

**SENIORS RESOURCE CENTRE
OF NEWFOUNLAND AND LABRADOR**
Promoting the independence and wellbeing of seniors province-wide
MILESTONES

1982

- G.A. Frecker Association of N.L. founded. Founding members included: Dr. Dorothy Harris, Dr. Art Sullivan and Dr. V Thomson.

1989

- Agreement signed between MUN and the G. A. Frecker Association to establish a joint project, The Seniors Resource Centre.
- Funding from Health and Welfare Canada's Seniors Independence Program to set up Seniors Resource Centres in St. John's, Marystown and Gander.

1990

- March 8, 1990: Official Opening of St. John's Seniors Resource Centre at Suite W100, 120 Torbay Road



- **Chairman of Board of Directors**
- Michael Stones



- **Anna Guigne, Executive Director**(right)
Eleanor Dawson (left), Project Coordinator till June
then Rosemary Lester, June 1990 -1992



- **Toll free Seniors Information Line** established 1-800-563-5599

- Official Opening of **Marystown Seniors Resource Centre** at the Marystown Mall.
Joint coordinators: **Stella Hollett and Mike Pickett**. When federal funding ended in 1992, they continued to operate the Centre as volunteers until free space was no longer available.



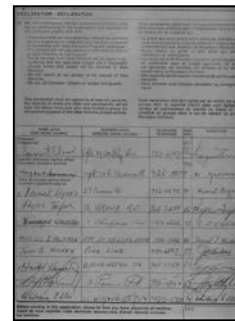
1990 (continued)

- Official Opening of **Gander Seniors Resource Centre** – coordinator **Kim Cheeks**. When federal funding ended in 1992, Gander and District Continuing Care Program funded the Centre until the establishment of Health and Community Services Boards. When that funding ended, the Centre closed.



- **Wellness and Healthy Aging Project** began - included research *Home Health Assessment Program for Independently Living Elderly* by MUN School of Nursing: Kathryn Hustins, Marilyn Beaton, Lan Gien; plus Cathy Murphy, and Yvonne Jacobs

- **Friday Friendship Club** Program began. Applied for New Horizon's funding 1991



- **Friendly Visiting Program** began.



- Seniors Resource Centre **Newsletter** Vol1 No.1



1991

- **Mall Walkers Club** began, sponsored by the Avalon Mall



1991 (continued)

- **Snowbusters** started, run by SRC volunteer coordinators with support of Gonzaga Viking Volunteers under Bro. Ken Horricks. The City of St. John's funded the program from 2005.
- **Bereavement Support Group** started in June under the Wellness and Healthy Aging program, facilitated by volunteers

- Multi-cultural seniors group - **Seniors Bridging Cultures** came under SRC umbrella



- December 3, 1991 Seniors Resource Centre became Incorporated.

1992

- Donald Peckham elected Board Chair in March.
Executive Director Kathryn Avis

- Rosemary Lester became Executive Director



- Seniors Resource Centre Association was granted charitable status

- SRC housed Canadian Hard of Hearing Association (CHHA) after they were burned out of their office



Dr. Norah Browne of CHHA

- Canadian Association Occupational Therapists project with June Walls: *Role of OTs with Seniors in the Community*

1992 (continued)

- Interagency **Elder Abuse Committee** formed – later renamed Elder Abuse Committee of Newfoundland and Labrador (EACNL)
- *Medication Use Concerns of SRC Clients in Newfoundland* (interviews in St. John's and Marystown) - Yvonne Jacobs, Norcen-CAG Internship, 1992. Outcomes - meetings with NL Pharmaceutical Assoc. to encourage development of large print medication fact sheets in plain language (in days before computer printouts); also promoted more education for seniors.

1993

- [Kathryn M Morrison, elected Board Chair](#)
- **Public Transportation Forum** March 30 - organized by the Friday Friendship Club - led to the formation of the **Seniors Action Committee** consisting of volunteer seniors. The committee applied for funding to develop the **Seniors Grocery Bus**

- April – first Friday Friendship Club Newsletter - **Senior's Pride** printed. Funding from New Horizons



- **Foot Care** Clinics with Victorian Order of Nurses began at the Centre



- **Income Tax Clinics** began

1994

- Charles Rennie was elected Chair of the Board and served until 2003



- When federal funding for the three Seniors Resource Centres ended in 1992, each Centre became independent. This led to a name change and new constitution - St. John's Seniors Resource Centre Association Inc.
- Seniors Resource Centre moved upstairs to #214, in the Prince Charles Building
- First full time fundraiser hired in March, Sylvia Clouston
- **Co-operative Action** started, funded by New Horizons, Health Canada – start of the **Peer Advocate program**. Yvonne Jacobs program manager

- **Health Fair for Seniors** organized by Cooperative Action for Seniors held in St. John's in October



- Funding for **Grocery Bus** project from Venture Program, Health Canada



- **Seniors Bridging Cultures** received grant from New Horizons for an International Cook Book

1995

- **Emergency Planning for Seniors** - coordinated through Co-operative Action. In response to the power outage in December 1994, the SRC invited 28 organizations to discuss concerns. This resulted in the formation of a coalition to address the issue of Emergency Planning for seniors and other vulnerable people.



- Monthly articles contributed to the *50+ New Age Senior* newspaper – continued for 9 years

- Bidgoods provided funding for the **Seniors Grocery Bus** and Ron Cook's Bus was chartered.



- CAG grant for evaluation of Bereavement Support group.
- Corporate Fundraising Campaign began, coordinated by Reg Gabriel. More than \$70,000 raised over the years.

1996

- **Rural Peer Advocate** program, funded by Health Canada resulted in the establishment of the first three Peer Advocate groups - in Trepassey, Bell Island and Port au Port.
- Funding from Health Canada for Friday Friendship Club **Elder Abuse Awareness Project** which included a **Speakers Bureau**.

1996 (continued)

- **Atlantic Seniors Networking Forum** organized by the SRC with funding from New Horizons Partners in Aging Program, Health Canada to celebrate the successes of the two year New Horizons *Seniors At Risk* program and to lobby for continued funding. (The original New Horizons program 1976 to 1995 had funded seniors' clubs).

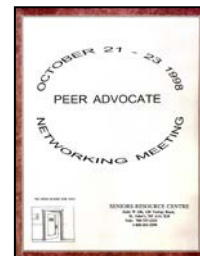
1997

- **Rural Peer Advocate Program** - funding from McConnell Family Foundation to expand the program in Central and Eastern NL. Groups formed in Bay Roberts, Clarendville, Grand Falls and Burin.
- **Lifelong Learners** program, an independent group funded through New Horizons, came under SRC umbrella
- Office Administrators: Hope Hedderson (right) 1990-1994; Darshani Balasooriya (centre) 1994-1997 and Dawn Stone (left) 1997–present



1998

- **First Provincial Peer Advocate Networking Meeting**, October 21-23, funded by McConnell Family Foundation. Led to funding by the provincial Department of Health.



1999



International Year of Older Persons (IYOP) province-wide activities



1999 (continued)

- **Strong Face of Age** – a project to demonstrate the contribution seniors in Newfoundland and Labrador make to society

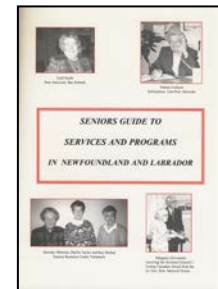
- **Literacy Project** *Not Too Long Ago*
.... *Seniors Tell Their Stories* - Garry Cranford



- **ABCs of Fraud** project funded by Scotia Bank. Through skits and discussion, volunteer seniors presented information and prevention tips on scams and frauds.

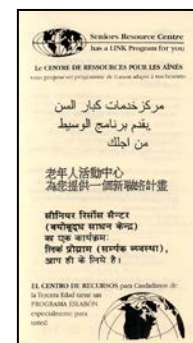


- First **Seniors Guide to Services and Programs in Newfoundland and Labrador** Compiled by the Yvonne Jacobs, Seniors Resource Centre and printed by the Dept. of Health and Community Services



- Seniors Bridging Cultures project - **Building Bridges** - reached out with information to help older immigrants. Led to the Link Volunteer program.

- Seniors Bridging Cultures Club - **Link Volunteer Program** – a program to connect seniors who do not speak English with the Seniors Information Line, through volunteers who speak English and one or more other language.

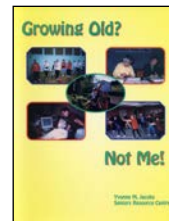


2000

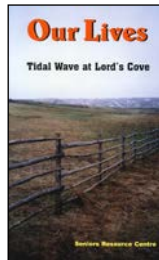
- January 1st. **Heritage Crafters** began meeting weekly for a social get together, bringing along their craft projects to work on individually while sharing ideas, with the aim of raising funds for the Seniors Resource Centre through Craft Sales. Over the years they have raised in excess of \$11,000.



- Literacy project *Growing Old? Not Me! A Guide for Healthy Aging* - Yvonne M. Jacobs



- Literacy project *Our Lives* - Garry Cranford



Books in the *Our Lives* series:

A Caring Life
A Fisherman and Storyteller
Cartwright, Labrador
Ghost Stories
Life in Aillik, Labrador
Memories of Silver Fox Island
Memories of Spotted Island
Tidal Wave at Lord's Cove
Trappers' Memories
Two Shipwrecks

- Celebration of the **Seniors Resource Centre's 10th Anniversary**



Cake cutting by the Centre's long time volunteers:
L to R: Dorothy Whittick, Margaret Adams, Sr. Angela Fowler & Judy Dillon

2001

- First **Dorothy Whittick Memorial Award**
Presented to Margaret Adams by
Judith Whittick



- *Aging Well in Rural Places* – Bonavista, 2001 – 2002.
A Research Project for the Seniors Resource Centre in
partnership with the Nova Scotia Centre on Aging
& Dalhousie University

- **Caregivers Out of Isolation** project was
established by the Seniors Resource Centre of
Newfoundland and Labrador, with a grant from the
J.W. McConnell Family Foundation. A province
wide program to support unpaid caregivers of
family and friends. Led to the development of eight
Regional Caregivers Networks across the
province.

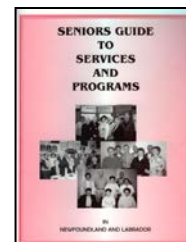


- **Diabetes Awareness - Building on Our Strengths: Knowing What's Good for Me**, 2001 – 2005. Workshops were held across the province to raise awareness. As a result, seniors in 16 communities formed action groups and organized their own active living, healthy eating, and support programs.

- **In Support of Shifting Sands** – recommendations for policy changes to meet the needs of the aging population in Atlantic Canada



Revised edition of the **Seniors Guide to Services and Programs in Newfoundland and Labrador**.
Compiled by the Seniors Resource Centre and printed by the Dept. of Health and Community Services



2002

- **Listen to Me** - A project to learn from older adults what they believe are the obstacles they face in the areas of literacy and technology. Funded by the National Literacy Secretariat. Culminated in a **Literacy Forum** at the Fluvarium where seniors met with policy makers and representatives from businesses and literacy organizations to try to find solutions.
- **Independence through Information – Peer Advocacy for Seniors**
2002-3 Canadian Rural partnership project. Resulted in recruitment of 37 new Peer Advocates. Of these, 10 joined existing groups in Burin, Grand Falls-Windsor and Trepassey while the rest formed new groups in Botwood, Bonavista and Bishop's Falls
- **Falls Prevention – Project Upright (2002 -2004)** Funded by Veterans Affairs to raise awareness of Veterans and other seniors about prevention and consequences of falls. Senior volunteers across the province organized workshops, performed skits and songs and passed out fact sheets including one on “icers”/creepers.
- **Older Adults and Alcohol – What's in the Mix?** Focus groups then conference in Victoria, BC
- **Seniors Resource Centre moved to W100, 280 Torbay Road**



Harold March & Fred Bittner

2003

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- Sister Angela Fowler and Dr. Leonard Foley were appointed **Honorary Board Members**

2003 (continued)

- Joan Marshall
Board Chair from June-October



- October: Joan Dawe elected Board Chair



- Name change to **Seniors Resource Centre Association of Newfoundland and Labrador Inc.**
- **Learning for Life** - Robyn Drodge - a Literacy Project funded by the Literacy Development Council of N&L and the Dept of Education - St. Bride's & Bay Roberts computer literacy, and Bell Island one-on-one basic literacy.
- **Atlantic Seniors Housing Research Alliance (ASHRA)** - 5 year study, in partnership with Mount St. Vincent University, to identify the housing needs of older Atlantic Canadians.

2004

- **The Faces of Elder Abuse Provincial Conference**
- May 27 -28



- **Elder Abuse project - Seniors Speak Out: The Journey**

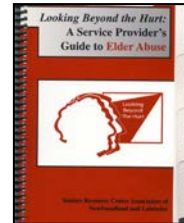
Trudy Marshall & Lorraine Best



2004 (continued)

- First meeting of **RCMP Commanding Officer Seniors Advisory Committee**

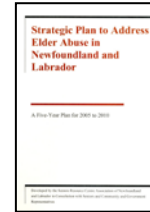
- **First printing of *Looking Beyond the Hurt: A Service Providers Guide to Elder Abuse***



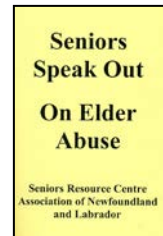
- **Seniors Bridging Cultures project - Collaborative Health Policy** - to build capacity among ethnic minority seniors to influence policies affecting their health care and to continue the process of collaborating with leaders and senior management of the three health care boards in the development of more culturally-appropriate health care policies.
- **Seniors Bridging Cultures project - Identifying Barriers** The project worked with seniors in the community, community leaders and community organizations in order to develop an action plan, to reduce or eliminate isolation in the multicultural community.
- **Linking Generations** – a series of focus groups with seniors and youth looking at how they view each other
- **Ageing Issues Network** In February, 2004 through the Atlantic Seniors Health Promotion Network (ASHPN), with funding from the Public Health Agency of Canada, the Seniors Resource Centre Association of Newfoundland and Labrador hosted a meeting of seniors interested in identifying aging related health issues.

2005

- **Strategic Plan to Address Elder Abuse in Newfoundland and Labrador 2005-2010**
Developed and presented to the Department of Health and Community Services

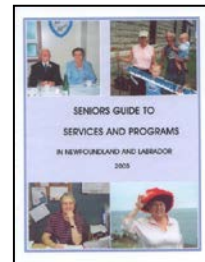


- **Seniors Speak Out on Elder Abuse**
- Bonavista, Burin and Bay St. George Area



- In February 2005, the SRC hosted the first of the provincial meetings of the **Aging Issues Network**. The Network has evolved into an independent organization.

- Second edition of the **Seniors Guide to Services and Programs in Newfoundland and Labrador** Compiled by the Seniors Resource Centre and printed by the Dept. of Health and Community Services



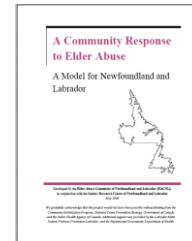
- **Reaching Out-Looking In Needs Assessment Of Older People (50+) Living in the Downtown Area of St. John's** - Karyn Blackwood - National Career Focus Intern Help the Aged (Canada), Government of Canada Youth Employment Strategy
- **Diminishing Vulnerability through Literacy** – Ed Wade - Harbour Breton, Belleoram, Miller Town and Port Union

2006

- Updated edition of *Looking Beyond the Hurt: A Service Providers Guide to Elder Abuse*



- ***A Community Response to Elder Abuse: A Model for Newfoundland and Labrador***
Work began January 2006. Report presented to the Minister of Health in May 2008.



- Linda Bowering elected Chair of the Board



2007

- **Second Provincial Peer Advocate Networking Meeting**

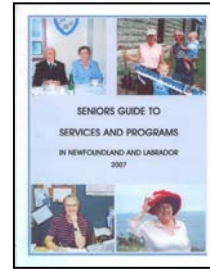


- Aging Issues Network – ***Seniors in Action***



2007 (continued)

- Revised edition of the **Seniors Guide to Services and Programs in Newfoundland and Labrador** Compiled by the Seniors Resource Centre and printed by the Dept. of Health and Community Services



- *Improving with Age* – funded by Provincial Wellness grant. Healthy Aging workshops held across the province.

- **LifeLong Learning Symposium** held in St. John's.



- **Building Bridges: Easing the Passage.** Link volunteers help immigrant seniors with applications for services.

2008

- Marilyn Beaton
elected Chair of the Board



- **Kelly Heisz became Executive Director**



- *Smoke Free – It's Never Too Late* – a project in which volunteers supported older adults and seniors who wanted to reduce or quit smoking.
- Partnership with Newfoundland and Labrador Hydro – funding for **Health and Safety** workshops for seniors across the province.

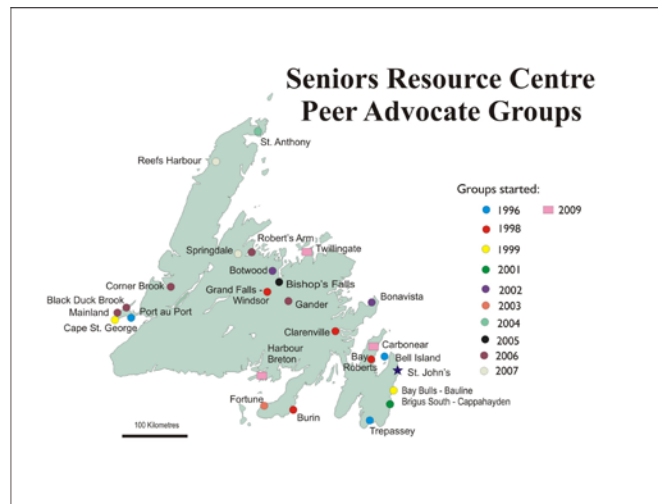
2009

- Opening of the **Seniors Resource Centre's Satellite Office** in Spaniard's Bay, April 6



- **Seniors Speak Out on Elder Abuse** project

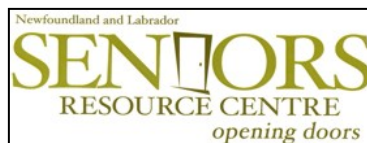
- Over the years the **Peer Advocate** program has reached 28 communities province wide



2010

- **Seniors and Youth Speak Out on Elder Abuse** project
- **Building a Network Project** – funded by federal New Horizons Elder Abuse Initiative

- **New logo**



- New **Strategic Plan** developed to guide the work of the Seniors Resource Centre of Newfoundland and Labrador over the next three years.

2010

- Celebration of the 20th Anniversary of the Seniors Resource Centre of Newfoundland and Labrador



Ceremonial Cutting of the 20th Anniversary Cake by:
(L to R): new Board member, Keith Soper, and long- time volunteers with the Centre:
Melina Sutradhar, Lorraine Best, and Eric Larkin.

