

## Projet pour contrer l'isolement social des aînés

P-9

PREVENTION

### BRIEF DESCRIPTION OF THE TOOL:

The *Projet aînés pour contrer l'isolement social des aînés* by the partners of the *Vivre et Vieillir dans Rosemont* round table is, in a sense, a derivative of another project, *Ambassadeur dans ma communauté*, except that it leads us onto the streets, for canvassing and screening, and into homes and apartments. It brings us into the daily lives of our seniors: into pharmacies, banks, hair salons, convenience stores and bingos. Innovative and inspiring; these are the adjectives that best describe this project. Its high point is that it does not belong to a single person or organization; instead, it results from a sustained collective effort for seniors in need, not of any partisan interest.

This project is characterized by an individualized approach to seniors living in Rosemont. Its main objective is to reach the elderly in their living environment to detect isolated or abused elders and thus give them the opportunity to regain power over their lives.

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Tool name	Projet pour contrer l'isolement social des aînés
Document type	Guide
Type(s) of abuse	All; especially social
Intended for	Groups of several community and public organizations (ex: Round Tables)
Issued by (organization)	Table de concertation « Vivre et Vieillir à Rosemont »
City (region)	Rosemont, Montreal
Creation date	2008
Number of people reached	Over 1 000 seniors
Contact person (contact information of the organization)	Yvon Cléroux  Carrefour communautaire Montrose 5350 Lafond Street Montreal, Quebec H1X 2X2  Phone: 514 521-7757 Fax: 514 524-9813
Number of pages	52
How to get the tool	Contact Yvon Cléroux at 514 521-7757 or Nathalie Lavoie, socio-community relations officer at SPMV at: 514 280-0444
Distinctive features	Reaching the seniors living at home. Distribution of a poster by the socio-community relations officer to the store owners in the neighbourhood and to information kiosks, in stores where there is high customer traffic. <b>Restriction:</b> it is forbidden to distribute it widely without the SPMV's permission.



The strategy is to go to places where our senior population go and to create portals of entry so that they benefit from existing services, which, too often, are unknown to them. A resource person appointed as liaison officer will be in charge of doing research and finding useful links. In addition, the liaison officer will take care of screening and referring and will encourage seniors to take concrete action to get socially involved.

The liaison officer uses an individualized approach to give seniors the opportunity to regain power over their lives, improve their quality of life and break their isolation. He/she aims to:

- Reach seniors in their living environment
- Establish a trusting relationship
- Inform seniors of the various resources available, of their purpose and how to use them
- Offer support to seniors as they are taking action
- Encourage seniors to take concrete action to get socially involved

The project consists of various components, including door to door visits to neighbourhood businesses and residents. When the officer meets the store owners, his/her aims are to empower and mentor them and to give them informational material (posters, brochures and intervention guides). Some businesses have been prioritized: hair salons, pharmacies, banks, bingo halls and churches. The project now has several business partners who can identify seniors who need help and refer them to the liaison officer.

In contrast, when visiting the homes of seniors, the aim is to identify seniors who need help and reach them. He/she provides information material and fills out a questionnaire. If necessary, the liaison officer will intervene or refer the elderly person to an appropriate resource. The officer provides a personalized service and a phone number that leads directly to him/her. If he/she cannot answer, the liaison officer will return the call promptly. During the summer, it was the police cadets who conducted the door to door visits. Overall, more than 4 614 residences and businesses were visited.

The agent offers a service personalized to the aimed clientele and he can be directly joined to a unique phone number. If he cannot receive the call, he will quickly call back

Through these projects, various tools have been created including: information pamphlets, posters, sociodemographic maps, a press kit, a *Power Point* presentation of the project and the "Mode de fonctionnement" document ( instructions for use).