

The Voice of Older Adult Centres | La voix des centres pour aînés

OACAO Newsletter

RAISING THE PROFILE OF EPCs

By Colleen Zavrel

On September 21, 2010, Maggie Knap and Wendy Caceres-Speakman hosted a Toronto Region Meeting to bring together member agencies to begin a discussion on how the EPC's can increase their cohesiveness and how the "product" that EPC's deliver can better be presented to government funding bodies. Introductions were made around the table with each person present giving a brief summary of their EPC. With this it became quite evident that EPC's differ greatly in the services they offer but are united in helping older adults achieve wellness, socialization and happiness.

Don Pollock, from Management Advisory Services, led us through the discussion. We first looked at what our Common Priorities were and developed a list of 8 items:

EPC Profile- Many in the room agreed that EPC's do not have a profile that carries clout with funding bodies. Perhaps the name of Elderly Persons Centres is problematic. Others identified the need to be able to measure the outcomes of what we do and thus have firmer ground to stand on when making grant applications.

LHIN Model- Has definitely made an impact on the service delivery world in which EPC's exist. Discussion involved how we can better be recognized by the LHIN, how all agencies, no matter their size, can access and maintain the demands of LHIN funding and wanting to establish a place for EPC's within the model.

Core Funding- While there is funding for EPC's there is not adequate and new avenues need to be explored

New Initiatives- Discussed but not developed at this meeting

Marketing- A marketing strategy needs to be developed and it was suggested that OACAO could take the lead on this

Reporting Relationships- Extremely diverse with different structures for each EPC

Opportunities for Synergy- Need to build connections, energy and communication around this topic

Cash Flow- for some EPC's this is very problematic with layoffs perhaps necessary

As the discussion continued Don encouraged us to develop some items that we felt were the most important and that we should move forward on. The identified action items were:

Outcome Measurements- The common consensus is that we need to develop ways to measure and document the services that we are providing to Older Adults. We all feel that the "product" that we provide is excellent and we hear it every day from the older adults that we serve but we do not have a way to measure this. It is hard to measure wellness, happiness etc.

Marketing- In order to raise our profile we need to have a marketing strategy across Ontario that publicizes the stories or how EPC's are making a difference in peoples lives.

Synergy- Perhaps establish standard cost/unit of service. Use data from different EPC's that is readily available now to start this.

Networking- Always a great tool but difficult with the busy centres in which we work

A small committee was formed to start looking at outcome measurements. All left feeling that the discussion had been great and that perhaps we could move forward with raising the profile of EPC's.

Thanks Maggie for organizing this session!

Message from the President, Debbie Wilson, and Executive Director, Lawrie Bloom

For those of you who were unable to attend the Annual Education Forum and Trade Show, you missed a terrific 3 days filled with high quality workshops, excellent speakers, fun socials, a great Trade Show and opportunities for networking. We also had a visit from the Federal Minister of State (Responsible for Seniors), The Honourable Diane Ablonczy and the Provincial Minister Responsible for Seniors, the Honourable Sophia Aggelonitis. Monday night, we danced up a storm to the music of the Black Water Trio. The conference ended with our Closing Keynote Speaker, Dr. Joe Bornstein, President of the Ontario Gerontology Association. Congratulations to the Conference Committee on a job well done!

At the October Board meeting, the Board held a workshop on Part 2 of the development of our Strategic Plan. Six priorities were identified: Marketing, Regional Development, the Business Partner Program, Strategic Planning for Centres, Provincial Role, and Financial Sustainability. The next phase of the process will be identifying strategies for implementation. There was discussion around the time of year that the OACAO conference should be held and how often they should be held. The Executive will be developing a brief survey that will be going out to all of our members for your input into these questions. Thanks to Ray Applebaum for leading the Board through this phase of the Strategic Planning Process.

Shortly after the conference, the Provincial Minister Responsible for Seniors held a reception at which the OACAO was most capably represented by Maggie Knap, our Metro Toronto Regional Representative. As a follow up to this, the Executive has requested a meeting with the Minister to discuss issues of interest to the OACAO and the government.

During the month of November, the OACAO was invited to participate, along with 8 other provincial seniors organizations, in the formation of an "Advocacy Consortium". The group developed a document entitled "Speaking for Seniors – Priorities in the Field of Aging. Now going through a 2nd Draft, once the committee agrees on the final wording, they will meet to determine how it will be disseminated to the present government and opposition parties.

The common priorities identified by the groups are:

1. Positive Aging and its promotion within Age Friendly Communities
2. Health Care: access and affordability
3. Economic Well being, including access to employment, adequate pensions, affordability of prescription drugs and care
4. Supportive infrastructure: Cabinet Committee on Aging leading to a Minister For Seniors: support for local hubs

In late November, the OACAO was invited by the leader of the NDP and the Seniors Critic, along with 20 other seniors groups, to participate in a Roundtable Discussion at Queen's Park related to their developing a "Healthy Senior Strategy". A document was drafted and presented at the meeting. We also presented Andrea Horwath and France Gelinias with a copy of the Building Bridges report, the OACAO video and other important OACAO documents to help raise their awareness of who we are and the importance of what centres do to help older adults lead a healthy and active lifestyle.

On January 10th, we will have the same opportunity with the Progressive Conservative Party and will be responding to their request for information on the effect of rising Hydro costs and the implementation of the HST as well as issues around our Health Care system.

A new document which you may be interested in reading was published only a few weeks ago by the Chief Public Health Officer's office. It is entitled "Report on the State of Public Health in Canada 2010 – Growing Older – Adding Life to Years" and is available online at <http://publichealth.gc.ca/CPHOreport>.

CONFERENCE 2010 PICTURES



THE HEALTH PROMOTION ACTIVE LIVING FAIRS PROJECT 2010-2011

This project is a series of 20 Health Promotion and Active Living Fairs directed towards adults 55 years and over. Each fair will have two (2) [presentation topics – The Benefits of Healthy Eating and The Benefits of Physical Activity, Sport and or Recreation which will be made to the older adults who are attending. The presentations will be supplemented with demonstrations and a Trade Show at which community organizations will provide information on the services and programs that they provide both from the Not for Profit and Commercial groups. A healthy snack and lunch will be provided.

Objectives:

- Provide education to positively change health promotion behaviours;
- Provide information and increased awareness of the benefits and necessity of illness prevention;
- Provide information on lifestyle options that can enhance independence, general well-being and quality of life.

Outcomes:

- Healthier living;
- Participation or increased participation in physical activity;
- Potential increase in membership for centres;
- Participants will be able to speak directly to individuals that provide information, services and resources within their communities;
- The proposed model for presentation of the Fairs that can be easily replicated, thereby providing accessible health promotion education to all older adults in the province.

Senior Centres Participating in the Active Living Fairs Project 2011

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| Ted Wake Lounge (Cambridge) | Jan 13th | YWCA Hamilton | March 23rd |
| Fairview Mennonite Homes | TBA | Square One Older Adult Centre | March 24/25 |
| Activity Haven Peterborough | Feb 10th | St. Paul's L'Amoreaux Centre | March 26th |
| Oshawa Seniors Centres | Feb 24th | Town of Whitby Seniors Services | March 28th |
| Milton Seniors Activity Centre | March 3rd | North York Seniors Centre | March 29th |
| Community Care East York | March 4th | Franklin Horner Community Centre | March 30th |
| Mississauga Seniors Centre | March 5th | Better Living Health & Comm. Services | March 31st |
| Terrace Bay Superior Seniors | March 12th | | |
| Ancaster Achievement Centre | March 16th | | |
| York West Active Living Centre | March 21st | | |



2010 OACAO Award Recipients

The following were presented with awards at the 2010 Annual Conference:

Diane Varga of the Ontario Seniors' Secretariat received the *Award of Merit* for long term continuous support of the OACAO and senior and for her contribution to the field of Older Adults

Jillian Follert received the *Print Media Award of Merit* for her compassionate article "Day Programs help Seniors, Caregivers Cope" in Oshawa This Week and for promoting the Oshawa Senior Citizens Centres

Guelph-Wellington Seniors Association received the *Community Spirit Award of Merit* for their contribution to the seniors of the Guelph community, support of the Evergreen Seniors Centre and the OACAO 2010 Conference

Sue Hesjedahl received the *Person of Distinction Award of Merit* for her long term dedication and leadership to the OACAO and commitment to the field of Older Adults

Whispering Pines Residence of Barrie received *Community Spirit Award of Merit* for the provision of free space, prizes and food to the seniors of the Allandale 55+ Seniors Centre during the summer of 2010

Certificates of Thanks were also presented to the following Retiring OACAO Board Members:

Laura Latham
Nancy Beddoe
Wendy Krever

Certificates Commemorating Special Occasions were presented to:

The Good Companions Centre in Ottawa on their 55th Anniversary – November 2010

The Terrace Bay Seniors Activity Centre on their Official Opening – November 2010

~ Please send future submission of names for Awards to Shelley Wesseling at shelley2008hotmail.com or the OACAO office. ~

Donation to the OACAO

Special Thanks to one of our Board Members who wishes to remain anonymous for a generous donation. Any individual making a donation to the OACAO will receive an income tax receipt.

Thank you!

From Sue Hesiedahl

Thank you to the OACAO Executive and especially to Nancy Beddoe for nominating me for the Person of Distinction award which I received at the 2010 conference in Guelph. I was completely touched to hear my name called. I do sincerely thank you for your vote of confidence. I have volunteered on the OACAO Board for the last 15 years and have gained so much from the experience. I am thankful for the opportunity to represent the OACAO on numerous committees and for the wonderful friendships that I have made. I have learned so much. I would encourage others to join the Board of Directors or a committee as it has been so rewarding for me personally.



OACAO BUSINESS PARTNERS

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| Accessible Travel Support | www.accesstrav.com |
| Bayshore Home Health | www.bayshore.ca |
| Boomer Options | www.boomeroptions.ca |
| Comfort Life Magazine | www.comfortlife.ca |
| Copper County Foods | www.coppercountyfoods.ca |
| Holiday Retirement Canada | www.holidaytouch.com |
| Johnson Insurance | www.johnson.ca |
| Keen Marketing Associates | www.keenmarketingassociates.com |
| Listen Up! Canada | www.listenupcanada.com |
| Leed Solutions | www.leedsolutions.ca |
| OASSIS | www.oassisplan.ca |
| Retirement Residential Placement | www.rrps.com |
| Revera | www.cplodges.com |
| Robertson Hall Insurance | www.robertsonhall.com |
| Silver and Gold Magazine | www.sngpublishing.com |
| The Care Guide | www.thecareguide.com |
| VIVA Retirement Living | www.vivalife.ca |

STRATEGIC ALLIANCES

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| ALCOA – Active Living Coalition | www.alcoa.ca |
| OCSA – Ontario Community Support Association | www.ocsa.ca |
| Ontario Trillium Foundation | www.trilliumfoundatin.org |
| Ontario Seniors' Secretariat | www.culture.gov.on.ca/seniors |