



RESOURCES • INFORMATION • CONNECTION

## **Mid-Year Report**

April 1 to September 30, 2020

**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.

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### **Serving seniors and those that support them during the COVID-19 Pandemic**

On March 19, we closed our doors as per the public health emergency lockdown and staff and volunteers set up office in their homes. It was an unprecedented time and, as an information and referral service, it was paramount that we be available to those to contact us and that we keep up to date on the information and resources that was changing rapidly.

We became a part of the provincial government's Vulnerable Population Task Force, participating in their Food Security and Seniors Working Groups to share what we have been hearing, to learn about other resources, and to assist in creative and innovative ways to address the pressing and immediate needs in our province.

We continued to work from home until the province entered Alert Level Three and ensuring all COVID Health and Safety guidelines were in place we first returned in small teams, then returning in full in July. We continue to be closed to the public ( walk-ins).

For all of us this is a hard time . Stay safe.

We still want to be able to connect seniors  
and those that support them  
to what they need.

Our physical office is now closed BUT staff  
and volunteers are working remotely to  
continue to serve.

1 - 8 0 0 - 5 6 3 - 5 5 9 9 INFO@SENIORSNL.CA

WHEN YOU NEED US

WE ARE HERE TO HELP

Posted on Twitter and Facebook the day we closed March 19



**SeniorsNL**

Published by Kelly Heisz [?] · April 20 · 🌐

Thank you to all the volunteers across our province who are going above  
and beyond during this time!!! You are appreciated!

**No act of kindness, no matter how  
small, is ever wasted. Aesop**

**At this time in all of our lives,  
volunteers are playing a significant  
role of helping in our communities.  
You are making a difference!**

**THANK YOU!! Stay Safe**

**SeniorsNL**  
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More than ever,  
volunteers were,  
rising to the  
occasion to serve  
those in need.

# Information and Referral Services



*\*Some Inquirers require more than one referral*

There were 183 follow-up calls during this period compared to 308 follow-up calls during the same time period last year. The drop in the number of follow-up calls is likely due to the fact that many seniors did not want to receive calls from “private numbers”, which is what would happen when our volunteers did follow-ups from home during the COVID shutdown. (Most of volunteers did not begin to come back to our office to work until the middle of October.)

During this period we had **six trained volunteers who gave 849.5 hours during this time period. This equals to \$14,226.66 (based on comparable wage for the job).** We were very fortunate and very thankful to have had our volunteers step up to continue to return calls and assist seniors connected to much needed services during the first couple of months of lockdown.



### Top Four Referral Agencies

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

### Top Two Referrals to SeniorsNL Publications

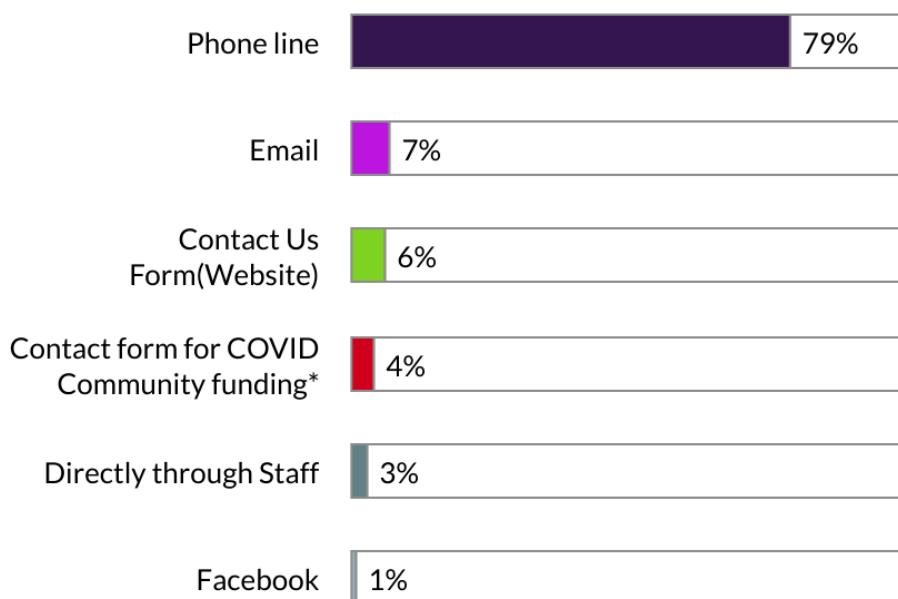
1. Housing List for St. John's area\*\*
2. Housing List for Eastern (outside of St. John's area)

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

**Note:** one need might get several referrals or one Inquirer might have several needs

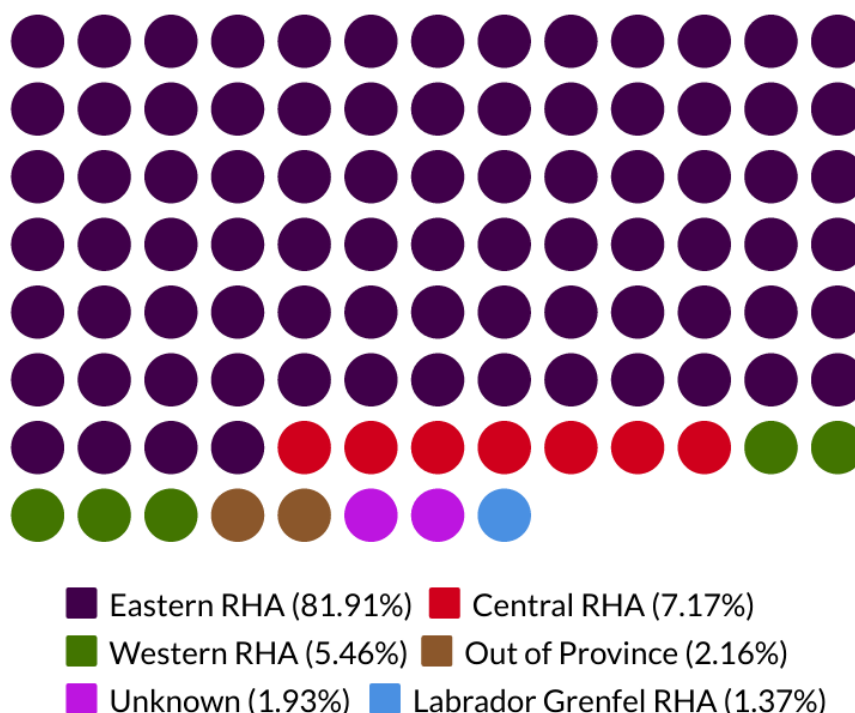
Figure 1: How People Connected with Us

Our office has been closed to the public during this reporting period and any in person appointments have been done over the phone



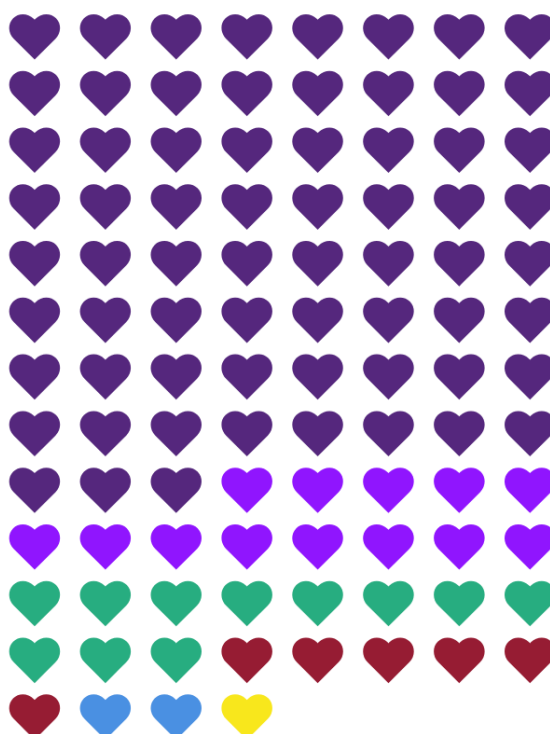
\*Government of Canada's New Horizons for Seniors Program, COVID Response Fund. Funding went through UNited WayNL and SeniorsNL facilitated the grants to community groups

## Figure 2:Where Inquiries Come From



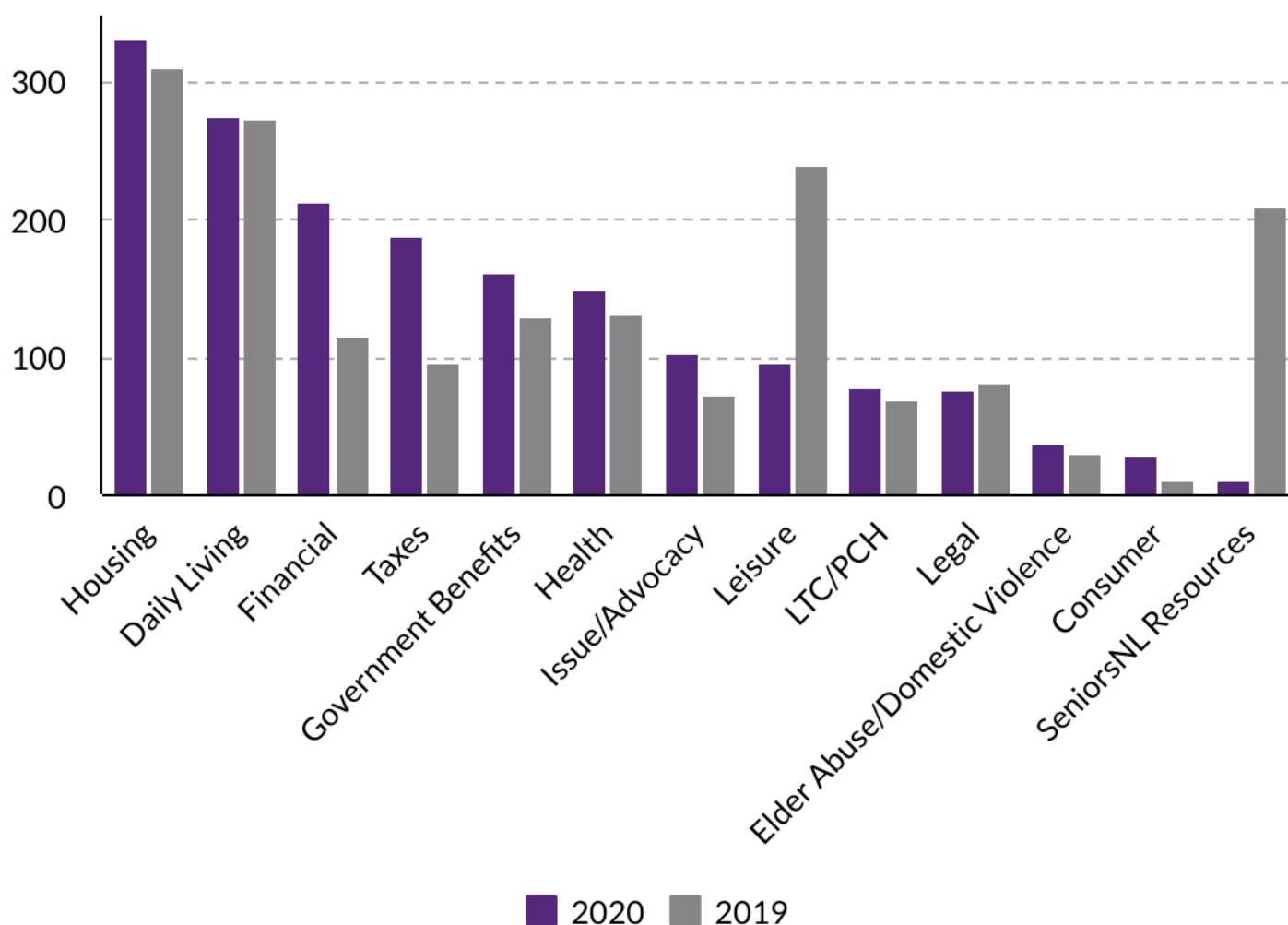
## Figure 3:Who Connected with Us

*It is not surprising that the majority of those who contact us are seniors, the majority being female. However, we are seeing a steady increase in the number of other groups, in particular family members and agencies/organizations reaching out to us for connections to programs, services and resources.*



\*Listed under other: Community groups for COVID grants, MHAs/MPs, inquiries on rental space, potential volunteers, media

# Figure 4:Categories of Need: Timeframe Comparison April 1 to September 30



## Differences in categories of inquiries for first 6 months of fiscal year 2019 vs. 2020

When comparing the categories of inquiries for the first six months of fiscal year 2020 vs 2019, it is clear that the **COVID pandemic has impacted the kinds of inquiries SeniorsNL received during this time period**. With the extended lockdown period, our calls about leisure activities were down by 60% and our opportunities to do outreach and send out SeniorsNL materials were negligible. At the same time, **calls about finances increased by 83%**. Many of these calls were from seniors who needed emergency assistance with food. Likewise, there was a 26% increase in in calls about government benefits as some seniors experienced

delays in getting benefit cheques in April and May (those who got their cheques in the mail versus receiving their benefits by direct deposit), and there were many calls from seniors who needed information about COVID benefits. There was also a **96% increase in calls about taxes** as the tax deadlines were pushed back this year, and a **43% increase in calls from seniors seeking advocacy support** – many of which involved issues with receiving government services, which were backlogged when they reopened after the lockdown.

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### **Resources Management – April 1 2020 to September 30 2020 (Submitted by Trudy Marshall, Resource Management Coordinator)**

COVID-19 Outbreak continues to influence life and services in NL and Canada. Over 250 iCarol Information and Referral database entries were **added or changed** due to cancellations, changes in services or service delivery. Many entries have been updated one or more times; changes in services often correlated with changes in NL COVID-19 Alert Levels. There were 90 new entries added to the iCarol in the first six months of the fiscal year 2020-2021. So far 89 out of 90 services were directly related to needs arising or increasing during the COVID-19 Outbreak.

Major event during April and May 2020 - Development and support of the NL Community Food Programs FOOD HELPLINE in partnership with Food First NL (FFNL), 811, the Newfoundland Government, the Jimmy Pratt Foundation and the NL Association of the Deaf. (SeniorsNL is providing database support and resource verifications for food banks, meal programs, etc. in all four regions).

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- a. The iCarol database now hosts 89 new or existing Food Program Resources entries (64 of these Food Program resources were first entered in iCarol between April 21-27,2020). Staff supported this and COVID-19 updating efforts.
  - b. May 2020 was spent, in partnership with Food First NL (FFNL), searching for main contacts for the Food Program resources. The majority of these entries have been updated (many times) and entirely verified thanks to hard work from FFNL (Alison) and SeniorsNL staff (especially Sherry).

Continuing to update and verify high-demand listings, such as grocery stores with online shopping, call-in orders, delivery or pick-up (for all regions). Thank you to Stella for researching and Sherry for updating the Grocery Stores, Convenience Stores and Farm Markets for many Central NL towns. Barb ensured that the NL 50+ Federation Clubs contacts were accurate and available through our database and the SeniorsNL website.

Alliance of Information and Referral Systems/InformCanada: In the coming year, Trudy and 37 other Database Curators (Canada and US) will be and have been involved with the editing and the creation of the next set of CRS-Database Curator certification exams as Subject Matter Experts.

Trudy and Elizabeth submitted their recertification applications to Alliance of Information and Referral Systems/Inform Canada and have had their certification renewed for another 2 years as a Community Resource Specialist (Elizabeth) and Community Resource Specialist – Database Curator (Trudy)

**Virtual Annual  
General Meeting**

**SeniorsNL**

RESOURCES • INFORMATION • CONNECTION

September 23, 2020

11am - 1pm

**Special Guest Speaker**  
Dr. Suzanne Brake, PhD  
Seniors' Advocate for Newfoundland and Labrador

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You must register for this event  
This event will take place through Zoom. Once registered, you will only need to click the link sent to you and then click to open in your browser.

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Live Captioning and Sign Language interpretation will be available for this meeting

## Website Data\*

During this reporting period, we noticed a change in what people were looking for on our website. Like many organizations, we set up a COVID information page to place all federal and provincial government links to information on COVID as well as information on food services/ delivery, etc. For the first three months of this fiscal year, April to June, many were seeking food delivery services, motor vehicle online registration, access to the New Horizons for Seniors COVID Response fund, for community groups, information on the change in dispensing fees for medications, and information on additional financial support, such as the one time payment for seniors on OAS/GIS.

**20,265**

**NEW USERS\*\***

**30.1%**

**INCREASE FROM SAME TIME  
PERIOD LAST YEAR**

**72.69%**

**NEW USERS ARE FROM  
NEWFOUNDLAND &  
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.

# Information & Referral Outreach

## PROVINCIAL OPPORTUNITIES APRIL 1 - SEPTEMBER 30, 2020

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### Outreach in the time of COVID

Outreach activities (except telephone, webinars) involving on-site group gatherings, e.g. presentations, public meetings, were cancelled indefinitely due to the pandemic, and staff began training in virtual platforms for hosting meetings and other information and training events.

During the first half of the 2020-21 fiscal year staff availed of opportunities to increase their knowledge of:

1. Virtual technology to meet our mandate into the future of the COVID-19 pandemic
2. Available information on COVID-19, e.g. protective equipment, health regulations, global trends in working during a pandemic
3. Workplace Health and Safety information on working during COVID-19

The Outreach Coordinator attended 28 such virtual town halls.

### Information Shared:

76 pieces of information were distributed to approximately 500 persons with invitation to share with others. The bulk of this information was about the COVID-19 pandemic. Information went to Peer Support Volunteers, 50+ Federation members, SeniorsNL Provincial Network for the Prevention of Elder Abuse members, Friends of SeniorsNL, and recipients of United Way- funded project grants.

Information shared included requests for survey participants by:

- Simon Fraser University on how older Canadians perceive the impact of COVID
- Department of Children, Seniors and Social Development on seniors' reactions to mandatory masks
- Towards Recovery on the progress of the Mental Health and Addictions Action Plan for NL
- Individual doing an article highlighting available online services and how the Provincial Government is working to improve service delivery

### **Partners for Outreach Opportunities:**

- Dept. of Children, Seniors and Social Development
- MUN School of Nursing
- NL 50+ Federation
- NL Public Libraries
- Public Legal Association of NL
- United Way NL

### **Spotlight on MUN School of Nursing**

Once again SeniorsNL accepted the invitation from MUN School of Nursing to have four 4<sup>th</sup> year students work with SeniorsNL to produce documents alerting nurses to signs that patients may be victims, or at risk of abuse. This year's students began their work just prior to September month end and will be reported on at a later date. We are always pleased to participate in their learning.

**SeniorsNL is always pleased to participate in various committees, research projects, and Boards to be able to bring perspective based on our experience and what we hear. We are currently involved in the following:**

- Advanced Care Planning Advisory Committee- Dept of Health & Community Services
- AIRS Working Group for New Content Resource Specialist, Data Curator certification exam
- Canadian Network for the Prevention of Elder Abuse Board, Member and Member of Communications Committee
- City of St. John's Seniors Advisory Committee- Member
- Conestoga Community College, Ontario. Future Skills Canada Project: Canadian Remote Access for Dementia Learning Experiences (CRADLE) study. Advisory Committee member
- Connections for Seniors Board Member
- Eastern Health Senior Friendly Task Force
- MUN Aging Research Centre of NL Management Board
- Reach Home- Housing and Homelessness Rural and Remote Advisory Board- Chair
- University of Manitoba CIHR Research Project: Perennial Policy Issues in Directly Funded Home Care in Canada. Member Advisory Committee and member of Rural Access sub-committee
- Violence Prevention Avalon East Board Member
- Vulnerable Population Task Force, Government of NL: Food Security and Seniors Working Groups

## *Spotlight on Community Action During COVID-19 Lockdown*

**95 community projects ▪ 19,924 seniors served  
▪ 255 communities ▪ 567 volunteers**

SeniorsNL was invited by United Way NL to work together to administer the Government of Canada's New Horizons for Seniors Program COVID 19 Seniors Response Fund Federal funding to support seniors in this province. Over a two-month period, SeniorsNL disbursed \$1,000.00 grants to 95 groups across the province. The funds were used to let seniors in the province know that they were being thought about during this crisis.

Municipalities, seniors groups, food banks, youth groups, and others purchased and delivered to seniors in need food baskets, personal protective equipment, cooked meals, variety packages, information on COVID-19, and a letter from the Minister of Children, Seniors, and Social Development. One organization used their funding to provide transportation for rural seniors requiring regular dialysis. **Among them the 95 project-funded groups reached 19,924 seniors in 255 communities.** A number of organizations added a letter to their gifts giving seniors a list of people and phone numbers they could contact if they needed anything from someone to run an errand for them to someone to talk with.

Seniors everywhere were very appreciative of the gesture and expressed their gratitude in thank you notes, emails, and even tears on delivery of their packages.

"How did you even know I was here?" (Senior recipient)

"God bless you." (90-year-old recipient who lives alone)



Eastport Beaches 50+ Club  
Delivered on Gentleman's 100<sup>th</sup>  
Birthday



Lewisporte Area 50+ Club



Burin - St. Patrick's Parish Family Aid Committee Food Bank

**The initiative also made a huge impact on the 567 volunteers who participated.**

"It felt really good to give to the seniors, to see their faces lighting up."  
(Community organization)

"Thank you so much for your thoughtfulness. It is greatly appreciated." (Senior recipient)

"Seniors here were glad they received face masks when they were so hard to find. It gave them a sense of security to be able to connect with the outside environment." (Community organization)

"There were so many phone calls from seniors who received care packages. They were so pleased that we thought about them during this time." (Community organization)

*Seniors were overwhelmed that we thought about neighbouring communities, not just [our own].” (Community organization)*

*“It felt really good to give to the seniors, to see their faces lighting up.” (Community organization)*

*“Some of the seniors were in tears because of their loneliness. They were so happy to receive the package and to be able to speak with someone.” (50+ club)*

*“The seniors couldn’t afford to buy fruit and were so glad that’s what we gave them.” (Community organization)*

*“Some even cried because many have not left their homes since this started and to them [this] was like a million dollars.” (Community organization)*

*“Some of the seniors were happy just to see the people even though it was through distancing. There were lots of smiles.” (Community organization)*

*“Many seniors commented on how grateful they were because they were afraid to go out shopping at this time.” (Community organization)*

**Some organizations had their grants supplemented by their Town Councils or other bodies in the community. Several organizers commented on how helpful grocery store staffs were with the project.**

*“Our Town Council gave us \$500 to add to the project funding.” (Community organization)*

*“We went over the \$1,000 allocated, but (name of organization) made up the rest of the money.” (Community organization)*

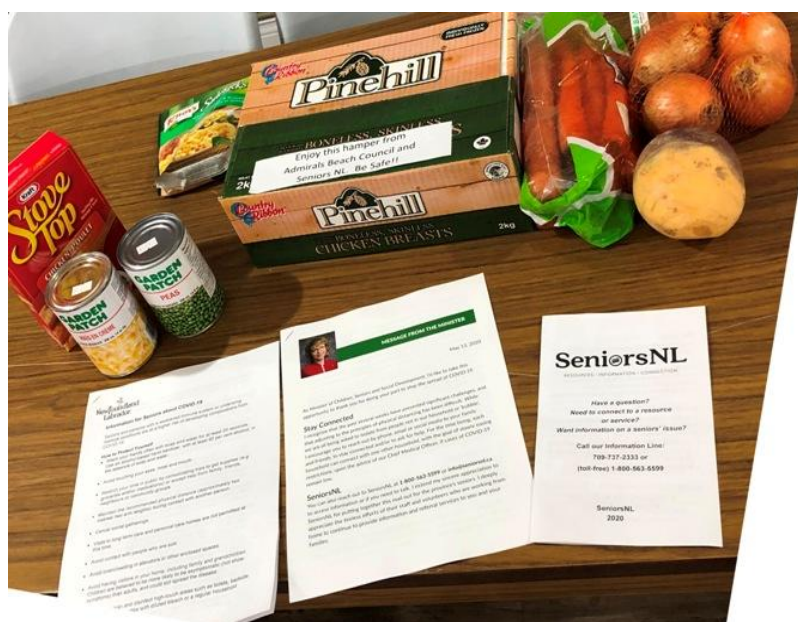
*“It was a very rewarding and emotional experience seeing how seniors reacted.” (Community organization)*

*“Seniors were delighted to receive their package saying they never got anything like this.” (Community organization)*

*“The mental uplift was priceless.” (Community organization)*

*“On behalf of all seniors in [our community], we would like to thank SeniorsNL for the generous [funding] that allowed us to purchase protective gear for the seniors during the COVID-19 pandemic. We are forever grateful!” Nakummek – Thank you.*

It is important to note that a number of the 50+ clubs included a letter with each package they delivered, giving the senior recipients contact information for some of their club members should the senior need additional assistance or a friendly call from time to time. As well, each package delivered to all seniors supported by each group included a SeniorsNL brochure; a letter from the Minister of Children, Seniors and Social Development, Hon. Lisa Dempster; and important information about COVID-19.



Admiral's Beach Town Council

Port aux Basques Gateway  
Seniors 50+ Club



## Final Tally of Distributions:

- 5,625 Food Packages
- 270 Cooked Meals:
- 2,077 Variety Packages:
- 19,924 COVID-19 Information
- 1,385 COVID-19 protective supplies
- 34 Transportation to medical appointments
- Total number of seniors supported throughout province: 19,924



Communities against Violence, Carbonear,  
and Loyal Orange Lodge, Harbour Grace



L'Anse-au-Loup  
Jolly 50+ Club



Springdale Life Unlimited  
for Older Adults

## Groups funded

- 50 Plus Club Inc., Burnside
- 50 Plus Club Inc., Port Saunders
- 50 Plus Club, Bellburns
- 50 Plus Club, Frenchman's Cove
- 50 Plus Club, Gambo
- 50 Plus Club, Hawkes Bay
- 50 Plus Club, New-Wes-Valley
- 50 Plus Club, South Brook
- 50+ Club, Daniel's Harbour
- 50+ Club, Grand Bank
- 50+ Club, Lawn
- 50+ Friendship Club Inc., Torbay
- 50+ Friendship Club, Trepassey
- 50+ Fun Club, Musgrave Harbour
- Active Living for Older Adults, Robert's Arm
- Alexander Bay 50 Plus Club, Glovertown
- Bay de Grave 50 Plus Group, South River, C.B.
- Beaches 50+ Club, Eastport
- Beothuk 50+ Club, Buchans Junction
- Black Tickle – Sandwich Bay 50+ Club
- Boys and Girls Club Inc., Norris Arm
- By the Bay 50+ Club, Hampton
- Communities against Violence Inc., Carbonear
- Encouragement 50+ Plus Club, Middle Arm
- Evening Breeze 50 Plus Club, Pollard's Point
- Exploits Valley 50+ Club, Grand Falls-Windsor
- Fifty Plus Club, Heart's Content
- Forever Young 50+ Club, St. Lunaire-Griquet
- Fox Harbour Community – Shamrock 50+ Club
- Friendly Fifty Plus Club Inc., Grand Falls-Windsor
- Funtastics 55+ Club, Woody Point
- Funtimer's 50+ Club, Trout River
- Gateway Seniors 50+ Club, Channel-Port aux Basques
- Golden Club of Senior Citizens, Freshwater, P.B.
- Gros Morne Senior Citizens Club, Norris Point
- Happy Gang 50 Plus Seniors Club, Castor River North
- Inuit Community Govt., Nain
- Inuit Community Govt., Postville
- Inuit Community Govt., Rigolet
- Island Harbour 50+ Club Inc., Heart's Delight-Islington
- Jolly 50+ Club, Burgeo
- Karen's Place, Stephenville
- Labrador Friendship Centre, Happy Valley-Goose Bay

- Lewisporte Area 50+ Club Inc., Lewisporte
- Lion's Club, Portugal Cove-St. Philips
- Makinsons 50 Plus Go-Getters Club, Clarke's Beach
- Marina 50+ Club, Holyrood
- Mary Hanna Senior Citizens Club, Canning's Cove
- Mountain View 50+ Club Inc., Irishtown-Summerside
- Na'taqamtug Cultural Group, Badger
- New Horizons Random 50+ Club, Hillview
- New Visions 50 Plus Club Inc., Centreville-Wareham-Trinity
- Newfoundland Aboriginal Women's Network Inc., Stephenville
- North Shore 50 Plus Club, English Harbour West
- North West River 50+ Club
- Nunatsiavut Government, Hopedale
- Pondview Senior Citizens Club, St. Vincent's
- Recreation Committee, St. Shott's



Rocky Harbour Pioneers 50+ Club



Marina 50+ Club, Holyrood

**While 95 grants were disbursed, the community outreach went far beyond 95 towns, as a number of recipients used the funding to support seniors in several communities. Indeed the funding to 95 groups across the province helped support seniors living in 255 communities ( see following pages)**

- Adeytown
- Admiral's Beach
- Avondale
- Badger
- Badger Lake
- Badger's Quay
- Bartlett's Harbour
- Bauline
- Bay de Grave
- Bay de Verde
- Bay St. George
- Beachside
- Bellburns
- Belloram
- Birchy Head
- Biscay Bay
- Bishop's Falls
- Black River
- Black Tickle
- Blaketown
- Bloomfield
- Bonavista
- Botwood
- Boxey
- Brigus
- Brooklyn
- Buchans Junction
- Burgeo
- Burin
- Burin Bay Arm
- Burlington
- Burnside
- Butter Cove
- Canning's Cove
- Cape Ray
- Caplin Cove
- Carbonear
- Cartwright
- Catalina
- Cavendish
- Centreville
- Chapel's Cove
- Charlottetown
- Clarenville
- Clarke's Beach
- Colinet
- Colliers
- Conception Bay South
- Conception Harbour
- Conne River
- Coomb's Cove
- Corner Brook
- Cornfield Lake
- Cull's Harbour
- Cupids
- Daniel's Harbour
- Deep Bay
- Deer Lake
- Dunville
- Eastport
- English Harbour West
- Epworth
- Ferndale
- Forteau
- Fox Cove
- Fox Harbour
- Frenchman's Cove
- Freshwater, C.B.
- Freshwater, P.B.
- Gambo
- Gander
- Garden Cove
- Garnish
- Gaskiers
- Glenburnie
- Glovertown
- Gooseberry Cove
- Grand Bank
- Grand Beach
- Grand Falls-Windsor
- Green's Harbour
- Griquet
- Gunner's Cove
- Hampden
- Happy Adventure
- Happy Valley-Goose Bay
- Harbour Grace
- Harbour Main
- Hatchet Cove
- Hawke's Bay
- Heart's Content
- Heart's Delight
- Hillview
- Hodge's Cove
- Holyrood
- Hopedale
- Horwood

- Indian Bay
- Irishtown-Summerside
- Isle aux Morts
- Islington
- Ivany's Cove
- Jackson's Arm
- Jean de Baie
- Jerseyside
- Kelligrews
- King's Point
- L'Anse au Clair
- L'Anse au Loup
- Labrador City
- Lamaline
- Lawn
- Lethbridge
- Lewins Cove
- Lewisporte
- Little Bay
- Little Catalina
- Little Heart's Ease
- Long Beach
- Lord's Cove
- Mackinsons
- Mall Bay
- Margaree
- Markland
- Marystown
- Melrose
- Middle Arm
- Miles Cove
- Millertown
- Mitchell's Brook
- Mooring Cove
- Mortier
- Mose Ambrose
- Mount Carmel
- Musgravetown
- Nain
- New Ferolle
- New Harbour
- New Perlican
- New-Wes-Valley
- Norris Arm
- Norris Point
- North Harbour
- North West River
- Northwest Brook
- Ochre Pit Cove
- Old Perlican
- Parson's Pond
- Peter's River
- Placentia
- Point au Gaul
- Point La Haye
- Point May
- Point Verde
- Pollard's Point
- Pool's Cove
- Port Anson
- Port au Choix
- Port aux Basques
- Port de Grave
- Port Hope Simpson
- Port Saunders
- Port Union
- Portland Creek
- Portugal Cove
- Portugal Cove South
- Postville
- Queen's Cove
- Red Bay
- Reef's Harbour
- Reidville
- Rigolet
- Riverhead
- Robert's Arm
- Rocky Harbour
- Salmon Cove
- Salmonier
- Salt Pond
- Sandringham
- Sandwich Bay
- Sandy Cove
- Seal Cove
- Shearstown
- Shoal Cove
- Shoal Harbour
- Small Point
- Smith's Harbour
- Sop's Arm
- South Brook
- South Port
- South River
- Southeast
- Southwest Arm
- Spaniard's Bay
- Spanish Room
- Springdale
- St. Catherine's
- St. Chad's
- St. George's
- St. Jacques

- St. John's
- St. Jones
- Within
- St. Joseph's
- St. Jude's
- St. Lewis
- St. Lunaire
- St. Patrick's
- St. Phillip's
- St. Shott's
- St. Stephen's
- St. Vincent's
- Stephenville
- Stephenville Crossing
- Swift Current
- Taylor's Bay
- Three Mile Rock
- Topsail
- Torbay
- Traytown
- Trepassey
- Trinity
- Trinity Bay North
- Trout River
- Upper Island Cove
- Victoria
- Wabana
- Wabush
- Wareham
- Western Bay
- Whitbourne
- Whiteway
- Winterhouse Brook
- Winterton
- Woody Point
- Wreck Cove

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## NL Network for the Prevention of Elder Abuse (NLNPEA)

The NLNPEA is an integral part of SeniorsNL, fostering relationships among its individual and organizational members and partners to improve their collective impact on the prevention of elder abuse.

SeniorsNL actively promotes World Elder Abuse Awareness Day (WEAAD) held annually on June 15 to raise awareness of, and to help prevent financial abuse among older adults. Tweets and Facebook posts were issued, of which SeniorsNL issued several on various aspects of elder abuse.

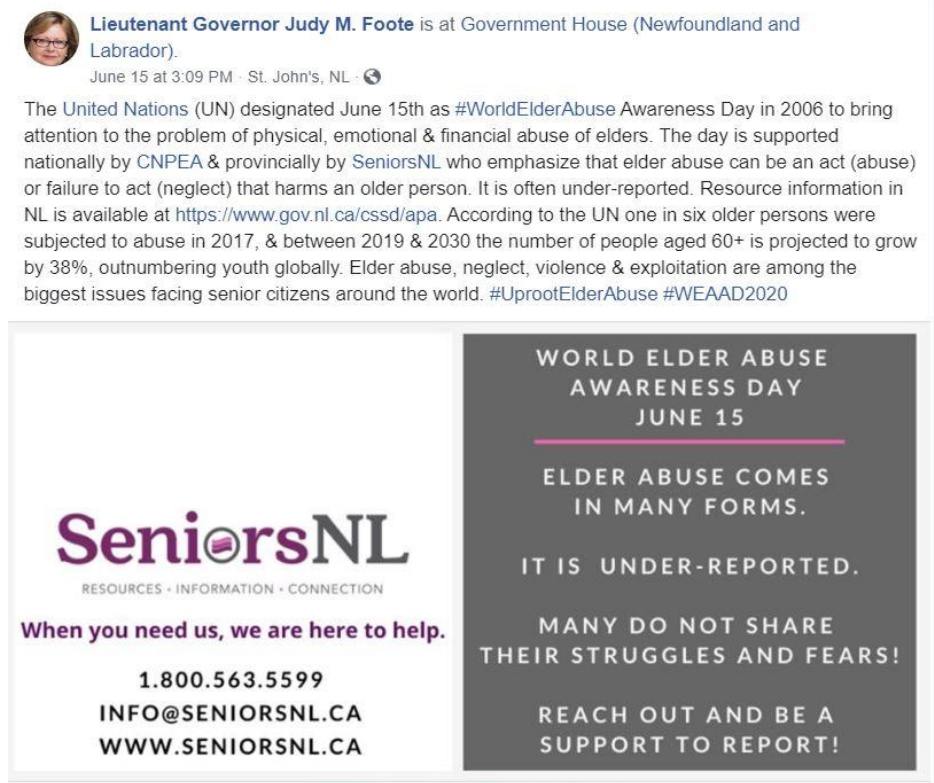
Due to COVID-19 health regulations, public gatherings were not held in 2020. Rather, SeniorsNL hosted a webinar to commemorate the Day. One hundred and six persons from across the province participated in *Exploring Issues Encountered by Seniors during COVID-19*. The webinar featured presentations by Lorraine Best, Peer Support Volunteer, SeniorsNL; Charlene Brophy, CEO, 811; and Steve Ross, Adult Protection Consultant, Department of Children, Seniors and Social Development.



Public Libraries across the province promoted WEAAD and our webinar. Libraries in Corner Brook, L'Anse-au-Loup Library, and Deer Lake Library, posted on their Facebook page

Also pleased to see other promote WEAAD and our webinar:  
Lieutenant Governor of NL, TechKnow Tutors, and Violence Prevention Avalon East.

We were also able to post the webinar on our YouTube Channel



Due to COVID-19 health regulations, public gatherings were not held in 2020 dampening the public engagement of WEAAD events across the province. Rather, SeniorsNL hosted a webinar to commemorate the Day. One hundred and six persons from across the province participated in ***Exploring Issues Encountered by Seniors during COVID-19***. The webinar featured presentations by Lorraine Best, Peer Support Volunteer, SeniorsNL; Charlene Brophy, CEO, 811; and Steve Ross, Adult Protection Consultant, Department of Children, Seniors and Social Development. This was an interactive session whereby participants could answer questions such as: Do you think elder abuse increased during COVID-19? , Have you or anyone you know been a victim of a recent COVID-19 scam? , Has your Mental health been impacted? Have you put off seeing your doctor or attending medical appointments?, Thinking back to when everyone was in their own bubble, do you feel it was harder emotionally for single people?

*Exploring Issues Encountered by Seniors during COVID-19* was uploaded to YouTube and can be found at: <https://www.youtube.com/watch?v=CwowLS6G1DoI>

Another part of our WEAAD observance, a series of three legal webinars was also aired in partnership with the Public Legal Association (PLIAN) of NL featuring Greg Noseworthy discussing *Wills, Powers of Attorney & Advance Health Care Directives*, and *Probate and Estate Administration*.

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## Shaping a Single-Entry System for Seniors in Need

*“ If we think the way we always thought,  
we will get what we always got”*

*Paul Borne-Tamarak Institute*

**SeniorsNL is providing backbone leadership for New Horizons for Seniors Pan-Canadian project.** Funded by the Government of Canada , funded under Employment and Social Development Canada . The common agenda is to develop and implement a single-entry service system that can support seniors, aged 55+, who are facing multiple critical issues impacting their health and well-being.

**Collective impact (CI) is a widely used proactive approach** that builds on collaboration to create broad-based, long-term system transformation.

Transformation is achieved by working together to create efficiencies, leverage existing assets, test system changes, and to gather quantitative and qualitative evidence for continuous improvement in real time.

### **Our Collective Partners are:**

- Connections for Seniors
- Immigration, Skills and Labour, Provincial Government
- NL Housing Corporation



Government  
of Canada

Gouvernement  
du Canada

## **Things we will keep in mind as we build support for our Common Agenda:**

- a) we are not just writing a plan but building a commitment that, in turn, see improved outcomes
- b) we will involve everyone who cares and everyone who can help change a system. Be broad in who we involve and engage throughout the project
- c) evoke and encourage curiosity and creativity- embrace the “what if?” and “Why not!” attitude.
- d) For sustainability, it is about working together smarter and utilizing what we all have in a creative and innovative way.

In the early weeks of COVID-19, the project coordinator connected with collaborating partners to discuss the implications of the pandemic on their services, and to facilitate their participation in the project once things stabilized,

Regular informal communication was maintained with collaborating partners, and bi-weekly partner/backbone meetings were convened to get the project back on track from July to September 2020. Agenda items and discussions included the challenge of finalizing contribution agreements within government departments/agencies, COVID-related issues, common agenda of the project, issues faced by older adults, community engagement, and sharing of resources.

Quarterly ‘Partner-only’ meetings, to discuss their collective impact initiatives and project reporting, have been scheduled for October 21, 2020; January 13 and April 14, 2021.

**A key element** of this project is the involvement of other multi-sector community entities that provide program and services to seniors and those that support them.

These entities and Collective Partners will form two committees that will explore ways to work together collectively to support seniors with multiple needs (Frontline Inter-Agency Committee) and to examine current systems and the policies that work /not to support seniors in need ( Oversight Committee). As this project progresses through the remaining 4 years of this project it is anticipated that a service system will be established that allows us all to work more efficient together to improve our ability to support seniors better and support each other to support seniors.

Planning took place for the October 7, 2020 Roundtable and the establishment of the project Oversight Committee which will have its first meeting on November 4.

SeniorsNL and the partners reviewed the nature and purpose of developmental evaluation. A Request for Proposals to hire an evaluator with this skill and expertise for the project was prepared.

A pilot Inter-Agency Team met six times from July to September 2020. This team examined ways to streamline processes while providing a range of direct services to address the multiple needs of an identified older adult. Insights will be communicated to the Oversight Committee to begin policy and system considerations.

Two staff of SeniorsNL participated in the FSG backbone collective impact virtual conference, *Champions for Change*, from September 15 – 17, 2020. Relevant resources and learning from this event will be shared with collaborating partners and stakeholders in the months ahead.



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