



What might a new system of Information & Referral Services for Seniors in B.C. look like?

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Presentation to Lionsview Seniors Planning Table, January 15, 2019



The presentation in a nutshell

- **Information and Referral (I&R)** services for seniors in BC are changing.
- Changes tend to be **organization-specific, ad hoc** – in response to shifts in the seniors population, technology, government services and developments at the national and global levels – and **uncoordinated**.
- **A new system** of intentionally-designed **I&R** services for seniors is called for; the **development of the CBSS sector** provides an opportunity.
- Designed with seniors, and fully integrated with the larger CBSS and restructuring social-service sectors, the new I&R services should be **senior-friendly**.



Today's presentation

1. The evolution of Information & Referral Services
2. Important shifts behind changes in **I&R** services
3. bc211
4. Healthy Aging CORE (Collaborative Online Resources & Education)
5. Working Group on **I&R** and Personal Advocacy
6. Questions and discussion



1. The 'evolution' of I&R for Seniors – a brief sketch

- **Information** on services, programs, etc. available on a call-in and walk-in basis and more recently by email and online
- Brochures ... websites
- Resource directories ... online
- Resource library
- Satellite and even mobile locations (e.g. public libraries, vans)
- **Referrals** to other agencies, programs, sources of information ...
- **Personal advocacy**

TYPICALLY PROVIDED BY SMALL, MEDIUM & LARGE NON-PROFIT AGENCIES OFTEN WITH ONE AGENCY SPECIALIZING IN I&R PER REGION



2. Important shifts behind changes in I&R Services

TECHNOLOGY-related shifts

- Innovations in communications technology
- More individualized information procurement online – ‘Googling’
- Increased use of smartphones

SENIORS POPULATION-related shifts

- More older seniors making inquiries
- More seniors with dementia
- More seniors living with poverty (BC Seniors Poverty Report Card, 2017)
- More seniors with housing-related inquiries
- More seniors with mobility issues



2. Important shifts (cont'd)

GOVERNMENT SOCIAL SERVICES-related shifts

- Fewer staff devoted to I&R (insufficient levels of funding)
- More bureaucratic waits and delays

NATIONAL AND INTERNATIONAL DEVELOPMENT-related shifts

- E.g. increased #'s of immigrant/refugee seniors
- More call for multi-lingual service needs
- More call for settlement information

OTHER shifts?



3. bc211





Who We Are

- ▶ Vancouver-based non-profit operating in partnership with the United Way
- ▶ Since 1953, we have been bridging the gap between service providers and individuals needing all kinds of support
- ▶ Part of a network of 211 service providers across Canada and USA



United Way





What We Do

- ▶ Strengthen communities by connecting people with the help they need
- ▶ Provide free information and referral service for community, government and social services via phone, text, web chat, and online directory
- ▶ Maintain an extensive database of agencies and programs (13,000+ records)

Strengthening
communities by
connecting people with
the help they need





211 Service

- 300K+ inquiries /year 24/7/365
- Free & Confidential; 160+ Languages
- Phone, Text, Chat, Online Directory, Email
- Phone/text service currently available in:

Vancouver Island
Gulf Islands
Metro Vancouver
Fraser Valley
Squamish-Lillooet
Sunshine Coast





Online Directory: Quick Links

bc211

ABOUT HELP LINES BLOG RESOURCES CONTACT

Shelter List: [Map](#) or [PDF](#)

Looking for: [Help](#)

Emergency and Crisis	Addiction	Counselling	Health Care	Mental Health	Victim Services	
Employment/Training	Financial Assistance	Food and Basic Goods	Homelessness	Housing	Legal and Advocacy	Transportation
Indigenous/Aboriginal	Children and Families	Disabilities	Immigrants and Refugees	Older Adults	Youth	

Service Search Organization Search

Find services in your area

Enter a search word or topic

☒ Remember My Location



4. Healthy Aging CORE (Collaborative Online Resources & Education)



H E A L T H Y A G I N G

CO**RE**

Collaborative Online Resources & Education



The knowledge hub for volunteers, caregivers
and senior service professionals in BC

Find & Join
Discussion Groups



Find Resources



Get Training



At home. In community.



UPCOMING TRAINING



Avoiding Frauds & Scams

Sept 28, 4 - 6 PM

LATEST NEWS



New study on transportation issues released

UPCOMING EVENT



Provincial Summit on Aging

Aug 20, 4 - 6 PM

FEATURED PROGRAM



Active Aging

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READ AND SIGN THE DECLARATION



Main Menu

- Home
- Discussion Groups
- Community Programs
- Training & Events
- Resources
- News
- Funding Information
- Managing Volunteers

Aging Subject Areas

- Affordable Housing
- Health & Wellness
- Education, Recreation & Creative Arts
- Information, Referral & Advocacy
- Nutritional Support
- Physical Activities
- Transportation

CBSS Categories

- Funding Opportunities
- Best Practices
- Success Stories
- Research & Evidence
- Leadership & Development
- Mentorship
- Provincial Resources

About

- About Healthy Aging CORE
- Our Leadership
- Pillars
- Priorities
- The CBSS Declaration
- Coaching / Mentoring

Other topics/focus areas on CORE





Provincial Working Group on I&R and Personal Advocacy

- Created by CBSS Leadership Council in fall 2018
- Based on Raising the Profile Project findings and regional consultations
- Co-Leads: Marion Pollock, 411 Seniors; Bev Pitman, United Way
- Members:
411, WESN, Centre for Seniors Information Kamloops, Seniors Outreach (Kelowna), People for a Healthy Community (Gabriola) and others



The CBSS or Community-Based Seniors Services Sector

A sub-sector of social services that includes all municipal and non-profit organizations in BC providing services and programs for older adults, including seniors', community and recreation centres, seniors' and multi-service agencies, community coalitions and neighbourhood houses.



CBSS Leadership Council



Brings community voices to CBSS sector development

Includes executive directors, managers and senior volunteer leaders from not-for-profits and municipalities

Role includes:

- guiding development of Knowledge Hub or CORE
- helping identify systemic and emerging policy issues
- supporting ongoing outreach to CBSS sector across BC
- Coordinating working gro



10 Priority Areas for Capacity-Building Identified



1. Volunteer infrastructure

6. Information, referral and advocacy

2. Develop seniors planning tables and roundtables

7. Development of transportation infrastructure

3. Consistent and sustained funding

8. Diversity and inclusion

4. Shared language concerning the sector's benefits

9. Development of intergenerational programs

5. Training by the sector and for the sector

10. Urban, rural and remote connection



Working Group (cont'd)

- **Objectives -**

address challenges, strengthen I&R programs, create toolkits for CORE, develop recommendations for Seniors Summit 2019

- **Challenges -**

Funding

Volunteer recruitment/training/retention

Government downloading and bureaucratic delays

Inappropriate referrals

Increasing #'s of seniors with complex care needs and cognitive issues



6. Questions and discussion

- a. What would you like the Working Group to know about successes and challenges of I&R for seniors on the North Shore?
- b. How are changes in the seniors pop'n impacting your I&R services?
- c. How do you imagine the integration of I&R for seniors to proceed?
- d. How do you integrate 'personal advocacy' if at all?



Thank you!

For further information, please contact:

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