

One Stop Community Support Services for Aging at Home

Summary

- Some rural Francophone seniors struggle to access the services they need to stay in their homes.
- To help increase access, a non-profit organization "Aging Well at Home Cocagne Inc." (BVCSC) opened in April 2021. BVCSC provided Francophone seniors with non-medical and social support services using a one-stop-shop model. Services were offered both directly and in partnership with other organizations.
 - Seniors self-referred to the program by contacting BVCSC directly. Following a discussion about their needs, seniors received tailored services, which were provided using a pay-per-use system.
 - To accommodate people who could not pay, BVCSC set up a system called time banking. Seniors could trade services without using money. For example, if someone spent 2 hours knitting mittens, they could later get 2 hours of another service such as snow removal.
 - BVCSC added and adjusted services based on requests and feedback from the service users.
- As of June 2023, the services available were transportation, medical accompaniment, meal delivery, social activities, light housekeeping and home maintenance, literacy training, and respite care for informal caregivers.
- **Project goals:**
 - Assess whether a one-stop-shop service model can work in New Brunswick.
 - Assess the impact of this service model on seniors in the community.
- **Participant details:** All participants were seniors who used or volunteered with BVCSC services – 84 total
 - 57 women and 27 men
 - 8 identified as LGBTQ+ (6 women and 2 men)
 - 73 participants were francophone, and 11 were anglophone.

HSPF Focus Area
Project Start & End Date
Organization/Agency
Location
Principal Investigator(s)

Using Community Approaches to Reduce Health Inequalities
February 27, 2020 – June 30, 2023
Centre d'études du vieillissement – Université de Moncton
Cocagne, New Brunswick
[Catherine Bigonnesse](#) and [Majella Dupuis](#)

| Indicator | Impact / Outcome / Result | Quotation |
|---|--|---|
| Health Literacy | In 2023, 41% of service users reported feeling more confident in their ability to age in place after joining BVCSC. This was a 10% rise from 2022. | |
| User satisfaction | In 2022, 92.5% of members who used the services regularly were somewhat satisfied, satisfied, or very satisfied with BVCSC services. In 2023, this number rose to 100%. | <i>One of the volunteers who delivered the meals stated: "It's nice to see that most [seniors] appreciate it, as they say, 'Ahhh thank you, thank you! You're nice!' As if it was myself who made the meals!"</i> |
| Requests for services and information | In 2023, BVCSC received 50 calls per month from individuals seeking information or services, which was 5 times the number received in 2022. | |
| Access to Health Services (Community Care) | Focus group participants felt BVCSC services: <ul style="list-style-type: none"> • <i>Reduced social isolation:</i> Service users and volunteers reported that social isolation was reduced due to services such as friendly visits, calls, and social activities. • <i>Improved access to transportation:</i> Prior to BVCSC, there were no transportation services for seniors in Cocagne. BVCSC removed this barrier by partnering with Transport Kent to provide community transportation. • <i>Reduced risk of falls:</i> Service users and volunteers felt the risk of falls was reduced due to services such as snow removal and assistance with home maintenance. | |

| Indicator | Impact / Outcome / Result |
|---|---|
| Access to Health Services (Community Care) | <ul style="list-style-type: none"> • <i>Reducing inequalities:</i> The Francophone seniors in Cocagne are some of the poorest and least educated in New Brunswick. This makes them more prone to age-related changes and social isolation. On top of this, support services were not available in their language. BVCSC removed barriers to accessing services, including financial barriers, which reduced social inequalities. |

Methods and Comparison

BVCSC used a website, Facebook page, logo, business cards, and pamphlets to make the community aware of the program and find volunteers.

The relevance and effectiveness of BVCSC services were assessed using:

- Focus groups with the steering committee, volunteers, and 10 service users (seniors).
- An annual service user questionnaire.
- Administrative data on program use.

Conclusions and Lessons Learned

This project showed that a one-stop-shop service delivery model can respond to the needs of rural seniors.

- Seniors were satisfied with the program and enjoyed receiving services in their language of choice.
- Demand for BVCSC services increased over time.
- This service model is flexible and responsive – services were added as needs were identified.
- No major implementation challenges.
- Although there is not enough data to know if seniors live at home longer because of this program, many participants felt more confident in their ability to do so after using the services.

The project team theorizes that involving trusted people and spaces from the community contributed to increased program participation.

- A service coordinator and 25 volunteers were from the community, which led to increased trust in the program and increased usage due to referrals.
- 9.6% of the program participants were LGBTQ+, higher than the Canadian LGBTQ+ population of 3.2%. This may be related to the involvement of an LGBTQ+ person in the implementation committee.
- The BVCSC offices were in a familiar community building, Club d'Âge d'Or, which facilitated program visibility and accessibility.

Recommendations

- Seek financial and staff resources to continue BVCSC services in Cocagne.
- Customize the services to meet the unique needs of each community when creating similar programs in other rural areas.

Next Steps

BVCSC has received grant funding to remain operational in the short term but continues to seek financial support.

Disclaimer

The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.

Financial contribution from



Public Health
Agency of Canada

Agence de la santé
publique du Canada