HEALTHY AGING CORE
ALBERTA AND BC:
Promoting healthy aging using a digital knowledge hub for community-based seniors serving organizations

DATE: January 13, 2021
TIME: 1:00 – 2:00 p.m. EST

Presenters:
• Kesa Shikaze, Executive Director, Seniors & Housing, Government of Alberta
• Karen McDonald, Chair, Community-Based Senior Serving Leadership Council & ED, Sage Seniors Association
• Barb McMillan, Provincial Coordinator – Community Engagement, United Way of Lower Mainland
• Mariam Elghahuagi, Seniors Engagement and Communications Lead, United Way of Calgary
INTRODUCTION

• CORE - Collaborative Online Resources and Education
• Part of a community-led provincial Community-Based Seniors Serving (CBSS) Sector Development Initiative
• Focus on healthy aging in community, supporting the CBSS sector & allied agencies and individuals
• Provincially-coordinated digital knowledge and learning hub designed to coordinate and strengthen the CBSS sector
• Brings together CBSS organizations and their allied partners to share knowledge, build capacity, connect, collaborate, and develop a coordinated provincial sector.
• Community-Based Seniors Serving (CBSS) Sector Development Initiative

• Led by a Community Leadership Council – Pandemic Response comprised of six leaders from CBSS organizations across Alberta

• Karen McDonald, Executive Director of Sage Seniors Association in Edmonton and Chair of the CBSS Community Leadership Council
CHALLENGE

CBSS and government partners jointly identified lack of coordinated sector as a challenge:

• Larger systems unable to collaborate and coalesce at a systems level
• Lack of unified sector voice meant limited influence around policy

CREATING A COORDINATED Community-based seniors serving sector in Alberta
2019 COMMUNITY CONSULTATIONS
Creating a Coordinated Community-Based Seniors Serving Sector in Alberta

- CBSS Organizations - Non-profit agencies such as senior centres, or community organizations that provide social and recreational programs and/or support services for area seniors, including senior services provided through municipal agencies

- Over 180 representatives from CBSS organizations participated in conversations held in 24 locations across Alberta in both rural and urban areas

- There was strong interest in developing a CBSS sector in Alberta and creating an online knowledge hub

- Promising Practice – The concept of CBSS Sector was based on the success of the Healthy Aging Model in BC
B.C.’s Healthy Aging Journey

- Better at Home
- Active Aging
- Raising the Profile
- 2017 Summit on Aging
- 2019 Summit on Aging
- CBSS Declaration
- Healthy Aging CORE
- Higher Needs Programs
- Safe Seniors, Strong Communities
The knowledge hub for Community Based Seniors' Services organizations and allied agencies and individuals in British Columbia

Are you an older British Columbian looking for information or assistance? Visit www.bc211.ca
WHO: Community-Based Seniors’ Services Sector

WHAT:
• Knowledge mobilization
• Sector/network development

WHY:
• Increase reach and effectiveness of programs supporting older adults to age in place
• Learn from, build on, expand community knowledge and assets
• Create efficiencies
• Improve policies, programs, practices

HOW:
• Connect
• Communicate
• Coordinate
• Collaborate
• Capacity development
• Collective voice
External:
• Resources
• Training & Events
• News
• Community Programs
• Groups: Open and Closed
• Funding information
• Toolkits
• Allied & Partner Organizations
• Community Engagement & Sector Strengthening Programs

Internal:
• Grants management
• Communities of Practice
• Event management
• Program management
March 17, 2020 Alberta declared a state of public health emergency.

Since this time, CBSS organizations have faced challenges and many have innovated to meet the needs of their clients.

In keeping with the spirit of the fall/winter CBSS conversations, we want to create an opportunity to support and learn from each other during the pandemic, but with a view to the future as well.

CORE Alberta and the CBSS coordination currently focus on pandemic response. We will continue to work to strengthen our sector, using CORE Alberta and other community development approaches.
CBSS Sector Support During the Pandemic

In May 2020, the CBSS Community Leadership Council – Pandemic Response hosted six Discussion Forums:

• Food security
• Home supports
• Social connection/mental health & wellness
• Business continuity & operations
• Transportation
• Financial Matters for Older Adults (tax filing)
<table>
<thead>
<tr>
<th>Event</th>
<th>Participants</th>
<th>Post-Event Pageviews</th>
<th>Zoom Recording Views</th>
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<tr>
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<td>Aging with Pride</td>
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<td>Malnutrition Panel</td>
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<td>24</td>
<td>42</td>
<td>111</td>
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<tr>
<td>Tax Filing webinar with CPAA</td>
<td>40</td>
<td>34</td>
<td>31</td>
<td>105</td>
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</tbody>
</table>
CORE GROUPS

10 Active Groups

CORE Group members

370

Group forums & events

17

Group forums & events participants

753

Participants found forum & events useful

84%
CORE MEMBERSHIP

ACTIVE MEMBERS: 575
NEWSLETTER SUBSCRIBERS: 844

CORE Alberta Membership by Region

- Edmonton
- Calgary
- Rural
- Lethbridge
- Red Deer
- Other Urban
- Rural
- Unknown

CORE Alberta Membership by Organization Type

- CBSS Org: 53%
- Government: 21%
- Health Care: 13%
- Housing: 5%
- Academic: 3%
- Caregiving: 2%
- Social services: 2%
- Indigenous: 1%
- Justice: 1%
Launch: March 2021

Focus:

• National and provincial organizations
• Government agencies
• Academic and research institutions and networks
• Funders
• International bodies

“The Government of Canada is proud to support the adoption of United Way’s CORE knowledge hub together with the Government of Alberta. By helping community organizations coordinate their services for seniors, this platform will help ensure more seniors in Alberta receive effective, responsive support. That has never been more important than during the pandemic. We are committed to protecting and enhancing seniors’ quality of life.”

Deb Schulte, Minister of Seniors, Government of Canada
HOW YOU CAN GET INVOLVED

✓ Sign up to become a member
✓ Join groups. Participate, share, collaborate!
✓ Sign up for the CORE newsletter.
✓ Let us know your ideas for training, forums, content, new groups, featured programs, and more.
QUESTIONS?

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