Older Adult Recreation Strategy
Background information and Preliminary Ideas for Consideration

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Draft – November 2013- Subject to change
About the Strategy

Purpose of Strategy:
• To provide a vision, recommendations and general direction to position the Seniors Services Unit to respond to the changing recreation needs of citizens aged 55+
• To be implemented over a 10 year period

Strategic Alignment:
• City of Waterloo Strategic Plan – 2011 - 2014
• Community Services Department’s Service Delivery Policy
• Age Friendly Community Report

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Working Group Members

• Don Roth, 55+ Committee Member
• Sadhana Prasad, 55+ Committee Member
• Marlene Pink, Home Support Services Volunteer
• Richard Ackroyd, Community Member
• Jim Bowman, Community Member
• Staff: Leta Bulgin, Beth Rajnovich, Jane Waurechen
• Project Sponsor: Jim Bowman, Director - Community Programs and Outreach

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Project Outputs:

1. Comprehensive inventory & assessment of existing City 55+ programs & services, as well as external programs & services available in the Waterloo Region.

2. Identify gaps in service delivery based on the anticipated, changing needs & demographics of the older community.
Project Outputs:

3. Establish service delivery mechanisms that will allow the Seniors Services Unit to respond to the changing environment.

4. Ensure recommendations align to strategic directions and can be delivered within current resource constraints, both human and financial.

5. Identify key performance indicators to guide future service delivery development.

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Highlights of Work Completed to Date

1. Inventory of programs & services for 55+

2. Understanding the current context/data collection of current services/facility use

3. Analysis of Strengths and Weakness through discussion with Seniors Services Unit Staff

4. Research on trends in Older Adult Recreation

5. Working Group
   - Analysis of Information
   - Identification of Options

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Our Facilities – Seniors Services Unit

Adult Recreation Centre
185 King St. S

- Built in 1982
- 1989 – addition at streetscape

Wing 404 RCAFA Rotary Adult Centre
510 Dutton Dr.

- Built in 1968 by 404 Wing RCAFA Legion
- 1986 – City purchased from Legion and leased a portion back to them
- 1988 – Renovations to City portion

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Seniors Services Unit
Registered Programs

- 20 20 20 Fitness
- Adults and Weights
- Ballroom Dance
- Bones & Tones
- Computers
- Fit Pac
- Fitness
- Line Dance
- Low Impact Fitness
- Meditation & Breathing
- Qi Gong
- Tai Chi
- Yoga
- Zumba

Registered programs offer active living opportunities to enhance physical, social and holistic well-being for people of different interests and abilities.

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Seniors Services Unit
Drop-In Programs

- Art Group
- Woodcarving
- Euchre
- Solo
- Bridge
- Friday Flicks
- Travel Show
- Computer Club
- Crokinole
- Snooker
- Sociable Sundays
- Thursday Social

Drop-in programs provide a commitment-free opportunity to participate in activities which promote social, emotional and mental well-being.

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Senior Outing Day Program Provides:

- A variety of organized and supervised group activities designed to meet participants’ needs and capabilities
- Balanced program of physical, social & mentally stimulating activities
- A cheerful, safe and accessible environment
- Caregiver support
- Funded by Waterloo Wellington Local Health Integration Network (LHIN)
Home Support Services Purpose:

• Assists people to remain living in their homes

• Links clients to other services in the community

• Maintains and/or enhances physical/mental health, overall personal wellbeing

• Funded by Waterloo Wellington Local Health Integration Network

*Draft – Subject to change*
### Home Support Services:

<table>
<thead>
<tr>
<th>Transportation</th>
<th>Community Meals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rides to medical appointments, grocery shopping, and recreational or social outings.</td>
<td>Three-course meal in a friendly community atmosphere.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grocery Shopping</th>
<th>Telephone Reassurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers can be arranged to escort individuals with physical limitations or will list shop.</td>
<td>Telephone calls Monday to Friday can give you a feeling of security and address loneliness.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home Maintenance</th>
<th>Homemaking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lawn care, snow shoveling, or minor repairs.</td>
<td>Homemakers are screened and linked to meet your housekeeping needs.</td>
</tr>
</tbody>
</table>
Community Links

Some examples include:

- Bell Telephone Pioneers
- Gilbert & Sullivan Society
- KW Aquarium Society
- KW Bonsai
- KW Bridge Studios
- KW Community Orchestra
- KW Field Naturalists
- KW Rug Hookers Society

- Old Salts Canoe Club
- Retired Businessmen
- SABLE
- South Asian Seniors Association of Waterloo Region (Club 55)
- Waterloo Concert Band
- Waterloo Coin Society
- Waterloo Horticultural Society

*Draft – Subject to change*
Draft Strategic Principles

1. Programs/services should focus on recreation and leisure (recreation, parks, sports, arts, culture, heritage).

2. Ensure all programs/services are fair, inclusive, and reflect the diversity of older adults regardless of age, ability, culture, economics, geography etc.

3. Supports an Age Friendly Community where older adults are fully engaged in the life of the community.

4. Seek linkages with community partners of social, health, education or community services. Minimize duplication.

Draft – Subject to change
Draft Strategic Principles Continued

5. Maximize effective use of our facilities.


7. Provide sustainable programs and services.

8. Need to be flexible and offer a full range of activities. Recognize that the interests, capacity and needs of older adults change as their health status changes.

9. Preferred methods of service delivery:
   1st) Facilitation  2nd) Partnership  3rd) Direct Delivery

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About Recreation Programs:

• Noted city programming gap for adults 30-50 and active individuals 50+.
  • Service Delivery Policy calls for “Fair and inclusive recreation and leisure opportunities that encourage and facilitate participation by all residents of the City in terms of ability, age, culture, economic, geographic and related interests and backgrounds.”

• Demand for programming is likely to increase with growing demographic of “Zoomers.”
• Boomers/Zoomers as a group tend to want: active programs; variety; flexibility; focus on learning.
• They tend to not want: passive activities; long term commitments; to be associated with senior programs and/or senior centres.
Draft Recommendations for consideration:

a) Increase focus on adult programming within Recreation & Facilities Services Unit (currently focus is on youth).

b) Increase specialized programming by the Seniors Services Unit for older adults with health limitations – arthritis, heart disease, diabetes, etc.

c) Seniors Services Unit to continue to provide “traditional” senior activities – cards, games, passive programs, seniors-focused fitness.

d) Reduce program duplication to allow for growth and new programs.

e) Develop marketing strategies to better promote adult and senior programs.

f) Organize existing programs/services along proposed program continuum that defines relationship with the city.

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Program Continuum

Direct Registered – paid instructor, set fees, pre-registration, defined start/end
Direct Drop in – city-run programs, pay per visit
Partner – city and social agency programs, may require pre-registration
Facilitated Drop in – volunteer-run programs in collaboration with city
Affiliated Rentals – activities managed by outside group with some city support and with open participation
Private Rentals – activities completely managed by outside group/individual with closed participation.

Green = Current, Red = NEW

Draft – Subject to change
About Senior Outing Day Program:

- Waterloo Wellington Local Health Integration Network (LHIN) funded program.
- Any future changes to LHIN funded programs need to be negotiated with the LHIN.
- Focus is recreation and socialization. Fits well within the continuum of service delivery for older adults.
- Those with some frailty could seamlessly transition to Seniors Outing Day Program.
Senior Outing Day Program:

Recommendations to Date:
a) Consider program name change to be clearer - “Adult Day Program”.

a) Continue to collaborate with Adult Day Program Network on future LHIN funded opportunities to expand or enhance local Adult Day Programming provided by network partners. This may or may not include expansion/enhancement of the City’s program.

b) In collaboration with the Adult Day Program Network, consider opportunities for day programs for specific need populations (brain injury, younger seniors with dementia, etc.)

c) Consider opportunities to provide access to on-site health care services for clients in the City’s Senior Outing Day Program.

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About Home Support Program:

- Other local agencies assist in providing the continuum of home support services along with the City of Waterloo, Seniors Services Unit.
- Seniors Services Unit has been collaborating with other local agencies to improve service integration.
- Largely funded by the LHIN, with fees charged to clients, and in kind support provided by the City.
- Any changes to the home support program would need to be negotiated with the funder (LHIN) and done collaboratively with the other local home care service agencies.

*Draft – Subject to change*
Home Support Program:

Draft Recommendations for Consideration:

a) Continue to explore opportunities to further integrate service delivery with other local agencies.
b) Explore opportunities to expand the meal program, including satellite locations
c) Explore opportunities to expand the transportation program, giving consideration to:
   a) Innovative funding or service delivery options;
   b) Ensuring service delivery levels continue to meet LHIN standards;
   c) Prioritize transportation for Senior Outing Day Program clients;
   d) Addressing the need for transportation to recreation and socialization opportunities for older adults.

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Additional Issues to Explore:

1. What can be done to make facilities more age-friendly?
2. Who might be potential program partners?
3. Should the City pursue use of space in non-city facilities?
4. Review recreation program fee structure, rental fees, and improvements to fee assistance programs
Next Steps:

- Citizen engagement in fall 2013
- Draft Strategy, based on research, working group input and community feedback for Winter 2014
- Re-engage stakeholders to gather feedback on draft strategy
- Further refine strategy
- Seek Council approval
- Implementation of strategy

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Questions?
Feedback?

Contact Beth at oas@waterloo.ca or 519-884-5363 ext. 240 to share your thoughts!