



GOLDEN COMMUNITY RESOURCES SOCIETY

an overview of possibilities

Engaging in

# Community Coordination

# Framing: Why am I here today?

## Youth can be 'snow buddies' for seniors



By Sarah Doktor, Simcoe Reformer  
Wednesday, November 13, 2013 2:41:04 EST PM



Snow shovelling. (File photo)

Do you feel **overstretched** dealing with seniors groups?

Are you frustrated with a **stagnation** on community & seniors issues?

Have you observed **overlap, gaps** and **inefficiencies**?

Are you **struggling** to **care** for yourself or a loved one?

Are you **missing services** that would make it easier?

Are very active and looking for ways to stay that way and **give back**?

The screenshot shows the front page of The Vancouver Sun website. The main headline is "Luxury seniors homes vie for golden-agers' gold" by Glen Korstrom, dated October 24, 2013. The article text mentions that retiring members of Vancouver's business elite have new options for where to live, thanks to a trend toward high-end seniors homes. It also mentions that these residences are called "communities" and "cringe" if they hear someone call them "old folks' homes" or "rest homes." The website layout includes a top navigation bar, a main content area with the article, and a right sidebar with a "PLACE AN AD" button and a "LEARN MORE ABOUT CANADA'S MOST COMPREHENSIVE APPROACH" section.

# Framing: Why am I here today? My Mom, a senior



# Today's Activities



Ask questions as they form. —





# Community Coordination

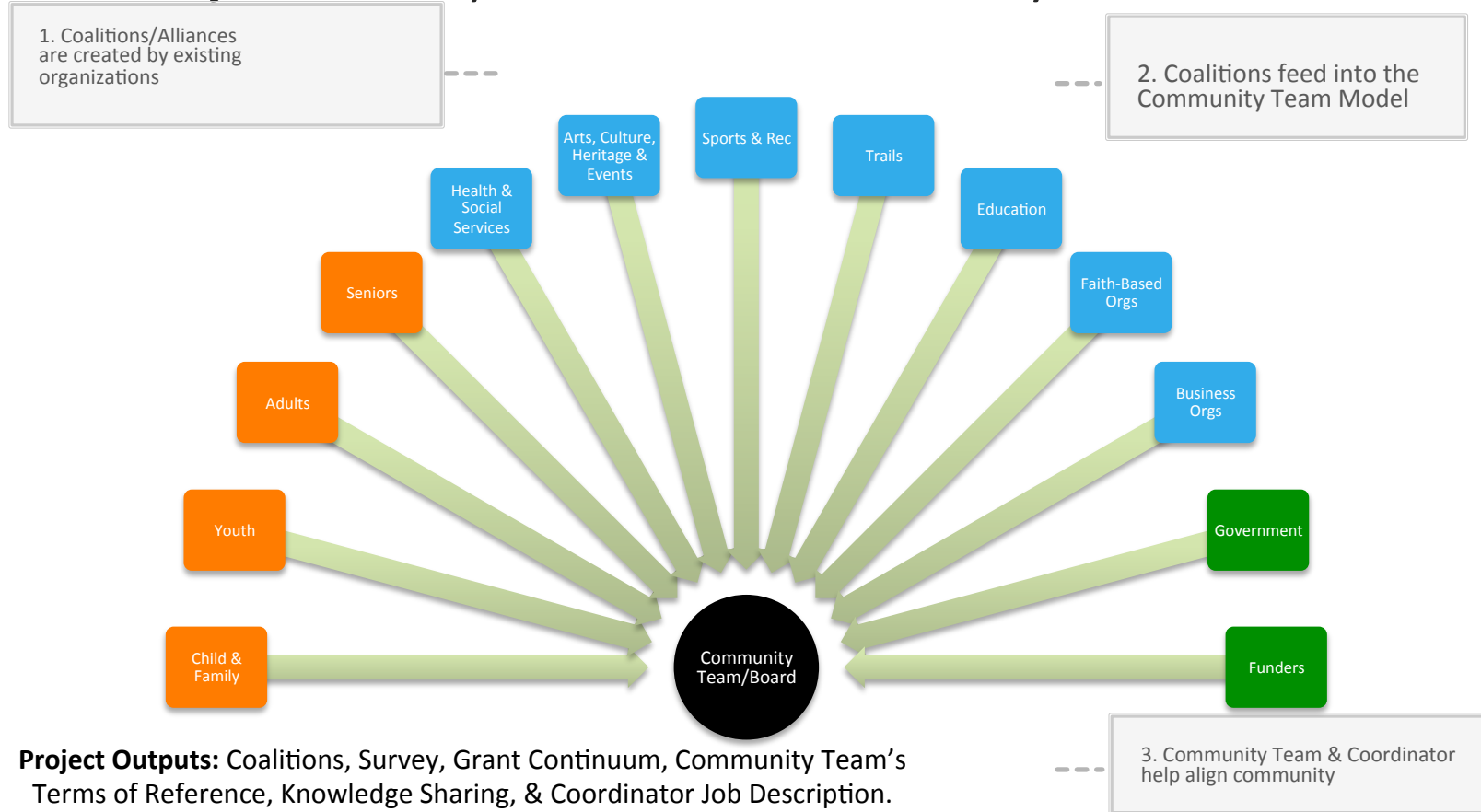
## How could it work?

Social engineering or common sense?



## Yes, but, what does this look like?

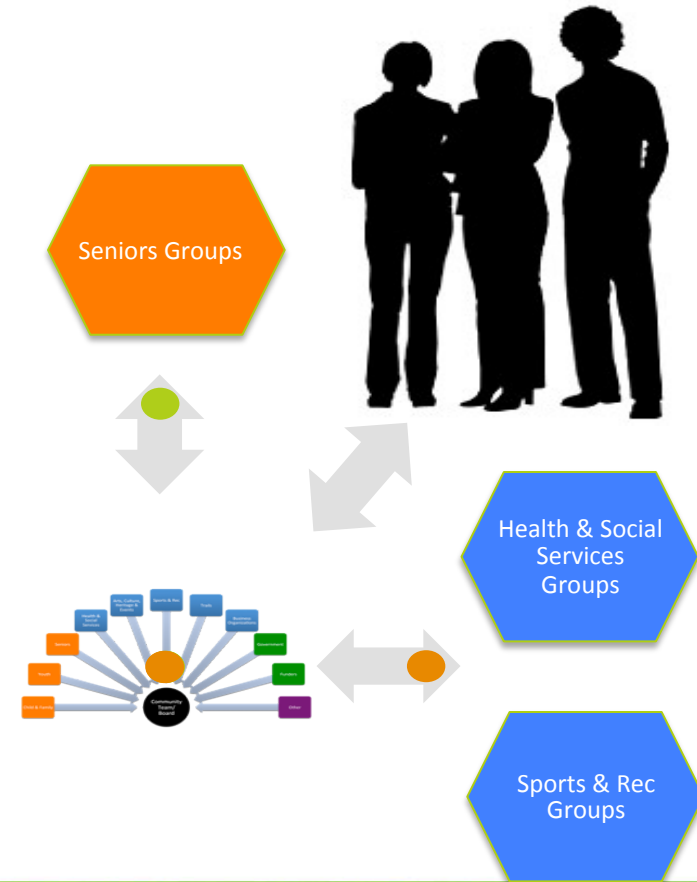
Here's just one way to visualize a Community Team.



# Collaboration

Coordinated & supported **decision-making**,  
Planning & **resource utilization**  
Community **alignment** & economic development  
Higher **quality of life** for residents

It's about team work, and **collaborating** will get us all there.





# Seniors Groups

How can you help your community?

Leading coordination in Golden.

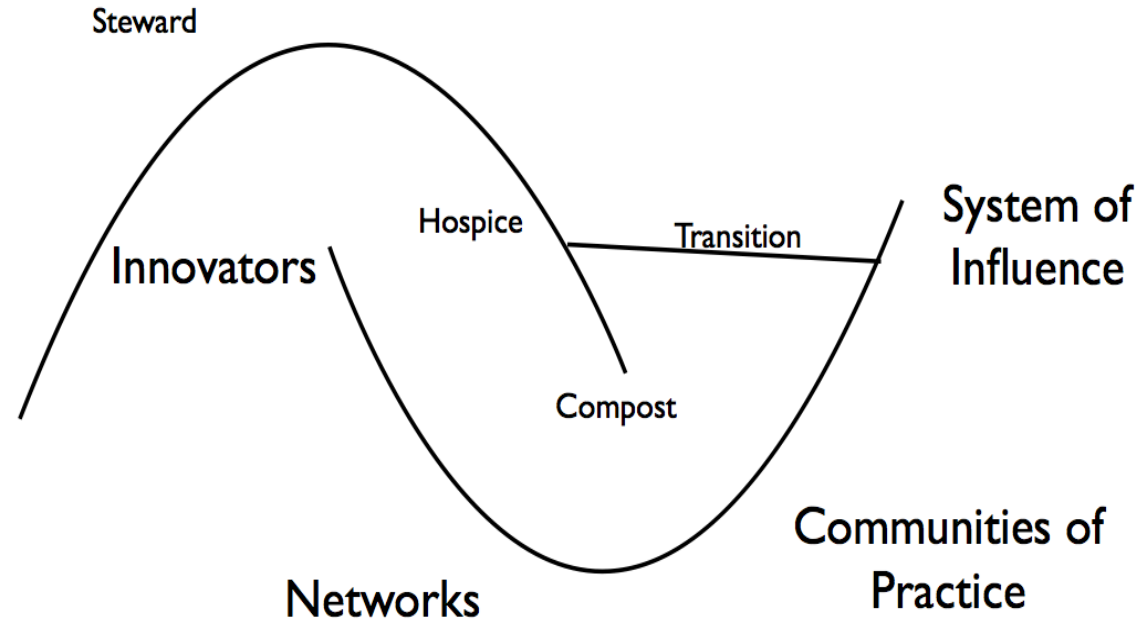
# 5 Conditions of Collective Impact

- Common agenda
- Shared measurement systems
- Mutually reinforcing activities
- Continuous communication
- Backbone support organization

— John Kania and Mark Kramer, Winter 2011



# Today & Tomorrow: Two Curves Theory of Change



Some systems are peaking or have peaked.

That system also drives out individuals.

Some organizations don't know how to change, evolve, celebrate their successes or die with dignity. There is an after life.

Agents of Change are emerging.

New organizations & networks are being created (CCC).

These organizations form communities of practice.

Eventually, a new system is created.

Based on the work of Wheatley and Frieze et. al

# The Collaboration Continuum

**Trust**

Compete	Co-exist	Communicate	Cooperate	Coordinate	Collaborate	Integrate
Competition for clients, resources, partners, public attention.	No systematic connection between agencies.	Inter-agency information sharing (e.g. networking).	As needed, often informal, interaction, on discrete activities or projects.	Organizations systematically adjust and align work with each other for greater outcomes.	Longer term interaction based on shared mission, goals; shared decision-makers and resources.	Fully integrated programs, planning, funding.

**Turf**

**Loose**

**Tight**



# Seniors-Connected Groups



## Seniors:

Abbeyfield House Society, St. Paul's  
Golden

British Columbia Visitors Centre @  
Golden

Canadian Mental Health Association -  
Kootenays

College of the Rockies - Lifelong  
Learning Program

Columbia Basin Alliance for Literacy

Durand Manor (Interior Health  
Authority)

Field Recreation Advisory Association

Golden and District Seniors Housing  
Society

Golden and Region Seniors Society

Golden Food Bank Society

Golden Museum

Golden Women's Resource Centre

Mountain View (Golden Community  
Resources Society)

Mount 7 Rec Plex Society

Purcell View Seniors Housing

Royal Canadian Legion Branch #122

The Golden Hospital Auxiliary

Town of Golden - Leisure Services

Interior Health Authority

Golden District Hospital

Local Faith-Based Organizations

Meals on Wheels

Rocky Mountain School District #6

# Seniors Programs in Golden

Town of Golden – Christina Benty

Town of Golden Rec & Leisure– Jordan Petrovics

College of the Rockies – Karen Cathcart

Golden Community Resources Society/Mountain View

Assisted Living – Connie Barlow

Royal Canadian Legion – Terry Hickey

Columbia Basin Alliance for Literacy – Monica De

Purcell View Apartments – Kaye Jankovic

Golden Seniors Centre – Terry Schiesser

Golden Food Bank Society – Barb Davies

Golden Nordic Ski Club – Stan & Sheryl Walker



# Discussion Guidance

1. Any work we do to improve the life of a senior is productive.
2. Move thinking from that of 'scarcity' to 'abundance.'
3. What will our community look like 5 years from now?
4. Ask. Listen. And leave our judgments behind.



# Discussion Wordle (Tagxedo.com)

# Discussion Themes

**Issues:** What is the change we want to see? Describe the issue we want to impact five years from now?

- Transportation
- Perception of 'seniors'
- Volunteer burn-out
- Missing a full complement of housing options that fit our collective needs

**Opportunities:** What are the opportunities for change in our community that we can leverage?

- Need to change the perception of 'seniors'
- Think strategically and execute aligned projects
- Need paid staff to coordinate groups and projects
- Improve local sourcing, strengthen businesses
- Try a small collaboration project, learn from it
- Meet again in 10-14 days.

**Barriers:** What barriers currently exist in our community that are preventing the change we want to see?

- Bureaucracy
- Lack of transportation options

(Innoweave, The Collective Impact Opportunity, 2013)

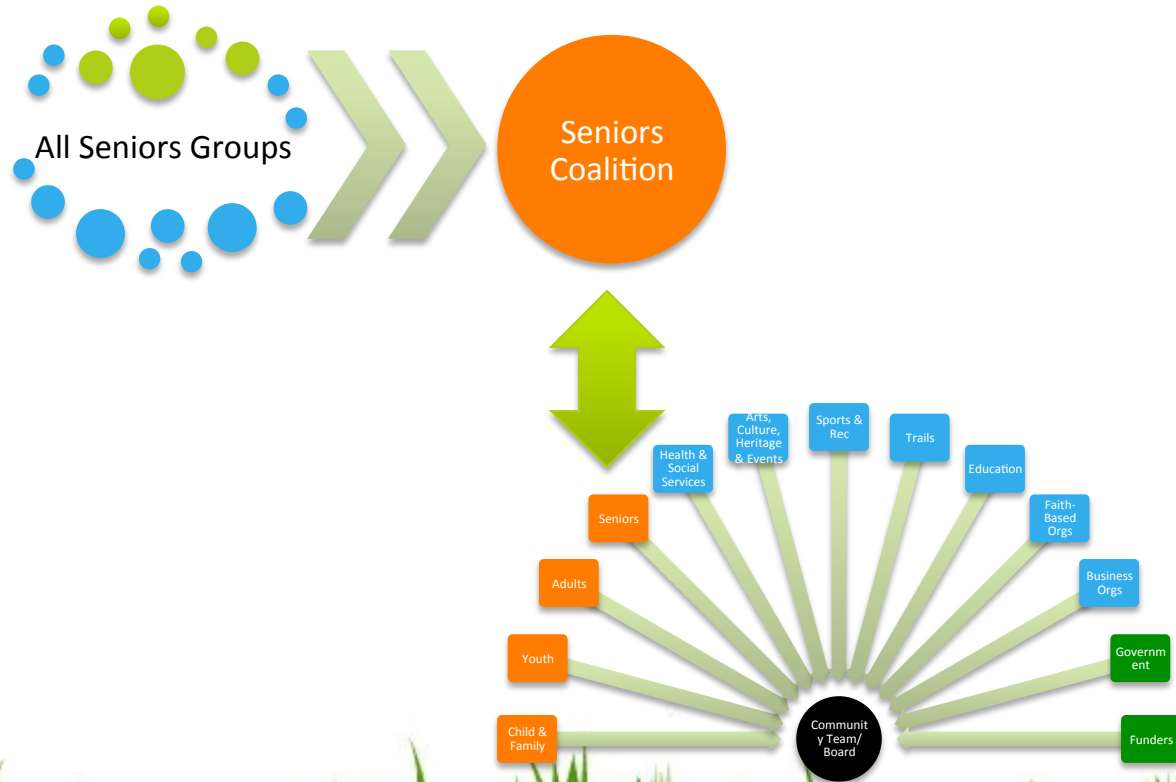
# Seniors Groups & Initiatives



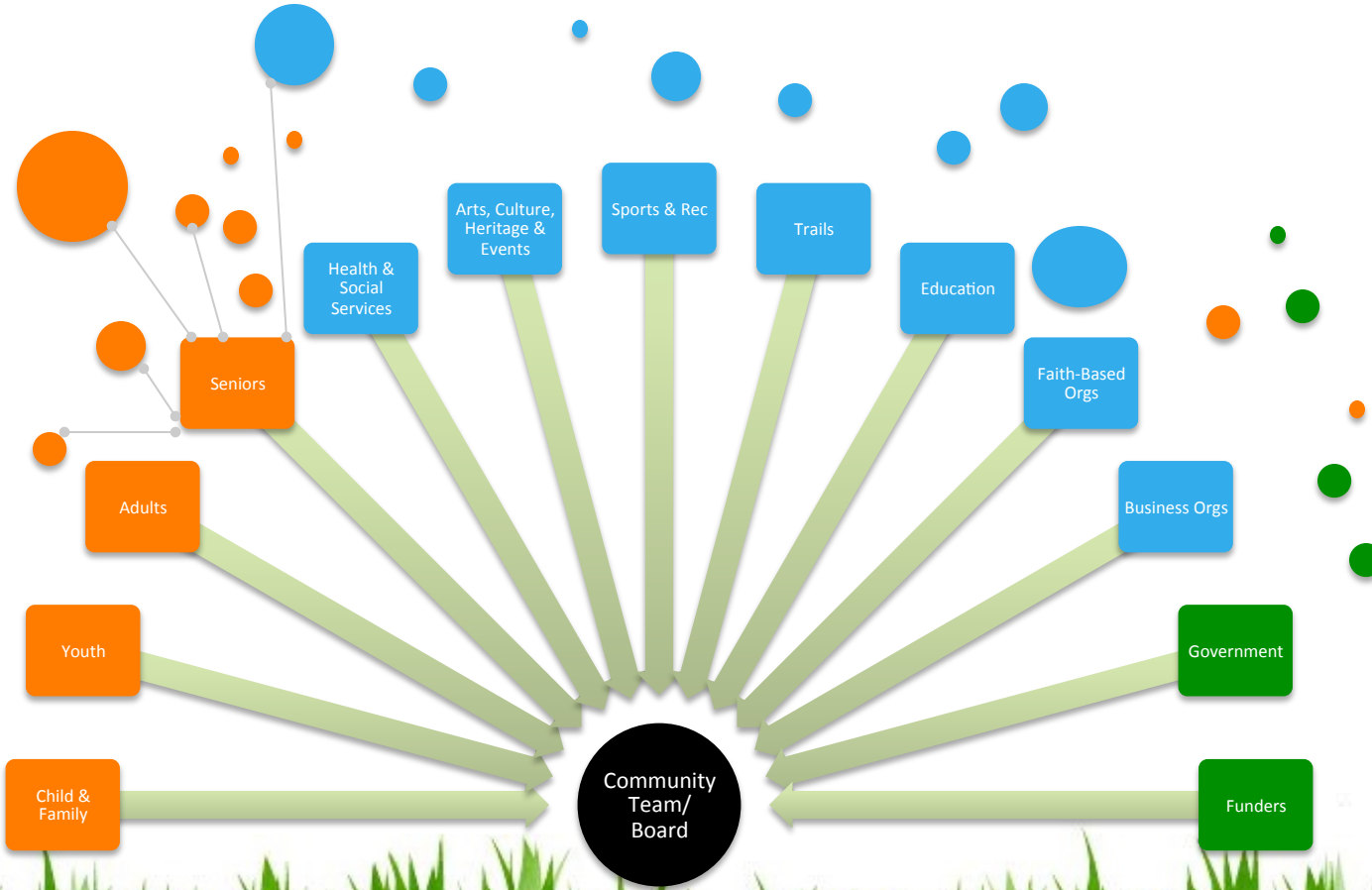
## Seniors initiatives:

- Age-friendly community planning (ToG)
- Golden Food Bank
- CBAL
- Legion
- Interior Health
- Seniors Housing
- COTR LLP
- ToG Recreation & Leisure Services
- And others...

## Community Coordination/Team (Dec 31 deadline)



# Questions for Seniors Groups



1. What have you learned as part of your seniors-related organization?
2. What will change for your group with a Community Team?
3. What help will you need?
4. How can you help others?



# Collective Wisdom Engage Diversity

The scallop principle (100 eyes):

Each one of us is an eye (I); the whole discerns through us.

The corollary: when we don't hear from any eye (I), the whole is at greater risk.

Stances that support the arising of collective wisdom

- Suspend certainty
- See the whole
- Seek diverse perspectives
- Welcome all that is arising
- **Trust** in the transcendent

# Building a Common Agenda



What makes the difference between a good movie and a bad movie?

“Getting everyone involved to make the ***same*** movie!”

- Francis Ford Coppola



# Building a Common Agenda

Prior History	Positive or negative impact
Pressing Issue	Galvanize leaders across sectors
Data	Determine what you need to understand impact of the issue on community
Community Context	Is there community buy in? Determine community leverage opportunities
Core Group	Determine who needs to be involved in core group
Convener	Trusted leadership to facilitate collaborative efforts
Community Engagement	Determine how to engage the broader community in the effort



## **Discussion** & Next Steps

How do we best support our community organizations, staff & volunteers?





0 6 12 18 24 35 40 45 50 55 60 65 70 75 80 90 100

ECDC  
0-6  
Joanne McCullough,  
GCRS

Youth Action Group  
12-18  
Monica De, CBAL

Youth  
15-24  
UN

Youth  
15-29  
CBT

Masters Athletics  
35+

Seniors Olympics/  
Voting member of  
Golden Seniors  
50+

Freedom 55™  
55  
London Life

Whistler Mature  
Action Community  
55+

OAS  
65+

Retirement age  
for Judges &  
Senators  
75

Fauja Singh runs  
marathons  
89-101

**How does the Golden  
Community Team define a  
Senior? Or a Mature Adult?**

*Senior "of or for older or more  
experienced people." – Google*

# Seniors Group Coalition: Framing Questions



- A. Who is a Senior? What age? Where are they?
- B. What issues does the Coalition address?
- C. Who is the Coalition supported by?
- D. When does a Coalition play a role & meet? And where?
- E. How does the Coalition work?
- F. Does a Coalition move – pro-actively or react to crisis?
- G. Who leads – groups or individuals?

# Building a Common Agenda: Seniors

Prior History	Mixed results; continuing to lose residents
Pressing Issue	Reduction of population
Data	Determine what you need to understand impact of the issue on community
Community Context	An opportunity to have Community Team members collaborating with resource allocation, community decision-making; towards raising quality of life for all
Core Group	Seniors-focused groups like...
Convener	GCRS... until Dec 31; after that...?; a seniors group in the meantime
Community Engagement	Determine how to engage your entire organization and the broader community in the effort

# Building a Common Agenda: Seniors

Prior History	Mixed results; some projects shelved; continuing to lose residents
Pressing Issue	Reduction of population; inability to age-in-place; more research necessary to confirm
Data	Age-friendly community study will provide data; BC Ombudsman's report.
Community Context	An opportunity to have Community Team members collaborating with resource allocation, community decision-making; towards raising quality of life for all
Core Group	Seniors-focused individuals like you, who are representing groups
Convener	until Dec 31...GCRS; after that...TBD; a 'seniors group' in the meantime
Community Engagement	Participation on the Community Team, via Seniors Coalition; Participation in Age-Friendly Communities

# Building a Common Agenda: Seniors

Pre-Condition	Describe how these factors show up for you now?	What are the gaps or challenges in your community?
History of Collaboration	<p>At one time, there were a lot of volunteers (e.g. Civic Centre). Led to the creation of GDCF.</p> <p>Service clubs, local government, (housing, rec facilities and programs), families have worked together. Canada Day is getting bigger &amp; bigger.</p> <p>Others say that there hasn't been a lot of collaboration. The rodeo is an example.</p>	<p>Realize that we can't do everything; need to focus; reduce burn-out.</p> <p>Need to define age of 'senior' (50+) or 'mature' demographic.</p> <p>Number of senior volunteers is declining.</p> <p>People have specific, rather than general, interests. Lack of team work &amp; follow-through.</p> <p>Without central support, a full continuum of services will continue to be lacking.</p>

# Building a Common Agenda: Seniors

Pre-Condition	Describe how these factors show up for you now?	What are the gaps or challenges in your community?
Influential Champions	<p>There were many in the past.</p> <p>Jeff Dolinsky, Bill Usher, Rick Seward – have a single issue, focus, passion.</p> <p>Kicking Horse Culture caters to all demographics.</p>	<p>Families were involved, declined, and are coming back as champions.</p> <p>A coordinator needs to be a champion.</p> <p>KHC.</p> <p>Silos, which once allowed for improved focus, now cause isolation and lack of coordination.</p>

# Building a Common Agenda: Seniors

Pre-Condition	Describe how these factors show up for you now?	What are the gaps or challenges in your community?
Urgency of Issue	<p>High. Community is getting smaller.</p> <p>Physical isolation; makes it tougher to participate in activities.</p> <p>But people are not interested until it becomes their need.</p>	<p>How to engage &amp; coordinate the Community.</p> <p>Food and Housing are urgent issues.</p> <p>The 'divider' is one's health. Meals on Wheels can be better; along with many health services.</p> <p>Pay-your-own-way housing options; cohabitation; car sharing &amp; new rec facilities (indoor pool).</p>

# Building a Common Agenda: Seniors

Pre-Condition	Describe how these factors show up for you now?	What are the gaps or challenges in your community?
Adequate Resources	<p>No current champion; lack of coordination (meetings, communication, follow-up).</p> <p>Tough because of Province defunding programs to all age groups.</p> <p>Used to be more volunteers, and more to rely on.</p> <p>No seniors bus trips anymore.</p>	<p>Need champion/coordinator.</p> <p>Transportation is lacking locally.</p> <p>Yard work help may be needed by some.</p> <p>Not necessarily low income housing – have to ID this need.</p> <p>Financial challenges, often due to squeezing from all government sources.</p> <p>Missing key rec facilities.</p>

# Coalition Commitment: Draft



1. *"I believe that there is a need to collectively address seniors issues in this community.*
2. *I will commit to work with this coalition initiative until June 2014, at such time it will be reevaluated. The coalition may focus on the securing a coordinator and the age-friendly community initiatives.*
3. *I will network, partner, participate in short monthly meetings and any seniors-focused planning.*
4. *If need be, I will reduce my time, proportionally, with \_\_\_\_\_ (other commitment) during this term."*

If necessary, please take this back to your group for approval.

If in agreement, schedule the next meeting.

Is there a better way? Is it working together?

What is **our** biggest opportunity with a  
**Community Team?**

Who are you going help? And how?

# Today's Activities



What are we taking away from our time together? 





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