

NO:

COUNCIL DATE:

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 8, 2011**

FROM: **Crime Reduction Strategy Manager
Deputy City Manager**

FILE: **7450-30**

SUBJECT: **Mayor's Task Force, Focus on Seniors – 2011 Elder Abuse Awareness Day**

RECOMMENDATION

The City Manager's Department recommends that Council receive this report as information.

INTENT

The purpose of this report is to provide information to Council regarding the work of the Mayor's Task Force, Focus on Seniors (FOS) and about the "World Elder Abuse Awareness Day" proclamation for the City of Surrey.

BACKGROUND

The Surrey Crime Reduction Strategy (CRS) contains 106 recommendations that are focused on reducing crime and improving perceptions about crime and thereby improving the quality of life for those who choose to live in, work in or visit Surrey. The CRS includes a strong focus on education and awareness about crime, crime prevention and public safety. The City of Surrey Mayor's Task Force, Focus on Seniors (FOS) initiative is assisting in the achievement of the objective of the Perception and Reality strand of the CRS, which is focused on actions to address the needs of the most vulnerable in Surrey first.

The FOS is a model of collaboration which has developed successful community partnerships with a variety of agencies and service providers to address the issue of elder abuse and elder neglect in the community. The Task Force was formed in 2008 under the leadership of Councillor Steele and has evolved into a regionally-recognized prevention and education model in the field of crime prevention and community safety.

Approximately 13% of Surrey's population of 474,000 residents is over the age of 65 years. This group includes many of Surrey's most vulnerable citizens. The experience of elder abuse may be directed towards them or to someone they know and may take the form of physical, emotional, financial or sexual abuse.

The Fraser Health Seniors' Health Profile 2010 report describes the issues facing seniors as being both a challenge and an opportunity as follows:

- In 2008/09, older adults made up 13% of the Fraser Health population, but accounted for 34% of all hospital admissions and 40% of all day procedures.
- Seniors stayed in hospital an average of 12.5 days, compared to an average stay of 5.2 days for people younger than 65 years of age.
- Home and community care programs serve people of any age, yet seniors are the major clientele; for example, 81% of home support, 95% of adult day programs, and 60% of home care nursing clients are adults age 65 or older.
- Socially-isolated seniors are more likely to suffer poor physical or mental health than are seniors with active social lives.
- In 2006, 26% of Fraser Health Seniors were living alone.
- Thirty-seven percent of Fraser Health seniors did not graduate from high school. The ability to access and understand health information improves with higher education.
- The population of seniors in the area covered by the Fraser Health Authority is expected to increase by 53% over the next ten years.
- In 2009, 49% of Fraser Health seniors reported being active to moderately active during their leisure time. This is below the provincial average of 55%.
- The population demographic of seniors is growing, meaning we will see an increased demand on healthcare resources and various other services.
- Seniors are an invaluable resource. With a lifetime of knowledge and experience, seniors have much to give to society through volunteerism, civic participation, and community involvement.
- We can help protect this resource and reduce the impact on healthcare use by encouraging seniors to adopt a healthy, active lifestyle and by providing supports for optimal aging.

Senior Population by LHA, 2010		
Local Health Area	Age Group	
	65-74 Yrs	75+ Yrs
Burnaby	16,064	15,410
New Westminister	4,231	4,213
Coquitlam	13,468	10,286
Maple Ridge	5,918	5,042
Delta	8,603	6,125
Langley	9,646	8,266
Surrey	23,604	16,104
South Surrey/White Rock	9,167	9,795
Abbotsford	9,347	9,415
Mission	2,666	2,163
Chilliwack	7,193	6,897
Hope	1,025	792
Agassiz/Harrison	1,039	765
Fraser Health Total	111,971	95,273
Source: BC Stats, BC Ministry of Labour and Citizens' Services, P.E.O.P.L.E. 34 projections		

The Mayor's Office has received a request to officially declare June 15, 2011 as "World Elder Abuse Awareness Day in the City of Surrey". June 15, 2011 will be an internationally recognized awareness day in relation to elder abuse. On this day, people around the world are being asked to wear something purple to demonstrate their commitment to elders. Research shows that up to 10 percent of Canadian seniors experience abuse or neglect. Eighty percent of abuse to seniors is hidden, with only 1 case in 5 ever coming to the attention of a community agency (2009, "It's Everybody's Business" Age & Opportunity Inc).

DISCUSSION

The FOS Task Force includes approximately thirty members with representatives from community resource agencies, provincial government services, public safety services (police & fire), other community groups, volunteers and various City departments. The FOS Task Force works to facilitate community forums in various locations throughout the City.

Project Highlights

Seniors Forums

Since the first forum was held in June 2008, nine forums have taken place in a variety of locations throughout the City with an average turnout of 150 participants. The forums are marketed to seniors and caregivers and focus directly on education and awareness around the topic of elder abuse and neglect, as well as specific presentations on a variety of topics such as personal safety, the Fire Services' Home Safe program, recreation and cultural and volunteer opportunities, all designed to promote an active and healthy lifestyle, reduce isolation, increase awareness, and develop positive connections for seniors. Each forum features the following components; a keynote speaker; presentations from specialists and professionals; a panel discussion; a resource fair with staff from various agencies; a free lunch; and a variety of door prizes including such things as smoke alarms from the Fire Department.

Each such event is offered free of charge, is open to all ages and has also included free shuttle service from various locations in the community when required. Keynote speakers have included the Mayor, various City Councillors, local celebrities such as Dr. Art Hister, as well as representation from the office of the Public Guardian and Trustee.

The keynote session is followed by the viewing of the video entitled, "Finding a Future for Ellen", which illustrates the reality of elder abuse. The video tells the story of "Ellen" who leaves her own home to live with her daughter. Once she is living with her daughter she is isolated and her daughter gains access to her money. This video is a good discussion starter about how to recognize abuse and how to help someone in Ellen's situation. (<http://bcceas.ca/publications-resources/videos/a-future-for-ellen-video-only/>). The video is a moving and thought provoking representation about the reality of elder abuse and through the eyes of Ellen, a recently widowed senior, portrays the most common forms of abuse including isolation, physical abuse, neglect and emotional and financial abuse. The film always generates emotion, some tears and a passionate discussion about defining and recognizing abuse, what actions should be taken and the supports that are available in Surrey.

Following the video and its discussion, each forum features industry specific professionals including the Public Guardian and Trustee, a Wills and Estate Lawyer,

Police and Crime Prevention personnel, Fire Services personnel and staff from Parks, Recreation and Culture and the Surrey Public Library. Each presenter provides a short overview on their role and the services available to seniors. The panel discussion has typically featured a police officer who speaks to the police response to elder abuse, a Lawyer who addresses rights and responsibilities, and lead service providers who outline services available in the City of Surrey. In this section, open discussion and a question and answer period is facilitated.

The next FOS forum is scheduled for June 18th, 2011 at the Cloverdale Recreation Centre (Appendix 1). Plans are also well underway for two more specialized forums to be held in the fall of this year. In September, the committee's third Punjabi forum will be held in Newton and the first Korean forum will be held in the Fraser Heights community in November.

Focus on Seniors Partners

The following is a list of the individuals/agencies represented on the FOS Task Force:

- City of Surrey Council – Barbara Steele
- City of Surrey - Parks, Recreation and Culture, Surrey Public Library, Social Planning and the Crime Reduction Strategy office.
- Surrey RCMP – Crime Prevention Programs Coordinators and Community Safety Officers
- Surrey Crime Prevention Society
- TransLink
- Surrey Fire Department – Safety, Prevention and Education
- Options Community Resource Society
- Fraser Health
- Come Share Society
- Semiahmoo Planning Table
- South Fraser Women's Services
- DIVERSEcity
- Realty Watch
- Better Business Bureau
- CARP (Canadian Association of Retired Persons)
- Semiahmoo Peninsula (South Surrey & White Rock) Seniors Planning Table
- BC Association of Community Response Networks
- Community Seniors Advocates; Joyce Schmaltz, Dr. Lali,

Regional Recognition and BCCPA Presentation

In November of 2010, the FOS made a presentation at the Regional Crime Prevention Forum hosted in South Surrey by the BC Crime Prevention Association. The feedback from the presentation is summarized as follows:

1. 83 % found the information presented was useful;
2. 86 % felt the presenters were knowledgeable;
3. 91 % stated they learned new skills or information from the workshop;
4. 100 % stated they would recommend this workshop to a friend; and
5. When asked, what was the most interesting piece of information you will be taking away from this workshop, responses included:

- Awareness of Elder Abuse;
- Where to go to find assistance;
- The video – it was invaluable;
- Joyce – her view on aging, education and awareness of seniors needs in our community;
- That abuse can begin with very competent seniors; and
- How to take care of myself and not suffer from any elder abuse or neglect.

Focus on Seniors Strategic Planning Session

The FOS Task Force hosted a strategic planning session in November 2010 to identify key issues and direction for the next three years. The three key areas of focus as identified at that session for the next year are;

- 1) Continue to develop culturally specific forums for seniors in other languages.
2011 Action: The upcoming session to be held for the Korean community in the Fraser Heights area is a direct action resulting from this objective.
- 2) Investigate and implement intergenerational opportunities to build connections between youth and seniors.
2011 Action: The committee will investigate a partnership with “Intergenerational Canada Day” for 2012. Resources specific to this federal initiative are highlighted in the Ministry of Healthy Living and Sport’s Case Studies of Community Actions in Active Aging report. More information is available at www.intergenerational.ca
- 3) Continue to broaden partnerships with new stakeholders.
2011 Action: Canada Post has recently joined the committee and plans to contribute as a presenter in the fall of 2011 in Punjabi. (Topic: Mail Fraud and Identity Theft).

Video and Marketing Materials

The FOS Task Force has developed a series of event posters and an overview brochure designed to promote the forums and foster connections for seniors and caregivers (Appendix 2). A promotional video is in the final stages of production with the inaugural public viewing scheduled to take place at the City Council meeting on June 13, 2011, the meeting at which this report will be on the agenda for consideration by Council.

Seniors Services Connector

In 2010, the Parks, Recreation & Culture Department and the Surrey Seniors Planning Group received a \$20,000 UBCM “Age Friendly” Grant for Seniors. The funds were used to create a citywide resource & referral hub in Fleetwood where seniors and their families can access a variety of resources and information to help seniors age-in-place and live safe, healthy & active lives. This hub is called the “Seniors Services Connector” and has hosted four community workshops on housing to date (see Appendix 3).

SUSTAINABILITY CONSIDERATION

The Mayor's Task Force, Focus on Seniors addresses issues facing Surrey's senior population with a particular focus on the area of senior safety. The FOS Task Force is consistent with action item SC11 under the Socio-Cultural Pillar of the City's Sustainability Charter, which identifies the Surrey Crime Reduction Strategy and the Surrey Plan for the Social Well-Being of Surrey Residents as the foundations for building a safe community.

CONCLUSION

The City of Surrey is a recognized leader in its approach to Crime Reduction and Prevention including implementation of its Crime Reduction Strategy. The Mayor's Task Force, Focus on Seniors is having a meaningful impact on addressing seniors issues through its work which includes regularly held forums. The proclamation of World Elder Abuse Awareness Day serves as an opportunity to further raise awareness and educate the public about elder abuse and neglect, seniors safety, and the need for collective dedication to protecting and assisting vulnerable population groups.

Colleen Kerr
Crime Reduction Strategy Manager

Dan Bottrill
Deputy City Manager

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Appendices

Appendix 1 – Focus on Seniors Forum – June 18, 2011

Appendix 2 – Focus on Seniors Brochure

Appendix 3 – Seniors Services Connector – Community Workshops program

Focus On Seniors Forum

As part of our series of Forums for Seniors and their caregivers, this forum will raise awareness of issues impacting seniors as well as provide valuable information about legal, safety, and support resources available to seniors and their caregivers here in Surrey.



Saturday June 18
9:00am - 3:00pm

**CLOVERDALE
RECREATION CENTRE**
6188 - 176 Street

Adult Family members are
welcome to attend as valuable
information will be provided!

FREE For All Seniors

Lunch will be provided.

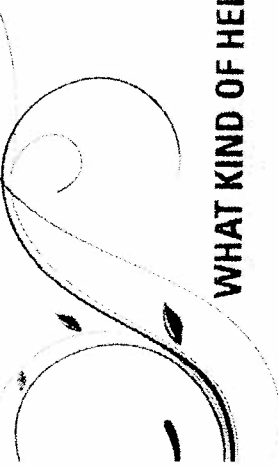
* Lots of great prizes!

Grand Prize: City Wide Seniors Service Membership!

Register to secure your spot now #4244439

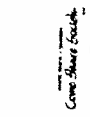
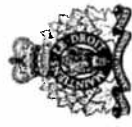
THREE EASY WAYS TO REGISTER

1. 604-501-5100 (8:30am-4:30pm Monday - Friday).
2. At any City of Surrey's Community or Senior's Centres.
3. www.surrey.ca/register



WHAT KIND OF HELP IS AVAILABLE?

- RCMP Emergency** 911
- RCMP Non Emergency** 604-599-0502
- Fraser Health Central Intake** 604-953-4965
- BC Centre for Advocacy and Support** 604-437-1940
Provide information about elder abuse and access to resources. Staffed from 9:00am-1:00pm Mon to Fri.
- BC Seniors' Information Line** 1-800-465-4911
Government service toll free information line
- Seniors Services Connector** 604-531-9400
Resources and referral for seniors and families



www.surrey.ca/volunteer



Focus on Seniors

EMPOWERING ELDERS TO PROTECT AND HELP THEMSELVES

The City of Surrey Mayor's task force, Focus on Seniors' is a promising practice of collaborative community partnerships working together to address and raise awareness regarding the issue of elder abuse and neglect in the community.

The Focus on Seniors committee is chaired by City Councillor Barbara Steele and includes approximately 30 members representing various city departments, community resource agencies, provincial government agencies, safety services (police & fire) and related community groups.

These community groups and individuals have come together with passion and resources to facilitate community forums in various communities throughout the City of Surrey. These **FREE** forums inform residents and raise awareness of issues impacting seniors as well as provide valuable information about legal, safety, and support resources available to seniors and their caregivers in Surrey.

Call 604-501-5100 to register for upcoming forums.



Abuse and Neglect of Older Adults

WARNING SIGNS, RISK FACTORS, PREVENTION, AND HELP

WHAT IS ELDER ABUSE?

Abuse of elders takes many different forms and can occur at a variety of levels. Some of these forms include intimidation or threats, others may involve neglect and or physical/emotional abuse while others may involve financial exploitation.

STATISTICS

- 4% of Canadian seniors suffer from one or more serious forms of abuse by a spouse, relative or other close contact.
- 1 out of 12 seniors in BC have been financially abused in amounts that average over \$20,000
- Older women are the victims in about 2/3 of the cases that come to the attention of community agencies
- Only about 1 in 5 cases of abuse come to the attention of community agencies or authorities

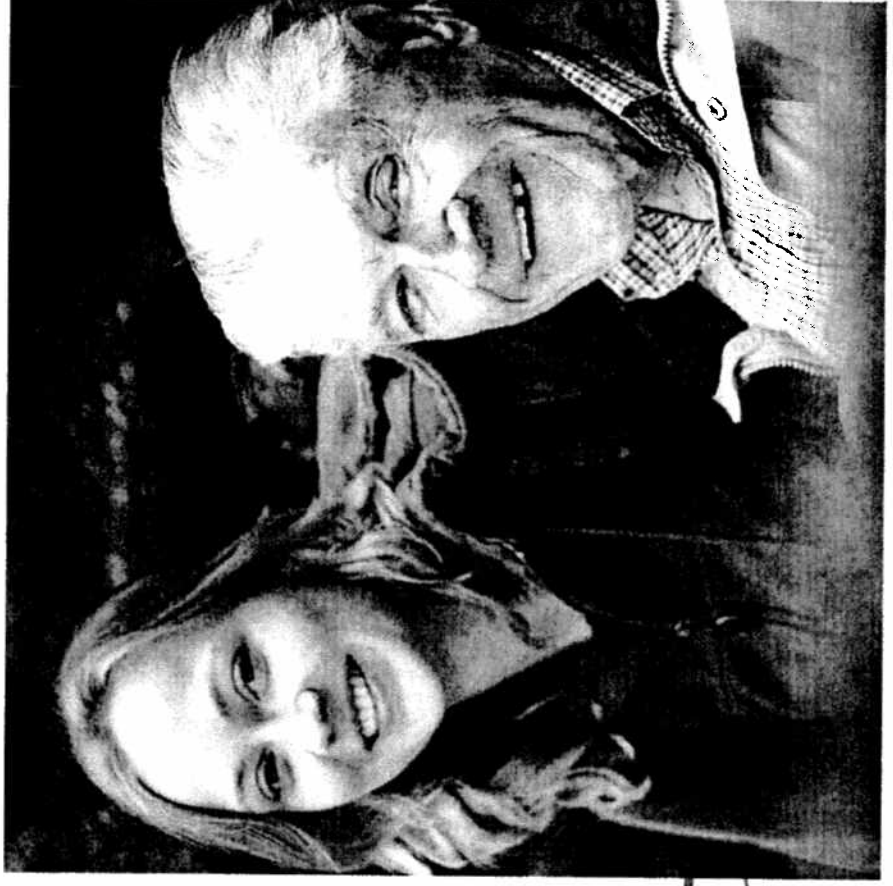
THE HEALTH EFFECTS OF ABUSE ON OLDER ADULTS

- Major source of stress
- May trigger chest pain or angina
- High blood pressure
- Breathing problems
- Ulcers
- Bones break more easily and take longer to heal
- Depression and Anxiety

PREVENTING ELDER ABUSE AND NEGLECT

We can help reduce the incidence of elder abuse, preventing elder abuse means doing tree things:

- Listening to seniors and their caregivers
- Intervening when you suspect elder abuse
- Educating others about how to recognize and report elder abuse



Seniors Services Connector

RESOURCES AND REFERRAL FOR SENIORS' AND FAMILIES

Wednesdays 9:30am-12:30pm | Fleetwood Community Centre | 15996-84 Avenue

This program is dedicated to helping seniors remain as independent as their circumstances allow, while remembering that everyone needs a little help sometimes.

We will help connect seniors and/or their caregivers with available information and services in the community including:

Recreation Programs

Counseling Services

Housing Options

Health Services

Meal Programs

Legal Services

Financial Services

Personal Safety Prevention

Transportation Options



CITY OF SURREY



THIS PROGRAM IS OFFERED IN PARTNERSHIP THROUGH THE CITY OF SURREY AND THE COME SHARE SOCIETY.

FOR MORE INFO OR TO BOOK AN APPOINTMENT CALL 604-531-9400.