

SeniorsNL

RESOURCES • INFORMATION • CONNECTION

Mid-Year Report

April 1 to September 30, 2022

Our Vision: Older adults are respected, valued and have the opportunity to be engaged in all aspects of society.

Our Core Values: Respect, Choice, Collaboration, Growth and Development

Our Mission: SeniorsNL supports, promotes and enhances the well-being and independence of all older adults throughout Newfoundland and Labrador.

Our Mandate: Guided by our core values, and in response to identified needs, SeniorsNL

- provides information and referral to support informed decision-making,
- facilitates the development and implementation of programs, and
- works to influence policies affecting older adults.

Information and Referral Services

2,245 Inquiries: 24% increase over same time period last year.

Less than 1% of calls (17): directory assistance only.

198 Follow-up calls: averaging 9.6 minutes. Some of those who connect with us require more time to ensure they get what they need. We ask for their permission to contact them to make sure they managed to connect with the services to which they were referred and/or that their questions were answered. Sometimes a follow-up call also involves emotional support, and in more complex situations, we may do multiple follow-ups with individuals over several weeks or months



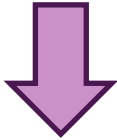
Thank You Volunteers

During this period we had seven trained Volunteers who gave 906.5 hours during this time period. This equals to \$20,332.80 (Calculated using SeniorsNL base pay for an assistant.)

2301 Referrals*



134 Programs/Services



145 Agencies

Top Four Referral Agencies

1. CRA's Community Volunteer Income Tax Program
2. Service Canada
3. Connections for Seniors
4. Eastern Health's Community Supports

Top Two Referrals to SeniorsNL Resources

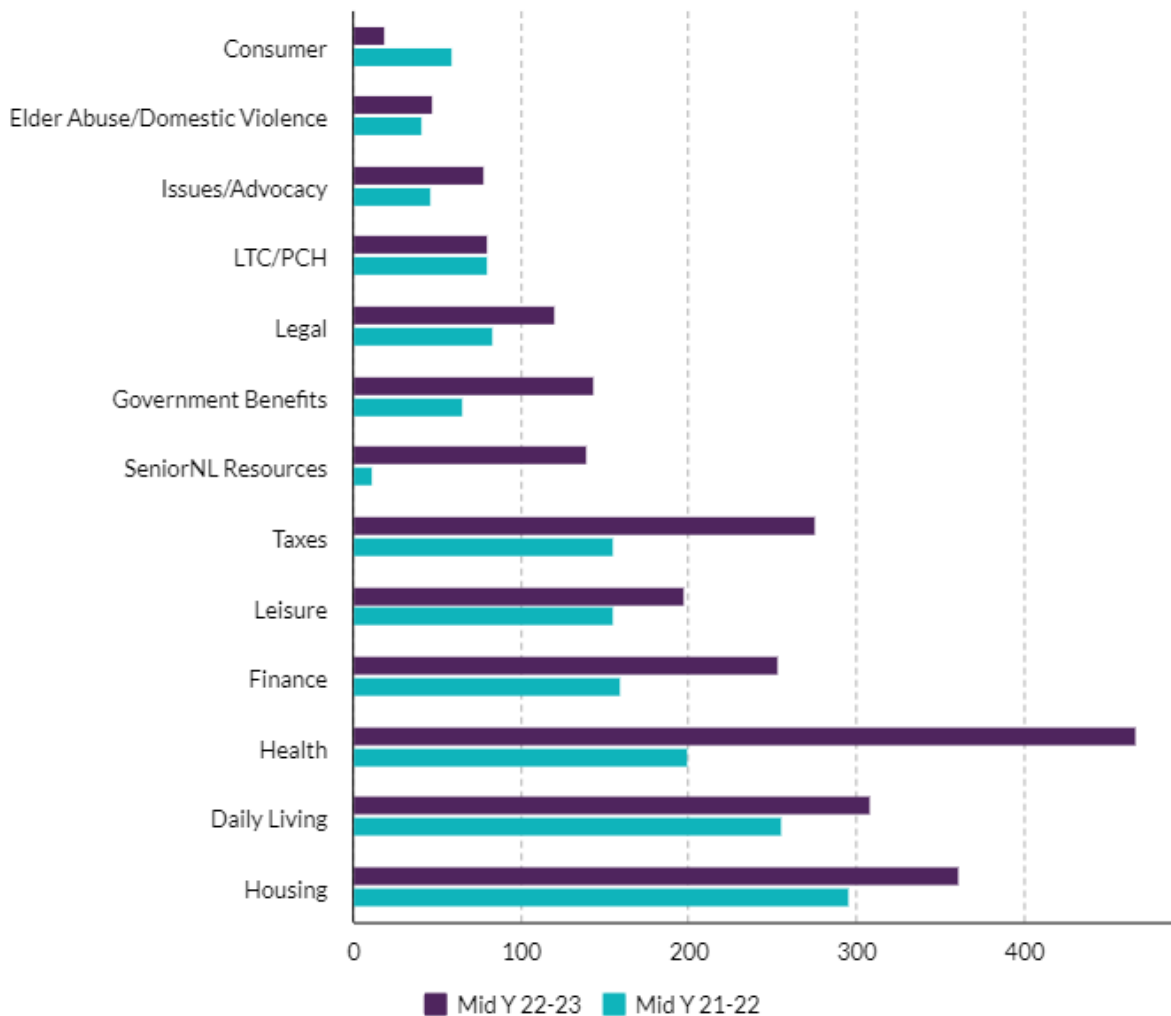
1. Free rapid tests and masks**
2. Housing List for St. John's area***

* Some Inquirers require more than one referral

**SeniorsNL received COVID rapid tests and masks from to distribute to seniors in NL.

***SeniorsNL Housing list includes listing for subsidized housing options (eg. NL Housing, City of St. John's Non-Profit Housing, church housing, etc.) as well as market-rate senior apartments.

Categories of Need Mid-Year Comparison



Top 20 Referrals for April 1 to September 30, 2022

1. Community Volunteer Income Tax Program (Canada Revenue Agency)	247
2. Free Rapid Test Kits for COVID-19 and masks (SeniorsNL)	184
3. Housing List St. John's and Area (SeniorsNL)	140
4. SeniorsNL general brochure (SeniorsNL)	92
5. Service Canada (Government of Canada)	91
6. Connections for Seniors (St. Johns Shelter and Support)	82
7. Community Supports Program (Eastern Health)	81
8. Public Legal Information Association of NL	61
9. Rental Housing Program (NLHC)	59
10. Adult Protection Act (phoneline to report abuse and neglect)	33
11. Newfoundland and Labrador Prescription Drug Program	30
12. Recreation Guide for St. John's Area (SeniorsNL)	30
13. Adult Dental Program (Dept of Health and Community Services)*	29
14. Provincial Hearing Aid Program (CSSD)	26
15. Provincial Home Repair Program - PHRP (NLHC)	25
16. Vision Care (CSSD)	25
17. Non-Profit Housing (City of St. John's)	24
18. Housing List Eastern - Outside St. John's (SeniorsNL)	23
19. Provincial Furnace Oil Supplement	23
20. Members of the House of Assembly (MHA) - NL	21

*Referrals to Adult Dental Program reflect an unmet need as there is no financial support for dentistry needs for those 65+

Other referrals worth noting:

- Emergency Housing (NLHC)
- Credit Counselling Services of Newfoundland and Labrador
- DoorWays Walk In Counselling Mental Health and Addictions Services (various Health Authorities)
- List of Footcare Businesses (Avalon Region)
- Special Assistance Program (Eastern and Central Health)

Data Trends and Observations

- **Health (18%)** was the biggest category of needs during this period, but this was largely due to requests (164) for free rapid tests and masks that SeniorsNL has been distributing since May 2022.
 - Other than the above-mentioned increase in the Health category, **Housing (14%) and daily living (12%)** are the top two categories of needs (which is consistent with other years).
 - **There has been a 133% (254 vs 160) increase in Financial-related needs** over the same time last year. These needs include financial support for hearing aids and glasses, emergency food, and prescription drugs, as well as help with debt management.
 - **There was a 118% increase in needs related to government benefits** over the same period last year (144 versus 66). Part of the reason for this increase is related to seniors calling us to find out about the 10% increase in OAS for those over 75 and the one-time increase in GST payments.
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“Immediate response, informative and friendly” answer from our Anonymous Customer Satisfaction Survey question *Did SeniorsNL respond to your inquiry in a timely manner?*

“LPN, new role introduced and awarded to me this past spring with geriatric medicine, most definitely will be availing of resource material” answer from our Anonymous Customer Satisfaction Survey question *Will you use SeniorsNL again?*

Resources Management – April 1 2021 to September 30 2021

Trudy Marshall, Resource Management Coordinator, I&R

“Accurate Information means Accurate Referrals”

The SeniorsNL Information and Referral (I&R) service follows professional industry [AIRS -- Alliance of Information and Referral Systems] standards towards ensuring that the information in our resource database (1065 active entries) is accurate and complete. Database management of the SeniorsNL database involves research for new resources, along with updating and management of existing resources. Every workday, our small group of Information and Referral staff, a few volunteers or temporary placements, and other SeniorsNL staff request or receive information that confirms the accuracy of our I&R database entries.

The types of services/resources found in the database and the number of referrals correspond. As seen in the graph below, the categories of Housing (Basic Needs), Health (Health PLUS Mental Health and Substance Use Disorder Services), and Leisure (Individual and Family Needs) contain the highest number of resource records in our database and reflect our most common referrals. Community Volunteer Income Tax Program (Canada Revenue Agency) and Public Legal Information Association of NL are often in the top five referrals and represent the majority of resources categorized as Taxes and Legal, respectively.

Resource Management Statistics for the SeniorsNL database

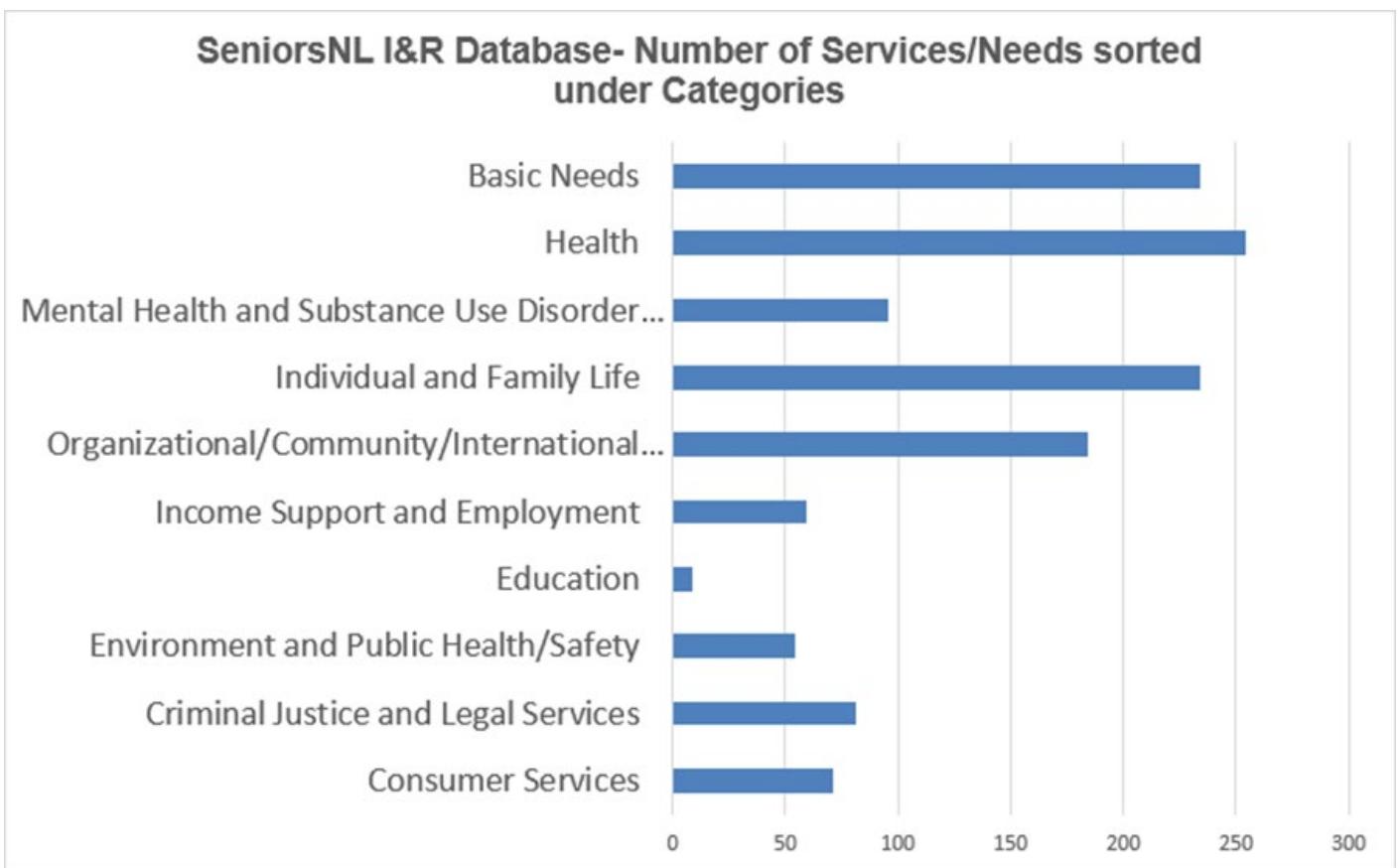
Changing resources reflect the changing needs identified by seniors and others who use our service. So as new entries are added (70 NEW entries since April 1 2022) more are deleted.

1065 ACTIVE RESOURCES (October 2022)

- 438 AGENCIES
- 359 PROGRAMS
- 268 SITES

206 completely reviewed and verified (since April 1, 2022).

443 received ad hoc updates (since April 1, 2022) which represents 83% of our targeted database entries.



Resource Management Statistics for the SeniorsNL database

SeniorsNL continues to have a data-sharing partnership with 211 NL/Findhelp, and we plan to increase the number of database records that we share. This summer we compared the approximately 2750 211 NL records with the 1065 SeniorsNL database entries (Agencies, Programs and Sites) to facilitate this. For example, SeniorsNL and 211 will each "own" (be responsible for verifying the accuracy of) a portion of the shared resource entries. This will ensure that new and existing entries can be updated more frequently and will decrease duplication of updating efforts by 211 NL/Findhelp and SeniorsNL.

SeniorsNL is pleased to continue to support Food First NL's Community Food Helpline with its iCarol system and staff support for this database.

Website Data*: April-September 2022

23,033 unique users**

55,602 pageviews

12.5% are return users

94% users from Canada

67% from Newfoundland and Labrador

** Data from Google Analytics.*

*** a unique identifier associated with each user is sent with each hit. In simpler terms, "users" is the number of new and returning people who visit your site during a set period of time.*

Top 15 Pages

1. SeniorsNL mainpage
2. Motor Registration Division- booking appointments and online services
3. Renew or Update Online Motor Registration-ServiceNL
4. SeniorsNL
5. All Resources
6. Contact Us
7. Drug Cards-NL Prescription Drug Program
8. Digital Government and ServiceNL-online services
9. Cell Phone- Mobility for Good Seniors Program-Telus
10. COVID-19 Latest Information
11. Housing
12. NL 50+ Federation Seniors Groups/Member Clubs
13. Family or Friend
14. Events Archive
15. Housing Rental

Information and Referral Provincial Outreach

The first six months of this fiscal year has seen an increased number of requests for in person presentations and materials for handout.. We were pleased to be able to participate and get back into communities where seniors live. We also continued doing virtual sessions which are still popular and have garnered return participants.

Material Distribution:

10,421 pieces of information distributed through booths and by groups who wanted the information for their residents/clients:

- Acadian Village
- Bishop Gardens
- City of St, John's
- Dept. of Justice and Public Safety
- Government Employee Service and Wellness Program
- Gateway Status of Women
- Grace Sparkes House
- Sheriff's Office (St. John's)
- Town of Conception Bay South
- Violence Prevention South/Central
- Westbury Estates

We had 19 outreach opportunities both in-person and virtual sessions. There were 878 participants:

- Canadian Federation of University Women: Webinar "Invisible no more – elder rights" – SeniorsNL as Panelist
- NL 50+Federation Convention
- Presentation (zoom): Frauds and Scams – NL Women's Institute
- Presentation to Victim Services Coordinators: SeniorsNL: Who We Are and What We Do

- Presentation: Caring for the Caregiver – Victoria Community Development Board
- Presentation: Frauds and Scams – Victoria Community Development Board
- Presentation: It's Not Right! Neighbors, Friends, and Family of Older Adults - Residence at Littledale
- Presentation: Just Ask SeniorsNL-Town of CBS Seniors' Lunch and Learn
- Presentation: SeniorsNL: Who We Are and What We Do – Wellness Coalitions Networking Day. 15
- Presentation: SeniorsNL: Who We Are and What We Do- Self Managed Care Directors, Central and Western Health
- Zoom – Let's Talk About – Perspective on Aging: Ageism (Henry Kielly, Division of Seniors and Aging)
- Zoom – Let's Talk About - The Importance of Having a Will and Power of Attorney (Kristen Morry (PLIAN))
- Zoom – Let's Talk About: Adult Protection Act with Steve Ross (Division of Seniors and Aging- Adult Protection)
- Zoom – Let's Talk About: Advance Care Planning – Starting the Conversation (SeniorsNL)
- Zoom - Let's Talk About: Family and Friends Caregivers (SeniorsNL)
- Zoom – Let's Talk About: Old School Intergenerational Projects (Founders Claire Rouleau & Eric Winsor)
- Zoom – Views on the Treatment of Older Adults (MUN Researchers Kelly Warren and Marissa Taylor)
- Zoom- Let's Talk About – Activate Learning (Julia Norcross: ABC Life Literacy)
- Zoom- Let's Talk About...Exploring Nav-Care: A Volunteer Based Program Assisting Older Adults to Age Well at Home.

We also issued 109 certificates for Professional Development.

We have produced 40 Virtual sessions since 2021 that are uploaded to our YouTube Channel, therefore allowing individuals to watch what they want, when they want. We are pleased there is still an audience for sessions that have been available for some time. From April – September there were 563 views.

The top five most viewed sessions on our YouTube Channel were:

- Let's Talk About...The Importance of having a Will and Enduring Power of Attorney
- Let's Talk About...Perspectives on Aging: Ageism
- Let's Talk About...Exploring Nav-Care: A Volunteer Based Program Assisting Older Adults to Age Well at Home.
- Let's Talk About...Building Our Mental Wellness
- Let's Talk About...Family and Friends as Caregivers

Communities(106) Where Participants of our Outreach Live

- Baie Verte
- Baine Harbour
- Bay Bulls
- Bay Roberts
- Beachy Cove
- Belloram
- Birchy Bay
- Bishops Falls
- Bonavista
- Brigus
- Bryant's Cove
- Burgeo
- Burgoyne's Cove
- Burin
- Cape Broyle
- Carbonear
- Cartwright
- Catalina
- Cavendish
- Chapel Arm
- Clarenville
- Conception Bay South
- Corner Brook
- Creston
- Deep Bight
- Deer Lake
- Dunville
- Eastport
- English Harbour West
- Ferryland
- Flatrock
- Fogo
- Fox Harbour
- Fredericton, NB
- Frenchman's Cove
- Freshwater
- Gambo
- Gander
- George's Brook-Milton
- Glovertown
- Grand Bank
- Grand Falls Winsor
- Hampden
- Harbour Grace
- Hawkes Bay
- Hillview
- Irishtown-Summerside
- Jackson's Arm
- Jeffrey's
- Jerseyside
- Jo Batts Arm
- Kippens
- Labrador City
- Labrador West
- Lamaline
- Lewisporte
- Little Bay
- Little Rapids
- Logy Bay
- Makinsons
- Mary's Harbour
- Marystown
- McIvers
- Milltown
- Mobile
- Montreal
- Mount Pearl
- Nain
- Norris Point
- North Harbour
- North River
- Old Perlican
- Paradise
- Pasadena
- Piccadilly
- Placentia
- Port au Port
- Port aux Basques
- Port de Grave
- Port Hope Simpson

- Port Rexton
- Portugal Cove South
- Rocky Harbour
- Rushoon
- Salt Pond
- Scarborough
- Seal Cove
- Spaniards Bay
- Springdale
- St. Fintan's
- St. John's
- St. Lawrence
- St. Philips
- Stephenville
- Stephenville Crossing
- Summerford
- Torbay
- Trepassey
- Trinity Bay
- Triton
- Twillingate
- Whitbourne
- Winterland
- Witless Bay
- Wolfville
- Woody Point-Bonne Bay

NL Network for the Prevention of Elder Abuse (NLNPEA)

The NLNPEA is an integral part of SeniorsNL's work to foster relationships among its individual and organizational members and partners to address elder abuse in our province. The Steering Committee will be working on its Strategic Plan that includes securing funding for a Coordinator.

SeniorsNL actively promotes World Elder Abuse Awareness Day (WEAAD) held annually on June 15. The events from SeniorsNL were virtual, having a session on June 15, with special guest Henry Kielley from the Division of Seniors and Aging present on Ageism. Four other presentations took place in June, highlighting elder abuse took place,:

- In person presentation on It's Not Right! Neighbours, Friends and Family of Older Adults
- In person presentation on Frauds and Scams
- Virtual Presentation: Let's Talk About...Views on the Treatment of Older Adults
- Virtual Presentation; Let's Talk About...The Adult Protection Act.

Social media was used, via Facebook and Twitter, on June 15, as we joined the world to highlight the many forms of abuse and how to get help and to be a support to report.

Let's Talk About...Perspectives on Ageing Ageism



Rights Don't Get Old
June 15
WEAAD.ca

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June 15, 2022

A flyer for World Elder Abuse Awareness Day (June 15) featuring the SeniorsNL logo and contact information. The flyer is split into two sections: a white section on the left with logos and contact details, and a dark grey section on the right with a message about elder abuse.

World Elder Abuse Awareness Day
Rights Don't Get Old
June 15
WEAAD.ca

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When you need us, we are here to help.

1.800.563.5599
INFO@SENIORSNL.CA
WWW.SENIORSNL.CA

ELDER ABUSE COMES
IN MANY FORMS.

IT IS UNDER-REPORTED.

MANY DO NOT SHARE
THEIR STRUGGLES AND FEARS!

REACH OUT AND BE A
SUPPORT TO REPORT!

Collective Impact for Seniors Project

2019 – 2024, Pan-Canadian New Horizons for Seniors Program
Employment and Social Development Canada

The SeniorsNL collective impact project aims to efficiently and effectively serve seniors who have multiple concurrent needs. These needs are typically in the areas of housing, finances, connectedness, and health.

Through our Inter-Agency Teams, Collaborating Organizations and Oversight Committee we are seeing improved knowledge of senior-related issues and programs, expanded collaborations, collection of evidence, and actions that will have positive impacts at a system-level. **To date, the project has engaged 122 representatives from 56 organizations programs and departments.**

Collaborating Organizations and Initiatives

Three key Collaborating Organizations are provided with project funds to implement initiatives to fill service gaps and address system-related challenges.

Income Support

Turning 64 project

- Social work support is provided each month to an average of 40 individuals who are age 64 and receiving income support. This assists with the transition to federal benefits at age 65.
- This transition includes the new need to file taxes annually, complete and submit benefit application forms, manage directly paid benefit income, understand and budget for changes to the drug plan and transportation, make rent/utility/ municipal tax payments, as well as to identify supports outside of Income Support.

Homeowner Cohort (completed in Q1 2022)

- A social worker pro-actively contacted and/or reviewed files of 50 individuals who are single, receiving income support, age 55-60, and living in their own home in the Eastern region (randomly selected). Clients were informed of programs and services for which they are eligible and connected with other organizations to access needed services (i.e.. NLHC Home Repair Program, City of St. John's for payment of municipal taxes owed).
- Data was collected regarding identified needs and these insights were shared with CSSD and are assisting Income Support in planning service delivery to homeowners.

Connections For Seniors

Health and Community Outreach Social Worker

- One-one intake assessments are conducted to understand an individuals' needs and to provide or refer to appropriate services.
- Two main services were to assist with healthcare and finances (i.e.. physician appointments/communication, access to and managing home care, moving to personal care or long-term care, 'Supported Referrals' to pay NLPower arrears and prevent evictions, opening bank accounts, GoBus and MTAP applications for more affordable transportation, etc.)

Volunteer Coordinator

- Volunteers are recruited and supported to respond to seniors who have need of food hamper delivery (due to limited mobility), quality and nutritious food as well as diabetic-friendly foods (due to health and affordability); or connection/friendly caller (feeling socially isolated).

Newfoundland and Labrador Housing Corporation:

Housing Support Worker (located at Connections for Seniors)

- This case manager is available to work any senior who lives in any shelter in St. John's and area to coordinate multiple needs and more permanent housing (i.e.. personal care, occupational therapy, general healthcare, physical accessibility, assistance to obtain eligible benefits, and housing search assistance)

Seniors' Navigator

- A social worker assists individual seniors who wish to access NLHC services, as needed. This position also increases awareness of senior-specific housing considerations and facilitates internal connectedness between NLHC programs.

Inter-Agency Teams

Nine (9) Teams were active during this reporting period. New members were from:

- Correctional Services of Canada
- Flexible Assertive Community Team (FACT), Eastern Health
- Nephrology SW, Eastern Health
- Thrive
- Health Sciences Hospital Discharge, Eastern Health Personal Care Home
- Iris Kirby House
- Community Support Program (PCH link), Eastern Health
- Peer Support Volunteer, SeniorsNL

By collaborating with other disciplines, departments and programs, the Inter-Agency Team members have been able to support each other, share tasks, think creatively and efficiently meet multiple needs in a timely manner. For example:

An individual, age 65 with physical and mental health challenges, receives OAS and GIS, and was given a short eviction notice from a private landlord. Factors contributing to the situation were shared accommodation with someone who also has complex health concerns and admission to the hospital for an extended time. The Team confirmed details of the eviction, facilitated a delay in the eviction, secured alternate accommodation within two months, and completed details such as house viewing, lease signing,

payments and moving. Communication with other family increased, an application was submitted for an additional housing subsidy, hospital discharge and other healthcare workers were included on the Team for a seamless transition into new housing, and long-term supports were arranged. Team members were from Income Support, SeniorsNL, Mental Health and Addictions, NLHC and Connections for Seniors.

Systems Oversight Committee

The Systems Oversight Committee convenes a couple times a year to review the work of the Collaborating Organizations and the Inter-Agency Teams and discuss the systems successes and challenges and to provide opportunity for discussion on policy/system changes that can take place in order to improve service and access to service.. The Committee is set to meet in October

Managers, directors, and leaders continue to participate as follows:

- Canada Revenue Agency
- Children, Seniors, and Social Development - Government of NL
- City of St. John's
- Community Supports Program, Eastern Health
- Connections For Seniors
- Disability Policy Office, CSSD
- Health and Community Services - Government of NL
- Income Support, CSSD
- Newfoundland and Labrador Housing Corporation
- Office of the Seniors' Advocate of NL
- Salvation Army
- SeniorsNL
- Service Canada