“Social isolation can put seniors at greater risk of death than factors such as obesity and physical inactivity.”
• 30% of Canadian seniors at risk of becoming socially isolated
• 60,000 aged 75+ live in project areas

18,000 at risk

Regional Impact

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Four Projects, 30+ Organizations

1. Welcoming Seniors’ Spaces: Burnaby Neighbourhood House
2. Seniors Hubs: South Vancouver Neighbourhood House
3. Seniors on the Move: Burnaby Community Services
4. Volunteer Impact: Family Services of the North Shore

Evaluation consultants: Howe Group and Catalyst Consulting

PARTNERS & STAKEHOLDERS
BEST (Better Environmentally Sound Transportation)  
bcc11  
Burnaby Seniors Outreach Services Society  
Cedar Cottage Neighbourhood House  
Collingwood Neighbourhood House  
411 Seniors Centre Society  
Fraser Health  
Frog Hollow Neighbourhood House  
ICBC  
Immigrant Services Society  
Insight Driving Solutions  
Kiwassa Neighbourhood House  
Little Mountain Neighbourhood House  
MODO Car Co-op  
MOSAIC  
Mount Pleasant Neighbourhood House  
MVT HandyDART  
North Shore Multicultural Society  
North Shore Neighbourhood House  
Nurse Next Door  
Seniors Services Society  
SFU Gerontology  
SHARE Family and Community Services  
Silver Harbour Seniors Centre  
SPARC BC  
The Bus Co-op  
TransLink  
United Way of the Lower Mainland  
Vancouver Coastal Health

Theory of Change

<table>
<thead>
<tr>
<th>Population Outcomes</th>
<th>Project Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce seniors isolation by reducing the proportion of seniors 75+ who do not:</td>
<td>Seniors are identified, their needs are understood and they are connected to appropriate services.</td>
</tr>
<tr>
<td>1. Have support for daily living when they need it</td>
<td>Seniors are engaged in meaningful opportunities for participation, which leads to strengthened social networks.</td>
</tr>
<tr>
<td>2. Participate in activities</td>
<td>Service providers work collaboratively to effectively support seniors through age-related changes.</td>
</tr>
<tr>
<td>3. Feel connected</td>
<td>Key stakeholders influence public policy and advance innovative partnerships to support lasting systemic change.</td>
</tr>
<tr>
<td>4. Feel valued</td>
<td></td>
</tr>
</tbody>
</table>

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Collective Impact Conditions

1. Common Agenda
2. Shared Measurement System
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support Organization

Common Agenda: Allies in Aging collaborates to connect seniors across our communities through leadership, outreach, transportation, training and advocacy.

Neighbourhood Based: Welcoming Seniors’ Spaces

Host
Burnaby Neighbourhood House

Partners
Frog Hollow Neighbourhood House
Kiwassa Neighbourhood House
North Shore Neighbourhood House
SHARE Family and Community Services
Neighbourhood Based: Seniors Hub

Host: South Vancouver Neighbourhood House

Partners: Cedar Cottage Neighbourhood House
Collingwood Neighbourhood House
Little Mountain Neighbourhood House
Mount Pleasant Neighbourhood House

Regional Projects: Seniors on the Move

Steering Committee:
- United Way
- SFU Gerontology
- HandyDART
- ICBC
- Insight Driving Solutions
- Modo
- The Bus Co-op
- TransLink
- Fraser Health
- Vancouver Coastal Health
- bc211
- Nurse Next Door
- Immigrant Services Society
- SPARC BC

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Regional Projects: Volunteer Impact

“To go from brainstorming and achieving a comprehensive list of the risk factors for seniors’ isolation to producing a list of relevant training workshops, collaborating on developing the curriculum and training materials for each of the workshops, spreading the word to volunteers for these training opportunities, has been a very educational and motivating journey.”

(Michelle Veinot, Seniors Services Society)

<table>
<thead>
<tr>
<th>Host</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host</td>
<td>Family Services of the North Shore</td>
</tr>
<tr>
<td>Partners</td>
<td>Burnaby Seniors Outreach Services Society</td>
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<td></td>
<td>411 Seniors Centre Society</td>
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<td>MOSAIC</td>
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<td>North Shore Multicultural Society</td>
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<tr>
<td></td>
<td>North Shore Neighbourhood House</td>
</tr>
<tr>
<td></td>
<td>Seniors Services Society</td>
</tr>
</tbody>
</table>

Evaluation: Overview

**Purpose:** Evaluate the collective impact of Allies in Aging

**Approach**
- Participatory and developmental
- Best practice for evaluating collective impact initiatives
  - Clear evaluation framework
  - Shared measurement system
  - Support for data collection
  - Ongoing and timely analysis
  - Strategic learning to support decision-making
Evaluation: Snapshot of Evaluation Methodology

1. In-person questionnaires to measure seniors’ isolation (population and project levels)
2. Interviews and surveys to explore successes/challenges and inform adaptation
   o With Project Leads, Backbone Committee, Steering Committee and all project partners
3. Quarterly strategic learning sessions
   o Timely evaluation data to inform learning and adaptation

Collective Impact In Action

1. Welcoming Seniors’ Spaces
2. Seniors Hub
3. Seniors on the Move
4. Volunteer Impact
5. Evaluation Findings
6. Learning Forward

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Evaluation: Project Level Demographics

342 baseline surveys received
- Average age = 75
- Two thirds female
- Majority:
  - Do not speak English at home
  - Have an income of <$24K
  - Live alone
  - Were born outside of Canada
  - Agreed to a follow-up survey
- Majority of surveys conducted in person
- 1/5 surveys translated

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Evaluation: Preliminary Findings

Significant predictors of isolation

<table>
<thead>
<tr>
<th>Demographic Variables</th>
<th>Connection Questions</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Physical, emotional or mental disability</td>
<td>Less likely to have someone to count on to listen when need to talk</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Living alone</td>
<td>Less likely to have someone to give advice about a crisis</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Immigrated to Canada more than 5 years ago</td>
<td>Less likely to have someone to ask for help if needed</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Language other than English spoken at home</td>
<td>Less likely to participate in meaningful/enjoyable activities</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Income</td>
<td>Less likely to feel connected to family/friends</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Less likely to feel valued by family/friends</td>
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</tbody>
</table>

Evaluation: Partner Collaboration

- AIA goals and objectives are clear: 100%
- Feeling part of AIA: 81% Agree, 19% Neutral
- Contributions towards AIA are valued: 94% Agree, 6% Neutral
- New connections made as a result of AIA: 81% Agree, 19% Neutral
- Understanding of partners' work and how it supports AIA goals: 88% Agree, 12% Neutral

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Increasing Levels of Collaboration

Collaboration Benefits

- Sharing ideas, information, best practices, resources
- Reducing duplication/fragmentation/competition
- Enhancing service delivery in the community
- Raising awareness of seniors’ needs from varying perspectives
- Increasing capacity among providers
- Enhancing relationships through trust and open communication
- Increasing the profile of community-based seniors’ services
- Leveraging evaluation to connect and learn to improve program delivery

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Learning Forward

Emerging Themes of Collective Impact
- Structures: Backbone embedded to support collaboration
- Time: Establish relationships and collective impact expertise
- Diversity: Populations, partnerships
- Complexity: Seniors’ needs
- Results: Ripple impact, reach thousands, connect hundreds

Moving Forward
- Evaluate and evolve: Projects and collective impact
- Partner commitment: Increase effectiveness and efficiency
- Influence policy and systemic change
- Sustainability
Questions