

# Examining the Diversity of Older Adult Centres across Ontario

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# Presentation Overview

- ▶ About Older Adult Centres
- ▶ About the OACAO
- ▶ Survey Development and Distribution
- ▶ Main Findings and Comparisons by Centre Characteristics

# Older Adult Centres

- ▶ Community-based organizations
- ▶ Regular and frequent services and activities for local seniors
  - ▶ Nutrition, recreation, health, social services, and volunteer opportunities
- ▶ Over 11,000 in the US, but no estimates for Canada

# Older Adult Centres' Association of Ontario

- ▶ Non-profit organization in Ontario
- ▶ Provides resources and support to OACs in Ontario
  - ▶ Annual conference
  - ▶ Regional support meetings
  - ▶ Strategic planning and program evaluation resources

**OACAO**

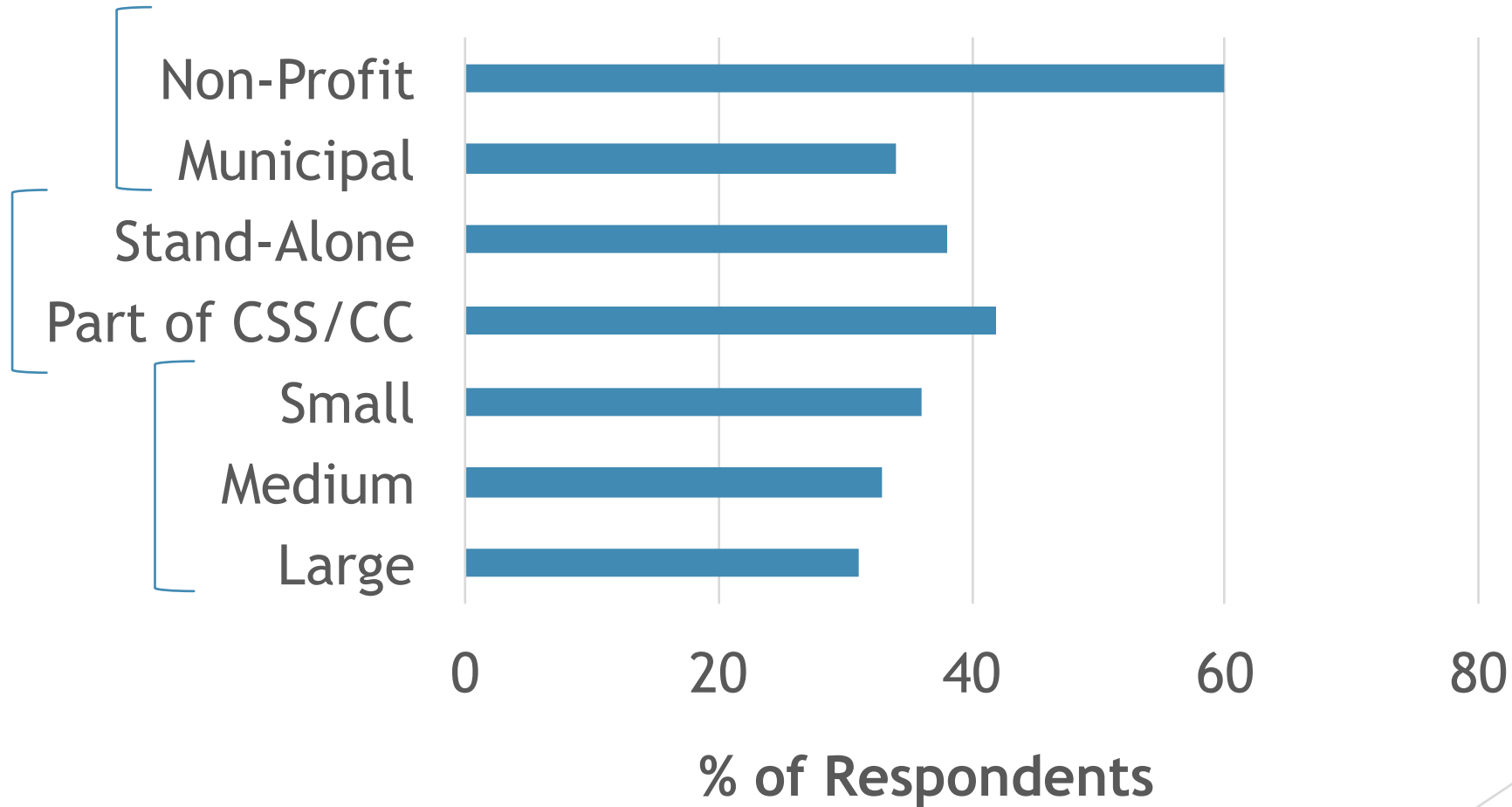
# OACAO's Member Profile Survey

- ▶ Survey of member centres every two years beginning in 1998
- ▶ Aims to understand:
  - ▶ The types organizations served by the OACAO
  - ▶ Challenges faced delivering programs and services to seniors
  - ▶ How the OACAO can provide further support
- ▶ Revised the MPS in 2015

# Survey Development, Pilot Testing, Distribution, and Completion

- ▶ 2013 MPS reviewed by the OACAO executive committee
- ▶ Pilot tested with 8 OACs
- ▶ Final survey contained 99 questions
- ▶ Distributed via SurveyMonkey to 126 OACs
- ▶ Available for 8 weeks
- ▶ Completed by 71 centres (56% response rate)

# Comparison of Centres



CSS = Community Support Service Agency; CC = Community Centre;

# Operational Characteristics

| Characteristic    | Average  | Range        |
|-------------------|----------|--------------|
| # Days / Week     | 5.8      | 4 - 7        |
| # Days / Year     | 293.2    | 176 - 265    |
| # FT Staff        | 2.9      | 0 - 27       |
| # PT Staff        | 4.1      | 0 - 57       |
| # Volunteers      | 151.5    | 10 - 730     |
| # Volunteer Hours | 13,195.3 | 400 - 70,000 |

- Small centres open fewer days per week
- Large centres have more FT/PT staff, volunteers and volunteer hours than small & medium centres



# Operating Budgets

| Budget Characteristic                           | Average and Range                       |
|---|---|
| Average Budget                                  | \$316,497<br>(range: \$13,050 - \$3.6M) |
| % of Operating Budget<br>non-Government funding | 36.75% (range: 0% - 81%)                |

- Large centres had bigger operating budgets than small and medium centres
- Non-profits rely more heavily on non-government funding (50% of operating budget versus 21% at municipal centres)

# Centre Participants

- Age breakdown:
  - Less than 22% under age 65
  - 10% over age 85
- 67% female

|                  | Average | Range     |
|------------------|---------|-----------|
| # of Members     | 888     | 60 - 7115 |
| # of Daily Users | 136     | 12 - 750  |

- Large centres had a bigger membership and more daily users

# Program and Service Offerings

| Program Feature                   | % of Sample |
|-----------------------------------|-------------|
| Offer Night Programs              | 73.4%       |
| Offer Weekend Programs            | 64.6%       |
| Offer Programs in English         | 93.7%       |
| Offer Programs in French          | 11.4%       |
| Offer Programs in Other Languages | 20.3%       |

- Night programs less likely to be offered at non-profit and small centres
- Weekend programs less likely to be offered by small and stand-alone centres
- Programs in other languages less likely to be offered by municipal centres

# Leisure Programs

| Program                    | % of Centres |
|----------------------------|--------------|
| Group Games                | 96%          |
| Exercise / Fitness         | 96%          |
| Lectures and Seminars      | 93%          |
| Intergenerational programs | 45%          |
| Overnight trips            | 35%          |
| Ethno-cultural programs    | 30%          |

- Non-profits and large centres more likely to offer ethno-cultural programs
- Small centres less likely to offer overnight trips and intergenerational programs

# Health Services

| Health Service             | % of Centres |
|----------------------------|--------------|
| Health Promotion Seminars  | 73%          |
| Foot Care                  | 60%          |
| Falls Prevention           | 51%          |
| Chronic Disease Management | 42%          |
| Elder Abuse Prevention     | 41%          |

- Were differences in offerings by centre size and municipal vs non-profit centres
  - Differences likely related to funding sources

# Concerns of OACs

- Examined concerns related to funding, service delivery, infrastructure and participants
  - Centres most concerned about **participant issues** (e.g., attracting baby boomers, males)

| Type                | Concerns   |
|---------------------|--|
| Non-Profit Centres  | <ul style="list-style-type: none"><li>- Obtaining and sustaining core funding</li><li>- Managing rising utility costs</li></ul>                              |
| Small Centres       | <ul style="list-style-type: none"><li>- Attracting more volunteers</li></ul>   |
| Stand-Alone Centres | <ul style="list-style-type: none"><li>- Keeping participant fees affordable</li><li>- Building structure limited capacity for growth and expansion</li></ul> |

# Strategic Planning & Participant Feedback

- ▶ Only 50% of centres conducted strategic planning
  - ▶ More likely for non-profits, stand-alone, and medium/large centres
- ▶ All centres solicited participant feedback, but most relied on informal conversations
  - ▶ Non-profits more likely to use formalized focus groups and interview, and standardized measures

# Conclusions

- ▶ OACs in Ontario provide a diverse range of programs and services for seniors
- ▶ Important differences related to centre operation and challenges faced based on the size of the centre, their affiliation with another community organization, and whether they are municipally run or non-profit



# Thank You!

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**OACAO**

The Voice of Older Adult Centres  
La voix des centres pour aînés

