United Way Better at Home
Non Medical Support Services for Seniors

Friesen Conference
May 2014

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Provincial Project Manager
Management and Funding

- Funding from Government of BC - 2012
  - $20 Million till December 2015
- Management by United Way of the LM
- Based on pilot: Community Action for Seniors’ Independence
Better at Home Program

Goal:
Seniors remain independent and connected to their community

Program:
- Simple non-medical support services
- Linked to community needs and based on assets
- Services vary per community
- Service delivery varies per community
Better at Home Program

Common Elements:

- Local non profit
- Integration
- Local Advisory Committees
- Sliding scale fee for service
- Volunteers have criminal record check
- Monitoring and Learning
Better at Home programs

60 programs funded in BC

Program Rollout


Programs Funded

United Way

Better at Home is funded by the Government of British Columbia.
Seniors Enrolled

- Living alone: 60% living alone, 33% not living alone
- Age: 34% of seniors between 75 – 84
- Gender: 31% male, 64% female
- Ethnicity: 75% White, 14% Other, 11% Unknown
- Ability to pay:
  - Not assessed: 19%
  - No subsidy: 10%
  - 30% subsidy: 45%
  - 70% subsidy: 26%
  - 100% subsidy: 26%
Rapid increase of Services

44 programs delivering services
Services delivery

Volunteers (Per Dec. 31, 2014)

- Light Housekeeping: 38%
- Friendly Visiting: 14%
- Transport. to Appts: 20%
- Grocery Shopping: 14%
- Other*: 4%
- Snow Shoveling: 6%
- Light Yard Work: 3%
- Minor Home Repairs: 1%
- 99.6%
- 99%
- 81%
- 71%
- 37%
- 87%

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Future plans

Program enhancements and explorations:

- Rural pilot
- Training and Tools
- Integration
- Program review
  - funding model
  - basket of services
Better at Home Evaluation

Part of Monitoring, Evaluation and Learning

Initial phase of evaluation under way

- Supported by external Evaluator
- First 16 programs – an early snapshot
- 7 Stakeholder groups
- Focus: implementation and early outcomes
- Report to United Way August 2014

Research being explored

- In collaboration with Michael Smith Foundation
- Undertaken by qualified researchers
- Potential areas: Cost avoidance to the health system & Quality of Live
- Long term – findings in approx. August 2017
Logan Lake Better at Home Senior:

“It’s like having a friend come and visit, but your house looks great once they leave!”

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