



RESOURCES • INFORMATION • CONNECTION

Mid-Year Report

April 1 to September 30, 2021

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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Information and Referral Services

1,807 Inquiries: 3% increase over same time period last year.

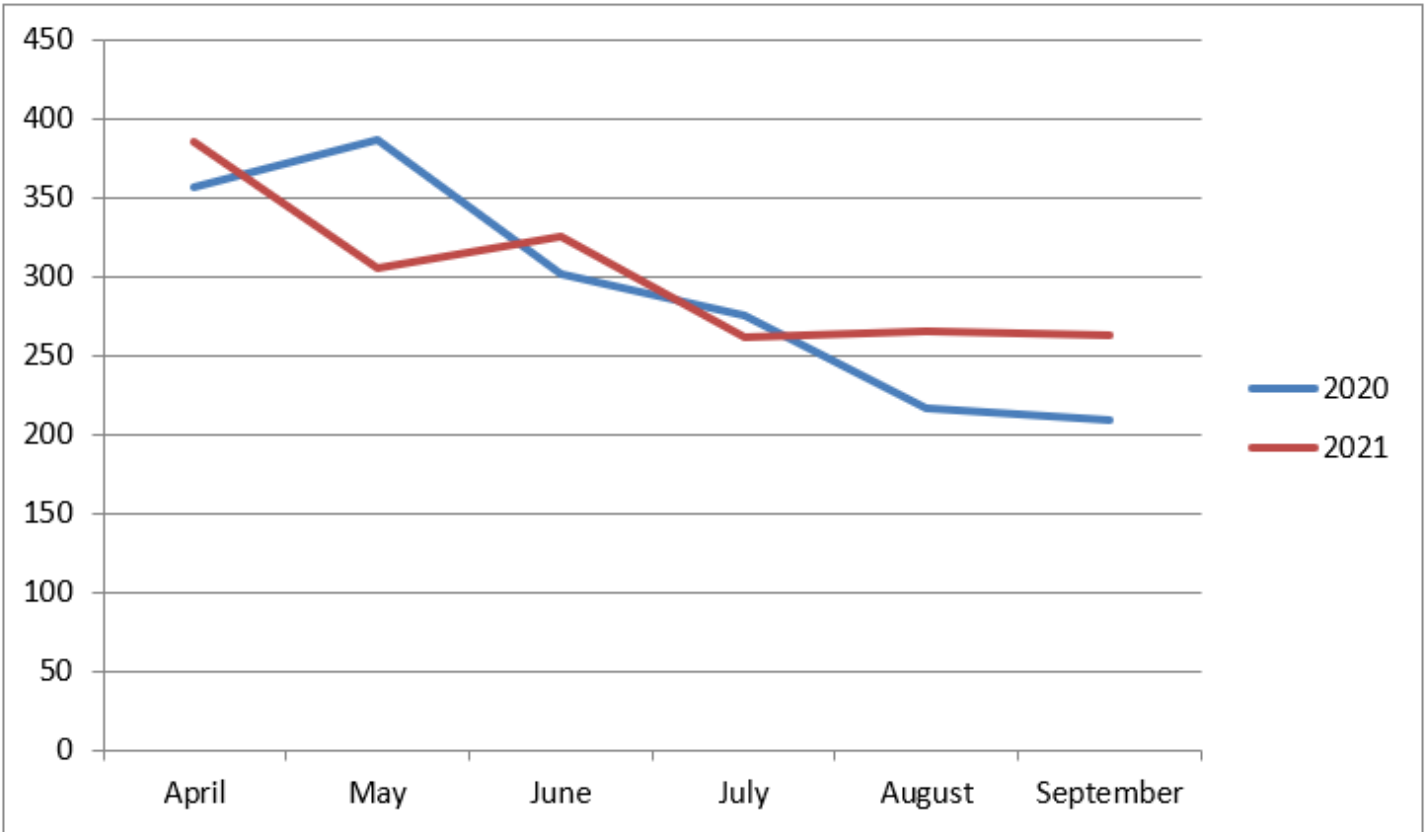
1% of calls(25): directory assistance only.

198 Follow-up calls: averaging 8.6 minutes. Some of those who connect with us do require more time to ensure they get what they need. We do gain permission to contact them to make sure they managed to connect with the services to which they were referred and/or 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

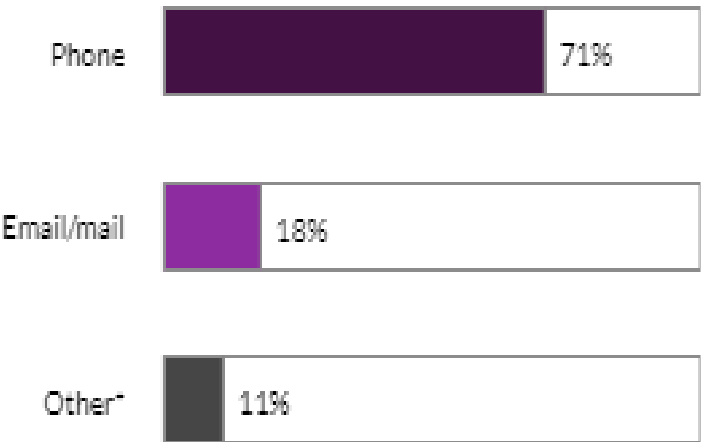


During this period we had seven trained Volunteers who gave 882 hours during this time period. This equals to \$19,783.26 (Calculated using SeniorsNL base pay for an assistant.).

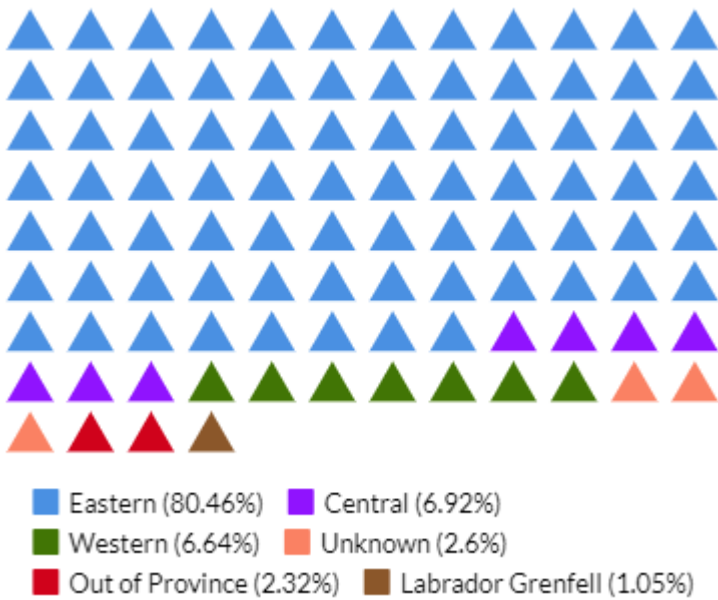
Inquiries April 1 to September 30, 2021 (versus the same period last year)



How People Contact Us

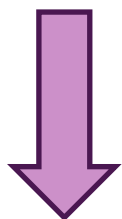


Regional Location of Inquiries



**Other forms are: Walk-ins (for drop of income tax clinic), “Contact Us” Form on our website, FaceBook, directly through staff, and community presentations

1552 Referrals*



126 Programs/Services



118 Agencies

Top 4 Referral Agencies

1. CRA's Community Volunteer Income Tax Program
2. Connections for Seniors
3. Eastern Health's Community Supports
4. Public Legal Information Association of NL

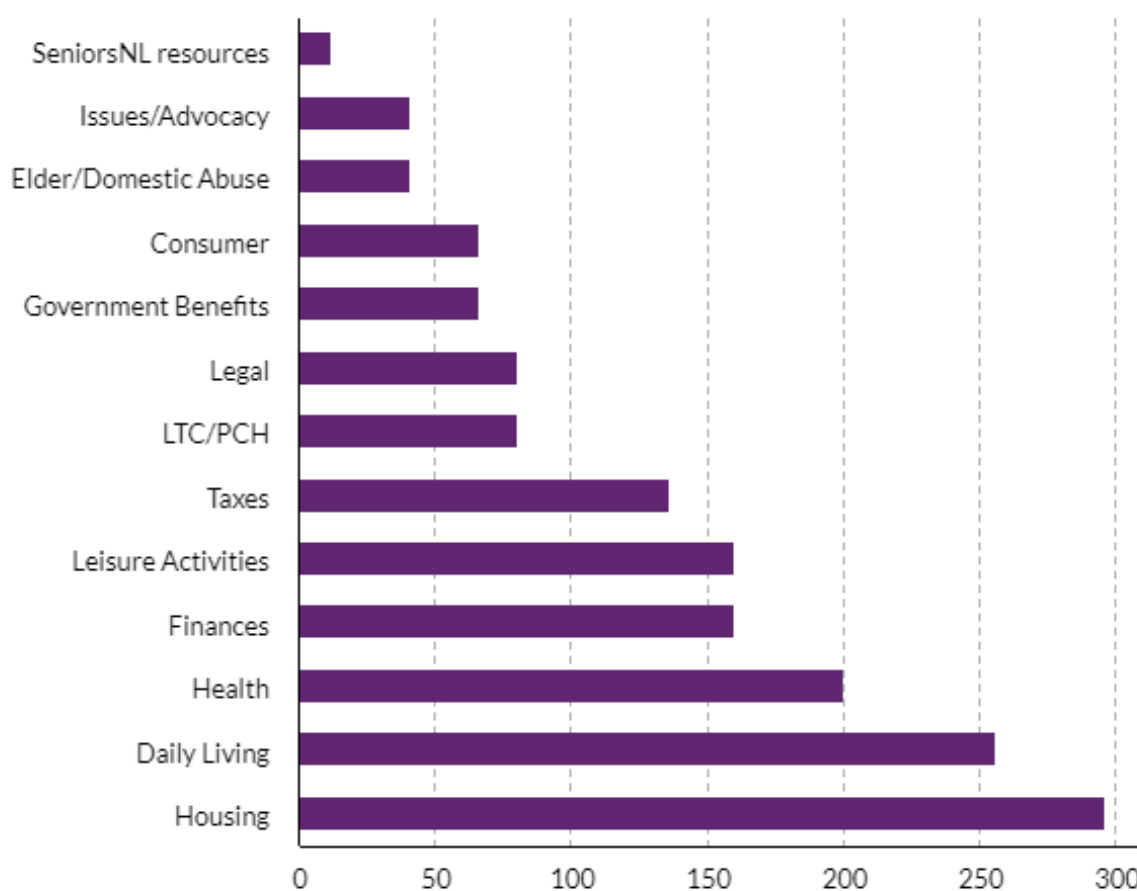
Top two Referrals to SeniorsNL Publications

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

* Some Inquirers require more than one referral

**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.

Categories of Need: April 1-September 30, 2021



Top 20 Referrals for April 1 to September 30, 2021

• SeniorsNL Housing List St. John's and Area	142
• Community Volunteer Income Tax Program (Canada Revenue Agency)	125
• Connections for Seniors (St. Johns Shelter and Support)	83
• Community Supports Program (Eastern Health)	69
• Public Legal Information Association of NL	54
• Service Canada (Government of Canada)	44
• Adult Protection Act (phoneline to report abuse and neglect)	34
• COVID-19 Immunization Plan (Eastern Health)	34
• Newfoundland and Labrador 50+ Federation Inc.	23
• Newfoundland and Labrador Prescription Drug Program	23
• Rental Housing Program (NLHC)	23
• St. John's Retired Citizens Association	21
• Adult Dental Program (Department of Health and Community Services) *	21
• List of Lawncare Businesses	20
• List of odd job errand services minor home repair businesses	20
• Motor Registration Division (ServiceNL)	19
• Provincial Home Repair Program PHRP (NLHC)	18
• Seniors NL Recreation Guide for St. John's Area (SeniorsNL)	18
• NL Community Food HelpLine (Food First NL)	17
• Members of the House of Assembly (MHA) - NL	16

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

Data Trends and Observations

- **Housing (19%) and daily living (16%)** are the top two categories of needs (which is consistent with other years)
 - **Health was the third highest category of needs.** Typically, this position is held by “financial” concerns, but calls about COVID vaccines and passports pushed health into third place.
 - **There was a 61% increase in referrals related to leisure** over the same period last year (155 versus 96).
 - **There were 33 referrals to Adult Protection** versus 27 over the same period last year.
 - 2% of our contacts were from inquirers looking for general COVID information (e.g., is this activity safe, what I allowed to do, etc.), outside of requests on COVID vaccines (another 2%).
 - We had 39 calls (2% in inquiries) from inquirers who could either not get through to the Motor Vehicle Registration line or who were unable to access their online services.
-

“The reply was much faster than I expected and also very helpful.”- response from our voluntary (and anonymous) Information and Referral Services Customer Satisfaction Survey – question: Did SeniorsNL respond to your inquiry in a timely manner?

From those who responded to our Information and Referral Services Customer Satisfaction Survey :

- 77% scored our service a 10 (most definitely) when asked: *Will you use SeniorsNL again?*
- 81% scored our service a 10 (extremely likely) when asked: *How likely would you recommend SeniorsNL to someone else?*

Resources Management – April 1 2021 to September 30 2021

Trudy Marshall, Resource Management Coordinator, I&R

COVID-19 continued to be a serious public health threat with varying levels of risk and outcomes at community, regional and provincial levels. As our country and province rolled out preventative measures such as Alert Level Appropriate Public Health Guidelines, Vaccination Schemes, and widened use of Vaccine Records and Contact Tracking, we researched and shared information and resources with individuals. We continued updating existing Resources and added New Resources directly related to the COVID-19 pandemic.

The COVID-19 pandemic also had a negative impact on many seniors in our province. This included increased social isolation and mental health issues, more complex financial problems and decreased access to food, services, and more. In 2020, we were busy adding 250 COVID-19 Updates to iCarol Information and Referral database entries. The Updates are still being changed but less often. We still see changes in services or service delivery.

Elizabeth (Director) and Trudy (Coordinator) continue to meet virtually and communicate by e-mail with Findhelp and 211NL Staff. We have discussed plans towards developing Partnership Data Sharing Agreements of Database Resource Entries and developed processes on how to share verified or updated entries.

Data Sharing of Subsets of Database Resource Entries So Far:

- **SeniorsNL** “owns” 84 entries
- **211 NL Findhelp** “owns” 44; while
- **Food First NL** “owns” 96 records

NOTE: Since April 2021, the NL Community HelpLine Resources have been verified regularly by Food First NL Staff. The changes are shared with other

partners (e.g. 211 NL, Findhelp, SeniorsNL).

We expect that most of the Regional Health Authority resource entries will be “owned” (hold responsibility for verification) by SeniorsNL (about another 210-240 entries).

Midterm Verification Report. On September 30, 2021, we had 1,060 active entries in SeniorsNL’s I&R database [1,155 TOTAL including 95 Inactive Entries].

From April 1, 2021, to September 30, 2021, we verified about 48% of the desired quota for six months (two quarters). At the same time we continue to update our resources as changes arise or routinely on a seasonal basis. For the last two quarters we did 800 updates of our resources.

We are still working towards verifying each entry once a year (formal confirmation of accuracy), however, we find that preparing subsets of resources for consideration (Data Sharing) is an investment in time now that will pay off in the future.

We expect that as we continue to work with 211 NL/Findhelp on further Resource Agreements and start to use the data sharing with our present partners, we will increase our efficiency.

Trudy continues to be the only full-time staff in data verification and other Resource Management duties with limited support from two part time staff and several volunteers.

Trudy and Elizabeth are in good standing with Alliance of Information and Referral Systems/Inform Canada Community Resource Specialist (Elizabeth) and Community Resource Specialist – Database Curator (Trudy) certifications.

We attended AIRS 2021 E-Conference Presentations and received certificates for sessions attended.

Website Data: April-September 2021*



28,575 Unique Visitors; 38.55% increase from same time period in 2020**

**95% visitors from Canada
73% of visitors live in Newfoundland and Labrador**



**62,033 pageviews; 24% increase from same period in 2020
33,397 Sessions*****

** 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.*

****Sessions represent the number of individual sessions initiated by all the users to your site. If a user is inactive on your site for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.*

Interestingly a couple of the most popular pages and posts visited (page 10) are actually information on ServiceNL regarding motor vehicle registration and MyGovNL. A possible and likely reason for the high number of pageviews is when people search for ServiceNL, SeniorsNL comes up and they access our site.

Popular Posts and Pages on Website April-September 2021

Page Title	Pageviews
Renew or Update Online Motor Registration Division - Service NL - SeniorsNL	8,225
SeniorsNL - Resources, Connections & Information	5,701
Motor Registration Division- booking appointments and online services through MyGovNL - SeniorsNL	3,145
Seniors - SeniorsNL	2,207
Service NL. Make an Office appointment online. Motor Registration Division - SeniorsNL	2,162
All Resources - SeniorsNL	1,776
Housing - SeniorsNL	1,718
Contact - SeniorsNL	1,605
Drug Cards - Newfoundland and Labrador Prescription Drug Program - SeniorsNL	1,544
Digital Government and Service NL: MyGovNL- online services - SeniorsNL	1,110

Information and Referral Provincial Outreach

Connecting with seniors and those that support them across the province continued via virtual opportunities, funded by United Way NL's Community Grant. We were also able to support the few public events as COVID restrictions for such gathers did hamper such offerings.

Our virtual outreach has become very popular among seniors and service providers, equally participating and engaging in the sessions since it began in December 2020.

Our Let's Talk About and Just Ask Sessions were held, on average, once per week, except for July and August. Sessions were recorded and uploaded to our YouTube Channel and link sent to our contact list.



**14 Let's Talk About/Just Ask
virtual sessions**



332 participants from 38 communities



**92 Certificates issued for Professional
Development**



1,326 views of sessions on YouTube

Let's Talk About/Just Ask Sessions

- **Married and Common Law Relationships, the Legal Differences**
Public Legal Information Association of NL
- **Improving the Use of Medication across Newfoundland and
Labrador**
SaferMedsNL
- **The Adult Protection Act and Capacity: Risk, Choice, and
Autonomy**
Adult Protection Government of NL
- **The What, Why, Who, When, and How of Advance Care
Planning**
(two sessions) SeniorsNL (in partnership the Canadian Hospice
Palliative Care Association)

- **The Benefits of a Medical Alert Service and Who Benefits From Them** Phillips Lifeline
- **Just Ask SeniorsNL** SeniorsNL
- **Financial Abuse of Seniors-** Leo Bonnell, Community Peer Support Volunteer (SeniorsNL)
- **How Neighbours, Friends, and Family Can Help Address Elder Abuse** SeniorsNL
- **Heart Health: Blood Pressure and Cholesterol Management** MUN Medication Therapy Services Clinic
- **Elder Mediation: An innovative technique for empowering older adults and their families to engage in vital conversations** Judy Beranger- Family Mediation Canada
- **Saving Energy-Saving Money!** NL Power
- **Ageism** Meg Vis, SeniorsNL Peer Support Volunteer
- **Vision Loss** CNIB and Vision Loss Rehabilitation NL.

Communities where Zoom participants come from

- | | | |
|-----------------|-----------------|-----------------------|
| • Bishop Falls | • Jerseyside, | • Point May |
| • Bonne Bay | Placentia | • Port au Port West |
| • Bridgetown | • Kamloops | • Port aux Basques |
| • Brigus | • Kuujuaq, | • Quebec, MON |
| Junction | Quebec | • Southern Harbour |
| • Cavendish | • Lanse au Loop | • St. Alban's |
| • Centreville | • Lawrence | • St. Mary's Bay |
| • Charlottetown | • Logy Bay | • Stephenville |
| • Creston South | • Lourdes | • Summerside |
| • Cupids | • Meadows | • Town of Fogo Island |
| • Freshwater | • Middle Arm | • Victoria |
| • Goulds | • Old Perlican | • Wabush |
| • Hopedale | • Pasadena | • Wesleyville |
| • Hr. Breton | • Piccadilly | |

✓ **3,529 documents distributed in total reaching 1,498 individuals:**

✓ Eastern Health Region: 1,629

✓ Central Health Region: 100

✓ Labrador Grenfell Health Region: 1,800

We have a listing of over 85 pieces of information we can select from to distribute, depending on the type of information requested/suggested. Materials listed below have been given out during this time frame.

- Best Sex in Years: Sex Over Fifty-Booklet
- Canadian Hard of Hearing Assn. (CHHA-NL) – Booklets
- Canadian Hard of Hearing Assn. (CHHA-NL) – Videos
- Cold or Flu: Know the Difference
- Communicating in Print
- Current Medication
- Immunizations
- Moments for Medication Safety – 2-pager
- Moments for Medication Safety – Booklet
- NLNPEA Brochure (English)
- Philip's Lifeline – Be Prepared
- Philips Lifeline – How to Create a Safer Home
- Philips Lifeline – How to Get up from a Fall
- Philips Lifeline – Reducing Fall Risk
- Power of Attorney and Joint Bank Accounts
- SeniorsNL – Brochure
- SeniorsNL – Elder Abuse Brochures
- SeniorsNL – Fridge Magnets
- Sepsis
- World Elder Abuse Awareness Day placemats
- Where do you go for help (elder abuse)

Public Opportunities:

- Booth: CARP's Seniors Day booth MUN Botanical Gardens

Presentations(virtual)

- Specialized Training for Working with Seniors - Part Two – Bridge the Gapp.
- Frauds and Scams- MUN Pensioners Association

- SeniorsNL's work on elder abuse -Research Exchange Group on Ageing, Newfoundland Centre for Applied Health Research Centre
- Pan Canadian New Horizons for Seniors Collective Impact project- Government of Labrador's Vulnerable Population Task Force.
- Overview of iCarol to CHANNAL
- Q&A session: Miller Centre Staff
- Q&A session: Community Centre's seniors groups
- Q&A session on Long term Care: Canadian Federation of University Women

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. Due to COVID restrictions, public events were not possible and therefore on the ground observance was not available. While we were able to offer a small grant for in house events, only one (Alderwood Estates) took advantage. Three virtual Let's Talk About sessions took place in June 8(financial abuse), June 15 f(how neighbours, friends and families can help address elder abuse), and June 23 (Elder Mediation).

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

Today is World Elder Abuse Awareness Day. It is an official United Nations Day acknowledging the significance of elder abuse in all its forms as a public health and [#humanrights](#) issue. [#WEAAD2021](#) [#VoiceAgainstElderAbuse](#) [#RightsDoNotGetOld](#) pic.twitter.com/iX2GQxTZgi



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World Elder Abuse Awareness Day – June 15 – is an official United Nations Day acknowledging the significance of elder abuse as a public health and a human rights issue. Financial, physical, emotional, sexual, spiritual and and neglect are all forms of elder abuse. IF you think someone you know is being abused please call 1-855-376-4952. Reporting leads to help.



SeniorsNL
Nonprofit Organization

Send message

5,396
People reached

170
Engagements

Boost Again

Elder abuse can be an act (abuse) or a failure to act (neglect) that harms an older person. Elder abuse shatters lives and relationships. Take action to prevent elder abuse. [#humanrights](#) [#WEAAD2021](#) [#VoiceAgainstElderAbuse](#) [#RightsDoNotGetOld](#) pic.twitter.com/thSBus5aFL



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Social isolation is a major risk factor for elder abuse and neglect. This World Elder Abuse Awareness Day reach out to an older person who may be at risk of isolation.

[#humanrights](#) [#WEAAD2021](#) [#VoiceAgainstElderAbuse](#) [#RightsDoNotGetOld](#) pic.twitter.com/GDotKmK2rK



2

Join us on June 15, World Elder Abuse Awareness Day, for Let's Talk About...How Neighbours, Friends, and Family Can Help Address Elder Abuse - <https://mailchi.mp/d.../seniorsnl-lets-talk-talk-about-6511886>

Let's Talk About... How Neighbours, Friends, and Family Can Help Address Elder Abuse

June 15 is World Elder Abuse Awareness Day

6,248
People reached

344
Engagements

Boost Again

Volunteer and Supporter Appreciation Event-June 2021

Top Left: Jennie Dillon, Recipient of the Dorothy Whittick Award for volunteering,
Top Right: Robert Rogers, President of the NL 50+ Federation, accepting the
Community Partner Recognition Award

Bottom picture: Staff from Verafin accepting the Community Partner Recognition
Award



Collective Impact for Seniors

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

Seniors who have multiple needs often face challenges in identifying and accessing the right services at the right time to address their concerns. The collective impact project has gathered quantitative and qualitative data confirming that the multiple issues of seniors are usually related to housing, finances, connectedness, and health.

It is often common practice for service providers in these issue areas to collaborate within their organizations or with one other program. Our project is successfully broadening that collaborative process to include a wide range of services and systems leaders. Through engagement, we are pleased to see improved knowledge of senior-related issues and programs, many new and strengthened relationships, creative problem-solving, and consideration of system-level change.

The project created and is implementing three key mechanisms to address the challenges that are faced by many seniors:



During this reporting period, 26 organizations programs and departments were engaged or consulted.

Collaborating Organization Initiatives

The following funded initiatives are being implemented to fill gaps and address system-related challenges:

Income Support (Department of Children, Seniors, and Social Development):

Rental Cohort (completed March 31, 2021)

- A final report of the Rental Cohort has been shared with the Income Support Division and this analysis is informing policies.

Turning 64 project

- Social work support is provided to individuals, age 64 and receiving income support, to assist with the transition to federal benefits at age 65.
- The average number of clients served increased from 30 per month to 40; in part due to our aging population.
- Also, there has been an increase in telephone calls received per day (20); calls are related to loss of GIS/drug card due to 2020 CERB income, referrals from other seniors, and from seniors age 65+ who were in contact with the program previously.
- Needs include financial literacy (i.e.. responsible for payments to landlords/utilities at age 65, and budgeting with low income), support for annual tax filing, completing benefit application forms, as well as general concern about the transition.
- Data is being collected and reviewed.

Homeowner Cohort

- Assessments are in-progress with individuals who are single, receiving income support, age 55-60, living in their own home in the Eastern region (randomly selected).
- Early findings include: 16% have mortgages; 63% have used the Provincial Home Repair Program; 42% still identifying need for major repairs; 1% have home insurance; concerns expressed regarding ability to spend money on home maintenance, and rising power/heat rates.
- Social worker educates clients regarding the programs and services for which they are eligible, and also collaborates with other organizations to access needed services (i.e.. NLHC Home Repair Program to repair a furnace, City of St. John's for payment of municipal taxes owed).
- Pro-actively contacting homeowners can have significant positive impacts such as reducing stress, supporting well-being, and preventing escalation of issues.

Connections For Seniors:

Health and Community Outreach Social Worker

- Conducted 68 new intake assessments and supported 343 individuals with a wide range of concerns such as health, connectedness and finances.

Volunteer Coordinator

- Recruited 43 new volunteers for the organization
- 25 volunteers delivered 227 food hampers
- 11 friendly caller matches were made

Housing Support Worker (in partnership with NLHC)

- Available for case management with all shelters
- Met with 44 individuals who are homeless or at-risk of homelessness
- Successfully housed 33 seniors.

Newfoundland and Labrador Housing Corporation:

Housing Support Worker

- In partnership with Connections For Seniors, as above.
- Needs of seniors served included personal care, occupational therapy, general healthcare, physical accessibility, assistance to obtain eligible benefits, and housing search assistance.
- The initiative facilitated collaboration with the Community Support Program, Mental Health and Addictions, and NLHC to develop creative solutions.
- Initial trends indicate that seniors at risk of homelessness identify as male, live alone, many do not have a phone and do not have up-to-date identification (ID)

Seniors' Navigator

- A social worker will assist individual seniors who wish to access NLHC services, as needed, and facilitate communication among NLHC programs.

Inter-Agency Steering Committee

Front-line service providers meet on an ad hoc basis to provide input into the Inter-Agency Team tools and process:

- | | |
|---|-------------------------------|
| • Canada Revenue Agency | • Salvation Army, Ches Penney |
| • Connections For Seniors | Centre of Hope |
| • Income Support | • SeniorsNL |
| • Newfoundland and Labrador Housing Corporation | • Service Canada, OAS |
| • Public Legal Information Association of NL | |

“Benefits of a team approach include using a horizontal approach across departments, agencies and groups to assist client to get needs met. This promoted a more direct and effective way of getting things done.” Evaluation Survey response from a Team Member for the question “What, if any, were the benefits of having the Team?”

Inter-Agency Teams

There were eight active Teams during this reporting period. They worked together, sharing their expertise to provide comprehensive and timely services to seniors.

Members were from:

- Community Supports Program, Eastern and Western Health
- Connections For Seniors
- Empower
- Home Dementia Care Program
- Income Support, Eastern and Western Regions
- Mental Health and Addictions, Central Health
- Newfoundland and Labrador Housing Corporation
- Private Emergency Shelter – 75 Golf Avenue
- SeniorsNL
- The Gathering Place

The following are examples of Inter-Agency Teams that resolved needs related to housing, finances, health, and connectedness:

- An individual, age 64, was facing multiple critical issues (i.e., imminent eviction, no phone, and no family physician). An Inter-Agency Team was formed and was able to provide a range of services in a timely manner. Housing and moving were arranged, a phone provided, a physician accessed through a collaborative medical clinic, and referral was made for ongoing community supports. Assistance was also provided to submit OAS and GIS applications and to arrange direct deposit. The Team helped to ensure a smooth transition to federal benefits, as well as access to healthcare and affordable housing.



- A senior with significant health issues had sporadic access to home care support, was living in a shelter for an extended period, and was the victim of financial abuse. An Inter-Agency Team facilitated income tax submission, financial application for home care, a move to accessible housing, banking and bill payments, and ongoing support through a community agency.

Evaluation surveys were sent to Team members once the team concluded as an ongoing effort to continue to evolve and streamline efforts and the collective work of Teams. A selection of Responses from various Teams surveys are listed below:

“This client certainly benefitted from finally being able to receive prescription eyeglasses, replacement dentures, and orthotic footwear, which was much more easily accomplished from several individuals on the team working together and the coordination and access to connections in the community by Seniors NL. I believe that all of the agencies represented by the Team have a better understanding of the complexity of this client's needs and a greater appreciation of the enormous challenges inherent in addressing same.

Information-sharing improved and agencies working on behalf of this client are now less siloed from one another which is a very good thing!” Response to question: Did the Team accomplish the goals set out by and for the senior?

**

“I would suggest continuing to look at who needs to be involved in a situation and invite those folks who are willing and able to look for solutions to complex issues involving this population” Response to question: What suggestions do you have for new Teams to ensure they are most helpful?

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“Because of all the complications involved in this case, I do not know how one organization alone could have pulled it off. Thus a team was essential.”

Response to question: Any additional comments?

Systems Oversight Committee

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

Connections were also made with numerous stakeholders and perspectives, to share and learn:

- Atlantic collective impact colleagues
- Community Supports Program – Eastern Health and Department of Health and Community Services
- Newfoundland and Labrador Francophone Association, Seniors' Collective Impact activities
- Newfoundland and Labrador Health Accord Town Halls
- Newfoundland and Labrador Medical Transportation Programs
- Newfoundland and Labrador Office of the Seniors' Advocate
- Peer Support Volunteers, SeniorsNL
- Service Canada – met with a local OAS/GIS champion
- Vulnerable Population Knowledge Exchange Forum

The collective impact project will continue to expand and deepen its efforts. It is anticipated that the Inter-Agency Team process will become embedded as a way of effectively serving seniors who have multiple needs, and that data collected by the project will inform and facilitate system improvements.



In September, SeniorsNL welcomed Grace Allen and Jessica Young for their 3rd year social work field placement. They had expressed their interest to be placed here and we were pleased to have them be involved and engaged in everything we do.