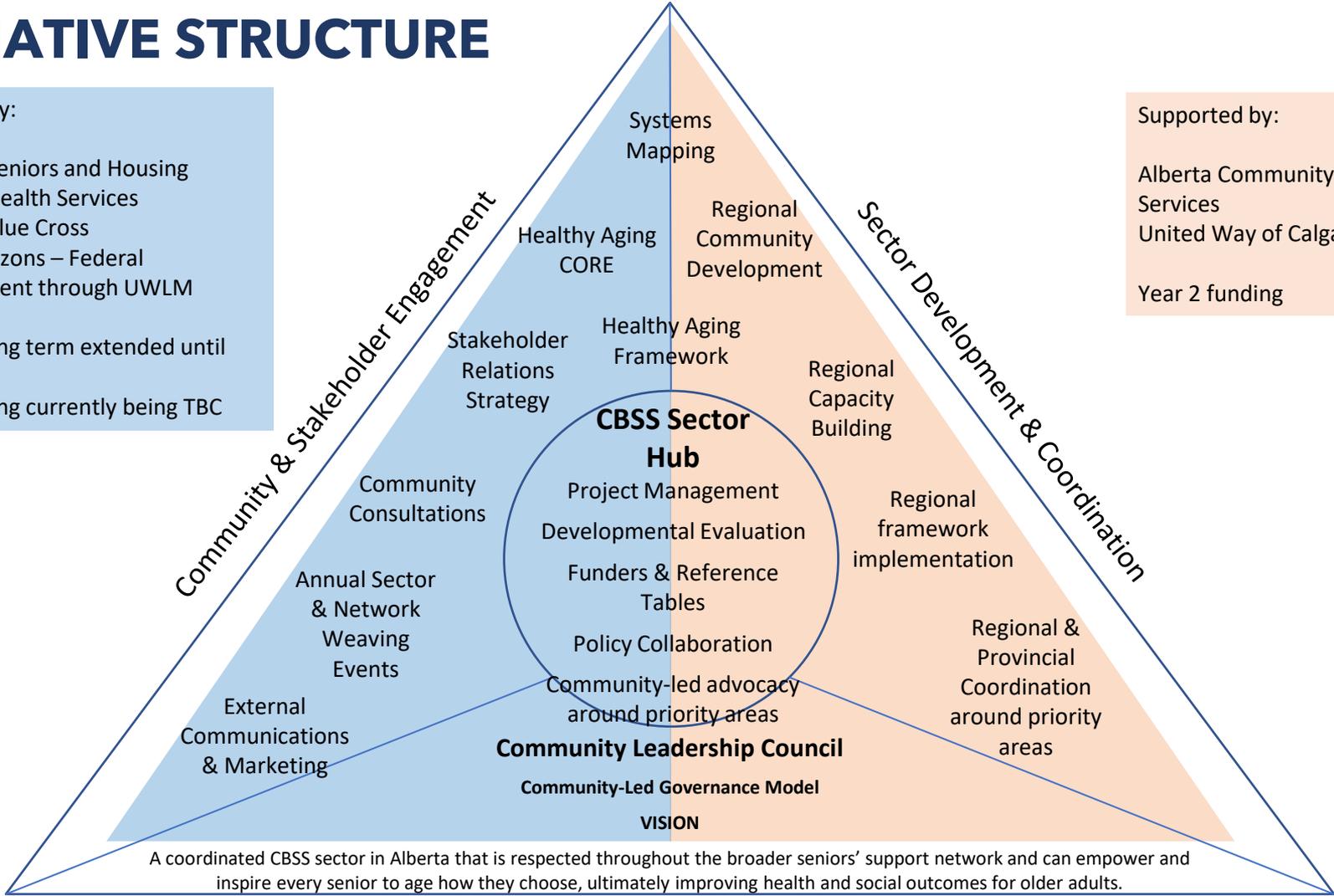
- Alberta Seniors and Housing
- Alberta Health Services
- Alberta Blue Cross
- New Horizons – Federal Government through UWLM

Year 1 funding term extended until July 30
 Year 2 funding currently being TBC

Supported by:

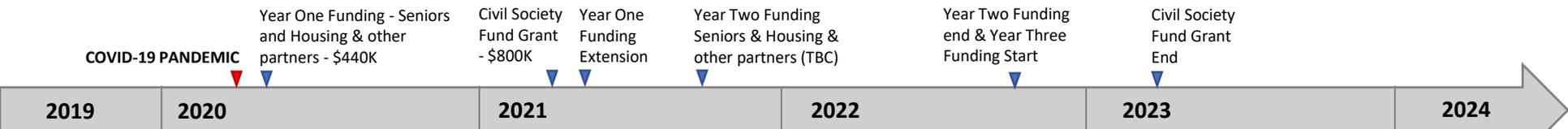
Alberta Community and Social Services
 United Way of Calgary

Year 2 funding



A coordinated CBSS sector in Alberta that is respected throughout the broader seniors' support network and can empower and inspire every senior to age how they choose, ultimately improving health and social outcomes for older adults.

INITIATIVE ROAD MAP



<ul style="list-style-type: none"> • CBSS Sector Engagement Project • What We Heard Report: <ul style="list-style-type: none"> ○ Consensus on development of coordinated CBSS Sector ○ Principles and approach ○ CBSS Sector development road map 	Phase 1: Foundations for Building a Sector			Phase 2: Forming the Sector & Developing a Framework for Sector Action			Phase 3: Implementing a Framework for Sector Action					
	PANDEMIC RESPONSE STAGE <ul style="list-style-type: none"> • From Interim Community Leadership Council • Launch of CORE Alberta – Sector pandemic response support activities & membership growth TRANSITION: CBSS SECTOR FORMING STAGE <ul style="list-style-type: none"> • Establish CBSS Sector Initiative strategic objectives, vision, and update road map • Develop Stakeholder Relations & Communication and Engagement Strategies • Implement Phase I of Systems Mapping project to understand the CBSS ecosystem • Begin work on adaptation of Healthy Aging Framework • Initiate collaborative leadership governance model development • Re-engage community with CBSS Sector Initiative through Community Activation Sessions. • Add more members to interim CLC • Initiate Developmental Evaluation approach 			<ul style="list-style-type: none"> • Hub Project Manager hired • Implementation of Hub and Spoke model • Roll out regional community development model • Finalize and initiate implementation of collaborative leadership/governance model • Continue HAF Adaptation & initiate tech development • Healthy Aging Summit • Finalize Funders Table and Reference • Implement Phase II of Sector Systems Mapping and initiate tech solution development (secure funding for this work) 			<ul style="list-style-type: none"> • Continue provincial and regional sector development approach • Test HAF implementation through regional pilot projects & finalize tech solution • Finalize implementation of collaborative leadership/governance model • Finalize Sector Systems Mapping tech solution development • Identify service collaboration opportunities around priorities for potential pilots 			Phase 4: Coordinated Action <ul style="list-style-type: none"> • Sector is established • Complete HAF Framework implementation provincially • Systems mapping tool operations and supporting sector collaboration and coordination • Data analysis to demonstrate cost savings against healthcare costs • Respond to formal provincial coordination opportunities in partnership with health and other systems in relation to priority areas e.g., home supports, mental health, social prescribing 		

Healthy Aging CORE + Ongoing Communications & Community Engagement Strategy Implementation

Ongoing Stakeholder & Government Relations Strategy Implementation

Ongoing Opportunity-based Advocacy and Sector Coordination Activities around Priority Areas

COLLABORATIVE LEADERSHIP

Identified as a key first step of CBSS initiative

Environmental Scan

Information gathering of existing models.



Development of 2-3 Straw Dog Models

Based on principles identified, adaptation of components of existing models fit for CBSS.



Community Consultation

Presentation of straw dog models for input, ideas, and feedback.



Finalized Model and Transition

With community feedback, finalize model and prepare for transition.

INTERIM COMMUNITY LEADERSHIP COUNCIL

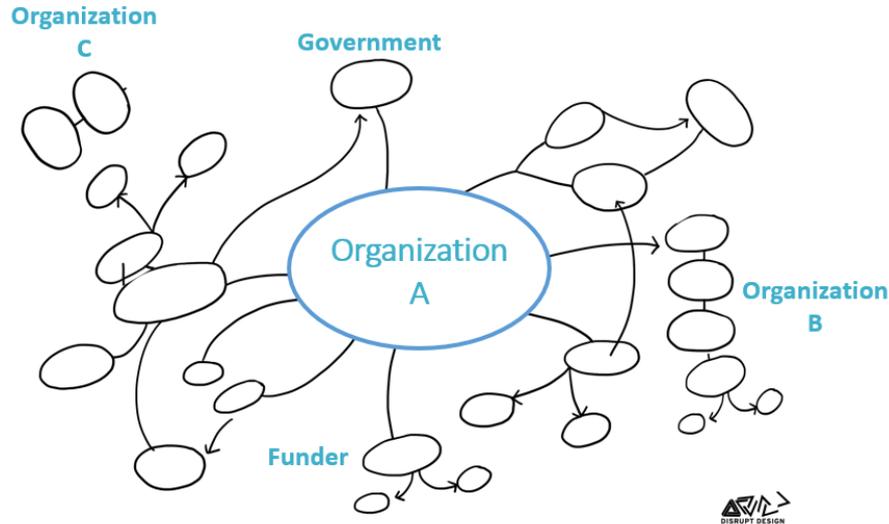
- Currently six members representing Calgary, Edmonton, Red Deer, Lethbridge
- Collaborative working group responsible for oversight of the CBSS initiative's strategic objectives
- Increase provincial representation to gain additional expertise and diversity



SECTOR SYSTEMS MAPPING

“A systems map is a visualization technique used by change agents to make sense and describe a current state of a given system, which allows us to think about context and interacting factors”.

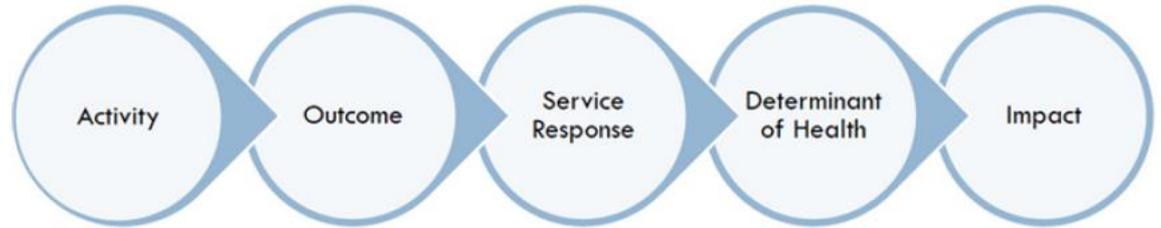
- Mount Royal University, 2020



HEALTHY AGING FRAMEWORK

Six Determinants of Healthy Aging

1. Physical and Mental Health
2. Social Environment & Engagement
3. Safety & Security
4. Social Support
5. Physical Environment
6. Personal Well- being



POLL & BREAK-OUT 2

- Split into three groups
- Groups facilitated by a members of the CLC and volunteer regional facilitators
- What are you excited about and what are you concerned about from what you have heard?



POLL & DEBRIEF

Facilitators to bring back highlights from breakout sessions for wider group debrief and discussion

Thank you for participating!

- ✓ Please complete the survey and let us know how you would like to engage going forward
- ✓ Reach out to the project team of the Interim-Community Leadership Council by contacting:

healthyaging@calgaryunitedway.org

