



Innoweave

Practical Tools for Social Innovation



Seniors SI

Reducing Social Isolation for Seniors

National Webinar

May 5, 2015



Today's discussion

- Brief Innoweave introductions and webex overview
- New Horizons for Seniors Program (NHSP) and Seniors SI
- Networking discussion and next steps



Innoweave supports many new approaches



Impact &
Strategic Clarity



Social Enterprise



Collective
Impact



Social Finance



Scaling Impact



Outcomes
Finance



Developmental
Evaluation



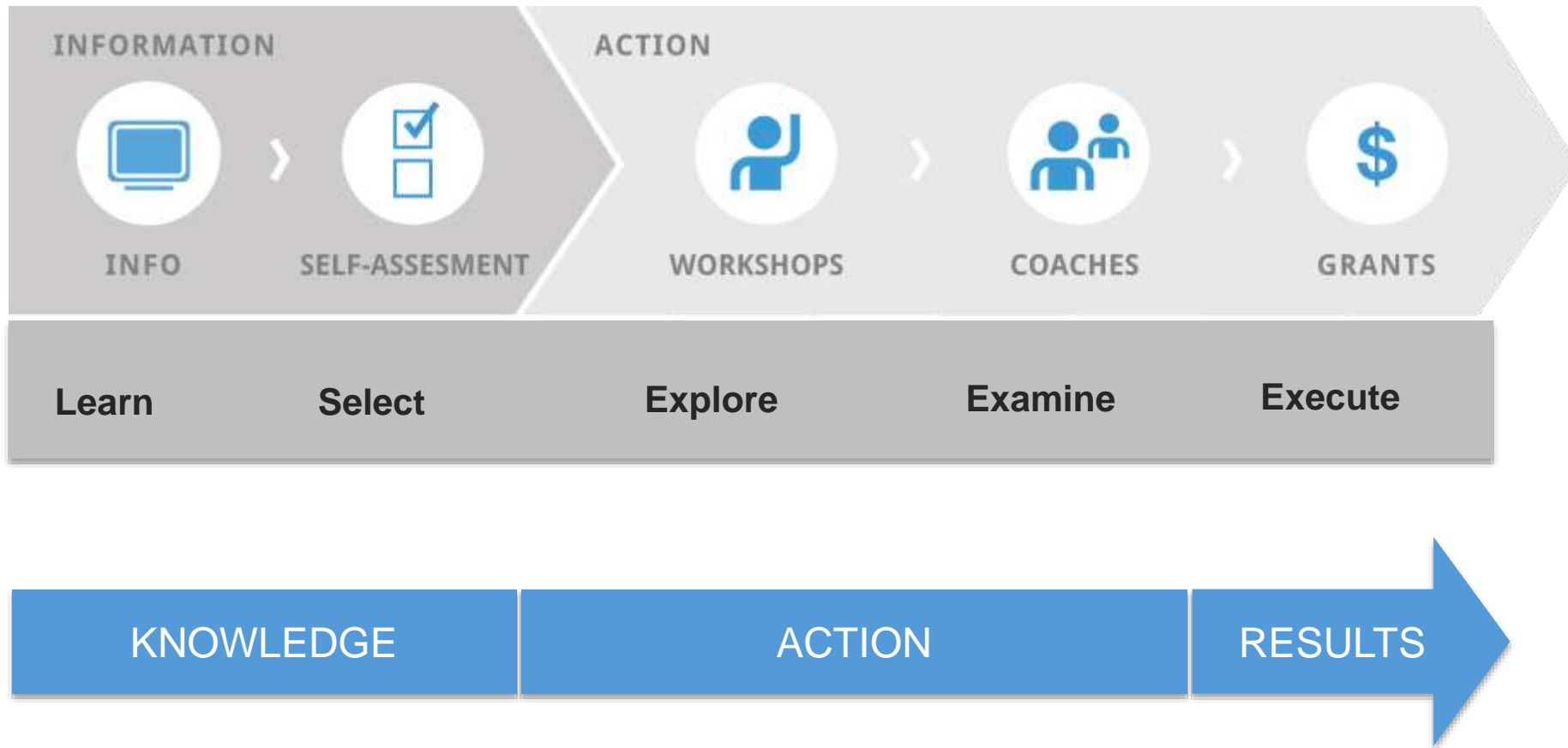
Cloud
Computing



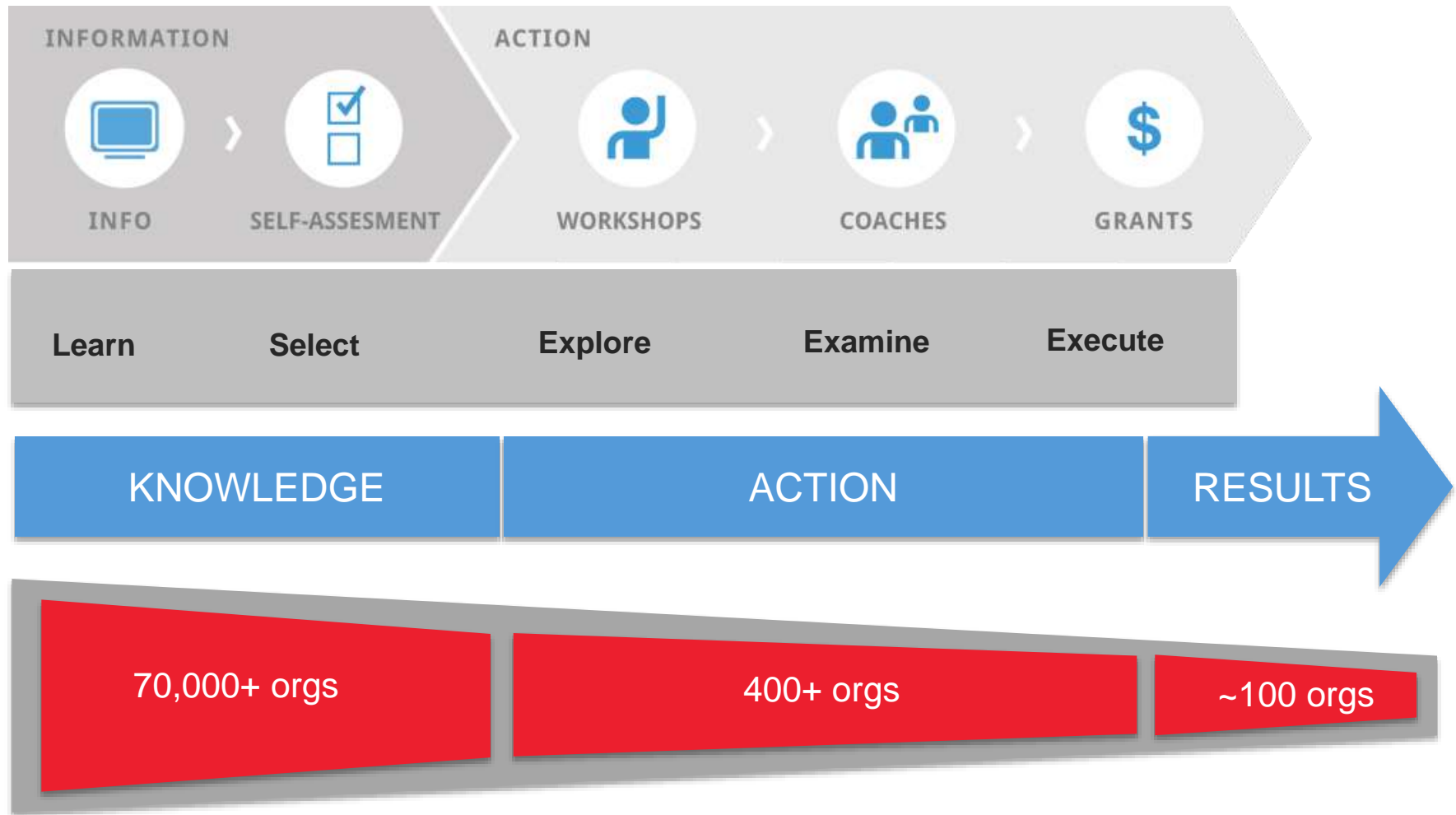
Constructive
Engagement

Sean
Moore

Providing different levels of support



Orgs are moving through the funnel



New Horizons for Seniors Program

- \$21 million for Pan-Canadian Call NHSP call to **open in May** – close approx. 6 weeks later. Up to 3 years, between \$150K and \$750K
- Dedicated to the issue of **reducing rate of seniors social isolation**
- Focus on supporting **community based approaches** – geographic clusters will be chosen
- Will require **population impact plans** – will be assessed for ability to create population level change
- Will typically require **multiple projects** within a community that can be funded to advance this impact plan



A new funding approach

- Very **different** from traditional government calls
- Will be focused on **outcomes**, as opposed to program outputs
- Is supporting **community based approaches** – clusters of projects in communities/geographic areas will be chosen
- Strength of impact plans at the **population level** will be first deciding factor
- Individual projects must demonstrate their **critical role** in this population impact plan



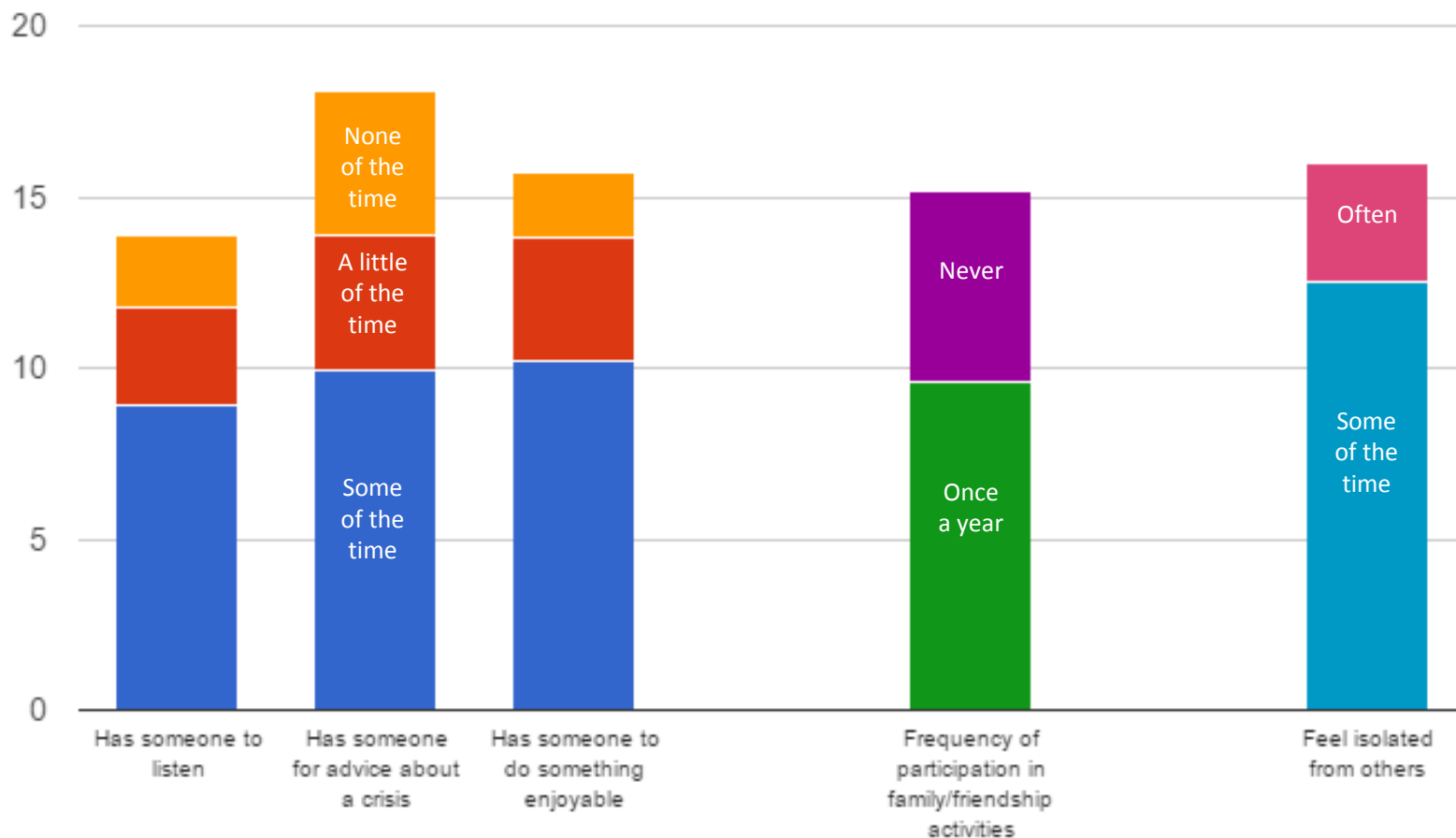
Each community will work to improve the proportion of seniors that

- ↑ • **Has support** required for daily living, someone to: talk to, get advice from, and/or help when needed
- ↓
- ↑ • **Participate** in activities
- ↓
- ↑ • **Feel** connected to other people
- ↓
- ↑ • **Feel** valued



~15% of seniors experience isolation nationally

% of respondents
over 65 years old



Source: Canadian Community Health Study Supplement on Aging

Interest in working at the population level?

- Increase proportion of seniors that
 - Have required support
 - Participate
 - Connect
 - Feel valued
- Could be whole city, region or a subset population



Youth Employment Example

Partners and engagement targets

- Community Health Centres
- Social Planning Councils
- Local community funders
- Ethno-cultural groups
- Youth groups
- Private sector

Interconnected strategies

- Make local job market more transparent - especially with SMEs
- Prepare youth for economy, credentials to prove it
- Create pathways for youth to access job market
- Build cross-sector collaboration systems

Create impact at the city-wide level

- ***Increased labour market participation for youth in target neighbourhoods***
- Stronger local economy
- Stronger neighbourhoods

Supporting large-scale population change requires partnerships

Necessary partners to complete them

Necessary and sufficient activities

Partner A

Activity 1

Partners A + B

Activity 2

Partner C

Activity 3

Partners B + C

Activity 4

Partner D, etc

Activity 5

Population outcome goals
(e.g. reducing social isolation rates)

NHSP will support multiple projects that work together toward the population outcome

Projects to achieve objectives

Necessary activities / intermediate outcomes

Project A

Project outcome 1

Projects A + B

Project outcome 2

Project C

Project outcome 3

Projects B + C

Project outcome 4

Projects D + E

Project outcome 5

Population outcome goals
(e.g. increase proportion of seniors that are supported, connected, and valued)

Population level: *large scale solutions*

- Best route is **not business as usual** (will not see success by replicating existing collection of programs)
- Need more than program outputs – need to get to **population level changes** (however you define your population)
- Constituent elements of a plan (e.g. transportation) need to be **connected** with other elements and aligned to the higher outcome
- Look at **addressing the environment** in which seniors live, enabling natural systems, enhancing services outside of programs, personal and community conditions
- Big impact requires **big change**





Seniors SI

can help you along the way

- Innoweave will provide **pre-application support** to select communities as they prepare NSHP submissions:
 - **Collective Impact**
 - Developing **Population Impact Plans**
 - Assisting on strategy and metrics
- Innoweave will provide **ongoing support for successful applicants** over 3 year course of NHSP funds:
 - Implementation and continuous innovation
 - Developmental evaluation and measurement
 - Strategic decision making

Questions & The Path Forward



Engagement
Session &
Community
Discussion

Community
Level Coaching

Apply for
NHSP

Continuous
support after
funding

To ask yourselves:

- do we want to pursue this opportunity?
- who else could we work with in our region?

Poll: Follow-up options

Your Name

Your Community (e.g. the geography that you work in)

Your Email address

Do you have an interest in taking part in next-steps discussion in your community?

- Yes – I am interested in committing time and meeting with others to engage in early thinking
- Maybe – keep me in the loop as things develop
- No – we'll wait and see where this goes

Do you have an interest in helping lead a core group of organizations in your community to work on this issue?

- Yes – please help me connect with others in my community who took part today to help rally them
- No – but I'll take part in a next-steps discussion
- No – we'll wait and see if we want to engage

Can we share your email address with others in your community, if they are interested?

- Yes
- No

Further comments?



Next Steps – Accessing Innoweave Support

If interested, how can we bring together stakeholders and answer these questions to request Innoweave support:

- A.** What is the population we are trying to impact?
- B.** How much would we like to reduce social isolation in our community for our target population? When will we do this?
- C.** What activities will be required to achieve our desired impact?
- D.** Who from our core group would take the lead on these activities?
- E.** Who else do we need to recruit and what would they do?
- F.** What additional information do we require in order to develop our strategy?
- G.** What help do we need to help us? (Coaching/facilitation? Analytic support?)



Thank you!

SeniorsSI.ca and Innoweave.ca
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