

A close-up photograph of a person's hands. One hand is holding a black smartphone, and the other hand is pointing at the screen with the index finger. The background is a blurred grey fabric.

211:
Connecting People
to Services

March 2022



Community Connection

- Community Connection is a public benefit nonprofit, established in 1969 and accredited by AIRS
- Our mission is to create and improve access to services for people
- Community Connection is a volunteer centre, connecting volunteers to organizations and increasing awareness of the impact of volunteering in our community
- We are a service partner in the 211 Canada and 211 Ontario networks, delivering bilingual, 24/7 services by phone, text, email, online search, chat and walk-in



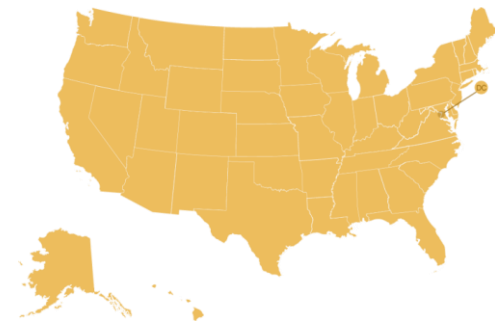
Canadian Radio-television and
Telecommunications Commission

Three-digit dialing codes are approved by the CRTC as public utilities -- assisting people with easy access to special services

- 211** - public information and referral services
- 311** - non-emergency municipal government services
- 411** - directory assistance
- 511** - roads and traveler information
- 611** - telephone company repair service
- 711** - message relay for telephone devices for the deaf
- 811** - non-urgent health care telephone triage services
- 911** - emergency police, fire and paramedic services



211 is a free, confidential information and referral service that helps people find the local resources they need 24/7, with interpreters available in 150+ languages

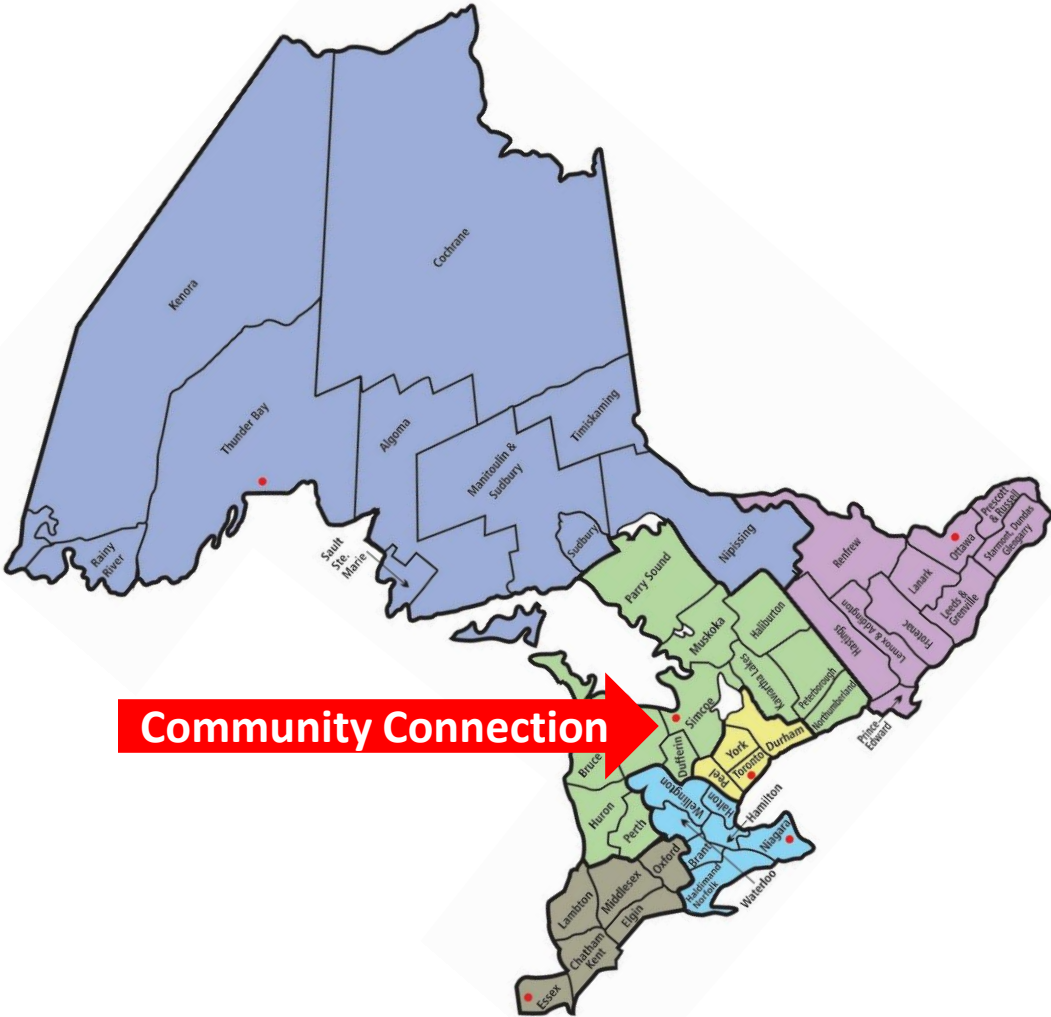


211 Ontario Network



Six independent organizations operate as a single contact centre, leveraging digital technology to enable an efficient, seamless service to Ontarians:

- Central – Findhelp Information Services (Toronto)
- Central South – inCommunities (St. Catharines)
- Central East – Community Connection (Collingwood)
- North – Lakehead Social Planning Council (Thunder Bay)
- Eastern – Community Navigation Eastern Region (Ottawa)
- South West – City of Windsor



Ontario 211 Services is the backbone organization, overseeing technology infrastructure, supporting service coordination, provincial partnership development, and is the transfer payment agency with accountability and governance for the Ontario-wide system to the Ontario Ministry of Children, Community and Social Services

Information & Referral Core Skill Areas

1 - Inquiry Service

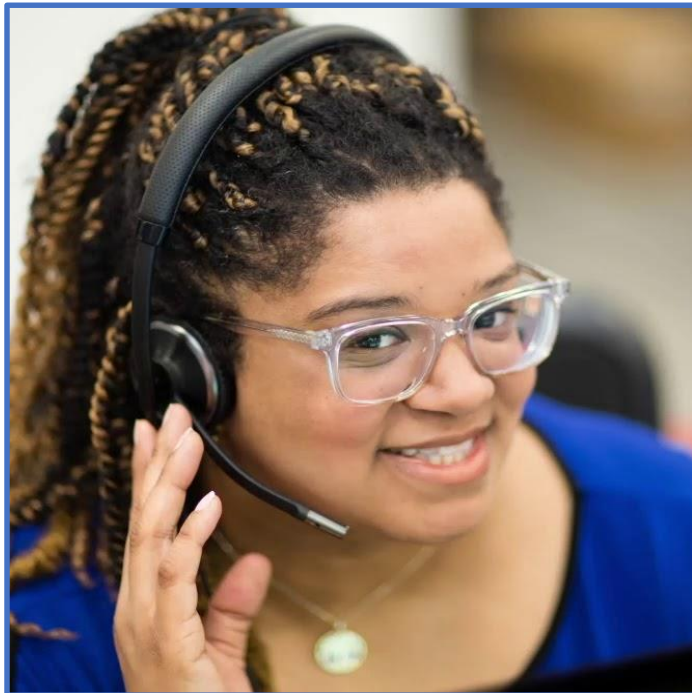
Community Navigators help people make informed decisions about possible solutions, provide information and referrals to programs, offer advocacy and follow up support

2 - Resource Database

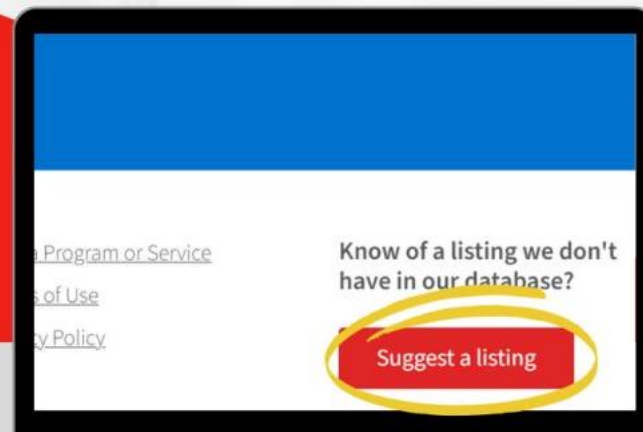
Data Curators create, maintain, and disseminate information on the programs and services delivered within the human services sector

3 - Business Intelligence

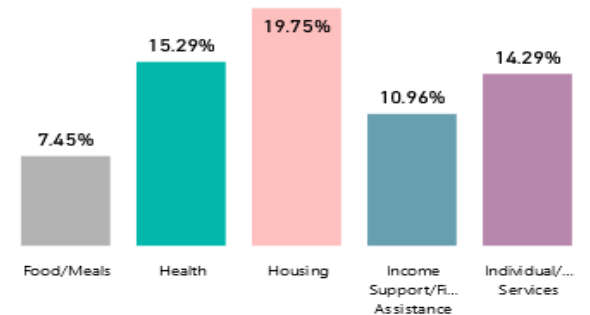
Data collection and reporting capabilities provide community planning data, and identify barriers and service gaps for community development



Our database is also YOUR database!



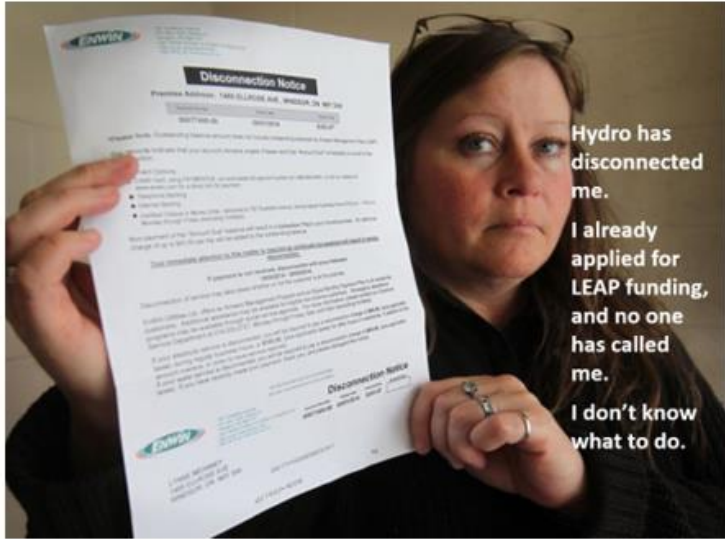
Top 5 Unmet Needs by Needs Category



Unmet Needs by Geography

County/Region	Total Needs Identified
Ottawa	1,020
Ottawa	1,020
Simcoe	995
Barrie	330
Wasaga Beach	141
Collingwood	131
Orillia	122
Midland	51
Bradford West Gwill	28

211's Community Navigators provide personalized assistance, connecting people with local services that support economic & social conditions



Reducing Senior Isolation Through Social Prescribing

Project Overview



Project Background

Community Connection, a nonprofit organization in Collingwood, is leading a 5-year project, funded in part from the Government of Canada's New Horizons for Seniors Program. The project is guided by a dynamic, cross-sector leadership table of community members and service providers:

- Cheryl Wilson, Executive Director, Independent Living Services of Simcoe County (Chair)
- Andrea Abbott-Kokosin, Executive Director, Wendat Community Programs
- Brenda Jackson, Indigenous System's Coordinator & Interim Director, Barrie Area Native Advisory Circle
- Donald Carty, Citizen, Human Rights, Multicultural and Black Community Advocate
- Gerry Croteau, Executive Director, The Gilbert Centre, LGBTQ2S+ & Anti-Ageism Advocate
- Health Klein-Gebbinck, Executive Director, South Georgian Bay Community Health Centre
- Jenn Rae, Executive Director, Innisfil Community Foundation, Town of Innisfil
- Jessica Gourlie, Recreation Programmer, City of Barrie
- Karie Warnie, Consultant, Simcoe County Coordinated Access System (Homelessness)
- Pamela Hillier, Executive Director, Community Connection (Ex officio)
- Sandra Easson-Brunno, Director, North Simcoe Muskoka Specialized Geriatric Services Program
- Sarah Grace Bebenek, Project Manager, South Georgian Bay Ontario Health Team
- Sylvia Mueller, Coordinator, Information Barrie, Barrie Public Library
- Tara Bone, Program Coordinator, Red Cross Simcoe Muskoka, Telephone Assurance & Friendly Visiting

Available
Data to
Help us
Understand
the Issue in
Simcoe
County

Senior Population by Simcoe County Census Division and Its Municipalities

Do you know how many seniors reside in your catchment area?

2016 Population over 55 years by Municipality							
Geographic Name	Population 55-64		Population 65+		Combined Age	Combined percentage	Total Population
	#	%	#	%	#	%	#
Adjala-Tosorontio	1,800	16.4%	1,650	15.0%	3,450	31.4%	10,975
Barrie	16,785	11.9%	19,675	13.9%	36,460	25.8%	141,434
Bradford West Gwillimbury	4,230	12.0%	4,055	11.5%	8,285	23.5%	35,325
Christian Island*	95	14.5%	35	5.3%	130	19.8%	656
Clearview	2,210	15.6%	2,625	18.5%	4,835	34.1%	14,151
Collingwood	3,485	16.0%	5,740	26.3%	9,225	42.3%	21,793
Essa	2,580	12.2%	2,210	10.5%	4,790	22.7%	21,083
Innisfil	5,330	14.6%	5,645	15.4%	10,975	30.0%	36,566
Midland	2,920	17.3%	4,245	25.2%	7,165	42.5%	16,864
Mnjikaning First Nation 32	125	14.2%	80	9.1%	205	23.3%	878
New Tecumseth	4,475	13.1%	6,470	18.9%	10,945	32.0%	34,242
Orillia	4,745	15.2%	7,405	23.8%	12,150	39.0%	31,166
Oro-Medonte	3,765	17.9%	3,980	18.9%	7,745	36.8%	21,036
Penetanguishene	1,530	17.1%	2,150	24.0%	3,680	41.1%	8,962
Ramara	1,870	19.7%	2,445	25.8%	4,315	45.5%	9,488
Severn	2,450	18.2%	2,870	21.3%	5,320	39.5%	13,477
Springwater	2,995	15.7%	2,850	15.0%	5,845	30.7%	19,059
Tay	1,825	18.2%	2,110	21.0%	3,935	39.2%	10,033
Tiny	2,400	20.4%	3,080	26.1%	5,480	46.5%	11,787
Wasaga Beach	3,540	17.1%	6,900	33.4%	10,440	50.5%	20,675
Simcoe County	69,160	14.4%	86,220	18.0%	155,380	32.4%	479,650

Source: Census Profile, Age, Sex and Type of Dwelling for Canada, Provinces and Territories, Census Divisions and Census Subdivisions, 2016 Census, Catalogue No: 98-401-x2016051, Community Data Program.
Note: *Christian Island 30 and Christian Island 30A data are combined for 2016.

Total number of seniors (55+) in Simcoe County
= 155,380

It is estimated that up to 16% of seniors experience social isolation (Statistics Canada, 2010)

16% of 155,380 =

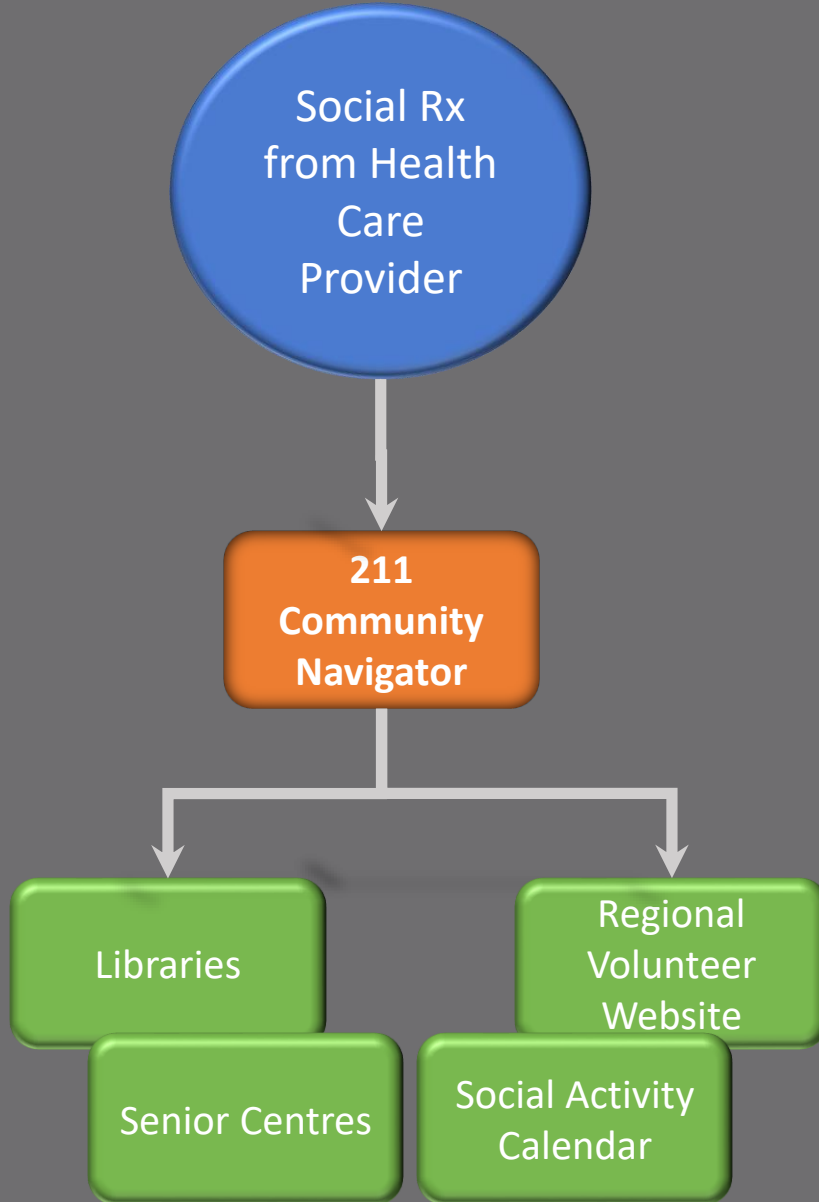
24,860
potentially isolated seniors

Our Strategy to Reduce Senior Isolation

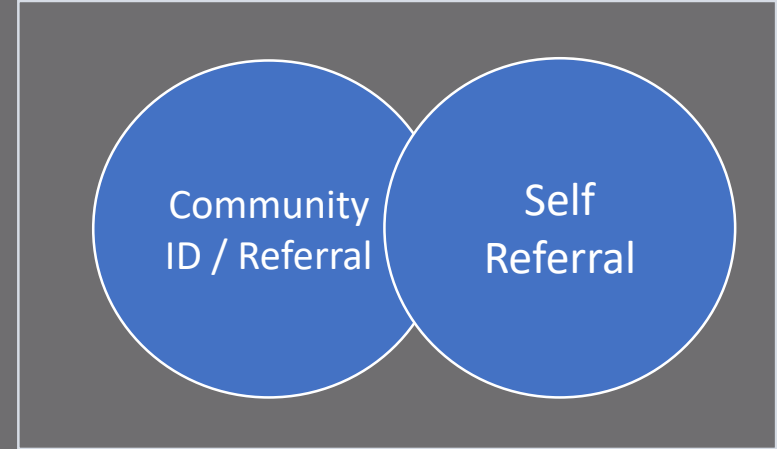
Pathway to identify isolated seniors

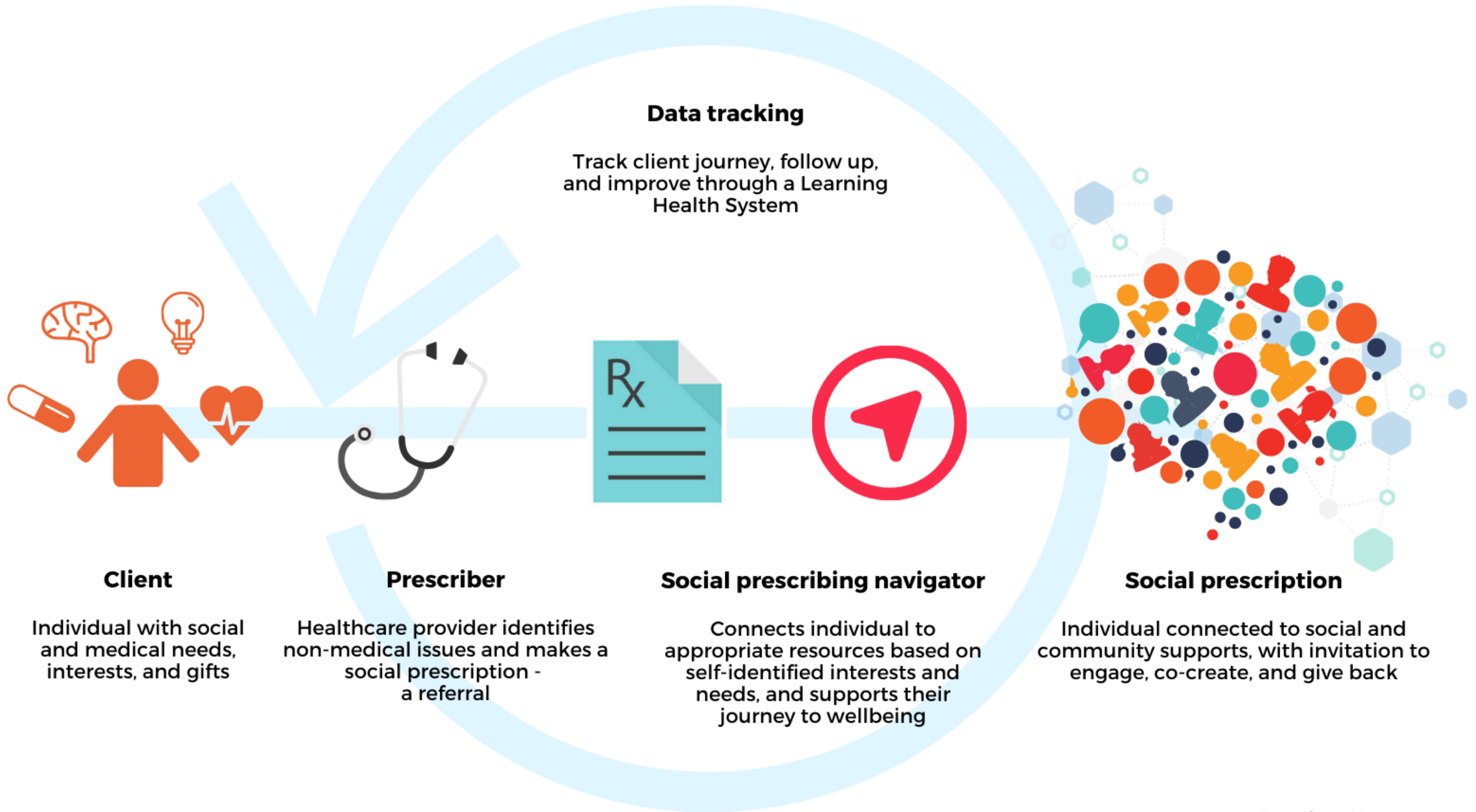
Primary facilitators available to connect seniors into the community

Resources



FUTURE

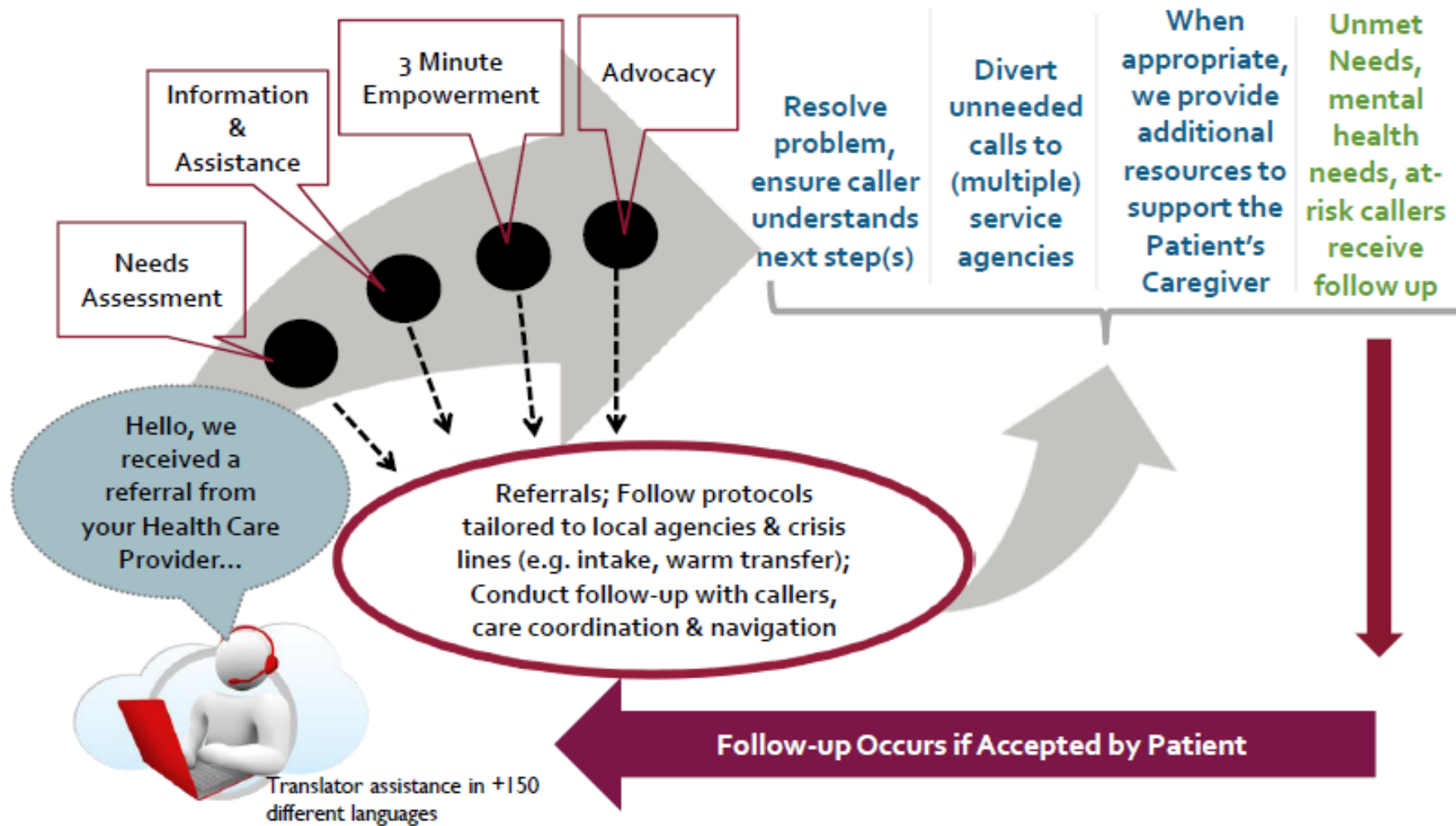




Social Determinants of Health



CLOSED-LOOP REFERRALS



Search - VOLUNTEER SIMCOE COUNTY

ft Bing

volunteer simcoe county

ALL WORK IMAGES VIDEOS MAPS MORE

577,000 Results Date ▾

Volunteer Database Menu - CIOC
<https://simcoecounty.cioc.ca/volunteer>
Looking for Volunteer Opportunities in Simcoe County? What's New? Teen Mentors (04 Mar 2022)
Big Brothers Big Sisters of North Simcoe Game On Mentors (04 Mar 2022) Big Brothers Big...

For Organizations For Organizations - Volunteer Database Menu - CIOC	Muskoka District Volunteer. Senior Wish Association, Mailing Address. Location. Barrie, Innisfil, ...
Select Your Region Peterborough County; Northumberland County; View List Home; Volunteer ...	Parry Sound District Simcoe County; Muskoka District; Parry Sound District; Bruce & Grey Counties; ...
Simcoe County Volunteer Literacy Tutor (23 Feb 2022) Orillia and District Literacy Council, Orillia ...	Bruce & Grey Counties Volunteer. Senior Wish Association, Mailing Address. Location. Barrie, Innisfil, ...

Other content from simcoecounty.cioc.ca

Browse Organizations With Opportunities - Volunteer Database Menu

Pick Up/Packing Assistant (Urban Pantry Barrie, Barrie Good Food Box)

Orillia District Chamber of Commerce, Orillia - 575 West St S Unit 6

See more

Volunteer Programs - Long Term Care - Simcoe County
<https://www.simcoe.ca/dpt/ltc/volunteer>



Home / Volunteer Database Menu

Looking for Volunteer Opportunities in Simcoe County?

Duration ... In the Community ... Search

What's New?

SMART Volunteer Fitness Instructor (11 Mar 2022)
VON Canada, Barrie - Cedar Pointe Dr, SMART (Seniors Maintaining Active Roles Together)® Exercise Program

Sponsorship Committee Volunteer (11 Mar 2022)
Bridget's Bunnies Pregnancy and Infant Loss Foundation

Community Volunteer (11 Mar 2022)
Crohn's and Colitis Canada, Mailing Address

More Opportunities »

Popular Categories

- » Event Coordination & Support 38
- » Food Services / Nutrition 32
- » Social Interaction 56
- » Office Administration 30
- » Program Coordination / Support 38
- » Community / Neighbourhood Volunteering 45
- » Recreation & Sports 31
- » Community Outreach 34
- » Arts & Crafts 29

Explore Categories »

Organizations

- » Community Connection, Collingwood - Campbell St, Home for Life South Georgian Bay 6
- » Georgian Triangle Humane Society, Collingwood - 10th Line 7
- » Gateway Centre for Learning 4
- » Trillium Manor 3
- » Big Brothers Big Sisters of North Simcoe 4
- » St Andrews Anglican Church, Alliston 2

More Organizations »

Still Looking?

Search

Keywords Organization Name(s)

Other Searching Resources:

- Step-by-Step Search
- Student Step-by-Step Search
- Search Tips

In the Spotlight...

22 Mar 2021

Distress Line Operator
Telecare Distress Line of Greater Simcoe, Orillia

Location
170 Colborne St W Orillia

Duties
Telecare of Greater Simcoe is looking for caring

More Information »

Follow Us!

Tweets by @211Ontario

211 Ontario
@211Ontario

Le 211 est là peu importe vos difficultés. Appelez au 211 pour connaître les programmes et services près de chez vous :

- Services de santé
- Services de garde
- Programmes alimentaires
- Reconversion professionnelle
- Aide pour les factures de services publics



Home / Volunteer Database Menu

Looking for Volunteer Opportunities in Simcoe County?

Duration ... ▾ Barrie ▾

- In the Community ...
- Adjala-Tosorontio
- Alcona
- Alliston
- Balm Beach
- Barrie**
- Beeton
- Belle Ewart
- Bradford West Gwillimbury
- Brechin
- Cedar Point
- Christian Island
- Clearview (Simcoe County)
- Coldwater
- Collingwood
- Cookstown
- Craighurst
- Creemore
- Elmvale
- Essa

What's New?

- Volunteer Driver (24 Jun 2022)**
Simcoe Muskoka Family Connexions, Barrie
- Volunteer Driver (24 Jun 2022)**
Simcoe Muskoka Family Connexions, Barrie
- Animateur / Leader (21 Jun 2022)**
5e groupe scout de Barrie
- Volunteer Staff to help with kids Vacation Bible Camp (VBC) - children ages JK to - 11 years of age (14 Jun 2022)**
Salvation Army Barrie, Barrie - Lillian Cres,

[More Opportunities »](#)

Popular Categories

- » Event Coordination
- » Community / Neighbourhood **46**
- » Food Services / Nutrition
- » Office Administration
- » Recreation & Sports
- » Social Interaction
- » Program Coordination
- » Arts & Crafts **2**
- » Community Outreach

[Explore Categories](#)

Local Organizations

- Simcoe Muskoka Family Connexions
- Simcoe County
- 60 Worsley
- Health Centre, Barrie

Still Looking?

Keywords Organization Name(s)

In the Spotlight...

24 Jun 2022

Volunteer Driver

Follow Us!

Tweets by @211Ontario

Looking for Volunteer Opportunities in Barrie?

Duration ...




Suitable For ...



In the Community ...



 Search

Explore



What's New



Interests



Organizations




**Suggest an
Opportunity**

**Contact
Information
Barrie**

**Community
Directory**

Keyword Search

 Search

Keywords **Organization Name(s)**

Other Searching Resources:

- [Step-by-Step Search](#)
- [Student Step-by-Step Search](#)
- [Search Tips](#)



Older Adult (55+) Social Activity Survey Results

**Reducing Senior Isolation through
Social Prescribing Project**

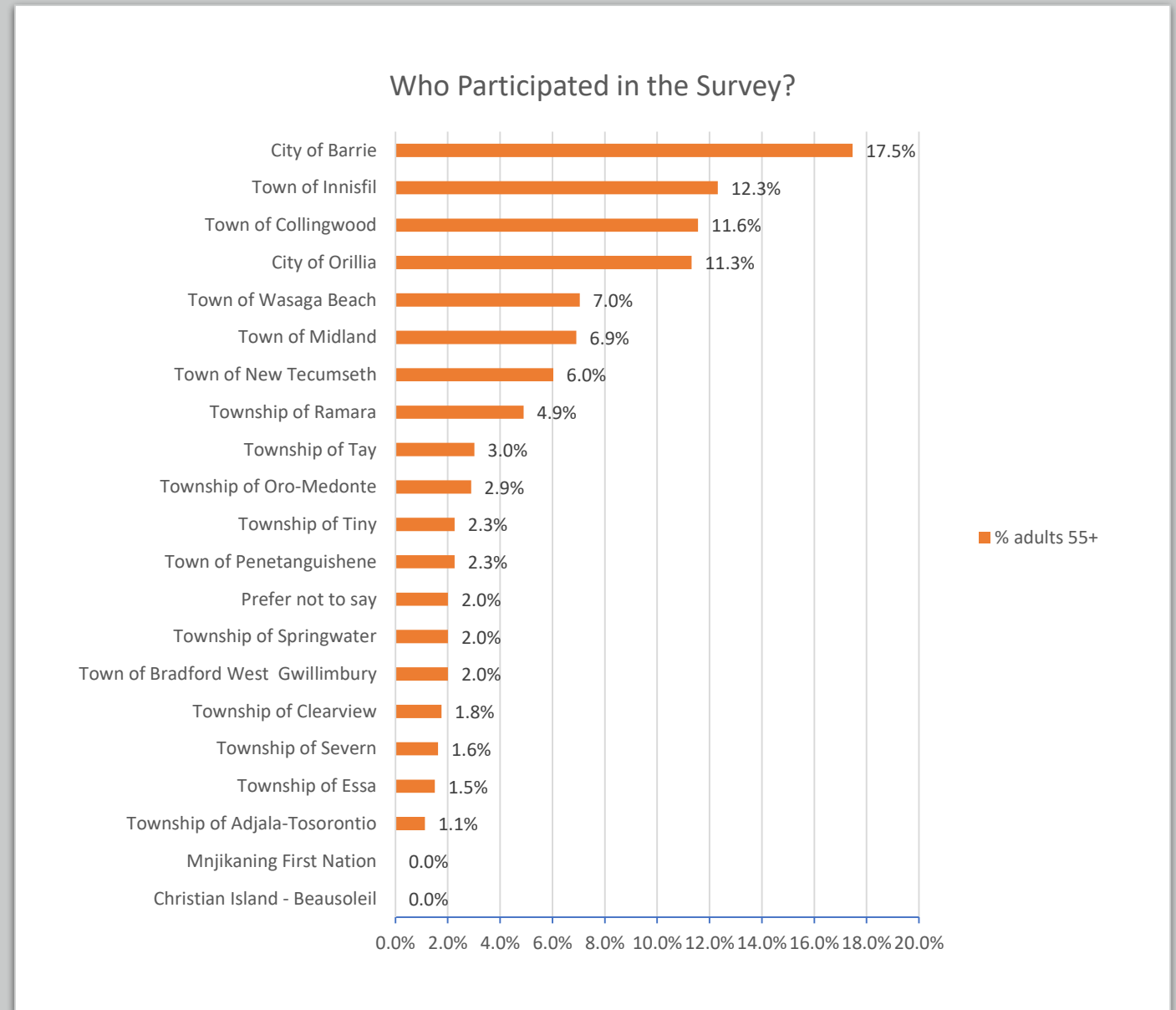
October 2021

Survey Introduction

- An estimated 16% of adults 55+ years of age living in Simcoe County experience social isolation.
- Simcoe County is also experiencing rapid aging: According to Statistics Canada (2016) 18% of the population in Simcoe County is 65+ years of age, with predicted ongoing growth. This is higher than the provincial population (16.7%) and the national population (16.9%).
- Our initial plan was to conduct in-person focus groups to gather senior voices. Due to COVID, the approach changed, and a 30-question survey was instead distributed to adults 55+ years of age living across Simcoe County. This survey allowed us to gather the 'Voice of the Senior' and to provide valuable project feedback. The survey was dispersed through local newspapers, libraries, and community organizations across Simcoe County, and was available for completion during the month of September.
- Methods for survey completion were via internet, telephone, or paper copy. Participants could also answer the survey through their direct service provider.
- In total, **810 surveys were completed**. 701 were completed over the internet using a web-link and 109 were completed over the telephone or in hard copies.
- **Key findings from the survey data will help inform and guide the project priorities over the next few years.**

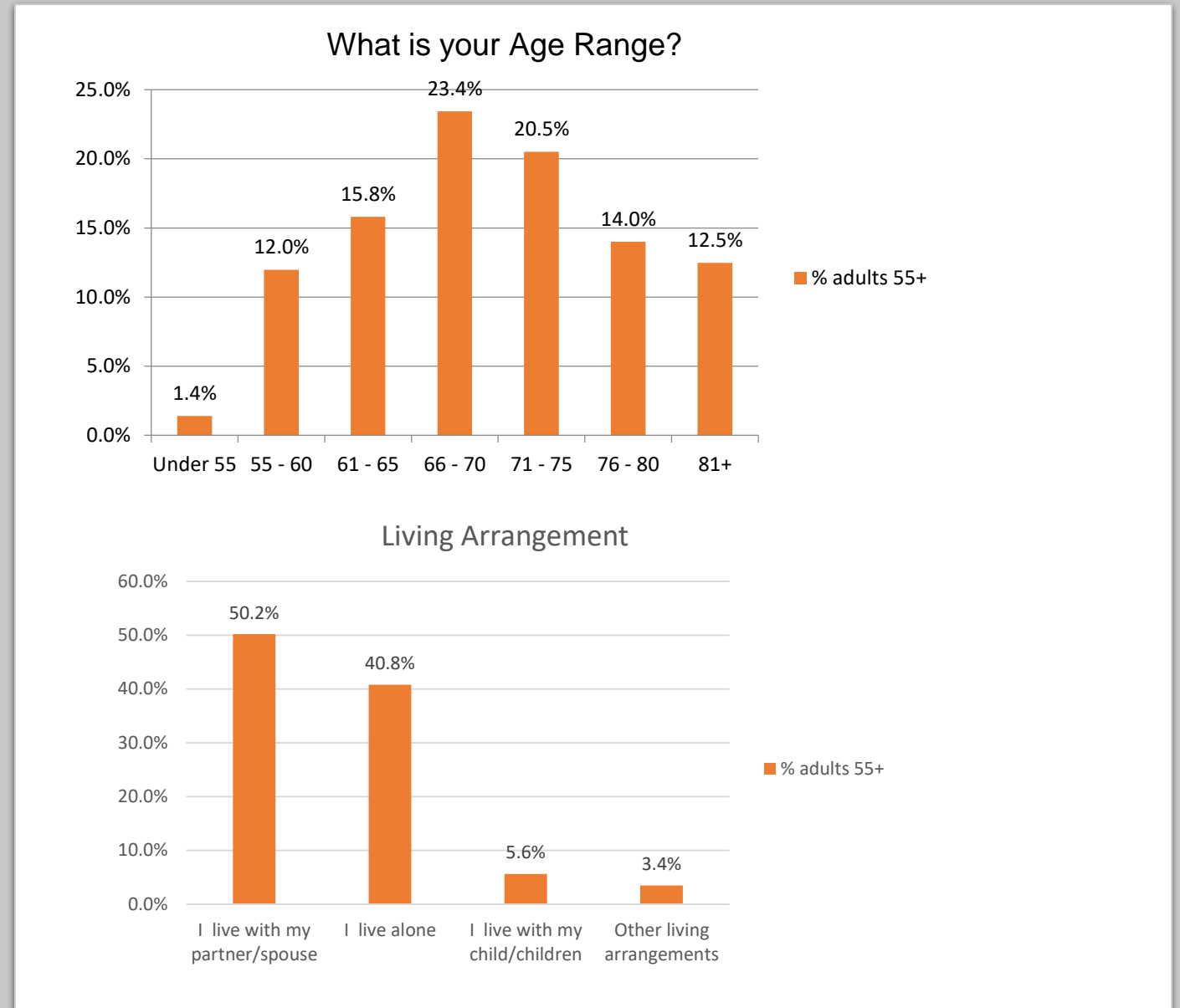
Who Participated in the Survey?

- Most respondents lived in **Barrie, Innisfil, Collingwood, Orillia, Wasaga Beach, and Midland.**
- The survey results are missing representation from **Mnjikaning First Nation** (Chippewas of Rama) and **Beausoleil First Nation.**
- 2.0% of those who participated identified as **Francophone.**
- 0.8% of participants identified as **2SLGBTQ+**
- 2.0% self-identified as **First Nations/Métis/Inuit**
- 91.5% of respondents described themselves as **White.**



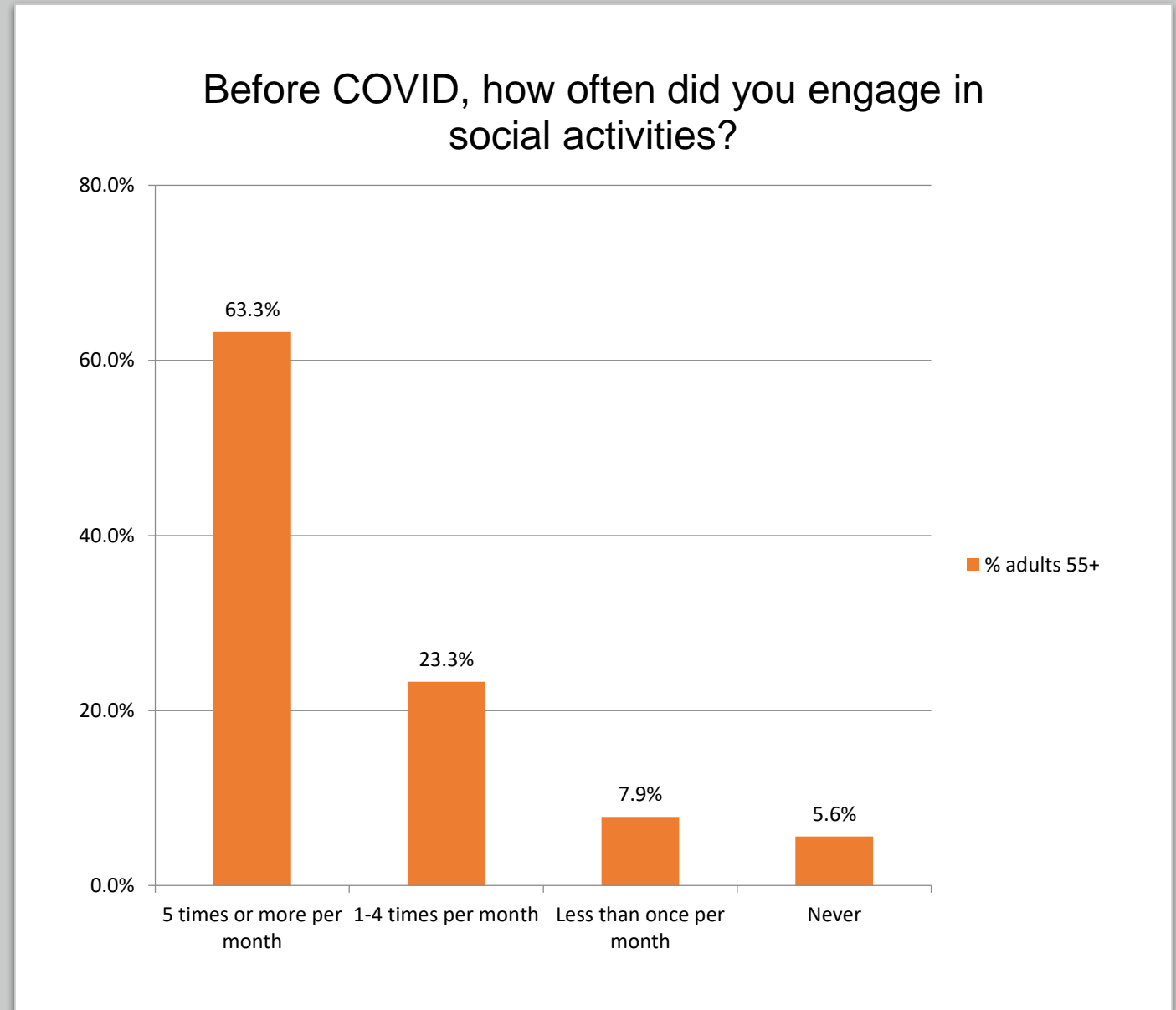
Who Participated in the Survey?

- Most adults lived with their **partner/spouse (50.2%)** or **lived alone (40.8%)**.
- Most were **66-70 years of age (23.4%)** or **71-75 years of age (20.5%)**.
- More than three-quarters of survey participants identified as **female (76.9%)**.
- **Almost half (49.3%) would be interested in participating in a focus group** to discuss solutions to increase social engagement for older adults.



Social Engagement Pre-COVID

- Before COVID-19, 63.3% of respondents had participated in social activities (i.e. visit a friend, go to a club or church, volunteer, cultural activities, etc.) ≥ 5 times/month.
- Only 5.6% of survey respondents did not participate in any social activities prior to COVID.





Confidence Returning to Social Activities

Those who were socially active before COVID were asked “How confident do you feel you will return to your social activities when it is safe to do so?”

- **27.0% were not too confident or not confident at all** that they would return.

Why Have Older Adults Lost their Confidence to Return to Social Activities?

When it came to re-engaging in social activities, what most affected their confidence? Participants most commonly reported:

- Fear of unvaccinated individuals;
- Fear of contracting COVID/variants of concern;
- That their physical limitations (i.e., chronic illness, disability) would increase their risk of COVID;
- Increased social anxiety as a result of isolation due to COVID.

Why Have Older Adults Lost their Confidence to Return to Social Activities?

Some individuals had lost hope:

“Don't see anything ahead of me. I am a social person and like doing things because of my age and don't have a partner anymore, that is all change. Have nothing to look forward to. My whole life has changed.”

Others were isolated by their chronic health condition(s):

“...My family fears that they will infect me, like we are all walking biohazards. Contact has been limited, and awkward, in person because of this. Though we make extra effort to stay connected, sometimes it's not satisfying due to the fear undercurrent eroding harmonious social connection and conversation.”

Broken social connections, and deteriorations in physical and mental health also played a role:

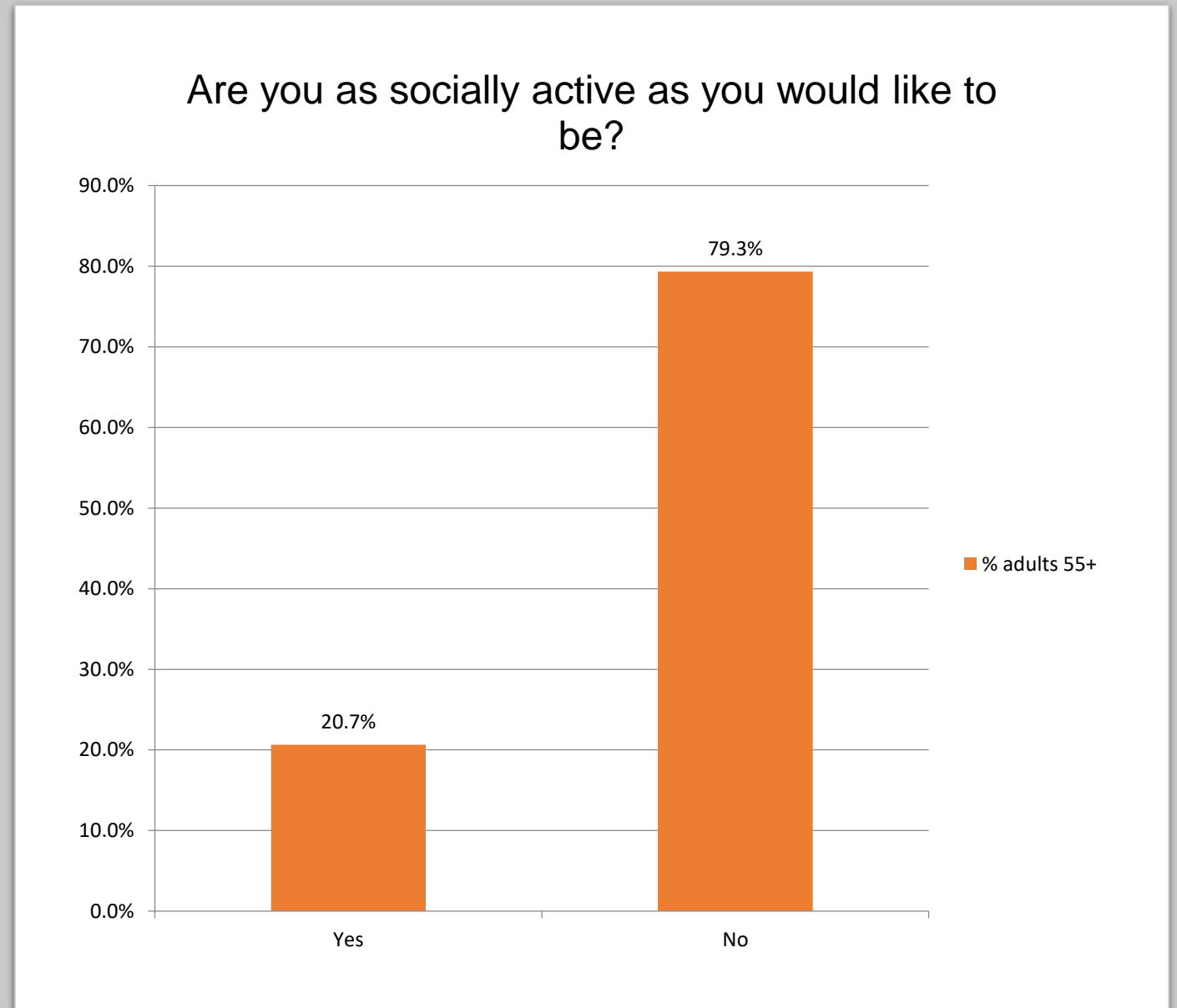
“Some of the social connections have been broken; my health has deteriorated somewhat”

266 responded to,
 Explain why you are not
 confident to return to
 your social activities
 when it is safe to do
 so.....

COMMENT THEMES		
Agoraphobia		2
Social anxiety/lack of confidence as a result of COVID & isolation		29
Physical limitations increase risk(e.g. chronic illness, disability)		32
Prefer to be alone/lost interest in being socially active/busy with other commitments		8
Friends and family have passed away and/or moved		2
Lack of knowledge re: activities/program and how to get connected		8
Affordability of programming /services		2
Discontinued / Changed programs and participants		10
Fear of contracting COVID / spreading to loved ones		89
Fear of unvaccinated individuals		38
Fear that organizations and people are not following COVID protocols		20
Government restrictions are a barrier (e.g. wearing masks, vaccine passport		10
Waiting / interested in activities starting up again		15

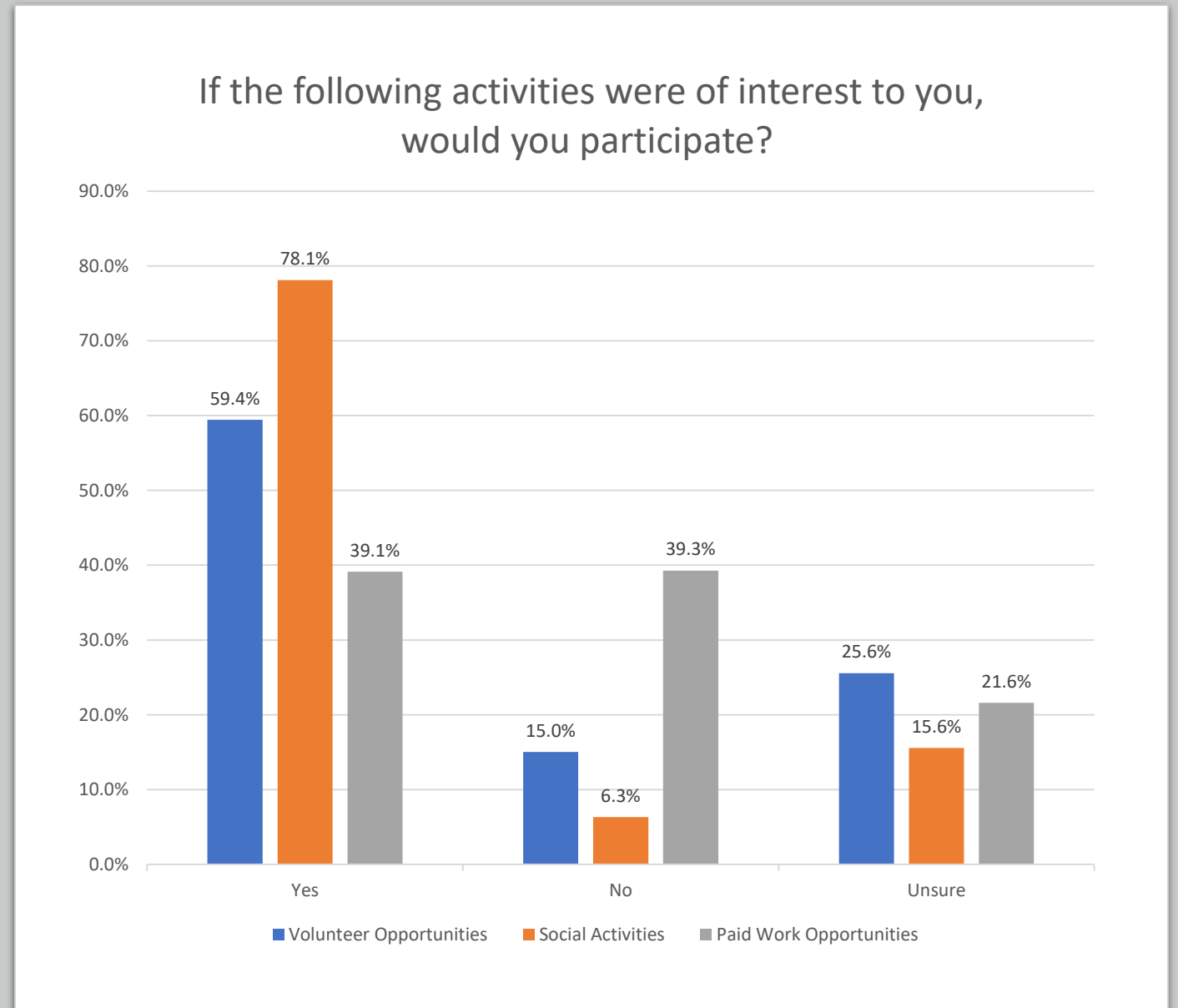
Support for Increasing Access to Social Activities

- Not surprisingly, 79.3% of the adults surveyed were not as socially active as they would like



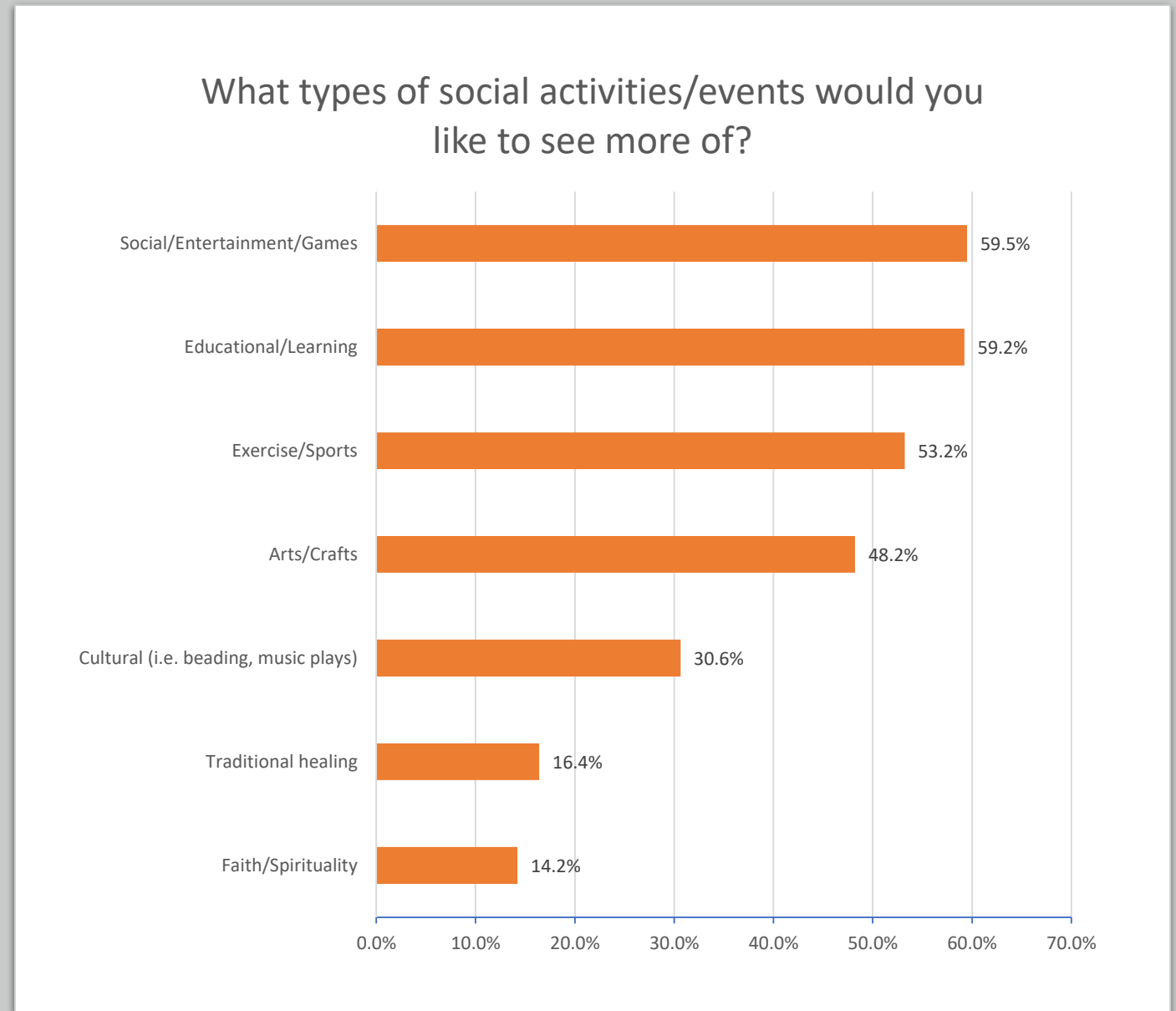
What Activities were of Interest?

- Most adults were interested in participating in social activities (78.1%) and volunteer opportunities (59.4%).



What Type of Social Activities?

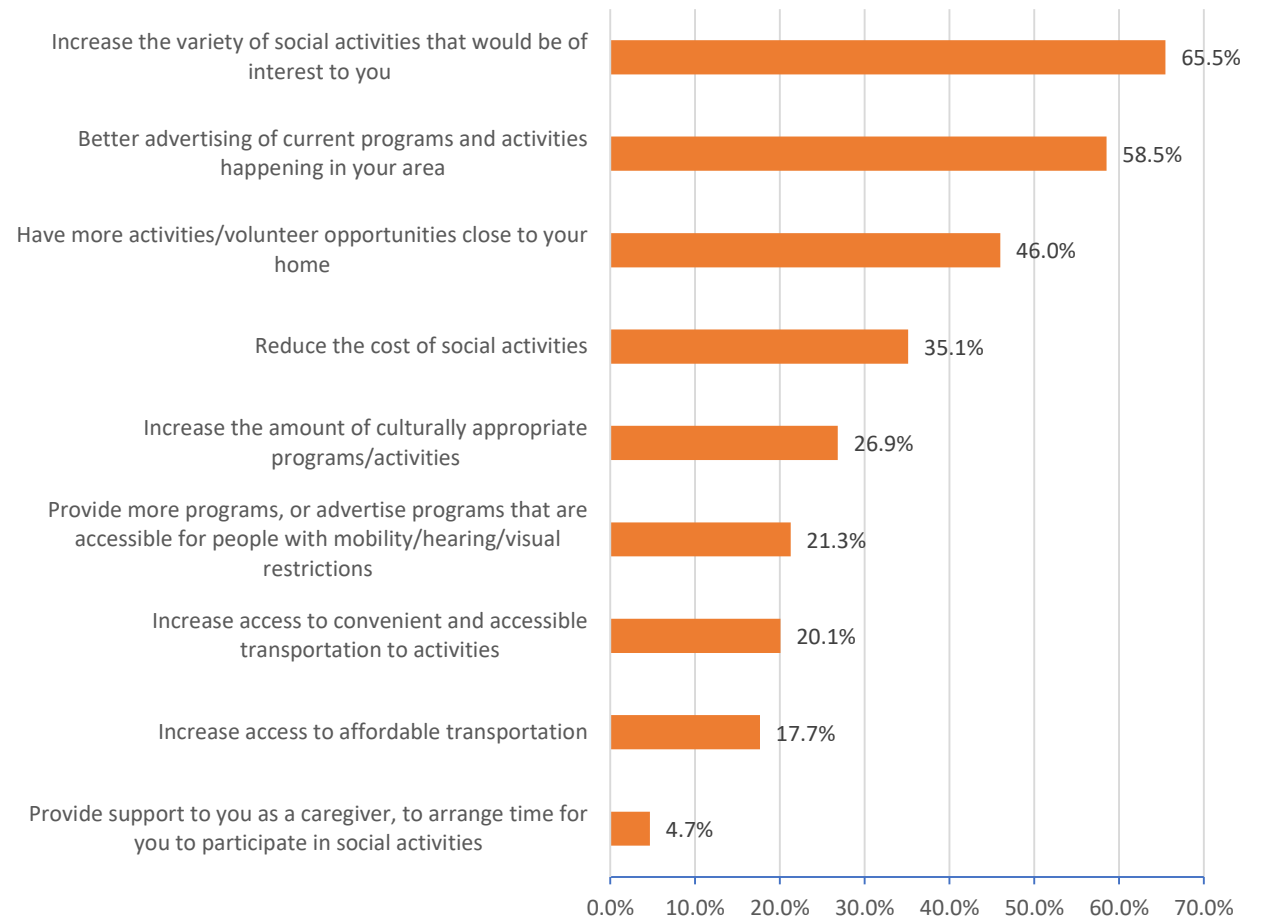
- Most survey respondents wanted to see more opportunities for **social/entertainment/games (59.5%)**, **education/learning (59.2%)**, and **exercise/sports (53.2%)**.



How Can the Community Help?

- When asked how the community could help them become more socially active, the most common responses were to **increase the variety of social activities (65.5%)** and to provide **better advertising of current programs and activities (58.5%)**

How Could The Community Help You Become More Socially Active?

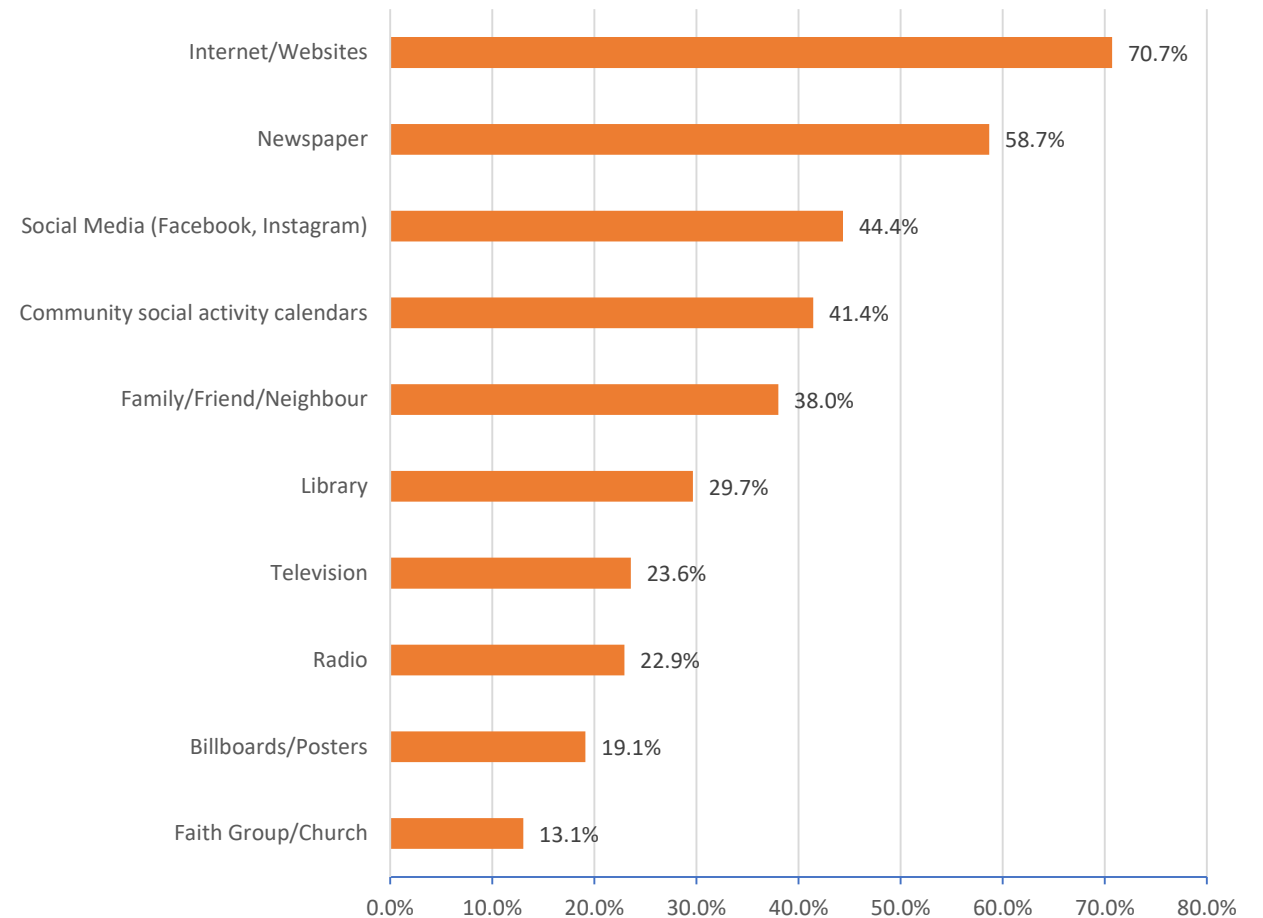


Best Way to Get Information?

- Internet/websites (70.7%);
- Newspaper (58.7%);
- Social media (44.4%);
- Community social activity calendars (41.4%).

- Similarly, most participants had heard about the Community Connection survey through the newspaper (43.0%), and online (38.6%).

Best Way to Get Information About Activities and Programs in Your Area?



Sense of Belonging

- Most adults 55+ felt a sense of belonging with their **families** (79.5%) and **friends** (69.5%).
- Adults 55+ were least likely to feel a sense of belonging with the **health care system** (39.7%) and within their **community** (27.3%)
- In the comments section, participants expressed how social isolation and sense of belonging affected them. The most common themes are as follows:
 - **COVID-related closures causing isolation.**
 - **Difficulty finding out about programs, particularly for those new to the community.**
Need for a single source and/or increased outreach.
 - **Concerns related to physical health preventing social engagement and volunteerism.**

One participant stated,

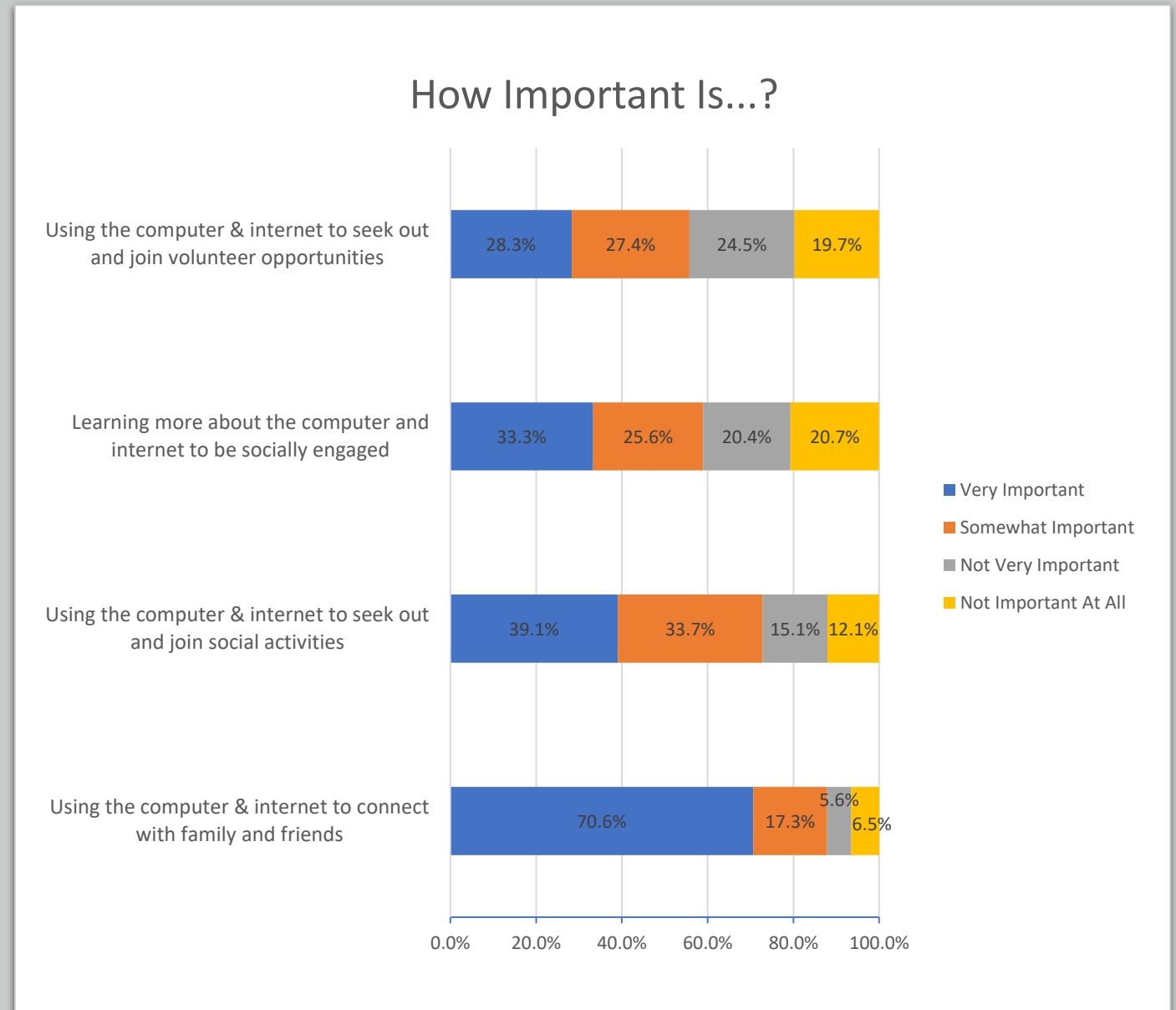
“I just feel that there are a whole lot of people like me in my age group - all friends have died, gone to homes, people avoid you as you might be a problem. New neighbours are young, and they don't make friends with older people - that goes for everyone - they just don't see you anymore because you could be a problem...Politicians etc. don't think you are a big enough community to help.”

Access to Information, Building Awareness

- When asked if there were a variety of **volunteer opportunities** available to older adults in their community, almost half (**45.6%**) **didn't know**.
- When asked if there were a variety of **social opportunities** available to older adults in their community, **38.1%** **didn't know**.
- When asked if there were a variety of **paid work opportunities** available to older adults in their community, **59.0%** **didn't know**.
- When respondents were asked if they felt they could **easily find information about social activities and programs in their area**, almost half (**43.0%**) **answered no**, and **21.3%** **were not sure, or had never tried**.
- More than two-thirds (**62.5%**) of adults 55+ are not aware that **dialing 2-1-1 for non-emergency services can help connect them to community and social services in their area**.

Computer & Internet

- Nearly all respondents had **access to a computer or tablet (94.5%)** and **internet (95.4%)**.
- Respondents were most likely to report that they felt that using the computer and internet were **very or somewhat important to connecting with family and friends (87.9%)** as well as **seeking out and joining social activities (72.8%)**.
- Respondents were less likely to feel that the computer and internet were **very or somewhat important to being socially engaged (59.0%)** or seeking out and **joining volunteer activities (55.8%)**.



Access to Technology

While most survey participants had access to a computer and internet, there are many older adults who do not. One participant indicated,

“My building is full of seniors needing activities and social stimulation. We are rent geared to income and therefore money is a real problem. Many seniors are unable to order groceries online as they either do not have a computer and internet or lack the skills...We have a common room which should have free access to the internet along with a computer for use by residents...Computer lessons could be given to residents...Exercise groups could be organized...Outings could be available for certain activities.”

Another shared:

“Really bad news for seniors who do not have a computer. And those who do, do not know how to use community equipment. Seniors don't know where to go for help.”

And another spoke to the need for support in this area:

“Tech help is extremely important and hard to find. I could use a lot of help in this area in order to connect with programs and services.”

230 responded to,

Are there any additional comments you would to share.....

COMMENT THEMES		
Would like to see more community events/programs (concerts, fairs, farmers market)		4
More community sports particularly in the winter (pickleball, skating, pool)		14
Community centres/workshop/hub for seniors		8
Continuing education programs (e.g. computer/technology, seniors teaching skills to others, music program)		17
Would like to be connected with others with shared interests and life experiences		19
Limited or no access to internet/devices for social activities – discounts		6
Scheduling of activities is problematic – more evenings and wknds		3
Transportation issues (e.g. due to disability, lack of vehicle, poor public transit)		12
Limitations due to living in rural area with less programming/services		9
Need free or discounted programs		4
Trouble with finding out about programs / would like a single source		28
Feeling isolated and lonely		9

Focus Group Respondents

Area	Number of interested seniors
Midland	23
Barrie	63
Orillia	45
Town of Bradford West Gwillimbury	4
Collingwood	45
Innisfil	31
Town of New Tecumseth	24
Penetanguishene	10
Wasaga Beach	26
Adjala - Tosorontio	3
Clearview	8
Essa	6
Oro-Medonte	4
Township of Ramara	17
Township of Severn	8
Springwater	11
Township of Tay	9
Township of Tiny	5
Prefer not to say	9
Total	351

Location	Areas included	# of interested Participants	Date	Time	Location
Orillia	Orillia	45	14-Jun	10-11:30	Rotary Place 100 University Avenue, Orillia, ON L3V 0B9 Tournament Room - CONTACT is Randy Lucenti and Erica Veldman
	Town of Ramara	17			
	Oro-Medonte (or Barrie)	4			
	Township of Severn (or Midland)	8			
	Total	74			
South Simcoe	Innisfil	31	17-Jun	10-11:30	Innisfil Town Hall 2101 Innisfil Beach Road, Innisfil ON L9S 1A1
	Town of Bradford West Gwillimbury	4			
	Town of New Tecumseth	24			
	Adjala-Tosorontio	3			
	Total	62			
Barrie	Barrie	63	17-Jun	2:00-3:30	Allandale 55+ Centre 190 Bayview Drive
	Essa	6			
	Springwater (or SGB)	11			
	Total	80			
North Simcoe	Midland	23	22-Jun	10-11:30	Askennonia Senior Centre - Community Room - 527 Lenself Blvd, Midland
	Penetanguishene	10			
	Tay Township	9			
	Tiny Township	5			
	Total	47			
South Georgian Bay	Collingwood	45	23-Jun	2-3:30	New Life Church 28 Tracey Lane Collingwood
	Wasaga Beach	26			
	Clearview	8			
	Total	79			
Zoom virtual and phone in			22-Jun	6:00-7:30	(5:45 registration time to set up)

Questions?

Presentation by:

Sherry Teeter | Project Lead, Reducing Senior Isolation

Pronouns: She/Her 705-444-0040 ext 158

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