Know Your Neighbour

By Christie Hall - 4th Year UPEI Nursing Student

KNOW YOUR NEIGHBOUR

COUNCIL MEMBERS

Abbey MacLellan - Co-originator, B.Sc. Student at UBC

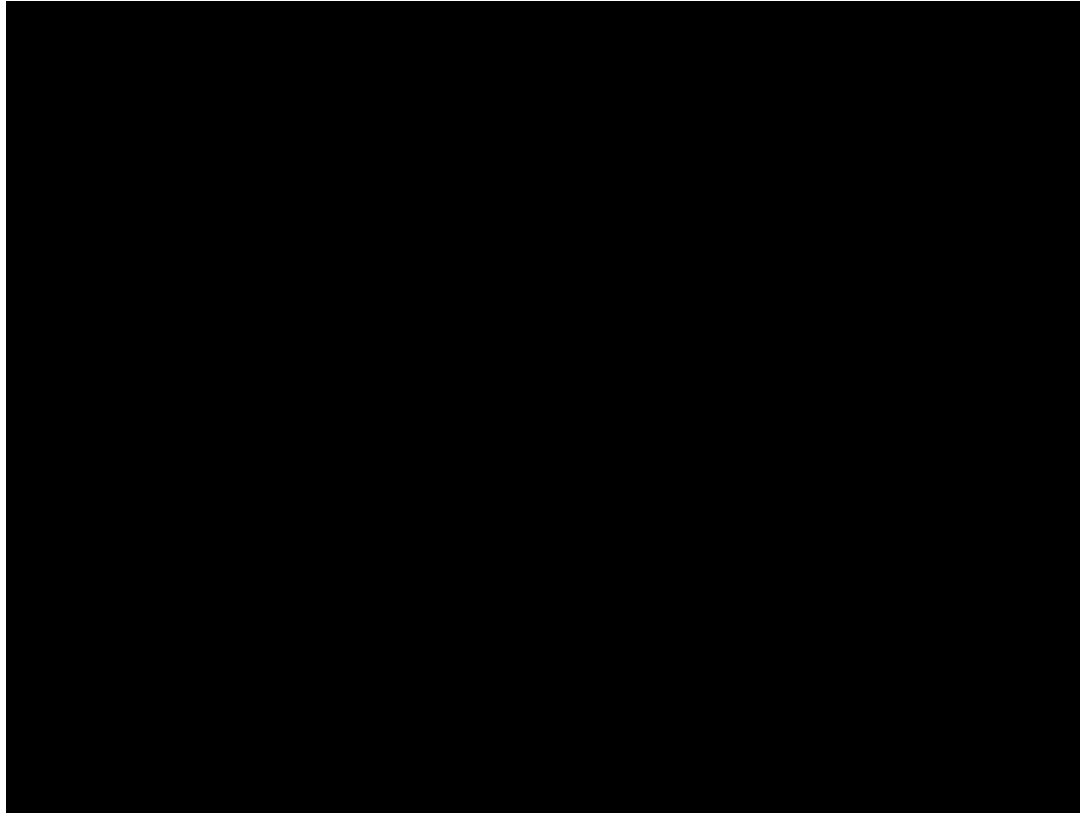Hannah MacLellan - Co-originator, B.A. Student at Carleton U

Mike Brehaut - CPA at Grant Thornton

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Kayla Watson - Career Development Association Coordinator

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Abbey & Hannah's Idea:

Presentation Overview

- Vision and Mission
- Population Assessment
- Priority Concern of the Population
- Addressing the Problem: Social Isolation
- Know Your Neighbour Goals and Objectives
- Theories to Guide Intervention
- Intervention Strategies
- Pilot Program Design
- SWOC Analysis
- Funding Impact
- Collaboration
- References

VISION

"

"A platform to encourage social, meaningful interactions, leading to confidence, belonging, and purpose in the community"

-Abbey and Hannah MacLellan

MISSION

We believe that everyone in our community is valuable and has something meaningful and impactful to offer to others. We believe in inclusivity in communities and fostering intergenerational connections.

Some people may not be able to provide traditional services for employment, but that shouldn't exclude them from the sense of purpose, and achievement from contributing to something meaningful.

Collecting the Evidence:
Population Health Assessment

▷ Christie, the 4th year UPEI Nursing Student conducted an extensive population health assessment of a selected target population: **Older adults in PEI**

▷ Why older adults?

- They are the fastest growing population in PEI. In 2016, approximately 19.4% of the population of PEI were older adults over the age of 65 (PEI Statistics Bureau, 2018).

- Seniors are an integral part of Island communities and intergenerational connections are valuable in PEI.

- There is a need for action to increase supports for seniors through health promotion and prevention programs.

▷ People with disabilities are another potential target population for this program.

Collecting the Evidence:
Population Health Assessment

▷ This assessment was guided by the PEI Community/Population Health Assessment Framework developed by the UPEI Faculty of Nursing.

▷ This assessment analyzed various dimensions of the older adult population, with a strong focus on the Social Determinants of Health:

- Physical environment
- Education
- Health and Social Services
- Safety and Transportation
- Politics and Government
- Communications
- Income and Social Status
- Recreation, Personal Health Practices, and Coping Skills
- Social Support

Review of the Literature:
Key Sources

▷ Government of Canada (2017). Report on the social isolation of seniors.

▷ Government of Canada (2017). Who's at risk and what can be done about it? A review of the literature on the social isolation of different groups of seniors.

▷ Government of Prince Edward Island (2018). Seniors Health and Wellness Action Plan.

▷ Heather Morrison (2016). Chief Public Health Officer's Report - Health for All Islanders.

▷ Public Health Agency of Canada (2016). Age Friendly Communities.

▷ Seniors' Secretariat of PEI (2018). Prince Edward Island Seniors' Guide.

▷ Research evidence from various sources.

Analyzing the Data: Population Strengths

▷ Increased supports in the community allow more Island seniors to age in place in their home (e.g. Home Care, COACH program).

▷ More seniors are remaining in or re-entering the workplace and seeking out educational or mentoring opportunities (e.g. Passport to Employment program, Age Friendly Intergenerational program)

▷ Accessibility of health and social services for seniors is continuing to improve, with resources such as the 2018 PEI Seniors' Guide and the development of the '211' Phone Line.

▷ There is strong disciplinary collaboration among Government leaders, sectors, and community organizations to advocate for increased supports and resources for seniors (e.g. new Provincial Seniors Action Plan, Age Friendly Community initiative)

Analyzing the Data: Population Concerns

▷ Poor working conditions for seniors can have negative implications on their psychological and physical wellbeing and socioeconomic status.

▷ Challenges in communicating information about health services and programs due to limited use of technology among older adults.

▷ Many Island seniors face challenges with navigating the Island healthcare system.

▷ Environmental conditions (e.g. extreme heat or cold, physical barriers in the environment) can deter older adults from actively participating in their community and accessing health and social services in their community.

▷ Island seniors who live independently or in rural communities, have limited accessibility to transportation, are suffering from mental health problems are vulnerable and at risk for becoming socially isolated.

▷ Socially isolated older adults may face challenges with their activities of daily living, obtaining employment, transportation, accessing health services, managing finances, and communicating and engaging with members of their community.

Social Isolation Among Seniors: Supporting Evidence

▷ 73% of Islanders over the age of 12 tend to report a stronger sense of belonging to local communities, compared to the Canadian average of 65% (PEI Seniors' Secretariat, 2014).

▷ In Canada, approximately one in four seniors state that they would have liked to have participated in more social, recreational, or group activities in the past year (Statistics Canada, 2012).

▷ The 2014 National Seniors Council Report on the Social Isolation of Seniors found that 17% of Canadians over the age of 65 are socially isolated and 19% of seniors felt a lack of companionship or felt left out or isolated from others (Government of Canada, 2014).

Health Impacts of Social Isolation: Supporting Evidence

▷ Studies show that the lack of a social support network is associated with a 60% higher risk of dementia and cognitive decline (Government of Canada, 2017).

▷ Social isolation and exclusion are associated with increased rates of premature death, lower general well-being, depression, and a higher level of disability from chronic diseases (World Health Organization, 2003)

▷ Chronic loneliness is as harmful to your health as smoking 15 cigarettes a day. Loneliness is even more damaging to your body than obesity and diabetes and it has been linked to high blood pressure, dementia and premature death (British Columbia Ministry of Health, 2004)

Priority Concern:
Social Isolation among Island Seniors

After analyzing the strengths and weaknesses found from my population assessment, I viewed that the priority concern for this population in PEI is to reduce and prevent social isolation among Island seniors.

1.
Addressing the Problem

What is already being done in PEI?

- ▷ Provincial Seniors Action Plan
  - ○ Department of Health and Wellness
- ▷ Seniors Independence Initiative
  - ○ Department of Family and Human Services
- ▷ Seniors Friendly Visitor Program
  - ○ PEI Senior Citizens Federation
- ▷ In-home support programs
  - ○ COACH program
  - ○ Provincial Home Care
  - ○ Private home services such as Home Instead
- ▷ Age Friendly Community Initiatives
  - ○ Summerside Age Friendly Committee
- ▷ Social Inclusion Group
  - ○ Summerside/East Prince Seniors Initiative

What is being done across Canada?

▷ British Columbia: Better at Home Program

▷ Alberta: Pan-Edmonton Group Addressing Social Isolation (PEGASIS) Impact Plan

▷ Manitoba: has a Minister to promote social engagement

▷ Nova Scotia: Mind Body Spirit Project

▷ Ontario: Hamilton's Seniors Isolation Impact Plan

However, currently there is no National strategy in Canada to help those who are lonely.

What does this tell us?

▷ Reducing and preventing social isolation among seniors is a priority across Canada; However, there is no collective National strategy to address the issue.

▷ Islanders strongly value having a sense of belonging to local communities.

▷ There are gaps in the access to health and social services for seniors in PEI, especially for those who are socially isolated.

▷ PEI requires more collaboration and advocacy to address this growing health issue.

Better at Home

- ▷ Provincial program in British Columbia, offered in 67 communities
- ▷ A program that helps seniors with simple day-to-day tasks so that they can continue to live independently in their own homes and remain connected to their communities
- ▷ The Better at Home services include:
  - Friendly visiting
  - Transportation to appointments
  - Light yard work
  - Minor home repairs
  - Snow shoveling
  - Light housekeeping
  - Grocery shopping
- ▷ In each community, services are coordinated by local non-profit organizations. Services are provided by volunteers, contractors and paid staff.
- ▷ Service fees are established on an income-based sliding scale, and some services are free.

(Better at Home, 2018)

Better at Home Rural and Remote Pilot Program

▷ Launched in 2015 across 6 sites in 12 ru British Columbia.

▷ Evaluated using a mixed methods (qualitative and quantitative data) using 3 data collection instruments that were developed

▷ 5 prominent themes were uncovered from interviews with organizational leaders, provincial stakeholders, frontline care providers and family caregivers:

- ○ Transportation challenges

- ○ Lack of funding and resources

- ○ Food security

- ○ Recruitment and retention of volunteers

- ○ Lack of awareness among seniors

▷

Why is this information useful?

▷ A successful program like the Better at Home program can help us to effectively design the Know Your Neighbour program in PEI.

▷ Better at Home Pilot Program can act as a guiding template for program design and evaluation.

2.

Know Your Neighbour: Goal & Objectives

Goal

- ➔ To prevent and reduce social isolation among older adults and people with disabilities by creating a platform to encourage social, meaningful interactions, leading to confidence, belonging, and purpose in the community.

- ➔ The exchange of services or skills between community members through an official Buddy System aiding to alleviate financial strain and maximize community productivity while providing new foundations for friendships and social support.

Objectives

Social Inclusion	Age-Friendly	Maximize Resources

→ Increase confidence, belonging, and social inclusion across Island communities.

→ Create a more age-friendly environment across PEI communities by facilitating intergenerational relationships.

→ Mobilize resources to increase awareness and access to health and social services.
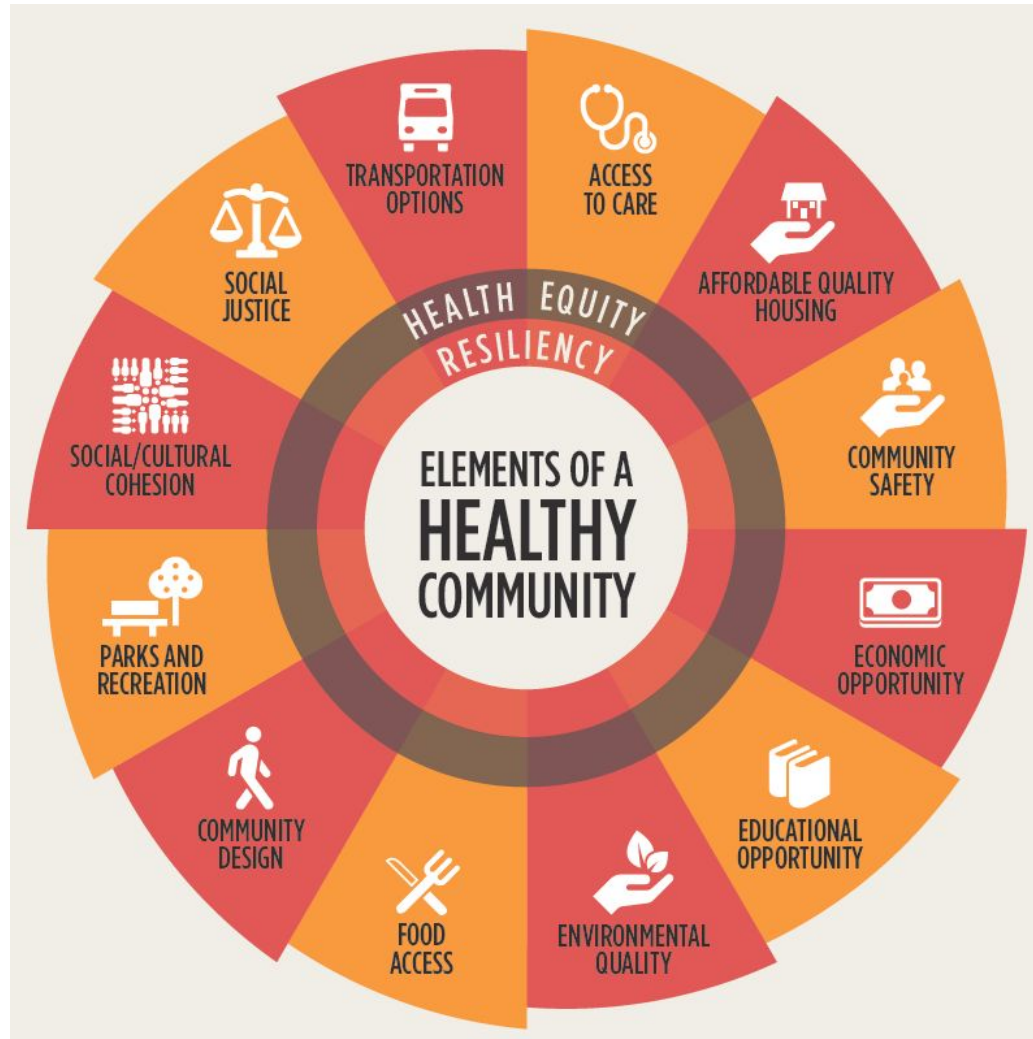
3.

Theories to Guide Intervention

The Social Determinants of Health

▷ The Social Determinants of Health are the social and societal factors that impact the health and wellness of individuals, communities, and society.

▷ Recent estimates indicate that socioeconomic factors account for 50% of all health outcomes, while healthcare, genetics, and physical environments account for 25%, 15%, and 10% of health outcomes (Health for All Islanders, 2016).

- ❏ Income and social status
- ❏ Social support networks
- ❏ Education and literacy
- ❏ Employment/Working Conditions
- ❏ Social Environments
- ❏ Physical environments
- ❏ Health services

- ❏ Personal health practices and coping skills
- ❏ Healthy childhood development
- ❏ Biology/Genetics
- ❏ Gender
- ❏ Culture

Elements of a Healthy Community

(Vitalyst Health Foundation, 2018)   27

Age Friendly Community: What is it?

▷ In an Age-Friendly Community, the policies, services, and structures related to the physical and social environment are designed to help seniors age actively and feel engaged in their community (PHAOC, 2016 and WHO, 2018)

▷ An age-friendly community:
  ○ Recognizes that seniors have a wide range of skills and abilities
  ○ Understands and meets the age-related needs of seniors
  ○ Respects the decisions and lifestyle choices of seniors
  ○ Protects those seniors who are vulnerable
  ○ Recognizes that seniors have a lot to offer their community
  ○ Recognizes how important it is to include seniors in all areas of community life.

(Public Health Agency of Canada, 2018)

Age Friendly Community: What is it?

WHO Global Network for Age-friendly Cities and Communities
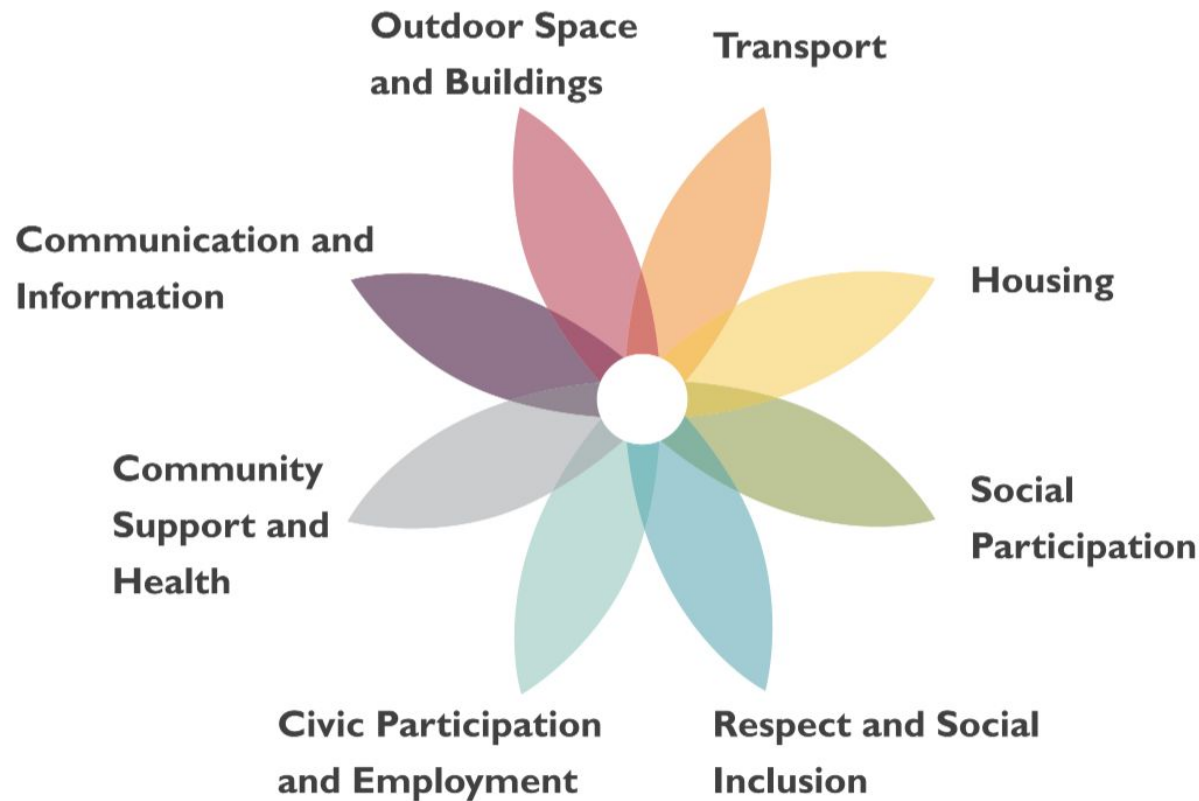
(World Health Organization, 2018)

Social Capital Theory

▷ Social capital is defined as "The relationships and structures within a community, such as civic participation, networks, norms of reciprocity, and trust, that promote cooperation of mutual benefit" (McKenzie et al., 2013).

▷ Epidemiological studies have shown that greater social capital in communities is linked to positive outcomes for its members, such as reduced mortality rates (Holt-Lunstad et al., 2010 and McKenzie et al., 2013).

▷ Group membership within communities can improve health by providing members with information and access to material resources and services, such as employment or volunteer opportunities, or health and social services (Eriksson, 2011).

Community Readiness Model

▷ Community readiness is the degree to which a community is willing and prepared to take action on an issue and is a major factor in determining whether a local program can be effectively implemented and supported by the community (Edwards et al., 2000).

▷ The Community Readiness Model is an evidence-based approach that can facilitate a community in moving forward in its efforts to achieve change in a variety of ways. This model is a stage theory for communities that defines nine stages of community readiness when addressing a specific problem within a community (Tri-Ethnic Center, 2014).

▷ Summerside is an ideal community for this pilot program because they are empowered and have taken steps towards action to create a community that is more inclusive, accessible, and engaging for older adults.

4.

Intervention Strategies

Community Mobilization Strategy

▷ Strives to empower community members to identify and take action on concerns through collaboration and participatory decision making (Barnes et al., 2003)

▷ Community Building is a strengths-based approach that stresses the identification, nurturing, and celebration of community assets (McKenzie et al., 2017).

▷ The Know Your Neighbour program could integrate this strategy by mobilizing resources to provide services in local communities and increase the awareness and accessibility of the health and social services available for seniors in PEI.

Social Activities Strategy

▷ Social interventions may include support groups, buddy systems, social gatherings, and interventions that strengthen social networks.

▷ When people are 'networking,' they are said to be looking for relationships that would be useful in helping them with their concerns, such as problem solving, program development, resource identification, and others.

▷ Social support can work as an incentive that can benefit both parties.

▷ A buddy system is a two way support system.

▷ Social interventions may need to involve the creation of a contract: an agreement between two or more parties that outlines the future behaviour of those parties.

▷ Integrating the Know Your Neighbour buddy system into a selected community could help to strengthen social networks, enhance social connectedness, and facilitate mutual aid among community members through the exchange of resources, skills, and services.

(McKenzie et al., 2017) 34

Social Connectedness
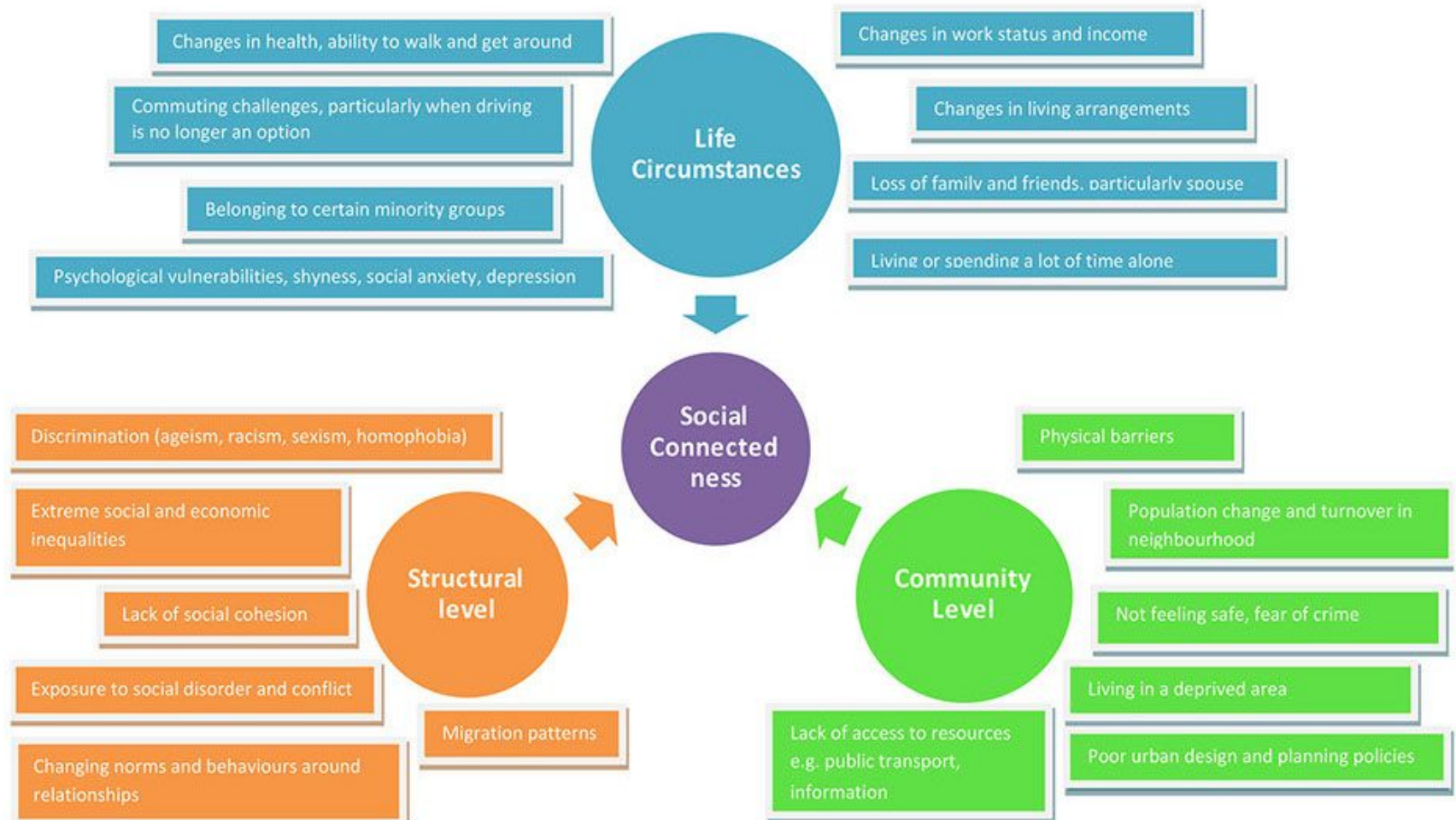

(Healthy Ageing in Dudley, 2016)

Reducing Social Isolation: Interventions

Figure 3 - Successful Ways of Combatting Social Isolation

Characteristics of Programs	Types of programs	Outcome
• Based on coherent theory • Involve seniors in all steps • Use participatory approaches • Target groups of individuals who share common characteristics • Target loneliness and social isolation directly • Use multiple interventions • Train and support co-ordinators and frontline providers • Mobilize community resources • Involve nurses and health professionals as gatekeepers and advocates	• Group activities • One-on-one interventions • Support-provision • Arts and culture based activities • Leisure activities • Inter-generational activities • Educational activities • Friendship programs • Telephone support • Gatekeeper programs • Internet groups • Support groups • Religious activities	Reduced social isolation

(Government of Canada, 2017) 36

Reducing Social Isolation: Interventions

▷ The Campaign to End Loneliness and Age UK have identified best practice in the area of reducing loneliness in later life.

▷ Their interventions address 5 challenges:
  ○ Reach lonely individuals
  ○ Understand the nature of an individual's loneliness and develop a personalised response
  ○ Support lonely individuals to access appropriate support
  ○ Put in place mechanisms that enable social connectedness in communities (structural enablers)
  ○ Deliver interventions to reduce social isolation

(Healthy Ageing in Dudley, 2016)
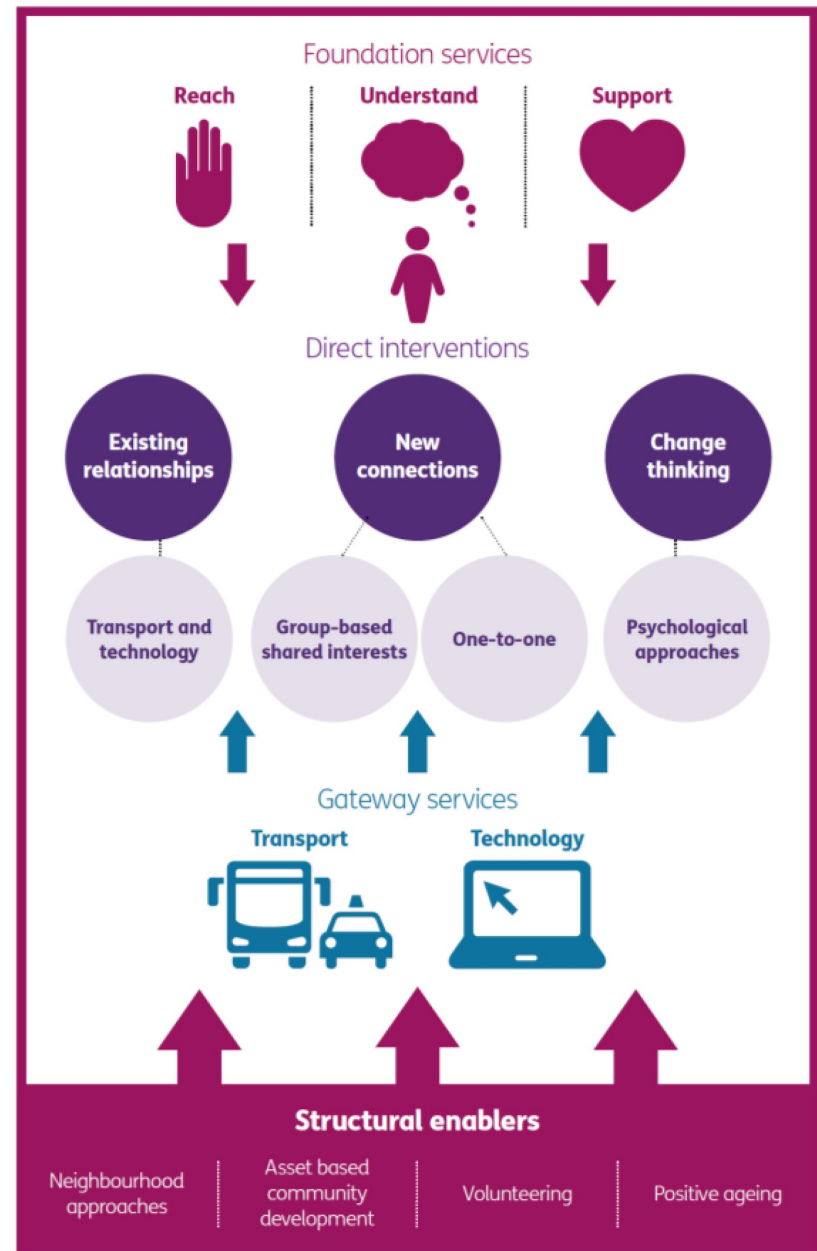
5.
Pilot Program Design

Target Populations

Older adults who...

- Live independently in:
    - Urban communities
    - Rural communities
- Are socially isolated/feel lonely
- Require assistance with non-health related skills or services
- Have a desire to obtain skills or knowledge from others or contribute their skills/services
- Have a desire for companionship

Target Populations

People with disabilities who...

- ❏ Are above the age of 18
- ❏ Could benefit from assistance with daily activities, chores, or access to services
- ❏ Could face barriers with transportation
- ❏ Have a desire to obtain skills and information from others
- ❏ Are seeking mentorship or advice on careers or educational opportunities
- ❏ Are seeking companionship

Eligibility Criteria

▷ Over the age of 18

▷ Within a certain geographic limit of the chosen community

▷ Willing and able to provide services to community members for project duration

▷ Pass criminal record check and able to give two references or something?

Examples of Skills/Services

-Technology Lessons

-Aid with bill payments

-House chores

-Aid with personal grooming

-Drives to appointments

-Career/skills based mentorship

-Academic tutoring

-Drives to grocery store

-Aid with errands

-Cooking, baking, or lessons

-Companionship

-Help to navigate essential services in the community

-Other

Application Process

▷ Paper application

▷ Interests survey

▷ Manual matching of compatible buddies based on intake form

▷ Participants would need to know expectations (availability/duration/commitment, etc.)

Volunteer/Buddy Screening Process

▷ Intake questionnaire

▷ Criminal Record Check

▷ References

▷ Contract or Waiver to ensure participation for duration, accountability and removal from the program if issues arise

Buddy Matching Process

▷ Matching of participants based on services and compatibility (interests/routine/days available for meetings).

▷ Exchange contact info between buddies and program coordinator.

▷ Social night for buddies to meet one another and to get more comfortable with one another in a neutral environment and provide participants with a better overview of the Know Your Neighbour experience.

▷ Buddies will set goals of what they want to receive and get out of their buddy experience and sign a waiver/contract to aid with accountability as well as safety.

▷ Log process where buddies will record the time/duration of meetings.

▷ Incentives to maintain ongoing participation.

6.

SWOC ANALYSIS

A framework used to examine the organization's strengths, weaknesses, opportunities, and challenges during program planning

Strengths

▷ Personal connection to the program idea.

▷ Project members have diverse backgrounds and experiences
  - Career Development/Employment, Financial, Nursing, Psychology, Human Rights/Disability studies

▷ Project members have many personal and professional connections across PEI for potential collaboration and support.

▷ Connections to government partners and stakeholders through involvement with the Career Development Association and various committees.

▷ Gloria is on several committees and has previously worked on project proposals.

▷ Program has an evidence-based foundation.

Weaknesses

▷ Project members are not able to easily meet in person due to distance and other work/school commitments.

▷ Nursing student has a short time frame (12 weeks) for the project.

▷ Need for collaboration.

▷ Need for funding.

▷ Time constraints and lack of human resources to implement the pilot program.

Opportunities

City of

Summerside

Prince Edward Island

▷ Pilot a program in Summerside

▷ Research other funding avenues

▷ Integrate the buddy program across PEI

▷ There are many potential communities in PEI to run a pilot program in.

▷ Potential for support from Government departments.

▷ Potential for support from other local and provincial organizations.

Challenges

▷ Reaching older adults who are isolated but who need this program the most (e.g. rural areas in PEI).

▷ Matching of participants and ensuring compatibility.

▷ Accessibility of the program to older adults and people with disabilities.

○ Transportation, technological barriers, completing the application process

▷ Public participation (ongoing participation in the program).

▷ Social marketing and limited use of technology among seniors.

▷ Protecting the safety and security of all participants.

7.
Funding Impact

Potential Funding impact

▷ Develop a pilot project to assess concept

▷ Creation of a website for the program

▷ Development of a phone application

▷ Hiring of employees
  ○ At least two program Coordinators

▷ Creating an application process

▷ Marketing/advertising

▷ Rewards/incentives for participants

▷ Hosting social events for Pilot Program participants

▷ Pilot program evaluation methods
  ○ Creating surveys/questionnaires
  ○ Pilot Program Evaluation Report

Funding Opportunities

▷ PEI Wellness Grant Program

▷ PEI Seniors' Secretariat Grant

▷ Rising Youth Community Service Grant

▷ New Horizons for Seniors Program

   ○ Community-based grants

   ○ Pan-Canadian grants

8.
Collaboration

Collaboration: Who could become involved

▷ Grant Thornton

▷ Developers of PEI's first Seniors Action Plan

▷ PEI Council for People With Disabilities

▷ Summerside's Age Friendly City Committee

▷ East Prince Seniors Initiative - Social Inclusion Group

▷ Legal resources

▷ Information Technology
  ○ UPEI/Holland College IT department, UPEI School of Engineering

▷ Graphic Design: marketing and advertising

Thanks!

Any questions?

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