



COMMUNITY CONNECT

Keeping older adults safe and independent



Look



Listen



Connect



Ottawa's Aging Population

- Older adults (65+) population will double by 2033
- Social isolation & access to services is a concern

City of Ottawa – Older Adult Plan (OAP)

- Coordinated approach to addressing the diverse and evolving needs of Ottawa's older residents
- Ottawa Public Health (OPH) in partnership with OAP developed training and outreach about at-risk older adults
- Training based on a gatekeeper model that trains non-traditional referral sources (NTRS) to identify and link at-risk seniors to local services
- Training program aligns with OPH Strategic Priority to expand supports for at-risk seniors

Program Overview

Description

- Connect those who may no longer be able to care for their health, are isolated, at risk of losing their home, live in poor conditions that could affect their health and/or safety
- Public Health Nurses link clients to support services and work with community agencies to improve access to the help they may need to remain safe and independent in their homes.

2013 Objectives

- Increase awareness and knowledge among Ottawa residents to identify signs of an older adult who may need more support
- Train 500 non-traditional referral sources to identify and connect isolated and/or at-risk older adults to OPH
- Increase accessibility to public health/community services for people at-risk, vulnerable and/or isolated

Program Implementation

Methods

- Business outreach
- Training sessions offered
- Participant evaluation
Client Satisfaction Survey (CSS)
- Referral tracking - # of calls and referrals to OPH from NTRS
- Training launch event and mix of traditional and social media promotion

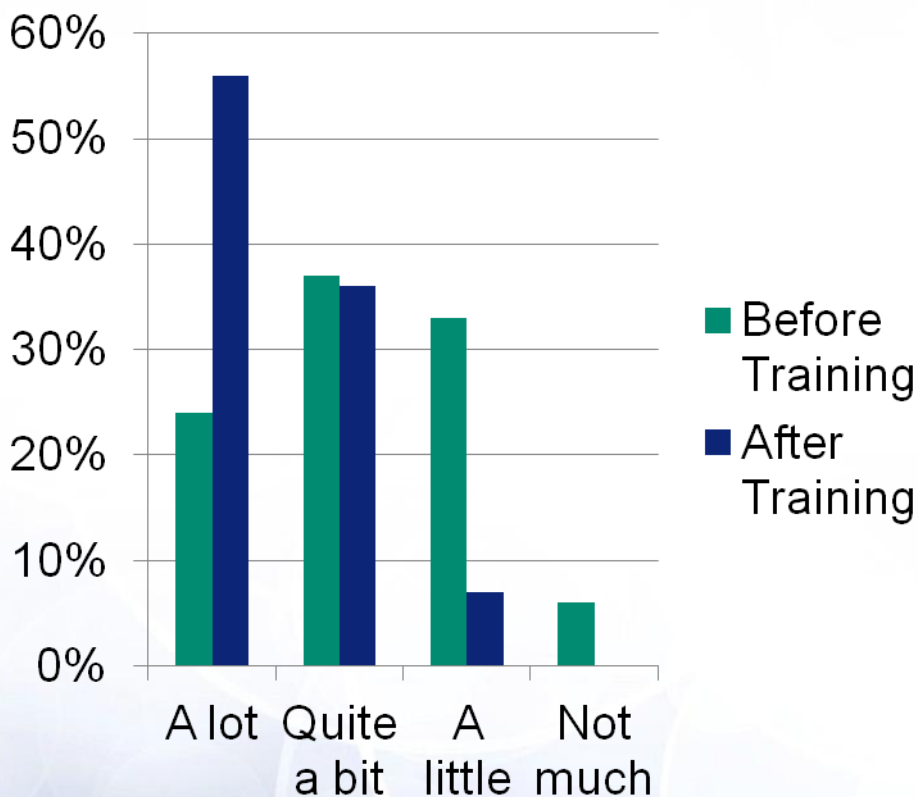
Results

- 186 businesses contacted resulting in 248 trained NTRS
- Over 2300 people trained
- CSS gathered evaluation data from 287 participants
- Referrals of older adults increased by 11% compared to 2012
- 65% referrals from NTRS but few from trained NTRS

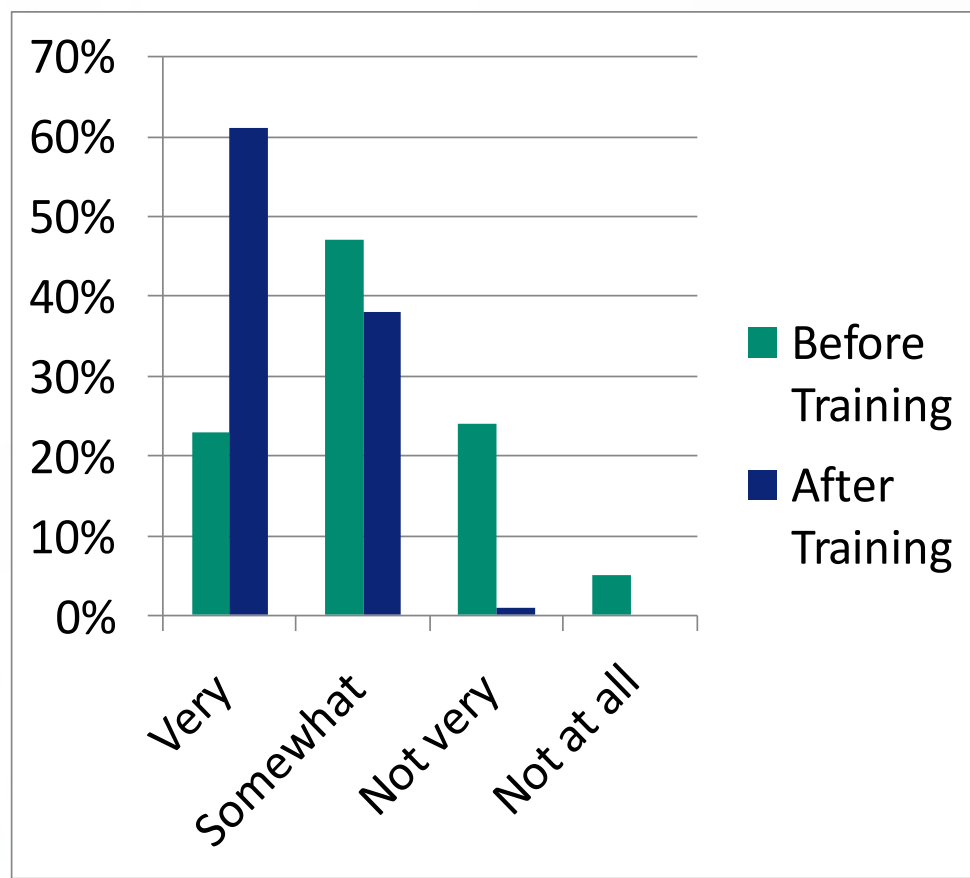
Client Satisfaction Survey Results

N=287 completed survey in 44 group sessions with businesses and community groups.

Participants rate knowledge of isolated at-risk older adults



Participants rated confidence in ability to offer help to an older adult



Conclusions & Future Direction

- 2013 marks a baseline year with continued outreach and ongoing evaluations
- No major modifications of training as 86% of participants “got what they needed” from the training and 80% were “satisfied with service”
- Increase in confidence and awareness indicate more outreach and awareness needed city-wide
- No significant increase in number of referrals for at-risk older adults from trained NTRS therefore build in long-term plan to engage trained NTRS for 2014

Next Steps

- Launch of online training and well-being checklist to complement City of Ottawa's Older Adult Plan to build an age-friendly city.
- Multicultural outreach and partnership development with businesses serving older adults
- Follow-up survey of trained NTRS's to identify reasons for not identifying or referring at-risk older adults

Implications for nursing

- Explore partnerships within business community that share same target population
- Consider aligning with municipal older adult population initiatives, i.e. Age-friendly Cities, Older Adult web portals and shared services for older adults
- Share key messages through intermediaries by leveraging partnerships to increase reach