

Neighbourhood Outreach Strategy (NOS)

Bronson RISE (Real Inclusion by Seniors Everywhere) exists to increase seniors' inclusion, particularly in vulnerable populations. It is a 5 year, \$2.1M project funded by Employment and Social Development Canada, New Horizons for Seniors Program, intended to establish and sustain a collective impact initiative. Bronson RISE will initiate and fund a series of projects, to be implemented through sub agreements with collaborating organizations, that share the common goal of measurably increasing the social inclusion of culturally diverse seniors, especially those who are, or who may be at-risk of, isolation in Ottawa and its surrounding area, through sustainable, strategic collaboration and communications.

The Bronson RISE Neighbourhood Outreach strategy aims to direct the efforts of the Bronson RISE team and the Bronson RISE collaborators in learning about and addressing the needs of those in our neighbourhood. This strategy will focus both on the people and the organizations in our neighbourhood. The below chart outlines how we will proceed with this strategy.



This strategy is designed to proceed from one step to the next. After determining what we want to know, we can then collect that information, thereby learning about the needs and acting upon them. While this design describes a linear progression, we will often be doing work on various aspects concurrently, always ensuring each step is informed by the last.

This strategy can be continually used throughout this project, to ensure we are aware of the changing needs of our neighbourhood and to check in that the actions we have taken are making an impact.

However, we will also want to keep in mind the sustainability of our actions, and the core goals of the Bronson RISE project:

- Reduce ageism in the not-for-profit sector.
- Increase engagement & decision-making of seniors through an intergenerational spectrum of arts, cultural and social activities.
- Increase the social entrepreneurship and innovation capacity of participating organizations.
- Improve access to information and raise awareness through creative digital strategies, technologies, and on-line cooperation.

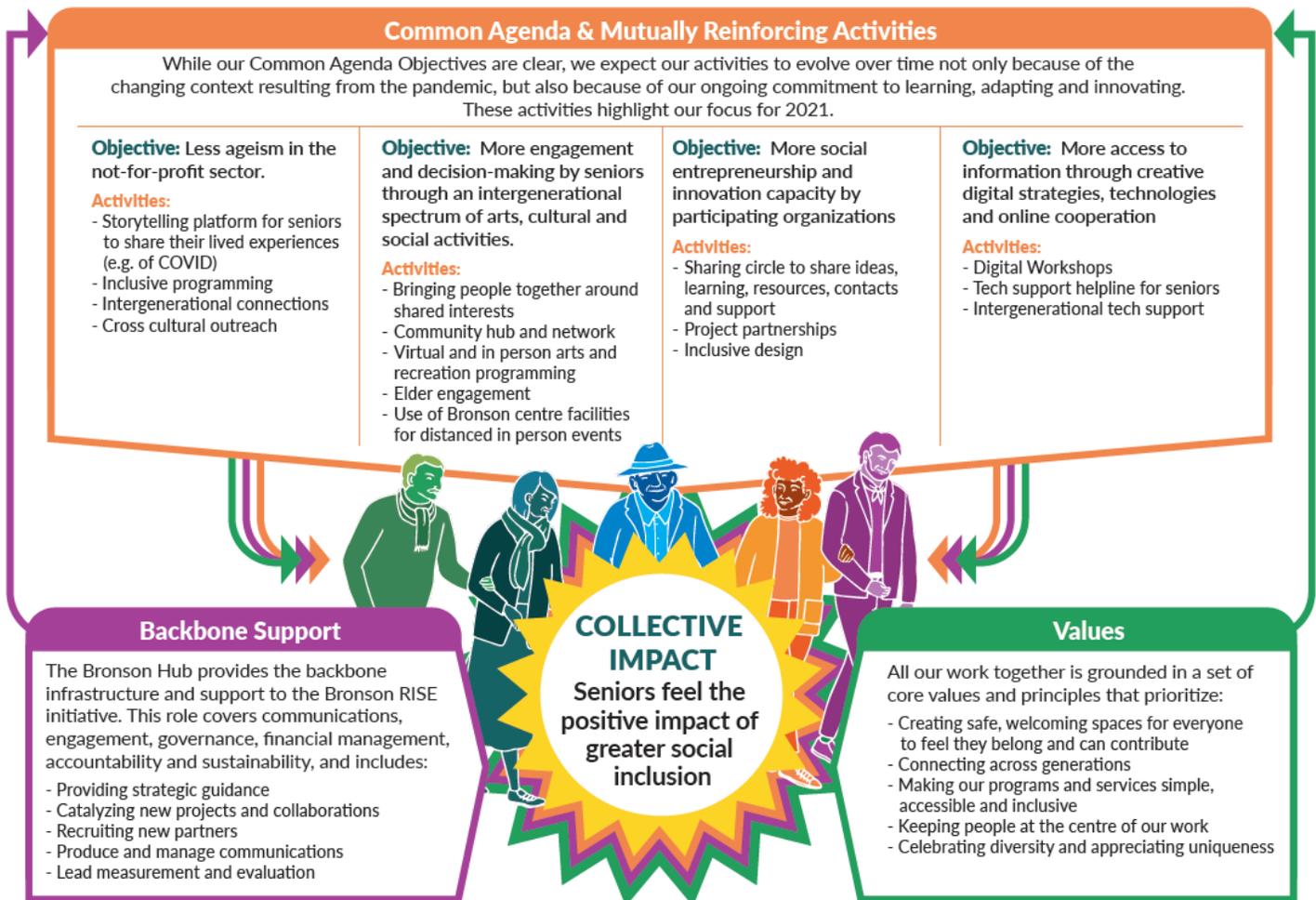
Activities should also be driven by the above goals and the below, “Plan on a Page”, developed in collaboration with the Bronson RISE Advisory Team.



BRONSON RISE COLLECTIVE IMPACT PLAN ON A PAGE (2021)

2021 | prepared by

 changeopenly.com



What is our neighbourhood?

The first step in this strategy is to define our neighbourhood. The Bronson Centre neighbourhood’s borders are Preston Street, the Ottawa River, Bank Street, and Highway 417. These boundaries describe our sphere of influence and encompasses partners who we have historically partnered with. People living in this neighbourhood will also be able to easily access services at Bronson Centre and are in walkable distance. By defining our neighbourhood, we are better able to determine who we are engaging.

It should also be acknowledged that this plan focuses on our geographic neighbourhood, but Bronson Centre, Bronson RISE and Bronson Centre organizations also have a community that extends past the geographic borders we have set, into Greater Ottawa and beyond. This community includes participants who previously attended events and activities at or with Bronson Centre and Bronson Centre organizations, Abbeyfield homes across Canada, and seniors who live in rural areas of Ottawa. When possible, this strategy will also engage this wider community.

Who is in our neighbourhood?

As mentioned in the introduction, this strategy focuses both on the **people** living in our neighbourhood, and the **organizations** working here. From research and previous engagement, we already know to a certain degree who these people and organizations are, but we must continually engage with our neighbourhood to stay abreast of this information. To do so we must **be aware of newly published information on our neighbourhood and participate in city and neighbourhood-based discussions and forums (ie. LIHN, health centres network).**

People

At-risk Ottawa seniors, along with the Bronson Centre-based not-for-profit organizations that serve them, are the primary focus of the project, therefore knowledge about them is core to knowing the people in our neighbourhood.

As defined by the Ottawa Neighbourhood Study, Bronson Centre sits at the border of two neighbourhoods, West Centretown and Centretown. Seniors at risk of social isolation are overrepresented in these neighbourhoods:

Indicator	Centretown	West Centretown	Ottawa
# seniors (65+)	3410	1415	132355
% seniors (65+) living alone	56.7	48.1	25.2
# advanced age (80+) seniors	750	420	28145
% of seniors with no high school diploma	15.9	37.7	17.8
Low income prevalence (LIM-AT) among seniors (65+)	23.6	40.3	9.4

Ottawa Neighbourhood Study/University of Ottawa – Seniors Vulnerability

As seen in this table, Centretown and West Centretown seniors score highly on risk factors for vulnerability. These factors are identified by the United Way in their “A Profile of Vulnerable Seniors in the Ottawa Region in June 2017”.

COVID has exacerbated the risk for isolation, and the percentage of people who are suffering from loneliness and social isolation has increased from 23% to 33%, as of an October 2020 Angus Reid poll.

Organizations

Bronson RISE has done significant work thus far to capture the potential partners in our neighbourhood. The below record of outreach and engagement summarizes our collected data.



Record of Outreach
and Engagement.xlsx

Continual work can be done to add to this list, and outreach through the “Engagement” step of the NOS should include reaching out to new neighbourhood partners. Of particular interest are businesses in our neighbourhood, as there has been little interaction with them thus far.

Information: What do we want to know about our neighbourhood?

The below are preliminary thoughts about what we want to know about those in our neighbourhood. The goals of collecting this information include:

- Improve our understanding of who is in our neighbourhood
- Better understand the needs of people and organizations in our neighbourhood
- Evaluate our current beliefs about neighbourhood needs
- Understand how people think of BC and how BC/BR can fill a need
- Evaluate potential actions and identify areas of actions

As above, the strategy is split into two areas of focus, people, and organizations, as they will require different data to be collected.

Information we are collecting:

People

Demographics

- Are you under 30?
- Are you over 55?
- Are you over 85?
- What gender do you identify with?
- What race/ethnicity do you identify with?
- Do you live alone?

Needs of Vulnerable Seniors

- If over 55, what would you like to see in our neighbourhood that isn't there now?
- If under 55, what are your views about the needs of older adults in our neighbourhood?

Possible Options:

- Social Connections
- Opportunities for arts and culture
- Volunteer Opportunities
- Safety

Bronson Centre Questions

- Have you participated in an activity at Bronson Centre?

If yes,

- What was your role in this activity (volunteer, leader, participant, attendee, etc.)?
- Did you lead an activity or event?
- How would you describe your experience? (range of positive-negative)
- What might BC do to improve our neighbourhood?

If no,

- What do you know about Bronson Centre? What is your perception of Bronson Centre?
- Would you be interested in x? (x being a potential action by BC/BR)

Community and Personal Feeling

- How would you rank your sense of belonging in the neighbourhood? (10 extremely high, 1 extremely low)

1	2	3	4	5	6	7	8	9	10

- How would you rank your feeling of value in the neighbourhood?

1	2	3	4	5	6	7	8	9	10

- # of seniors to report making new connections and friendships
- % of seniors who report experience of new opportunity to be involved and feelings of being included
- % of seniors to report increased comfort and confidence with virtual environments

Contact

- Can we contact you again? By phone, email, or social media

Sample Surveys

- *Neighbourhood Toolkit Appendices 1-3*

Organizations

- What are your services?
- Do you work with seniors?
- Needs for serving vulnerable seniors?
- Perceptions of BC
- What could BC do to better serve the community?

Information we are sharing:

Bronson Centre culture of a belonging, welcoming, and inclusive community.

People

- Bronson RISE activities
- Bronson Centre organizations and activities (general list)
- Community Organizations and activities

Organizations

- Bronson Centre organizations – potential for collaboration
- Benefits of partnering with BC

Engagement: How are we listening, learning, and engaging with our neighbourhood?

We now understand how we define our neighbourhood, who is in our neighbourhood, and what information we would like to know. The next step is to listen, learn, and engage with our neighbourhood. In doing this we will:

- Discover the needs of our neighbourhood
- Connect with individuals and organizations who would like to be involved in the BC/BR
- Connect individuals with existing services (either offered by BR or partners/collaborators)
- Promote social connection, sense of belonging, and inclusion amongst neighbours
- Learn what actions are of high interest/high leverage

In order to connect with those in our neighbourhood, we will take a variety of strategies. Strategies will focus on engaging with a diverse segment of our neighbourhood, spanning age, gender, culture, etc., with a specific focus on seniors who are isolated or at risk of being isolated. Below are both general, and specific initiative ideas for engaging with both neighbours/individuals and with organizations.

Neighbours/Individuals

Priority Initiatives

1. Door Knocking (Wait until safe, COVID wise)
 - Create t-shirts/vests to identify us?
 - Share info: about BC and Bronson RISE programs
 - Give gift: seed package
 - Conduct short survey
2. Reach out to high rise buildings
 - Identify 3-4 specific buildings to target
 - Ask our partners for contacts (Laura Ward, Jewish Family Services, Karie?, Guy, Rosamond)
 - Find community Champions
 - Post posters and information in lobby (BSO calendar, Courtyard Garden)
 - *Need more incentive or encouragement for tenants to join our work*
3. Street/Sidewalk engagement (*Could also encompass #6*)
 - Public boards with questions that passerby can put sticky notes/write on
 - Possible locations: In front of Bronson Centre, at Scotiabank on corner of Bronson and Somerset, Dundonald Park
 - Anyone who participates will be entered into a draw for a \$50 gift card/a day in Mac Hall
 - Some treats/candies for people to have, have local bakery make treats
4. Earned media and ads radio/newspaper
 - Centretown Buzz/Kitchissippi Times/Ottawa Citizen
 - CHUO 89.1/CBC/CKCU
 - Local cultural newspapers
 - Types of ads
 - Surveys: Anyone who answers the survey is entered in a draw for a \$50 gift certificate
 - Promotion for specific BR events/programs
 - Promotion of BC orgs
5. Offer advertising space/promotional space at Bronson Centre to businesses
 - **Screens**, billboards, sandwich boards, whiteboard, corkboards
 - Offer 6-months of free advertising space for businesses
 - Ask businesses survey questions
6. Bronson Centre Lobby and Building Exterior engagement
 - Engage with each other by communicating thoughts and ideas through a **white board in the foyer**, asking simple questions like: *What was the best thing that happened to you today? What is one thing you could offer a neighbour, or one thing you need help with?* Or questions from our evaluation plan. [Hunkering Down for Winter While Staying Connected and Resilient – Building Resilient Neighbourhoods](#)
 - Create visual for façade of Bronson Centre, announcing inclusion and intergenerational community

7. Engage with individuals through BC orgs
 - Many individuals are already connected to BC through one tenant organizations
 - These individuals should be made aware of other offerings available at BC, and cross promotion and referrals between BC orgs should become standard practice
 - EFry and PSO in particular could be focal points of this engagement, as they both are core foundational collaborators on the project and have large memberships who may be interested in other BC services.
8. Bronson Centre Membership
 - Benefits for participating in BC activities and BC org activities
 - Benefits for theatre
 - Individual and business memberships
 - Updates about activities, volunteer opportunities, events, etc.
9. Phone surveys
 - Partnership with Good Companions?
10. Earned media and ads radio/newspaper
 - Centretown Buzz/Kitchissippi Times/Ottawa Citizen
 - CHUO 89.1/CBC/CKCU
 - Local cultural newspapers
11. Engagement at homes
 - Door knocking on private residences
 - Find Community Champions in high rise buildings to help us engage with tenants, eg. Rochester and Gladstone OCH buildings have Chinese volunteers who could help
 - Partner with landlords/landlord organizations to engage with tenants (OCH, CCOC)
 - Sticky notes in tenant buildings with how tenants need help
12. By Mail
 - Create a survey or use one of the templates from the kit, mail them or put them in mailboxes with a little gift and an envelope with a stamp to send it back to us
 - Send seeds to neighbours/take pictures of the plants growing and send it to us by email.
 - Write notes offering support and put it in your neighbours mailbox (put which kind of support you can give and your contact information) check [“Pandemic Pals,” Caremongers, and Good Ol’ Friendliness: Practical Ways More Neighbours Are Now Helping Neighbours – Building Resilient Neighbourhoods](#)
13. Street/Sidewalk engagement
 - Pop up booth to survey neighbours on high traffic street corners
 - Public boards with questions that passerby can put sticky notes/write on
 - Wintermission strategies: Winter Life Survey, wintermission flash cards, pop up booths, firepits, food/drink.
14. Bronson Centre Lobby and Building Exterior engagement
 - Billboards, sandwich boards, signage that engages with passerby traffic
 - Bronson Centre door Greeter/Hug me (obviously for after Covid): Put volunteers at the door of BC ready to give a hug/ask them what they are there for/ask them if they’d like to participate in a survey/generally engage with them

- Engage with each other by communicating thoughts and ideas through a **white board in the foyer**, asking simple questions like: *What was the best thing that happened to you today? What is one thing you could offer a neighbour, or one thing you need help with?* [Hunkering Down for Winter While Staying Connected and Resilient – Building Resilient Neighbourhoods](#)
- Photostory: Ask people to take photo that captures what they think of their neighbourhood/Bronson Centre and send us a photo submission to be displayed inside or outside of BC

15. Flyer distribution

- **Create a flyer with events going on at BC, or a newsletter to be distributed in buildings and stores, churches, community centres**

16. Partnership with other Orgs.

- When Good Companions/Meals on Wheels delivers food, they can add a survey with an envelope stamp to send back to us
- Use Health Community Centres because they have health workers who call or/and see seniors and they can be our ambassadors (promoting programs, distributing surveys, etc.)
Natasha/Kindam

Organizations

- Offer advertising space/promotional space at Bronson Centre to businesses
 - Screens, billboards, sandwich boards, whiteboard, corkboards
- Offer potential collaborations with Bronson Centre organizations
 - Connections with cultural groups
 - Connections with services for target populations (seniors, non-profits, etc.)
- Regular check ins with community organizations integrated in the neighbourhood
 - Good Companions
 - Community Health Centres (Somerset-West and Centretown)
 - Centretown Citizens Community Association
 - United Way of Eastern Ontario
 - McNabb Community Centre
- Reach out to community partners we have not connected with yet



Organizations for Outreach.docx

- Participate in relevant committees
 - LIHN
- Highlight Bruyere as a high impact and relevant organization for us to connect with. Relates to our target demographic, health, housing.

Needs: What are the neighbourhood's needs?

From data and observations, we already know several needs from our community:

- **Accurate COVID Information:** Better awareness about accurate information surrounding covid and vaccination.
- **Social connections:** This is a need particularly for seniors and particularly during COVID, as social distancing and isolation essential to keep people safe have increased loneliness and anxiety by 40% and 50% respectively among seniors in Ottawa (*COA Seniors Survey*). The potential actions to address this need are many.
- **Help using technology or help accessing technology:** This again has been a need brought on by COVID as everyone has moved online to work and connect. This is a particular need for seniors given the relative lower uptake and use of technology amongst them in comparison to the rest of the population. (*COA Seniors Survey*)
- **Database of services among the neighbourhood:** Constantly a need among communities, community partners have told us a comprehensive database of services would be helpful in connecting individuals with services and for allowing individuals to find the right services themselves.
- **Other potential needs:** safety in the neighbourhood, awareness and knowledge about the risks of social isolation and how to prevent it, improved transportation, food accessibility, storytelling, etc.

These are needs that we are aware of thus far in our project, and we will continue to evaluate their accuracy during our engagement process. The engagement process will also help to populate this step, as we engage with our neighbourhood and ask the people and organizations themselves what they need.

Actions: What are the actions Bronson RISE/Bronson Centre can take to address those needs?

Actions are the way that we can address needs in our neighbourhood and improve the place of Bronson Centre as a hub. Actions taken can include current initiatives by Bronson RISE and Bronson Centre, or new actions inspired by others work, the needs of our neighbourhood, and our own experiences.

These actions are sorted into three categories, meeting places, events, and services, as recommended by the “Neighbourhood Toolkit”.

Neighbourhood Meetings Places

- Host tours of BC with talking about the history of the building
- Bronson Centre/Dalhousie Courtyard Garden: How to use the garden in a more community-oriented way?
- Theatre: How to use the theatre in a more community-oriented way?
- Buddy Bench/Friendship Bench
- Shared space at BC: Podcast/recording studio, resource room, ReCycles, Ottawa Tool Library

Neighbourhood Events

- **Street Party:** Food, music and dance, maybe multicultural. Get some exposition using CBC All in a Day, put posters everywhere. Hire seniors to help, pay them something and promote through local newspapers and partners.
- **Human Library:** An event where seniors tell their story as if they are a book and everyone who attends the event can “check out” them by asking them questions about their life. (Isaac would love to partner this event with the ‘Open Doors Ottawa’ event to show the vibrant community of BC)
- **Buddy Bench/Friendship Bench:** Install a bench outside of BC that invites people to get to know each other or speak about something in particular. Could also have volunteers who sit on the bench and engage with people as they walk by or invite them to sit down on the bench.
- **Art Installations:** Have places for artists to display their work outside of Bronson Centre. Livens up the building, makes it more engaging for people walking by, and promotes local artists.
- **Laughing Allowed** (check manual): Project participants will be trained in theatre and physical comedy techniques over six weeks and collaboratively developed a show called Laughing Allowed! The Slapstick World of Neighbourhood Activism. Participants could potentially turn their experiences of the ups and downs of neighbourhood leadership, activism and volunteering into physical comedy sketches? The one-night-only performance drew one hundred and fifty audience members, most of whom stayed for a focused conversation. Could be a collaboration with PSO as they have done theatre programming in the past.
- Spring tours to a maple sugar place and summer tours
- **Share recipes** (especially seasonal ones);
- **Senior Arts Festival:** Celebrating the contributions and the value of seniors through their art: Will include music performances, theatre, sharing creative writing, etc.
- **My Neighbourhood project:** We supply each tenant/member of a group with art materials. The theme is “My Neighbourhood”. Each person creates something that symbolizes what they think of their neighbourhood or what they want their neighbourhood to be and everything goes into an exhibition in the lobby of their building or at BC. Could be in partnership with BEING Studio or another art studio.
- **Sing-A-Long BC:** Bring seniors the “Sharing the Songs you Love” workshop and/or the Musica Viva choir to sing in front of the BC. Lyrics could be printed for the songs and handed out as people pass by, karaoke style.
- **Snow Roll:** - winter bike ride (recruit Jeff Leiper)
- **Your first winter event!:** Immigrant focused event for people who have not experienced winter before that show them how to prepare for winter and shows them fun activities that they can do outside. Can also connect them to winter services. Could be Catholic Immigration Centre.
- **Snow Sculpture Zone:** Dump snow into a clear area on BC property and designate it a “Snow Sculpture Zone”. Could invite local artists to create a piece and kids who are at BC.

Neighbourhood Services

- **Food wagon once a month:** Partner with Elizabeth Fry to host a food wagon at BC once a month. Could subsidize part of the purchase for people who need food help. Maybe schedule at the same time as the food bank so that their clients can get a hot meal.

- **Gear sharing:** Have a supply of winter/outdoor gear that anyone/members can rent. With a particular focus on winter gear this could include - sleds, skates, skis, bocce, curling. The curling rink around the corner from BC might be a partner on this. Other projects have created, “Lake curling” that can be done outside. BC and the curling rink could partner to create an outdoor curling rink somewhere on one of our properties as a promotional event for them and an engagement event for us.
- **Public Stands for BC Orgs/Partners:** Have public stands outside of BC or in the lobby for organizations to promote their programs in the neighbourhood (Good Companions, BC organizations, etc.). This could potentially extend to a Farmer’s Market or stand as well.
- **Hey Neighbourhood:** Hire two seniors in the building to work in close relationship with the management and organize activities in the building to create a community. [Hey Neighbour | City of Vancouver](#)

Volunteerism

- Volunteer seniors wear a badge and introduce themselves to seniors who look lonely in different places (parks, cafes, street,) and they ask some questions to get more information about needs. The seniors approached receive a small gift.

Appendices

1. Background Research

- a. Framework for workplan:
 - i. Neighbourhood Toolkit – Strengthen Seniors Social Connection
- b. Background:
 - i. Enhancing Belonging – A Guidebook for Individuals, Organizations and Communities
 - ii. Hidden Citizens – How Can We Identify the Most Lonely Older Adults

2. Sub Populations

- **36,525:** Total - Aboriginal identity for the population in private households (2016 Census, Somerset Ward)