



## HEALTHY AGING CORE ALBERTA AND BC:

Promoting healthy aging using a digital knowledge hub  
for community-based seniors serving organizations

HEALTHY AGING  
**CORE**  
Collaborative Online Resources & Education

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.



Launched March 2019



Launched May 2020





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- **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

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CREATING A  
COORDINATED  
**Community-based seniors  
serving sector in Alberta**



*A joint initiative by:*

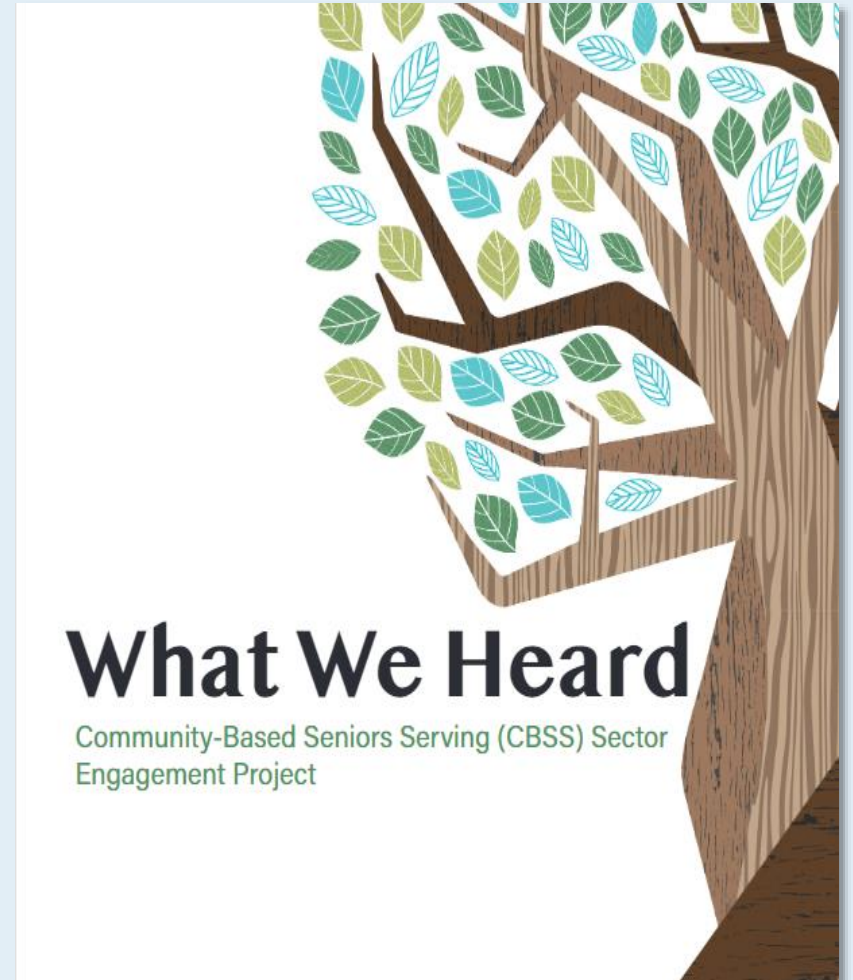




# 2019 COMMUNITY CONSULTATIONS

## Creating a Coordinated Community-Based Seniors Serving Sector in Alberta

- CBSS Organizations - Non-profit agencies such as a 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



# Healthy Aging

by United Way At home. In community.

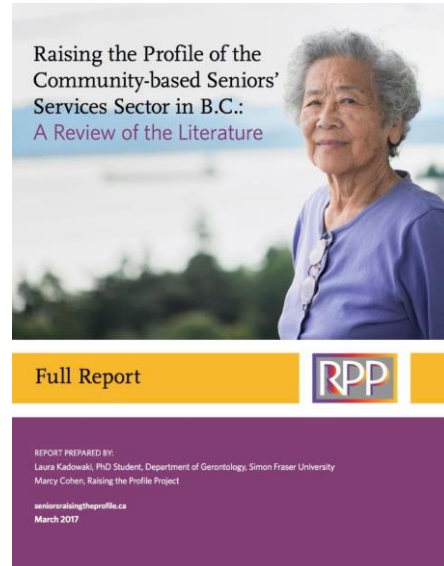
Better  
at Home



United Way helping seniors remain independent.

active  
aging  
ENGAGE. EVALUATE. MOBILIZE.

Provincial  
Summit  
on Aging



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SAFE SENIORS,  
STRONG COMMUNITIES

## 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](http://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



## KEY FEATURES

### 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

# PROVINCIAL REPLICATION CORE Alberta First Pilot Site

[Home](#)

[Groups](#)

[Community Programs](#)

[Training & Events](#)

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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.**





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ALBERTA

Alberta

Canada



United Way  
Calgary and Area



# 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)

## Health & Safety Webinar Dr. Marcia Johnson

100 participants

127 post-event resource pageviews

164 Zoom recording views

**375 total impressions**



## Aging with Pride

40 participants

54 post-event resource pageviews

14 Zoom recording views

**108 total impressions**

## Malnutrition Panel

45 participants

24 post-event resource pageviews

42 Zoom recording views

**111 total impressions**

## Tax Filing webinar with CPAA

40 participants

34 post-event resource pageviews

31 Zoom recording views

**105 total impressions**



# CORE GROUPS

## 10 Active Groups

CORE Group members

370

Group forums & events participants

753

Group forums & events

17

Participants found forum & events useful

84%

**Food Security**  
The COVID-19 pandemic has highlighted the challenges older adults on fixed

**Home Supports**  
This group is focused on developing solutions to the barriers involved in providing

**Social Connection, Wellness, and Mental Health**  
This group is focused on developing solutions to help older adults maintain their

**Business Continuity & Non-Profit Operations**  
This group is an opportunity for organizational leaders and staff to share

**Transportation**  
This group is focused on developing solutions to current challenges in providing

**Financial Matters**  
This discussion group is focused on practical strategies to help older adults with their taxes during COVID-19. If your organization has developed tools and techniques to meet this challenge, please...  
21 members [Joined ✓](#) [Go](#)

**Funding Information and Opportunities**  
This group provides an overview of COVID- related funding calls, granting criteria,

**Elder Abuse**  
The CORE Elder Abuse Group invites individuals, organizations, and agencies to develop strategies to address elder abuse in the least intrusive but most effective

**Intergenerational Linkages Community of Practice**  
The aim of the Community of Practice (CoP) is to bring together committed

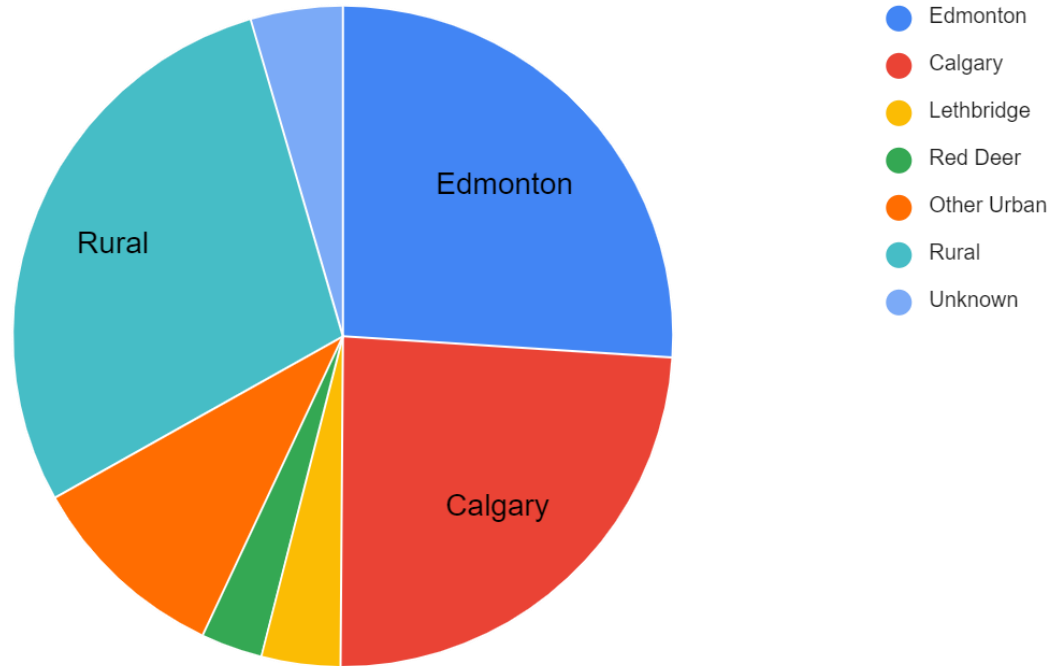
**Caregivers**  
The purpose of this group is to connect community-based senior serving professionals, volunteers, and allied and partners from all across Alberta who encounter caregivers in their work with resources...  
18 members [Joined ✓](#) [Go](#)

# CORE MEMBERSHIP

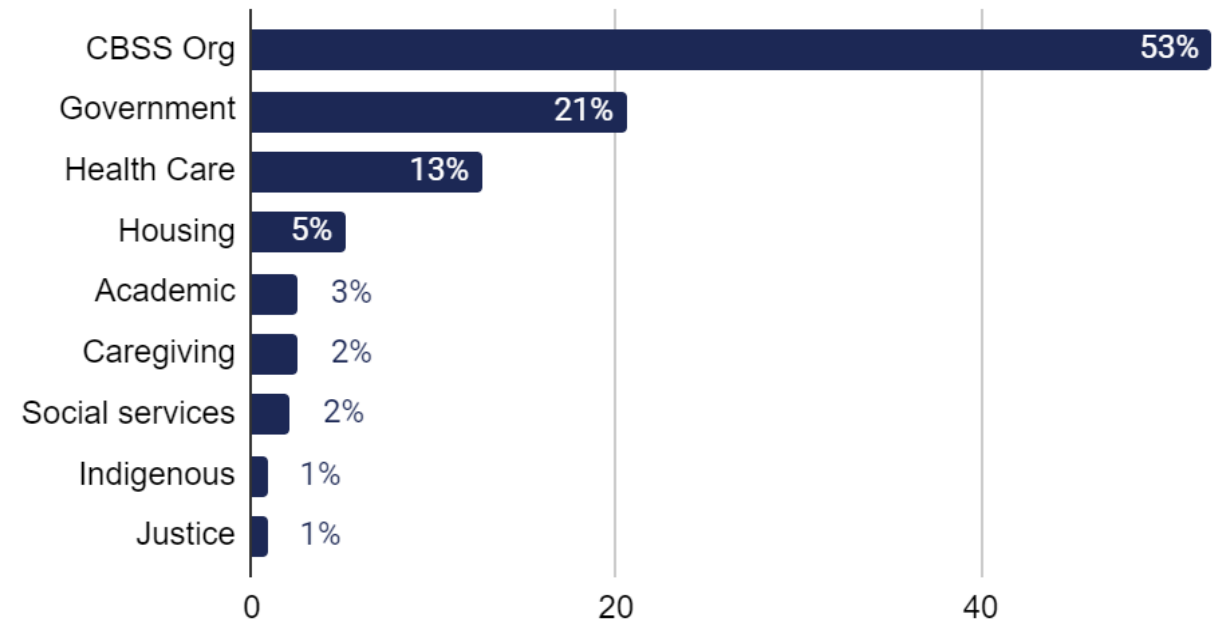
**ACTIVE MEMBERS: 575**

**NEWSLETTER SUBSCRIBERS: 844**

CORE Alberta Membership by Region



CORE Alberta Membership by Organization Type



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CANADA

**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?

**CORE Alberta**

[healthyaging@calgaryunitedway.org](mailto:healthyaging@calgaryunitedway.org)

**CORE BC**

[admin@healthyagingcore.ca](mailto:admin@healthyagingcore.ca)

**Kesa Shikaze**

**Executive Director, Seniors and Housing  
Seniors Strategic Planning Branch - GoA**

[Kesa.Shikaze@gov.ab.ca](mailto:Kesa.Shikaze@gov.ab.ca)

