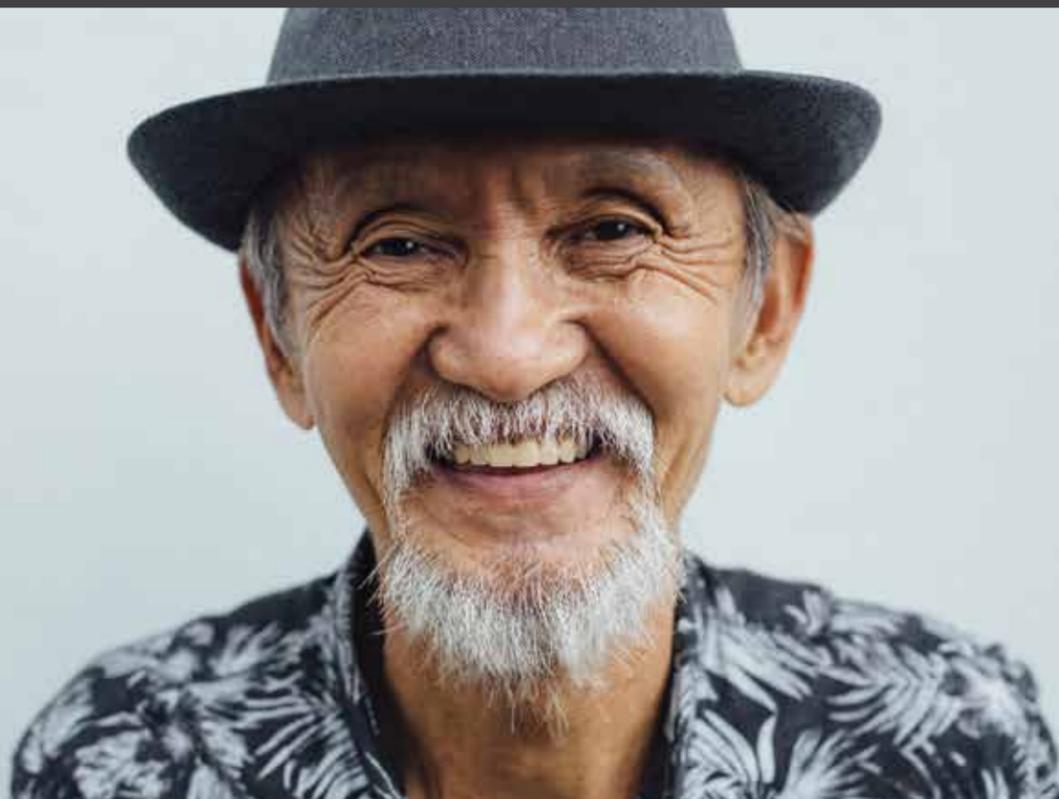


# THE SILVERA TIMES

SILVERA'S COMMUNITY NEWSLETTER – SUMMER 2019



## Silvera employees make the grade in resident satisfaction survey

**Residents gave top marks to front-line Silvera employees for being respectful, friendly, courteous and dependable in the 2018 annual resident satisfaction survey distributed earlier this year.**

Employees' scores also improved from the 2017 survey in their quick, effective and efficient response to resident needs.

### HIGH OVERALL SATISFACTION

The results of the 2018 survey revealed a score of 7.8 on a 10-point scale that measured overall resident satisfaction – nearly the same response rate as the previous year.

General satisfaction was rated at 92 per cent, down slightly from 95 per cent in 2017. "Despite the slight dip, this is still an outstanding score, particularly when compared to the overall provincial average of 86 per cent," says Barbara Hagen, regional manager.

This was the third annual survey examining a number of program areas. It was based on a satisfaction survey commissioned by the Alberta Health Quality Council Survey, which is used widely in the seniors' housing sector.

### INCREASED SURVEY RESPONSE

This year's survey was shortened to encourage increased resident participation. "We wanted to focus on those areas that could reveal immediate opportunities for us to respond to residents' feedback," explains Barbara.

The strategy seems to have worked. Resident participation in the survey was 50 per cent (679 residents) across all communities, up from 42.5 per cent in 2017. Barbara notes this is a high participation rate for surveys of this kind.

Areas for improvement include more timely completion of repairs and maintenance, increased attention to food choices and meal service, and more information about available resident programs.

"The survey enables us to hear from residents directly about what we are doing well and what we can do better or differently," says Barbara. "Our goal is continuous quality improvements and this information helps us review, evaluate, redesign and implement programs and services for residents," says Barbara.

**The annual resident survey examines ten categories, including:**

- Communication
- Food services
- Environmental factors, such as safety and privacy
- The range of active programs offered
- Facility maintenance

### Silvera Times gets a makeover

To go along with our refreshed logo, you'll notice Silvera Times has a new look! We think this sleeker newsletter is brighter, bolder and a little more fun. We hope you'll like it too. Comments or story ideas? Send an email to [dalfaro@silvera.ca](mailto:dalfaro@silvera.ca) or call 403-567-5448.

# Bold new logo marks Silvera's evolution

**Silvera marked a big milestone when our new bold, vibrant logo made its debut in March. It is the first change to the logo since 2012, when the Silvera name was invented and introduced.**

At a glance, the logo sends a strong message to both existing and future residents that Silvera has advanced in the past seven years, in terms of what we do and how we do it. The logo is a visual way of representing Silvera now and in the future.

## REFLECTING OUR STRENGTHS

"The new logo better reflects our important role and leadership in Calgary's seniors housing and services industry," says Arlene Adamson, Silvera's CEO. "We have a strong reputation and the new look shows this better."

Silvera's Marketing and Communications team worked with a graphic designer and put a lot of thought into all parts of the new look.

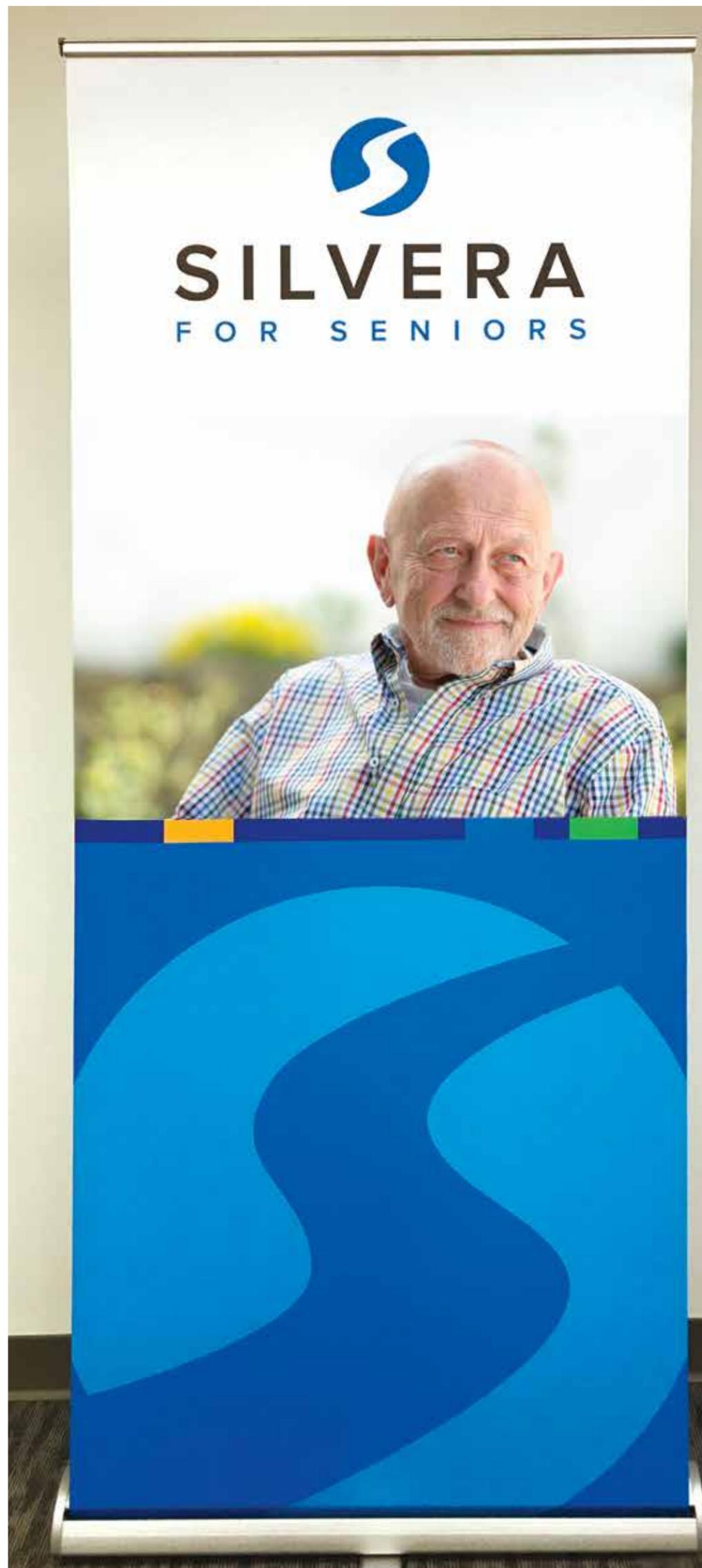
## HOW IT'S BETTER

"The name stands out more clearly with bolder, easier to see lettering," explains Scott Ranson, manager of Marketing and Communications.

"We've chosen a brighter, more appealing blue. And, we've added an interesting symbol—a circle containing an 'S'. The symbol is about the journey residents are on and the one Silvera is taking with them."

A logo is only one part of Silvera's brand, which comes mainly from the compassion, hard work and professionalism of employees. To reach people outside of Silvera, our website and social media accounts were updated with the logo on launch day.

Stay tuned for changes to external and internal signage around your community, as we continue to roll-out the new look.



*The new logo adorns these pull-up banners seen around most Silvera communities.*



*Several employees received Mental Health First Aid for Seniors training earlier this year.*

# Mental health and conflict-resolution training offered to employees

**Silvera employees strive to continually improve the services we offer and the way we offer them to residents. One way we're able to do this is by providing frequent training opportunities to employees.**

"Delivering quality training builds employees' skills and confidence, so they can provide their best service to residents," says Krista Tweed, Learning and Development manager.

## MENTAL HEALTH TRAINING

Several employees recently took part in a program called Mental Health First Aid for Seniors. It aims to increase employees' knowledge of mental health; reduce mental health stigma; and give participants tools to help residents struggling with, or developing, a mental health issue.

According to the Mental Health Commission of Canada (MHCC), more than 1.8 million Canadians over 60 were living with a mental health problem or illness in 2016.

The growing need for seniors' mental health support led Silvera to apply for a grant from the Government of Alberta and the MHCC. The grant enabled Nara Fedozzi, Silvera's Support Services manager, to become a facilitator for the program.

"Silvera is highly committed to training employees to help them meet the increasing demand for mental health services," says Nara. "Residents' needs constantly change, and we need to adapt to those changes."

The two-day course helped employees to:

- recognize if a resident shows signs of mental health problems or crises;
- provide initial help in these situations; and
- guide people to professional help while also providing them with supportive strategies and resources.

The most common mental health problems or disorders experienced by seniors include: substance-related disorders, mood-related disorders, anxiety-related disorders, dementia, delirium and psychosis.

## CONFLICT RESOLUTION TRAINING

Nearly two-thirds of Silvera employees have taken conflict resolution training, providing them with strategies and tools to help minimize and successfully manage on-the-job conflict.

"Silvera is a complex workplace," explains Krista.

"We have a wide range of cultures, native languages and backgrounds within our employee and resident populations. This, and the amount of important work we do with so many people, sometimes leads to misunderstandings."

The training program, custom designed by SAIT, helps employees manage conflicts with one another and residents.

"This training provides us all with a common approach to de-escalating any tricky situation," says Krista.

# Silvera launches program to improve energy efficiency

**Silvera has recently embarked on a journey to become more aware of our energy usage and find ways to become more efficient.**

In late 2018, Silvera formed a team to participate in the Energy Efficiency Alberta's Strategic Energy Management (SEM) Program.

"This industry program enables Silvera to become a leader in improving operational efficiency and sustainability," says Justin Stenbridge, senior manager, Service and Operations.

As part of the SEM program, the team created an energy charter and has begun work on an energy reduction strategy. They've set an ambitious target to reduce electricity and natural gas usage, water consumption and landfill waste by 10 per cent over three years.

Although you will not likely notice significant physical changes in your community right away, we are doing small things that will have big impacts over time to reduce Silvera's energy footprint. These include:

- switching out regular lightbulbs as they burn out to energy efficient lightbulbs;
- creating better waste management practices; and
- ensuring all newly-built Silvera communities are equipped with energy-efficient systems and appliances.

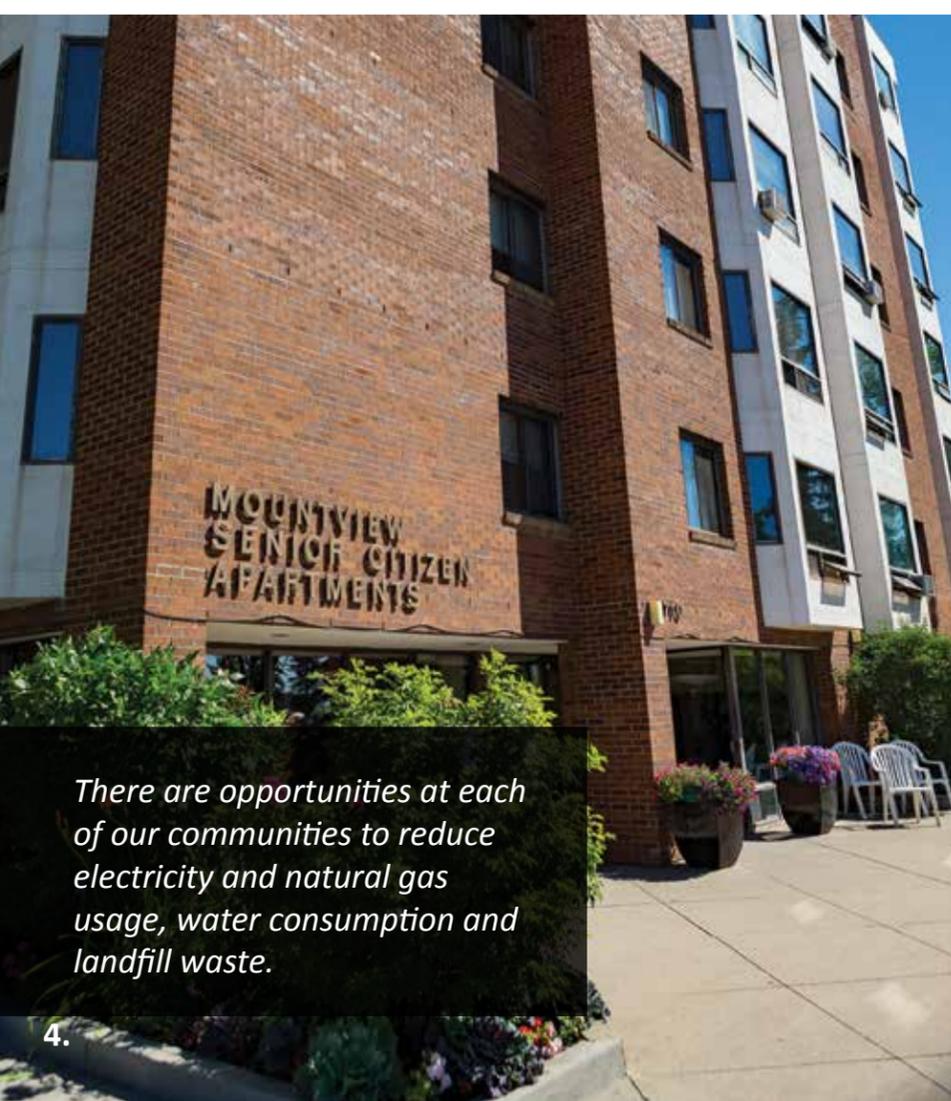
The SEM program will help us learn more about the energy efficiency of our buildings, the impact of resident and employee behaviour on energy usage, and cost reductions that can be achieved by reducing energy use.

Energy efficiency and reduction strategies will be tracked and measured at communities that use the most energy, including Aspen, Spruce, Westview, Willow Park on the Bow and Mountview.

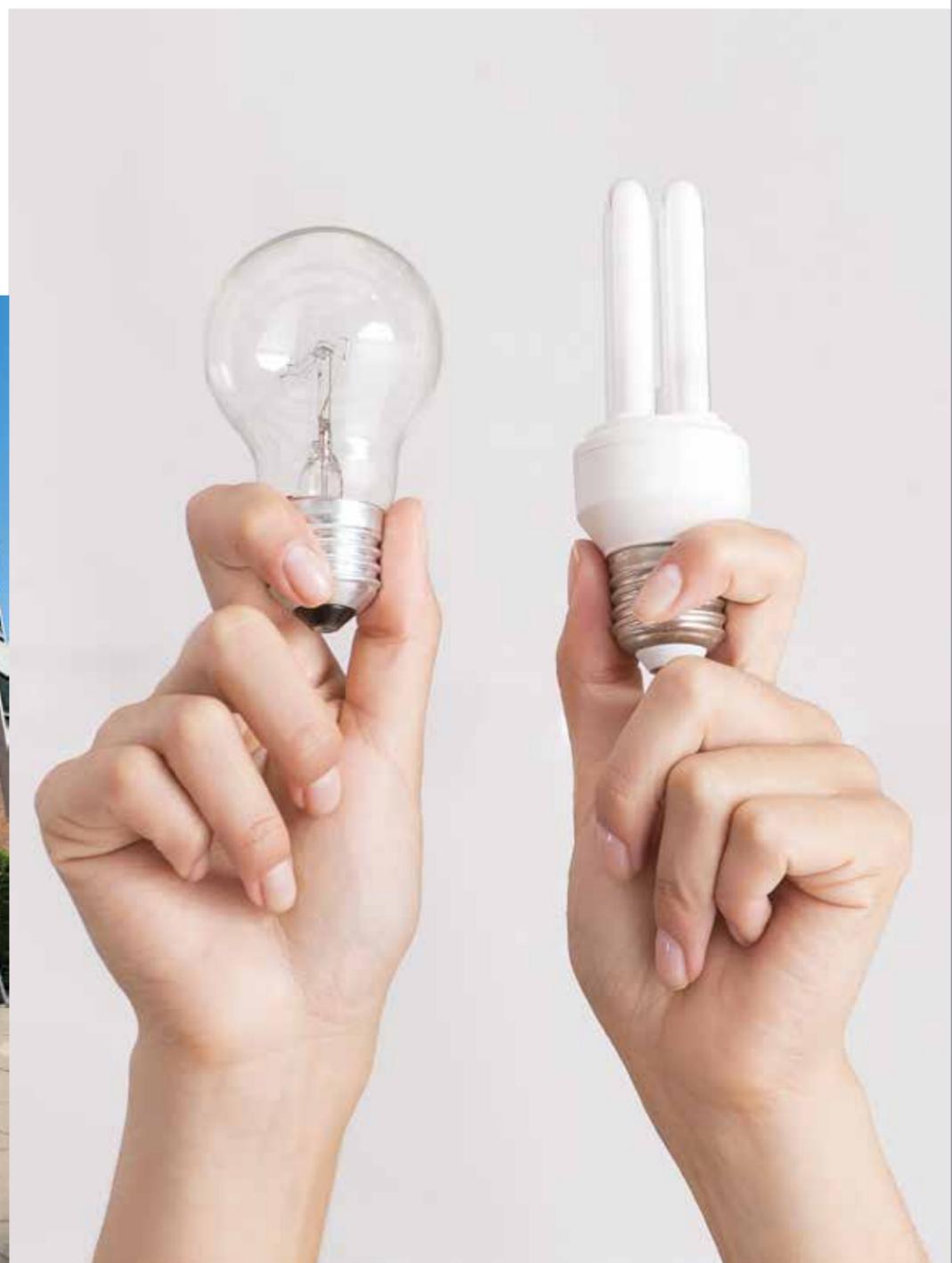
Meanwhile, small energy reduction and efficiency practices are starting to be introduced across all Silvera communities as part of our commitment and obligation to adhere to the SEM team's charter.

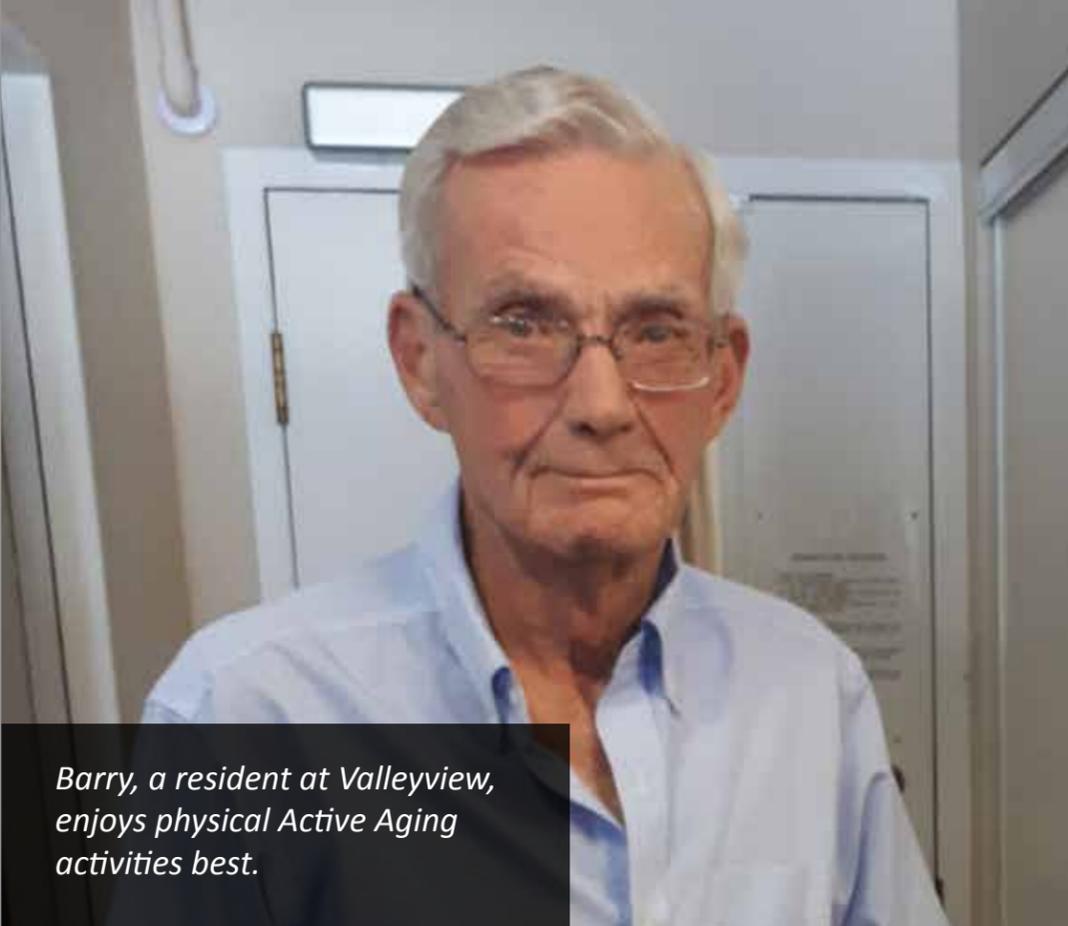
"Silvera aims to lessen our impact on the environment by reducing our energy consumption, helping to provide a better future for upcoming generations," says Justin.

"We are accountable to the charter, but our efforts are actually going beyond the program--they are part of our daily protocol now."



*There are opportunities at each of our communities to reduce electricity and natural gas usage, water consumption and landfill waste.*





Barry, a resident at Valleyview, enjoys physical Active Aging activities best.

## ACTIVE AGING BY THE NUMBERS

In an annual survey, we ask residents to gauge their own wellness. Here is what you said:

- How would you rate your overall health? Excellent=4%, Very Good=25%, Good= 51%, Fair= 20%, Poor 1%
- Do you have enough to do here? An 86% satisfaction rate, up 7% from last survey
- Can you choose what activities you do here? An 88% satisfaction level, an increase of 11% from last survey



# Silvera’s active aging programs based on evidence

**According to the World Health Organization, there are six dimensions to healthy, active aging: intellectual, physical, social, emotional, spiritual and vocational.**

Silvera’s active aging programs are designed to improve residents’ well-being in all dimensions, and each program focuses on at least two dimensions at the same time.

“We use an evidence-based model that provides gold-standard programming for residents,” explains Bonnie Whitney, Active Aging manager. “Our programs are based on research, are responsive to resident feedback, and are run by specially trained employees.”

### RESIDENTS LEAD THE WAY

Barry, a Valleyview resident for more than two years, loved hiking and travelling in his younger days, and is now a regular participant in several of Silvera’s active aging programs. “The physical exercise classes mean the most to me, though it is equally as important to exercise your mind as you age,” he says.

In the annual resident satisfaction survey, residents rate their interest in each dimension of wellness. We also do periodic pulse checks asking for feedback about two specific dimensions. In 2018, we zeroed in on vocational and intellectual wellness and in 2019, we’re concentrating on spiritual and emotional wellness.

While there are some differences among Silvera’s nine communities with enhanced services, survey results emphasize that residents mostly seek physical wellness and intellectual programming.

### EVIDENCE-BASED PROGRAMMING

Evidence- or research-based programs reduce risk to Silvera residents and abide by industry best practices.

“Evidence-based programming requires certified instructors who have been rigorously trained and know about the total health benefits of each activity,” Bonnie explains. Employees receive ongoing training to achieve external credentials.

“It’s a wonderful concept,” says Barry of Silvera’s programming. “The person who runs the programs at Valleyview is a bundle of energy and really knows what she’s doing. I really enjoy her classes and encourage more people to join them.”

### Active Aging focus in 2019

- Balance training; treadmill and recumbent bike circuit training; resistance chair exercises
- TimeSlips: Guided storytelling to help residents reminisce and create stories together
- Opening Minds Through Art: Art creation with Mount Royal University nursing students



Silvera’s active aging programs are designed to improve residents’ wellbeing as defined by the World Health Organization: intellectual, physical, social, emotional, spiritual and vocational.

# Cold weather creates broken pipes, resulting in resident relocations

**Sometimes it's not easy to deliver caring service to residents—especially if Mother Nature gets in the way.**

February's cold weather wreaked havoc on water pipes in several Silvera communities, requiring a great deal of time, energy and patience to sort out.

Throughout the month, water pipe breaks happened at Beaverdam, Mountview, Shouldice and Westview communities.

## BEAVERDAM SEVERELY IMPACTED

Beaverdam was particularly hard hit. A break in the building's east wing resulted in seven residents moving to Shouldice for more than two months while crews repaired the damage. The break also required another seven residents to relocate to different suites within Beaverdam.

"Because Beaverdam is a memory care community, we wanted to ensure a continuity of care for the residents who were required to move as a result of the break," explains Janie Van Santen, community manager.

Several familiar Beaverdam employees were scheduled to work at Shouldice for the duration of clean-up and repairs, including dining services employees, activity aides and home care aides. Professional movers relocated suite contents for the residents who temporarily moved to Shouldice.

## TRANSITION FOR RESIDENTS

Colleen Holt, whose mother Kathleen lives at Beaverdam, says that despite the disruption to residents, the move itself went remarkably smoothly. "When residents arrived at Shouldice, it was amazing – their names were

already on the doors of their new rooms, and everything was ready to go."

The first few nights were difficult, as many residents were confused and worried. Familiar faces from Beaverdam helped to make the transition easier. "Mom was so happy when she saw her healthcare aide from Beaverdam. For her, that familiarity made a huge difference," says Colleen.

## BACK TO NORMAL

During the nine-week process, crews at Beaverdam worked diligently to improve plumbing and electrical and install new insulation, drywall and baseboards.

Returning to Beaverdam was just as bittersweet as the move to Shouldice for some residents. But upon arriving home, Kathleen said to Colleen: "When I came back, all these people were hugging me. I didn't know how much I was missed here!"

The entire situation was trying, says Janie, "but we are thrilled to have our community and residents back together again."

In an email to employees, chief service and operations officer, Sarah Price, commended employees for their hard work to get residents back home as quickly as possible.

"A wide range of people collaborated on the repair project to ensure residents remained safe, comfortable and informed during each step of the repairs. A big thank you to the many employees throughout Silvera who worked diligently to ensure the issues were resolved in an efficient and timely way."



*Beaverdam residents, including Kathleen, arrived home April 16 after being relocated for nine weeks following extensive water damage at Beaverdam this winter. Returning residents were presented with a bouquet of flowers and a Welcome Home card signed by staff members.*



# Silvera continues to advocate for seniors

## A NOTE FROM ARLENE ADAMSON – CEO, SILVERA FOR SENIORS

**During this spring’s provincial election, Silvera had a special opportunity to advocate for all Alberta seniors and their essential need for safe, affordable housing and supports.**

Silvera believes the funding and building of new living spaces for seniors with modest incomes must be a priority for our government.

We also believe it’s important to give more money to housing and service providers struggling to meet basic operating and maintenance costs.

It’s a sad reality that Alberta has fallen well behind the national average of available affordable housing. We urgently need to build more units for seniors – at least 50,000 more units in across the province in the next decade.

## ASKING IMPORTANT QUESTIONS

During the election campaign, Silvera led with a strong voice for seniors and our industry—to the public, party leaders and all Calgary candidates. We did this through social media, by mail and in person.

One highlight of our efforts was hosting a discussion session with 14 Calgary candidates at our Aspen community. Silvera invited Irene Martin-Lindsay, executive director of the Alberta Seniors Communities and Housing Association (ASCHA), to present.

She emphasized to candidates the needs of our aging population and the need for support for organizations like Silvera.

Together, we generated a respectful, critical conversation about the needs to:

- fund new affordable housing developments (like our Glamorgan build);
- reinvest in aging communities (such as the older government lodges) for repurposing;
- allow for and fund more health supports (including overnight homecare) in our communities; and
- do a better job of coordinating efforts between key provincial government ministries.

Now that the United Conservative Party has been elected, Silvera will continue our work as a solution-finder with the new government. We have an important role in informing everyone how important seniors are and how the government needs to make them a priority.

We don’t just do this during election campaigns; we do it all the time. It is up to each of us to advocate for seniors in our communities, our city and our province.

While Silvera advocates on your behalf, it is seniors’ voices, loud and direct, that can have the most influence... so please, make your voices heard!

Arlene

# Spotlight on Andy Bogle: Longtime resident still a going concern



## Andy Bogle has lived at Silvera for longer than almost anyone else.

His current residence is Willow Park on the Bow in Bridgeland, where he moved when it opened in 2009. Before that, Andy and his wife of nearly 60 years, Doreen, lived in Silvera's Queens Court community for two decades. Doreen died in 2005.

Andy, a World War II navy veteran, and Doreen first moved into a Silvera community on the recommendation of one of Andy's friends. "He said, 'Andy, you should move in here, it's great', and we were thinking of downsizing, so we moved in. And it's been good ever since."

A spry and articulate 94-year-old, Andy has had a long association with the Kensington Legion where he was the Legion of Honor President in the late 1990s. He has also served as the Mason's Worshipful Master of St. Mark's Lodge, and as Commander for the Shriners. Willow Park on the Bow is not far from the Kensington Legion, which he drove to until recently.

"I talk to everybody in here," says Andy of his current residence. "There are lots of people, but not too many who lived during the war."

His two-bedroom suite has a kitchen, which he still uses to make himself porridge every morning. He likes the independence of having a suite, while also being in the company of others when he chooses.

"I enjoy all of the activities offered here, and the staff are good people," he says.

Andy credits his longevity to all the time he's spent outdoors, growing up on a farm in Manitoba and working outside for much of his life, including 30 years with the CPR Police Service. Every day he goes for a mile-long walk around Willow Park on the Bow and down to the river.

"I like strolling around the grounds, they do a fine job looking after the grass and shrubs and flowers."



## Have a good story idea?

We're always looking for them.  
Email your suggestion to Danielle  
at [dalfaro@silvera.ca](mailto:dalfaro@silvera.ca).