



Addressing Social Isolation through the Collective Impact Model



Addressing Social Isolation

- The 2015–2016 NHSP pan-Canadian CFP (29 May–10 July 2015) integrated a social innovation approach at the community level to support the development and implementation of collaborative approaches that measurably reduce the rate of social isolation among seniors in a target population.
- Employment and Social Development Canada is partnering with J.W. McConnell Family Foundation, through its Innoweave initiative, to provide:
 - expert knowledge of the collective impact model; and
 - on-the-ground support for funding recipients to develop, implement and evaluate their Impact Plans.



The Collective Impact Approach

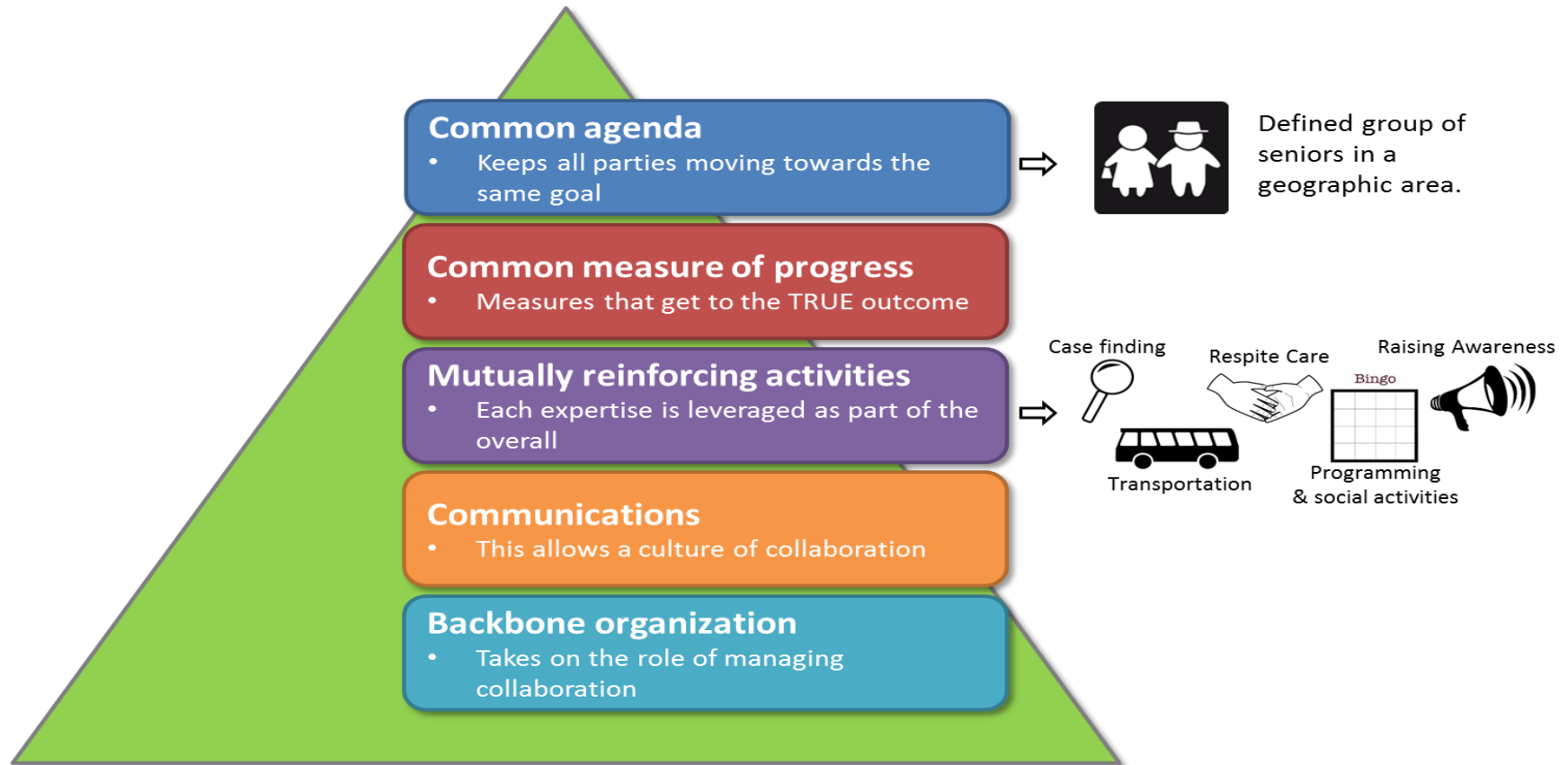
- A collective impact approach brings together different partners to work collaboratively to achieve measurable, **population-level** change to a targeted group.
- This approach was integrated into the 2015–2016 pan-Canadian CFP by requiring applicants to submit, along with their Application for Funding, an Impact Plan that outlined a collaborative, multi-partner plan to generate a measurable reduction in the rate of social isolation of seniors in a target population using the following four standardized indicators:

An increase in the proportion of seniors who:

1. have support and help when needed;
2. participate in activities that are meaningful to them;
3. are connected to friends and family; and
4. feel valued.



Collective Impact Model



Based on the five key elements of collective impact identified by John Kania & Mark Kramer in the 2011 Stanford Social Innovation Review.



South and Central Saskatchewan Impact Plan

Outcome 1 – Reduce the proportion of seniors who do not have support and help when they need it by 25%

Outcome 2 – Reduce the proportion of seniors who do not participate regularly in activities by 20%

Outcome 3 – Reduce the proportion of seniors who do not feel connected to family, friends and acquaintances by 25%

Outcome 4 – Reduce the proportion of seniors who do not feel valued by family, friends and acquaintances by 15%

Communities become more aware of the needs of older adults and find ways to address those needs

Seniors are viewed as valuable, contributing members of society

Accessible services are available

Seniors meaningfully connect with others through personal contact and meaningful activities

Project 1 –
Saskatchewan Seniors
Mechanism

*Creating a Culture of
Inclusion*

Project 2 –
Alzheimer Society
of Saskatchewan

*Working with
individuals and
communities to
make them
Dementia Friendly*

Project 3 –
Saskatchewan
Population Health and
Evaluation Research
Unit

*Enhancing
Information Access for
Rural Seniors*

Project 4 – Canadian
Red Cross
Saskatchewan

*Providing Friendly
Visiting for Isolated
Older Adults*



Summary of the NHSP Pan-Canadian CFP 2015

- The CFP generated 237 project proposals addressing 96 community impact plans.
- To date, 5 impact plans with 24 associated projects have been approved and announced for funding to reduce the social isolation of seniors in target populations in:
 - Toronto (6 projects)
 - Saskatchewan (4 projects)
 - Edmonton (7 projects)
 - Montréal (3 projects)
 - Vancouver (4 projects)
- Projects for four remaining Impact Plans have been approved but not announced as of yet.



For more information

- Recently funded projects and their descriptions will soon be available on our website - <http://www.esdc.gc.ca/eng/seniors/funding/index.shtml>
- An NHSP Community-based Call for Proposals will be launched in the near future, please check the following website for more details: <http://www.esdc.gc.ca/eng/seniors/funding/community/index.shtml>

