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**TO:** CITY MANAGER **DATE:** 2007 December 12

**FROM:** DIRECTOR PLANNING & BUILDING **FILE:**

**SUBJECT: UBCM SENIORS HOUSING AND SUPPORT INITIATIVE FUNDING APPLICATION IN PARTNERSHIP WITH COSCO**

**PURPOSE:** To seek Council's endorsement for the submission of an application by the City, in conjunction with the Council of Seniors Citizens' Organizations of BC, to UBCM for funding for a seniors health promotion project through the Seniors Housing and Support Initiative.

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**RECOMMENDATIONS:**

1. **THAT** Council authorize staff to submit an application for funding to UBCM for the "Health and Safety Learning for Seniors by Seniors" pilot project, as described in this report.
2. **THAT** a copy of this report be sent to the Social Issues Committee, Burnaby Seniors Interagency Society, and Voices of Burnaby Seniors Project Committee for information.

**REPORT****1.0 BACKGROUND**

In 2007 November, the Council of Senior Citizens Organizations of BC (COSCO) requested the City enter into a partnership arrangement to apply for funding from the Seniors Housing and Support Initiative (SHSI), administered by the Union of BC Municipalities (UBCM). The City's involvement was necessary, as the SHSI funding is only awarded to local governments. Planning staff worked with COSCO representatives to submit an expression of interest for the proposed pilot project, "Health and Safety Learning for Seniors by Seniors". The overall goals of the project are to inform seniors of appropriate health and safety issues; increase awareness among seniors of the opportunities that exist in their communities to help them plan their lifestyle goals; and allow seniors to commit to improving their quality of life so they may enjoy an independent lifestyle as long as possible.

The expression of interest was submitted on 2007 November 3, as the first step in a two stage application process. Mayor and Council have been notified by UBCM (see letter in *Attached 1*) that the City has been invited to proceed to the second stage by submitting a

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full application. UBCM has given approval in principle to the project in the amount of \$35,000. The deadline for applications is 2007 Dec 21. UBCM requires a Council resolution, indicating the City's support for the pilot project, as part of the application submission.

This report provides background information on COSCO, relevant services for seniors in Burnaby, and SHSI funding parameters. It also offers an overview of the proposed project and concluding comments and recommendations.

## **2.0 COUNCIL OF SENIOR CITIZENS' ORGANIZATIONS OF BC**

COSCO is an advocacy organization whose stated purpose is "to assemble, co-ordinate and advance proposals and resolutions concerned with the welfare of elder citizens, and submit them to the appropriate government bodies; and to advance the social and physical welfare of all elder citizens in the province of British Columbia". COSCO has been a registered society since 1981. It is the largest federation of seniors organizations in BC, with more than 75 affiliated seniors organizations and individual associate members. The organization advocates for seniors at all government levels.

## **3.0 BURNABY CONTEXT – SERVICES FOR SENIORS**

Burnaby has an array of important services and planning initiatives which involve, or are directed to, seniors in the community. Services and initiatives particularly relevant to the project being proposed by the City and COSCO are summarized below.

### **3.1 City of Burnaby Seniors Services & Activities**

The City of Burnaby, through Citizen Support Services and the Parks, Recreation and Cultural Services Department, delivers a variety of social and recreational programs for seniors. Staff from these departments, as well as Planning staff, work with a number of Burnaby based seniors organizations on assorted issues facing seniors in the community.

### **3.2 Health Promotion Activities in Burnaby for Seniors**

There are a number of community based organizations in Burnaby dedicated to seniors issues and services. Some of these organizations are actively involved in providing peer training for seniors, and prevention and health promotion information. Examples of these programs are as follows:

- A **Burnaby Partners in Seniors Wellness** program operates through seniors societies at City of Burnaby senior centres. This weekly drop-in program provides health services, health promotion materials and guest speakers.
- The **Voices of Burnaby Seniors** project involves a committee of 20 Burnaby seniors and representatives from agencies serving seniors. With funding from the Federal New Horizons program, the Voices of Burnaby Seniors

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Committee recently coordinated an extensive survey of Burnaby residents aged 55 and older. Survey respondents were asked about their housing, transportation and health and support service needs. The purpose of the survey was to find out what is working well and where measures need to be taken to make sure all residents enjoy good quality of life and independence as they age. The results have just been released and will be used to guide the development of a community-based action plan by Burnaby seniors and community agencies to address the needs and desires of Burnaby's seniors.

- **Burnaby Seniors Interagency Society (BSIS)** brings together more than 20 organizations that provide services for seniors in Burnaby, in order to facilitate collaboration within the sector. BSIS is hosting four workshops in a Healthy Aging series in the coming year. The Society also has plans to apply for funding for an Elder Abuse prevention program in the coming year.
- **Burnaby Fall Prevention Society** educates seniors about the risks of falls and ways to prevent them through education exercise, behaviour modification and environmental safety at home and in the community. Burnaby Fall Prevention has delivered numerous community presentations within Burnaby and distributed education materials at seniors flu clinics. Burnaby Falls Prevention has been active in securing grants to bring the fall prevention message to seniors who do not have English as a first language. The organization has completed a successful program with the Chinese and Indo-Canadian seniors communities in Burnaby, using bi-lingual volunteers to mentor non-English speaking seniors about the risks of falls and related injuries.

Given the active and increasingly coordinated activities of seniors organizations in Burnaby, COSCO's partnership and collaboration with these groups is considered critical to the success of the proposed project described herein.

#### 4.0 UBCM SENIORS HOUSING AND SUPPORT INITIATIVE

Launched in 2004, UBCM's Seniors Housing and Support Initiative (SHSI) was created through a one-time \$2 million grant from the provincial Ministry of Community Services to assist local governments to prepare for an aging population. In 2007, the Ministry of Health provided a \$500,000 allocation to further support the initiative and to incorporate a focus on age-friendly projects.

SHSI Pilot Project grants are intended to assist local governments in BC to support aging populations and to develop and deliver programs and plans that enable seniors to age in place. Projects are required to demonstrate a commitment to the following guiding principles:

- **Community Driven** - Community solutions are based on local priorities.

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- Catalyst for Action - Pilot projects are catalysts that enable local governments and community partners to enhance and improve services for seniors.
- Focus on Key Priorities - Projects are focused on key priorities with focused outcomes.
- Flexible - Required actions differ in each community.
- Coordinated - Activities of different levels of government and community partners are coordinated to avoid duplication among programs and projects.
- Sustainable Results - Pilot projects will support activities that can be shown to contribute to improving the lives of seniors over time.

SHSI Pilot Project grants are awarded to local governments. When collaborative projects are undertaken with community partners, the local government remains the primary organization responsible for the grant, with an expectation that it provide:

- proper fiscal management, including acceptable accounting records;
- thorough and well-planned project evaluation;
- progress and final reports; and
- a 'Promising Practices' report on the 'Seniors in Communities' website".

## **5.0 OVERVIEW OF PROPOSED PROJECT**

As indicated, the City, working in conjunction with COSCO, has been invited to submit an application for the "Health and Safety Learning for Seniors by Seniors" project. Pertinent information on the project is summarized below.

### **5.1 Principles**

After receiving the invitation from UBCM to submit a formal project application, staff from Planning, Parks, Recreation and Cultural Services, and Citizen Support Services met with representatives of COSCO, Voices of Burnaby Seniors, and Burnaby Seniors Interagency Society. The meetings provided an opportunity to discuss the proposed project in more detail, and to establish agreement on a number of key issues arising from staff discussions with Burnaby based seniors organizations. Principles agreed upon at the meetings are as follows:

- the project will enhance the collaboration and capacity of seniors organizations in Burnaby involved in health promotion and education;
- the project will primarily be offered to and will be for the benefit of seniors who reside in Burnaby;
- health promotion topics to be addressed in the course of the project must respond to the needs of Burnaby seniors identified in the Voices of Burnaby Seniors survey results, and must not duplicate efforts of Burnaby based seniors organizations involved in health promotion and education; and
- the information developed for the proposed project must be up to date, and contain information specific to services for seniors living in Burnaby.

## 5.2 Project Objectives and Deliverables

The proposed “Health and Safety Learning for Seniors by Seniors” project aims to address the important role of learning in maintaining the health, quality of life, and longevity of older adults. The project will involve developing a series of health promotion transfer modules, which can later be adapted for use in other health districts and municipalities throughout British Columbia. It will also involve training volunteer seniors in Burnaby to support other local seniors in learning how to keep healthy and maintain their quality of life.

Key project deliverables are described below.

### *Facilitator Training Session*

A facilitator training session will be offered to seniors interested in becoming trained to deliver workshops on health related topics. Seniors to be trained will include members of COSCO affiliated organizations and Burnaby based seniors organizations active in health promotion activities. COSCO volunteers will provide the training at this session. Seniors who receive the training will then be equipped to facilitate workshops for Burnaby seniors in the future.

### *Resource Materials*

Resources materials in print and electronic format will be developed and produced as part of this project. The resource materials will be translated into different languages, and will reflect varying literacy levels.

### *Workshops*

After the training session is complete, one workshop will be held in each of Burnaby's four seniors centres. The workshops will be designed to:

- inform seniors of appropriate health and safety issues;
- increase awareness among seniors of the opportunities that exist in their communities to help them plan their lifestyle goals; and
- allow seniors to commit to improving their quality of life so they may enjoy an independent lifestyle as long as possible.

The workshops will provide opportunities for participants to become aware of an array of health and socio-recreational opportunities that exist in their community. In turn, the workshops should help participants to plan their lifestyle goals in an encouraging atmosphere with the support of peer volunteers, who will be trained for this role.

The project will begin in February 2008 and will be completed by November 2008.

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### 5.3 Partners and Roles

The proposed project will involve a number of partners, whose roles and responsibilities are described below.

#### *City of Burnaby*

The City of Burnaby will be the primary applicant to UBCM for funding. As required by UBCM, the City will be responsible for fiscal management of the grant funds. The City will also be responsible for providing project evaluations, progress and final reports to UBCM. Staff from the Planning Department will convene the various groups involved in the project in order to facilitate communication and collaboration amongst the partners. In addition, Planning staff will be the primary contact for UBCM, and will be responsible for providing the information supplied by COSCO to UBCM for evaluation and reporting requirements.

The Parks, Recreation and Cultural Services Department will provide space for the training session and workshops in each of its four senior centres. Staff from the department will provide assistance with advertising the workshops to the target seniors population.

City staff will play a supportive and facilitative role, but will not be responsible for programming or delivery of the proposed project.

#### *Council of Senior Citizens' Organizations of BC*

COSCO will be the co-applicant and community partner for the proposed project. It will be primarily responsible for designing, implementing and delivering the project, in collaboration with other project partners. In addition, COSCO will be responsible for providing information to City staff necessary for the preparation of evaluations and reports as required by UBCM.

#### *Institutional and Community Partners*

The Fraser Health Authority, University of British Columbia and Simon Fraser University will be invited to participate as institutional partners for the project. Representatives from these organizations will provide expertise in health promotion, training, and research on senior's health and safety.

The Burnaby Seniors Interagency Society, specifically member organizations involved in health and safety education activities (e.g. Burnaby Fall Prevention Society), will be invited to collaborate on the project and participate in the facilitator training session and workshops. As appropriate, these organizations will provide expertise and materials for the project. A key principle of the project will be that the participation of these community based organizations will enhance, rather than tax, their organizational and volunteer capacity.

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*Project Steering Committee*

If funding is approved by UBCM, staff propose to convene a steering committee for the project. The steering committee would facilitate the communication and collaboration essential for the ultimate success of the project. Members from each of the partner organizations identified in the section above would be invited to join.


## 6.0 CONCLUSIONS AND NEXT STEPS

The City of Burnaby has been invited to submit an application for funding in the amount of \$35,000 to the UBCM for the "Health and Safety Learning for Seniors by Seniors" pilot project, in conjunction with COSCO. The application deadline for the UBCM funding is 2007 December 21.

The goals of the proposed project are laudable and have the potential to benefit seniors in Burnaby. Also, through implementation, the project has the potential to improve communication and collaboration amongst Burnaby based seniors organizations. With this in mind, and recognizing the role that existing Burnaby seniors organizations currently play in the community, it is considered essential that COSCO work closely with those groups in planning and implementing the project. It is also considered essential that the resources developed in the course of the project enhance, rather than duplicate, health and safety education activities ongoing in Burnaby.

Given the foregoing, it is recommended that Council authorize staff to submit an application to UBCM for the "Health and Safety Learning for Seniors by Seniors" pilot project as described in this report. It is also recommended that a copy of this report be sent to the Social Issues Committee, Burnaby Seniors Interagency Society, and Voices of Burnaby Seniors Project Committee for information.

Given Council's endorsement, staff will work with COSCO representatives to submit the project application to UBCM. If funding is awarded, staff will convene a steering committee and work with COSCO representatives on facilitating the implementation of the project.

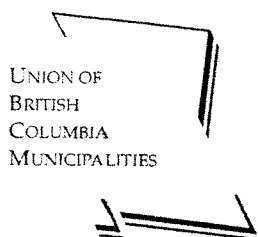
  
B. Luksun, Director  
PLANNING & BUILDING

SJS/sla/sa  
Attachment

Copied to: Director Parks, Recreation & Cultural Services  
Director Finance

# Local Government Program Services

...programs to address provincial-local government shared priorities



Administration provided  
by UBCM

Funding provided by  
Province of B.C.



For program  
information, visit

[www.civicnet.bc.ca](http://www.civicnet.bc.ca)  
under  
Programs & Services

Local Government  
Program Services

LGPS Secretariat

Municipal House  
545 Superior St  
Victoria, BC, V8V 1T7

Phone: (250) 356-5134  
Fax: (250) 356-5119

November 13, 2007

Mayor Corrigan and Council  
City of Burnaby  
4949 Canada Way  
Burnaby, BC, V5G 1M2

## Re: Seniors' Housing & Support Initiative - Approval in Principle

Dear Mayor and Council,

Thank you for submitting an Expression of Interest for the 2008 Seniors' Housing & Support Initiative. We are pleased to advise you that your initiative, *Health Literacy for Seniors*, has been approved-in-principle for a total of \$35,000.

In order to continue reviewing your proposal, the Evaluation Committee is inviting you to submit a full application package. This includes:

- Completed application form (which will be e-mailed to you and is available at [www.civicnet.bc.ca](http://www.civicnet.bc.ca)).
- Detailed budget.
- Council or Board resolution indicating full support of the proposal and willingness to provide overall grant and financial management.

The application package must be received by December 21, 2007 and can be submitted by fax, e-mail or mail. If you chose to submit by fax or e-mail, please note that the original is not required to be mailed. Please consider the following points when completing the application:

- The Seniors' Housing & Support Initiative provides grants to pilot projects that are innovative and demonstrate a new and/or creative way of assisting seniors to age in place.
- Your application should demonstrate that you intend to develop and/or implement a plan or program that has clear deliverables and can be evaluated in order to provide lessons for other local governments. Capital expenditures should not be the main focus of your proposal.
- For communities that have received a Seniors' Housing & Support Initiative Pilot Project grant in the past, it is very important to detail how your proposed activity is new and different.

As outlined in the Program Guide, the Evaluation Committee will review all application materials and applicants will be advised of the status of their application by January 11, 2008. If you have any questions, please do not hesitate to contact me by e-mail at [dwelch@civicnet.bc.ca](mailto:dwelch@civicnet.bc.ca) or by phone at (250) 356-5193.

Sincerely,

Danyta Welch  
Policy & Programs Officer

cc: John Foster, Senior Long Range Planner, City of Burnaby  
Art Kube, Council of Seniors Citizen's Organizations of BC