



THE MUNICIPALITY  
OF THE COUNTY OF  
**RICHMOND**

LA MUNICIPALITÉ  
DU COMITÉ DE



## **Year End Report – March 31, 2023**

### **Acting Collectively Project**

### **Richmond County**

### **Age Friendly Community Grant (2021-2022)**

The Municipality of Richmond County partnered with the Dr Kingston Memorial Community Health Centre to carry out this project. In Victoria County, the seniors' safety co-ordinator who is a municipal employee took the role to coordinate the project and in CBRM the coordinator was hired on a contract through the Recreation Dept.

The goal is to reach 160 older adults over 65 years of age in each of the three counties for a total of 480 interviews.

As of March 31, 2023, 79 interviews were completed in total. Thirty-seven were from Richmond County.

In the first few months beginning in April 2022, Dorothy Barnard acted in a volunteer role as the local project coordinator. Dorothy participated in the early teleconference calls with the Dalhousie University research team as well as other local project coordinators to address the challenges related to carrying out the project in rural Cape Breton. She worked on pulling together a draft resource directory that featured local resources. This was added to by the Dalhousie Team, mostly based on information provided by 211.

An Advisory Committee was established and met three times during the introductory phases of the project. Warden Amanda Mombourquette was the Richmond County representative on the Committee, Robert Goyetche was invited to join. Claire Doyle and Michele MacPhee were recruited to receive the Acting Collectively Tool training and also invited to join the local advisory committee. The Primary Health Care Navigator with NS Health, was also invited to join the committee.

This advisory committee has not met since the summer of 2022, but the Senior Take Action Coalition, who have four of the original members on the Coalition, have acted in that role providing feedback as requested.

Jennifer Tanner is the Local Project Assistant and is an employee of the Dr. Kingston Memorial Community Health Centre, she completes the screening and registration for interested people and then assigns these individuals to have an interview with a local assessor.

The original plan was to have Michele and Claire provide training to the local assessors. However, the Dalhousie Team recognized the need to coordinate the training for assessors in all three counties and several training sessions were held throughout the fall months.

In September, 2022, I was asked to take on the role of Local Project Coordinator for the Richmond County Acting Collectively Project.

In September, I set out to recruit assessors to assist with the interviews. Anticipating the project to be completed by December, I recruited eight assessors to support the project, in addition to Claire and Michele. Unfortunately, due to family related issues and health, three people had to step away. Three assessors were recruited to provide the interviews in French if requested.

Postcards were distributed to all households in Richmond County in September. An interview was done in late October with Becky Bourinot at Telile Community Television to promote the project featuring Michele, one of the researchers, Dr. Grace Warner, and myself. It has aired approximately 25 times and has been posted on FB several times for viewing.

On November 10<sup>th</sup>, 2022, we hosted a meet and greet in Louisdale for local assessors and municipal representatives. This was originally supposed to include the Dalhousie Research Team. But because Richmond County was unable to host the presentation due to a competing priority, the Dalhousie Team did not end up coming.

There were several training sessions for the assessment tool. I attended several so I could also be prepared to complete assessments if needed and could support and trouble shoot for the local assessors.

A Zoom presentation was conducted with the Richmond County Municipal Council Committee of the Whole in February, 2023, attended by the Dalhousie Team and myself. The Richmond County Councillors were asked to support the project via promotions on the municipal FaceBook page and their respective social media pages and sharing the opportunity with constituents.

Promotional posters have appeared in the last three issues of Richmond Reflections - Fall, 2022, Winter and Spring Issues, 2023. This publication goes to all households in Richmond County. Two thousand small business calling cards were printed and made available for people to hand out in the community. Promotional posters have also been included in the Fall 2022, Winter 2022 and will be included in the Spring Issue of Better with Age to be released in April. Two local assessors prepared video messages for social media, with a script prepared by the Dalhousie team. Both Michele and Debbie's videos were viewed over 1500 times and shared widely.

Since October, every other week, I have posted promotional pieces developed by the Dalhousie Team. The Seniors Take Action Coalition (STAC) has also shared on multiple other FB pages including Telile Community Television, the Dr. Kingston Memorial Community Health Centre, the Fleur-de-Lis Seniors Page, Taxpayers of Richmond County, the Strait Richmond Community Health Board, the Strait Women's Resource Centre, among others. In addition, some members of STAC and Municipal Council have shared these posts. Information on the project and promotional posters have also been shared with senior clubs in the area.

I participate in bi-weekly meetings with Dalhousie team and provide regular feedback on all promotional materials developed and other materials as requested.

I have reviewed, along with some of the local assessors, the resource directory that is used in the action plan tool for Richmond County for referrals to the local resources and provided edits and forwarded additional resources to add.

I met several times with the core assessor team in Richmond County to discuss the project, share ideas, concerns and get feedback.

I was interviewed for two newspaper articles following a press release sent out by Dalhousie team in January, 2023.

There have been huge efforts made to promote this project and recruit people, yet, we still have only completed 37 interviews as on March 31, 2023. There are 41 registered, an additional 7 that have received messages and 12 more who need to be contacted from a recent sign in sheet at an event.

There is general agreement that one of the key ways to meet our target will be one on one targeted recruitment and tapping into events already happening where older adults go, talk about the project and get people to sign in to be contacted.

Respectfully Submitted,

Celeste Gotell

Local Project Coordinator