





- 4 Collective Impact Framework
- 5 Our 5 Pillars of Support
- 6 Aging Well Team
- 7 How Have We Done
- 8 Moving Forward
- 9 Theory of Change
- 10 Next Steps

Introduction

Our seniors and elders helped build the communities we know and love today.

But with aging, many older adults face barriers that leave them feeling lonely and disconnected. This brings significant costs for the wellbeing of individuals and for our public health system. Research shows that seniors who are socially isolated have an increased risk of physical and mental health problems, as well as increased use of health services like emergency rooms, medications and residential care.

With a shared desire to improve community services and enhance the wellbeing of seniors, a diverse group of non-profit organizations, government, health authority and funding partners came together in 2019 to form Aging Well Penticton. Aging Well Penticton has invested 1.5 million dollars over the last 5 years into our community through the generous multi-year funding from the Government of Canada's New Horizons for Senior's Program. We have helped over 8900 seniors in Penticton improve their health, wellbeing, quality of life and their sense of being connected to community.

The past 5 years have seen numerous changes and challenges. From Covid, to a housing crisis, to climate change, to inflation, seniors have been hit hard and have had to adapt more than normal. To keep up with all the changes, the partners involved in Aging Well Penticton have met monthly and continue to work together to broaden opportunities for seniors to be active, connected and engaged in community life. As our population ages challenges constantly will evolve and we are committed to continuing the successful work that we have started.

We are pleased to share our evaluation of the Aging Well Penticton project and more importantly, share our vision for the future where our community is one that every senior is living at their highest level of wellbeing, feels connected and has a sense of belonging as they age.





“

*I've developed
friendships outside of
the program*

”

Collective Impact Approach

Aging Well Penticton has endorsed using a collective impact framework to further positive change in our community.

Collective impact is a model for community development that is guided by five elements- each designed to help partners move in a common direction while still being unique with their approach and services.

Each collaborating partner undertakes specific activities at which it excels. The power of collective action comes from the coordination of these differentiated activities through a mutually reinforcing plan of action. Each partners' efforts fit into an overarching plan since the multiple causes of isolation and loneliness, and the components of their solutions, are interdependent.

Common Agenda

All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.

Mutually Reinforcing Activities

Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.

Continuous Communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.

Backbone Support

Creating and managing collective impact requires a dedicated staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.

Our 5 Pillars of Support



Aging Well Team

A collective impact team is always open to additional community partners who help address new needs, fulfill gaps in service delivery and support seniors.

Trust and communication is important in any team, but especially when working on system change and with multiple organizations. It is important to stay current, integrate new research and bring the most successful services to seniors in our region. Currently, our Aging Well team consists of these amazing community partners:

OneSky Community Resources—
Backbone Organization

Alzheimer Society of B.C

B.C. Housing

City of Penticton

Community Foundation of South
Okanagan Similkameen

CMHA South Okanagan

Interior Health Authority

Penticton & District Community Arts
Council

Penticton Seniors' Drop-in Centre

South Okanagan Immigrant
Community Services

South Okanagan Loss Society

South Okanagan Brain Injury Society

The Access Centre

The United Way of B.C.



“ Our organization experienced enriched partnerships as a result of Aging Well. Our strengths were amplified, and we were able to make a unique and complimentary contribution. It has been very affirming for us to participate

”



“

*My world has
expanded*

”

How Have We Done

Collectively, we have supported over 8900 different seniors in Penticton through a variety of programs, workshops, social gatherings, trips, cycling without age, meals/ grocery delivery, home support, mental health supports, grief & loss support, caregiver support and engagement in the arts and physical activities.

An amazing 20,692 hours of volunteer time has been committed to helping seniors, a lot of these hours are by seniors helping seniors! To help keep seniors informed and connected with updated information, research and what's happening in our region 58 different newsletters for a total of 63,800 copies have been distributed. The City of Penticton has an Age Friendly plan. Coordinated care between community organizations, Interior Health, and physicians has been enhanced.

Most importantly thousands of seniors are now connected with services, and as one senior put it, **“My life has changed considerably – I have so enjoyed the friendship of many people. The group “Out and About” has made it possible for me to pick up my life again and enjoy the company of people.”**

“

*I have had successes
in trying new things
and my self-worth has
improved*

”



Moving Forward

We know our work has just begun. Helping seniors live at their highest level of wellbeing, feeling connected and having a sense of belonging is a continual process.

Penticton is experiencing a sustained population growth. Seniors are currently, 30% of our population and it is expected that will grow to 38% by 2046. The average percentage of seniors in a community in B.C. is around 20%, so we have a much higher percentage of seniors in our community to learn from but also to care for. This also means we have a higher percentage of caregivers providing support to family members and unfortunately, close to 1 in 4 seniors in B.C are living in poverty according to the United Way. So, yes, still lots of work to do!

“

We are 30% of the population. What is out there for seniors, they forget about us until it's time to vote!

”

“

Seniors are the backbone that built our communities. Time for government and people to realize we are here.

”

Theory of Change

Our collective has developed a new theory of change to help guide us to meet the needs of seniors in our region.



The Leadership Team, with representatives from each organization, is committed to continuing and expanding support. Through focus group discussions, surveys and one on one interviews with seniors in our community we have heard loud and clear that senior's matter, and seniors contribute to our society immeasurably!



Next Steps

A Seniors Hub is on the Horizon!

We have begun discussions for a Seniors Hub, a dedicated space where services, programs, and supports come together under one roof. This hub will be a vibrant location to access resources in one location, eliminating the need for travel and providing straightforward, seamless support.

At the Seniors Hub, you'll find:

- Comprehensive services conveniently located together
- Engaging programs and activities designed for fun and socialization
- A supportive environment fostering connection and wellbeing

This hub will be a welcoming space where seniors can connect, find support, and enjoy a sense of community.

“

*I don't think I would
be alive without the
support I received
(Grief & Loss Counselling)*

”





“

You feel like you are with family when participating.

”

What Can You Do?

Anyone can help make a Seniors Hub a reality by engaging with community members, the City of Penticton, and funders and let them know your thoughts. Voice your desire for change, for a Seniors Hub, for a community that thinks of seniors first, not last.

Our North Star is to create a community where every senior is living at their highest level of wellbeing, feels connected and has a sense of belonging as they age.”

This isn't easy but as one of our Canadian Astronauts, Bjarni Tryggvason said, “If you don't start down a path that you consider difficult, it will remain impossible.”



Aging Well Penticton

330 Ellis Street
Penticton, BC
V2A 4L7

PHONE: (250) 487-3378

WEB: <https://agingwellpenticton.ca>

REGISTERED CHARITY:

OneSky Community Resources-
119090736 RR0001



Funded in part by the Government
of Canada's New Horizons for
Senior's Program

