

EVALUATION UPDATE



COLLECTIVE IMPACT APPROACH JANUARY 2022

Reporting Period: September 2019 - October 2021

Introduction: Why This Collective Impact (CI) Project Matters

In Saskatchewan, approximately **33%** of the one million residents live in rural communities. In this province, **over 19,000** individuals live with dementia, and an estimated **60%** of those individuals **reside in their own homes**. By 2038, dementia is expected to **cost over \$35.9 billion** in health and caregiver costs in Saskatchewan. It is projected that **community care** will become the **dominant mode of dementia care** in the province by 2028. Most programs and services supporting individuals living with dementia tend to be urban-focused. The limited availability of dementia care resources in rural Saskatchewan may decrease social inclusion and impact the wellbeing of those affected by dementia. To address this challenge, our 5-year Collective Impact project (2019-2024) has been co-designing, implementing, and co-evaluating programs and services to enhance the social inclusion of older adults with dementia and their care partners.

We are specifically focussing on those living in Yorkton, Melville, and surrounding rural communities, roughly the area of the former Sunrise Regional Health Authority.



Collective Impact Initiative Objectives

Our Collective Impact project aims to address the following 4 objectives:



To improve the feeling of social inclusion of older adults with dementia and their care partners residing in Yorkton and surrounding rural areas (individual programs)



To improve public awareness about dementia (community programs)



To reduce level of public stigma about dementia (community programs)



To improve supports for customers, clients and employees who are living with dementia or their care partners residing in Yorkton and surrounding areas (organizational programs)

Collaborating Organizations (COs)

We have funded 5 Collaborating Organizations (COs) as of January 2022. The table below provides a summary of existing COs, their activities and timeline, as well as the CI initiative objectives each CO is aiming to address.

CO & Timeline	Activities	Meeting CI Initiative Objectives
ASOS Nov 2020 - Apr 2023	Community Presentations Public Awareness Campaign	<ul style="list-style-type: none"> To improve public awareness about dementia To reduce level of public stigma about dementia
	Stakeholder Outreach and Enhancing Organizational Engagement through: <ol style="list-style-type: none"> 1. Local DFC Coordinator 2. Dementia Friends Newsletter 	<ul style="list-style-type: none"> To improve supports for customers, clients and employees who are living with dementia and their care partners
	Building a Community of Practice through: <ol style="list-style-type: none"> 1. DFC modules and toolkits 2. Creation of a knowledge hub 	<ul style="list-style-type: none"> To improve supports for customers, clients and employees who are living with dementia and their care partners To improve public awareness about dementia To reduce level of public stigma about dementia
PVSCRD Dec 2020 - Jan 2021	Rural communities' needs assessment	<ul style="list-style-type: none"> To improve public awareness about dementia To reduce level of public stigma about dementia To improve supports for customers, clients and employees who are living with dementia and their care partners
City of Yorkton Apr 2021 - Sep 2021	Public Facilities Audit Program	<ul style="list-style-type: none"> To improve supports for customers, clients and employees who are living with dementia and their care partners
SaskAbilities Apr 2021 - Mar 2024	Life Enrichment Program	<ul style="list-style-type: none"> To improve the feeling of social inclusion for PLWD and their care partners
GDAG Oct 2021 - Dec 2023	Belong Where You Find Yourself Engagement of PLWD and their care partners in art	<ul style="list-style-type: none"> To improve the feeling of social inclusion for PLWD and their care partners To improve public awareness about dementia To reduce level of public stigma about dementia

Abbreviations **CO:** Collaborating Organization; **CI:** Collective Impact; **ASOS:** Alzheimer Society of Saskatchewan; **DFC:** Dementia Friendly Community; **PVSCRD:** Parkland Valley Sport, Culture and Recreation District; **GDAG:** Godfrey Dean Art Gallery; **PLWD:** Persons Living with Dementia

Funded Projects



Awareness Campaign & Dementia Friendly Initiatives

A project led by the Alzheimer Society of Saskatchewan that focuses on building awareness and reducing stigma.

Alzheimer Society
SASKATCHEWAN
Learn More Live Well



Needs Assessment

A project led by Parkland Valley Sport, Culture & Recreation District to assess business and community services and programs.



Dementia Friendly Life Enrichment Program

A project led by SaskAbilities to enhance the Quality of Life of individuals living with dementia and their care partners.



Belong Where You Find Yourself

A project led by the Godfrey Dean Art Gallery that invites older adults living with dementia and their care partners to create art and share their stories.



Public Indoor Facility Audit

A project led by the City of Yorkton to encourage public facilities in Yorkton to be more inclusive and accessible.



Achievements in Two Years!

Since the launch of the project in September 2019 and with three COs actively providing services and programs in the region (ASOS, SaskAbilities, City of Yorkton) at the time of writing this report (January 2022), we believe we are in an optimal condition in terms of achieving our short-term outcomes. We have categorized our achievements and impacts into four categories: impacts at the **individual level, organizational or system level, community level, and policy level**. Please note that the data presented here is up to October 2021 when COs submitted their latest reporting documents.

Impacts at the Individual Level

"I have a lot of health problems and do not have enough time to do everything. When the dementia gal comes, we organize tasks so I can be calm. If I want to get things done-I know who to call- the Dementia gal. I think I will keep her. How would I manage without her?"

- Care Partner, SaskAbilities Life Enrichment Program

"Dementia has impacted my life but this program has made me believe in myself again. The dementia girl helped me realize that I am still intelligent and capable of doing things I like."

- Person Living with Dementia, SaskAbilities Life Enrichment Program

"This program offers a different level of communication. The facilitator understands dementia so it is easy to speak about feelings and changes that are happening each day. The facilitator gives me an opportunity to leave the house and get a break while knowing my loved one is with someone trustworthy."

- Care Partner, SaskAbilities Life Enrichment Program

"I am happy that the dementia girl comes to my house and visits with me. She gives me activities to do and keeps me on my toes. I enjoy our visits together. My wife also gets to leave the house and gets a break."

- Person Living with Dementia, SaskAbilities Life Enrichment Program

Impacts at the Individual Level *cont'd*



DEMENTIA FRIENDLY LIFE ENRICHMENT PROGRAM

- Providing direct services to **16 individuals** living with dementia and their care partners in **5 communities**: Yorkton, Melville, Canora, Esterhazy, Theodore
- Traveling **1,476 KM in 4 months** to provide direct services to 16 clients
- Offering approximately **76 hours** of direct services to 16 clients **within 4 months**



- **Client feedback shows:**
 - Satisfaction with the program
 - Empowerment of care partners
 - Building trust between facilitators and clients
 - Enhancing social inclusion of clients
 - Care partners' limited knowledge about dementia and care trajectory
 - Hesitancy in using the program by some clients which could be due to stigma



NEEDS ASSESSMENT

- Engaging **8 individuals with lived experience** across **5 communities** in the Needs Assessment: **Yorkton, Melville, Preeceville, Sturgis, and Kamsack**



- Engaging **4 individuals with lived experience** in the Audit Program including one couple from **Kamsack** and one couple from **Melville**



AWARENESS CAMPAIGN & DEMENTIA FRIENDLY INITIATIVES

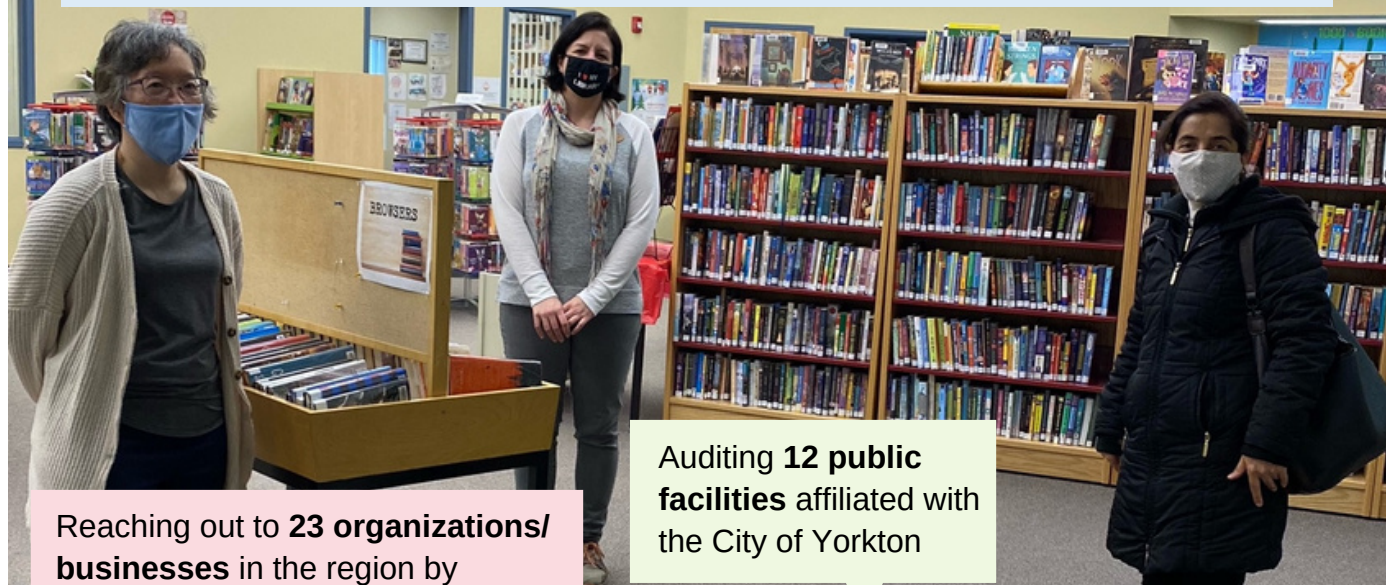
- Reaching out to approximately **6,000 individuals** in the region through **13 social media posts**



Impacts at the Organization and System Level

"Yorkton Public Library is truly grateful to have had the opportunity to learn about the Dementia Friendly program and to be part of a committee of local organizations who want to ensure that their services meet the needs of all individuals in our communities. Learning more about what it means to be Dementia Friendly has broadened our perspective so that we can adapt our service to become more accessible to those patrons who face the challenges of dementia. We want them, as well as their care partners, to know that our Library is a safe and welcoming place. We want them to know that we are here to support them. Being part of the Dementia Friendly program has better equipped us to be able to meet their needs and we are further ahead because of this program."

- **Amber Harvey, Branch Manager at Yorkton Public Library**



Reaching out to **23 organizations/businesses** in the region by Dementia Friendly Coordinator

Auditing **12 public facilities** affiliated with the City of Yorkton

Building a **culture of mutual support** among COs (attending each other events and contributing to each other programs and activities) and other community organizations (SIGN offering office space to Alzheimer Society and SaskAbilities staff)

Developing **29 referrals** across COs and other local community organizations

Reaching out to **32 stakeholders from 15 sectors** in the region by Needs Assessment project

Institutionalization of COs' programs (Alzheimer Society becoming a formal referral partner of SaskAbilities)

Building capacity at COs to implement best practices (hiring a communication expert by Alzheimer Society to better implement the awareness campaign; hiring two artists by Art Gallery to meaningfully engage with persons with lived experience)

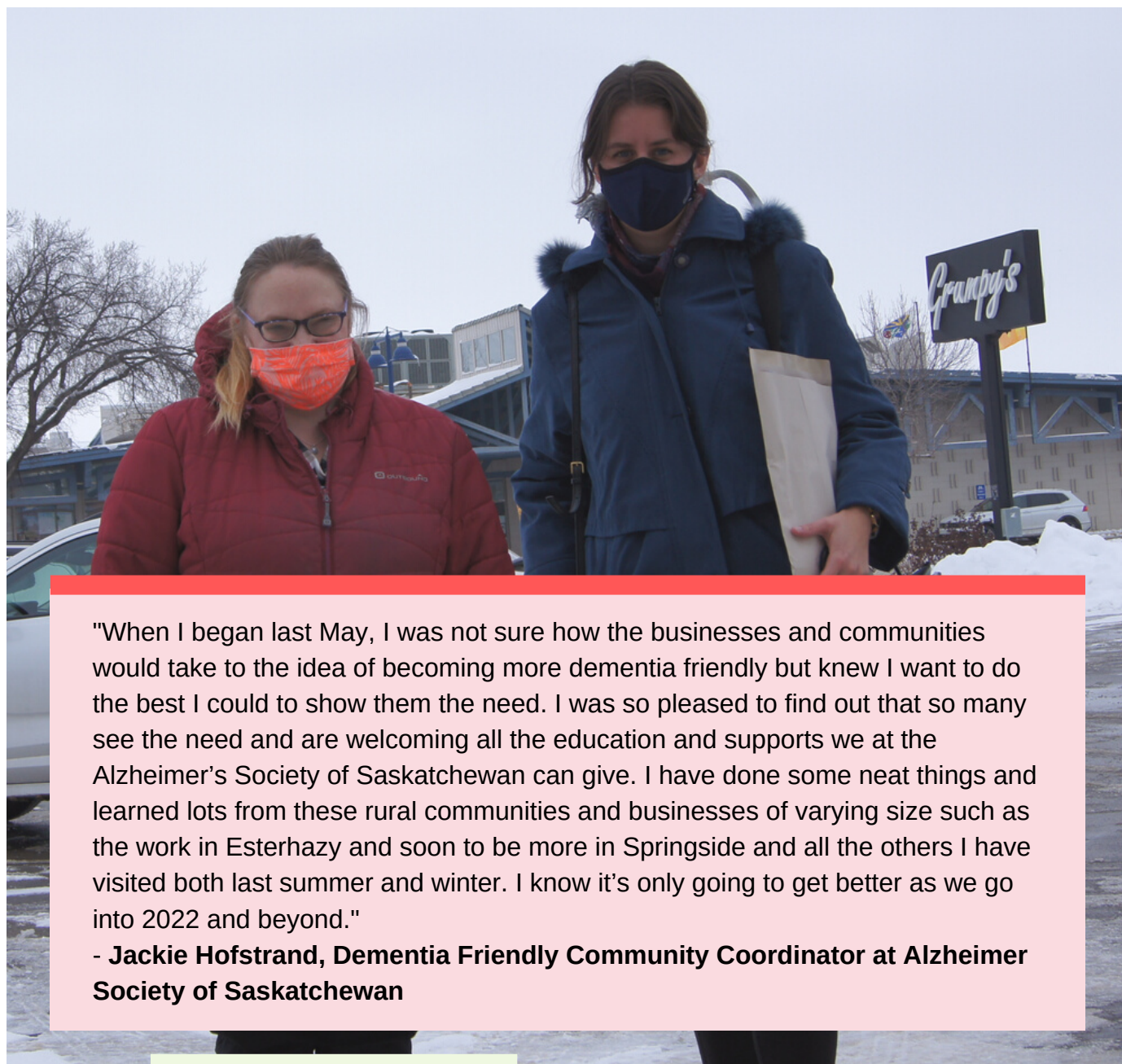
Organization & Business Outreach by COs (by October 2021)



64 Organizations/Businesses in 15 Communities reached by 3 COs

Organization/ Business	Community	CO Presence in the Community
Public facilities	Yorkton (12)	<ul style="list-style-type: none"> City of Yorkton Audit Program Parkland Valley Needs Assessment project
Town office	Esterhazy, Langenburg, Canora, Norquay, Pelly, Sturgis, Saltcoats (7)	<ul style="list-style-type: none"> ASOS
Public library	Esterhazy, Melville, Canora, Preeceville, Sturgis, Yorkton, Ituna (7)	<ul style="list-style-type: none"> ASOS Parkland Valley Needs Assessment project
Recreation facilities	Canora, Kamsack, Melville, Preeceville, Yorkton Tribal Council (5)	<ul style="list-style-type: none"> Parkland Valley Needs Assessment project
Senior centres/clubs	Norquay, Ituna, Canora, Sturgis (4)	<ul style="list-style-type: none"> Parkland Valley Needs Assessment project
Banks/Credit Union	Melville, Kamsack, Norquay, Churchbridge (4)	<ul style="list-style-type: none"> ASOS Parkland Valley Needs Assessment project
Museums	Yorkton, Canora, Sturgis (3)	<ul style="list-style-type: none"> Parkland Valley Needs Assessment project
Churches	Yorkton, Norquay (2)	<ul style="list-style-type: none"> Parkland Valley Needs Assessment project
Pharmacies	Esterhazy, Norquay (2)	<ul style="list-style-type: none"> ASOS
Restaurants	Esterhazy, Stenen (2)	<ul style="list-style-type: none"> ASOS
SaskAbilities	Yorkton (1)	<ul style="list-style-type: none"> ASOS Parkland Valley Needs Assessment project
GDAG	Yorkton (1)	<ul style="list-style-type: none"> ASOS Parkland Valley Needs Assessment project
Health care	Norquay (1)	<ul style="list-style-type: none"> ASOS
Post office	Kamsack (1)	<ul style="list-style-type: none"> ASOS
Community Works Centre	Melville (1)	<ul style="list-style-type: none"> ASOS
Co-Op gas bar	Kamsack (1)	<ul style="list-style-type: none"> ASOS
Dollar store	Kamsack (1)	<ul style="list-style-type: none"> ASOS
Community Board	Bredenbury (1)	<ul style="list-style-type: none"> ASOS
SIGN	Yorkton (1)	<ul style="list-style-type: none"> ASOS
Grocery store	Yorkton (1)	<ul style="list-style-type: none"> Parkland Valley
Food bank	Yorkton (1)	<ul style="list-style-type: none"> Parkland Valley
Spa	Yorkton (1)	<ul style="list-style-type: none"> Parkland Valley
Red Cross	Yorkton (1)	<ul style="list-style-type: none"> Parkland Valley
Royal Canadian Legion	Yorkton (1)	<ul style="list-style-type: none"> Parkland Valley
Family Resource Centre	Sturgis (1)	<ul style="list-style-type: none"> Parkland Valley
Ministerial office	Sturgis/Preeceville (1)	<ul style="list-style-type: none"> Parkland Valley

Impacts at the Community and Societal Level



"When I began last May, I was not sure how the businesses and communities would take to the idea of becoming more dementia friendly but knew I want to do the best I could to show them the need. I was so pleased to find out that so many see the need and are welcoming all the education and supports we at the Alzheimer's Society of Saskatchewan can give. I have done some neat things and learned lots from these rural communities and businesses of varying size such as the work in Esterhazy and soon to be more in Springside and all the others I have visited both last summer and winter. I know it's only going to get better as we go into 2022 and beyond."

- **Jackie Hofstrand, Dementia Friendly Community Coordinator at Alzheimer Society of Saskatchewan**

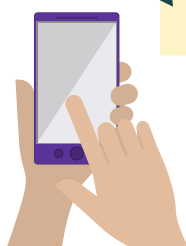


Hosting **19 virtual ABC's** of dementia presentations-
2 Yorkton-specific presentations

495 registrants in the ABC's of dementia presentations from **66 communities** across the province- **44 registrants from 20 communities in the region**



Reaching out to approximately **22,000 households** in the region through ad mail



Sending **10 mass emails** to approximately **600 individuals and organizations** in the region

Impacts at the Community and Societal Level *cont'd*


Community Outreach:

- Reaching out to **16 communities** in the region: **13 communities by the ASOS Dementia Friendly Community Coordinator**, and **8 communities by the Needs Assessment project**.
- Communities reached include: **Bredenbury, Canora, Churchbridge, Ituna, Kamsack, Esterhazy, Langenburg, Melville, Norquay, Preeceville, Pelly, Saltcoats, Stenen, Sturgis, Theodore, Yorkton**
- **8 week radio campaign** to promote signs of dementia

Connecting People in the Region to Other Provincial Resources at ASOS:


- Providing support services to **107 clients with lived experience** by the ASOS First Link Coordinator in the region
- Reaching out to **526 individuals and organizations** in the region by the ASOS First Link Coordinator in the region
- Offering **50 provincial sessions of Coffee and Chat** engaging individuals with lived experiences
- Offering **12 provincial sessions of Minds in Motion** engaging individuals with lived experiences

Impacts at the Policy Level



"I've always felt comfortable coming (to the Gallagher Centre) yet the audit opened my own eyes as to what I need to look for. Little things, like marking along the edge of the stair or along the edge of the bottom step of the seating in the arena would make quite a difference. It was an eye-opener to know what is needed everywhere and if other communities would be able to do this, in churches, smaller community centers and halls, that would be great. There is a reason why we don't go places – lack of family friendly washrooms."

- **Person with Lived Experience Engaged with the City of Yorkton Audit Program**



Project presented and promoted at local **legislative and policy making bodies** (Melville City Council)

Planning to use the audit program findings and recommendations in the **City of Yorkton Capital Planning** budget cycle for 2022

Engagement of **City of Yorkton's Mayor** in the Community Table



Project Logic Model

We have co-designed with our COs a logic model that is continuously revised and refined as new COs come on board and as we learn through the project. The logic model is a visual tool that tells the story of change. It shows what inputs (resources) are being used and what activities are derived from those inputs. It outlines the outputs of each activity and illustrates the outcomes (short-term and intermediate) resulting from those activities. Finally, it outlines the long-term outcomes (impact) that our project is aiming to achieve.

Project Shared Measurement System

A shared measurement system (SMS) is one of the core elements of collective impact that means designing a process for data collection where data are collected on a shared list of key performance indicators (KPIs). Data are collected and reported, systematically and consistently, on a set of shared KPIs across all COs in order to continually evaluate progress and encourage learning. In our collective impact project, we have co-designed a SMS that includes 6 KPIs to measure outcomes: Reach, Engagement, Effectiveness, Unintended Outcomes (positive or negative), Sustainability, Transferability.

Definitions of Key Performance Indicators (KPIs)

REACH

Number of target population who access the intervention/program.

ENGAGEMENT

(use or participation, or acceptability, or uptake): Level of population interactions with the intervention/program or the content of intervention/program such as feedback and comments received.

EFFECTIVENESS

(or usefulness): Impact of intervention/program on knowledge (e.g. enhancing public awareness), behaviour (e.g. reducing stigma), and practice (e.g. improving supports for customers and clients).

UNINTENDED OUTCOMES (POSITIVE OR NEGATIVE)

Positive Unintended Outcomes: These are un-anticipated benefits that emerge from COs' programs and activities. Examples include: positive impact on care providers by providing support to PLWD; better relationship with other family members and neighbours in the community.

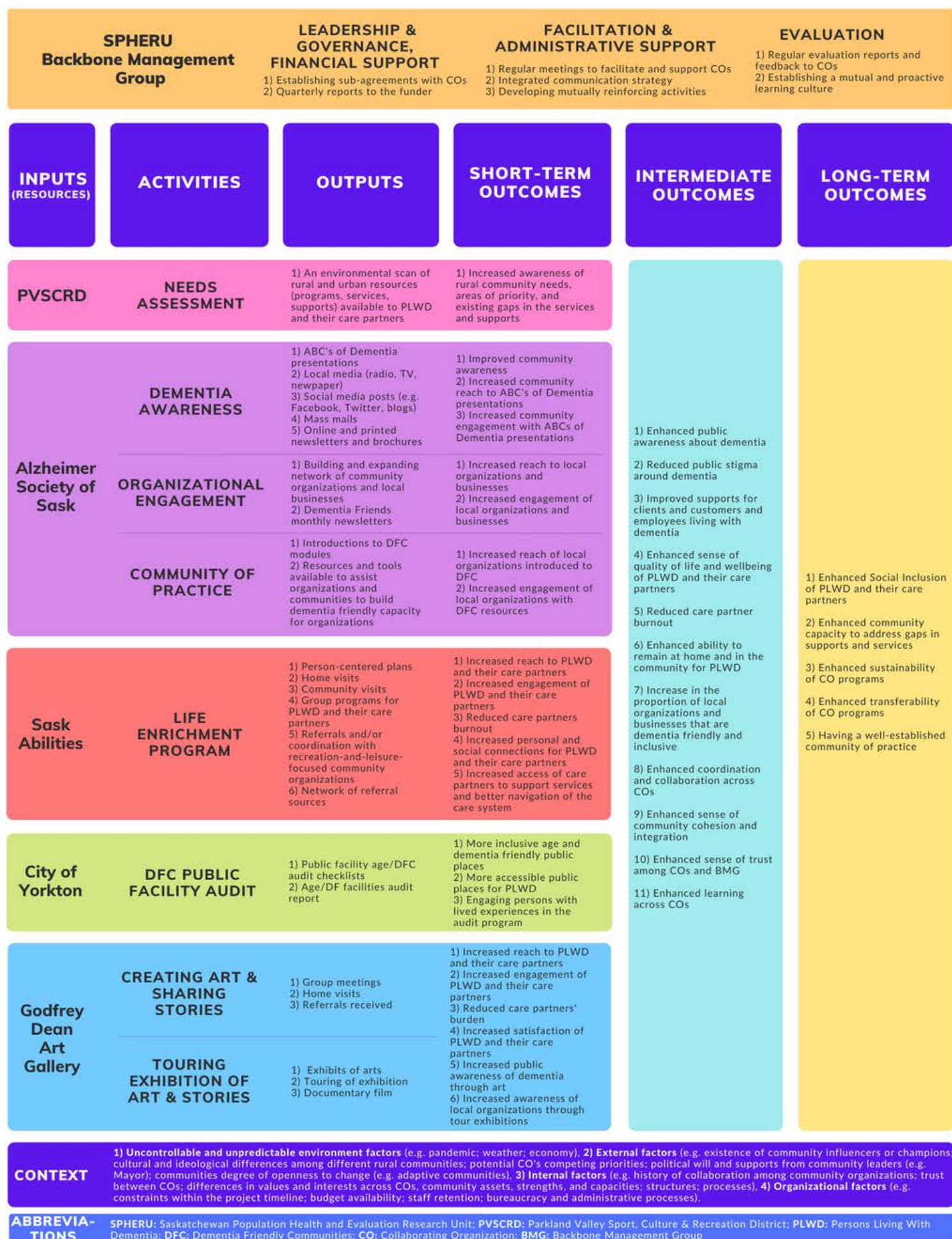
Negative Unintended Outcomes: These are negative un-anticipated consequences of COs' programs and activities. Examples include: Care partners not willing to give up any support for clients (detaching co-dependency of care partners and establishing better independancy for clients); care partners' feeling guilty; inappropriate referral (e.g. not being able to provide services to those in crisis or those with high needs who don't meet criteria depending on the stage of disease).

SUSTAINABILITY

Degree to which the intervention/program is continuously used, normalised, and incorporated/integrated into public behaviour and/or organizations activities (institutionalised).

TRANSFERABILITY

Extent to which the intervention/program could be effectively implemented in another setting/context.



Project Shared Measurement System

The tables below present our shared measurement system that was co-designed with COs over one year of collaboration.

PROJECT SHORT-TERM OUTCOMES

Measured by Reach and Engagement

1. Launching campaigns to enhance public awareness about dementia through Alzheimer Society and Art Gallery programs
2. Increased awareness of local organizations about dementia through Alzheimer Society and Art Gallery programs
3. Increased community reach to, and engagement with, collaborating organizations programs
4. Increased reach to, and engagement of local organizations and businesses with collaborating organizations programs
5. Increased reach to, and engagement with, persons living with dementia and their care partners, through various collaborating organizations programs
6. Reduced care partners burnout
7. Increased personal and social connections for persons living with dementia and their care partners
8. Identifying needs for more inclusive age and dementia friendly public places

PROJECT INTERMEDIATE OUTCOMES

Measured by Effectiveness and Unintended Outcomes

1. Enhanced public awareness about dementia
2. Reduced public stigma about dementia
3. Improved supports for clients and customers and employees living with dementia and their care partners
4. Enhanced sense of quality of life and wellbeing of PLWD and their care partners
5. Enhancing ability to remain at home and in the community for PLWD
6. Increase in the proportion of local organizations and businesses that are dementia friendly and inclusive
7. Reduced care partners' burnout
8. Enhanced coordination and collaboration across COs
9. Enhanced sense of community cohesion and integration
10. Enhanced sense of trust among COs and Backbone Management Group
11. Enhanced learning across COs

PROJECT LONG-TERM OUTCOMES

Measured by Sustainability and Transferability

1. Enhanced Social Inclusion of PLWD and their care partners
2. Enhanced community capacity to address gaps in supports and services
3. Enhanced sustainability of CO programs
4. Enhanced transferability of CO programs
5. Having a well- established community of practice

In close collaboration with each CO, we have co-designed a shared measurement system tailored for activities of each CO. These tailored shared measurement systems are presented in the KPIs Annual Report, which will be shared separately in late April 2022.

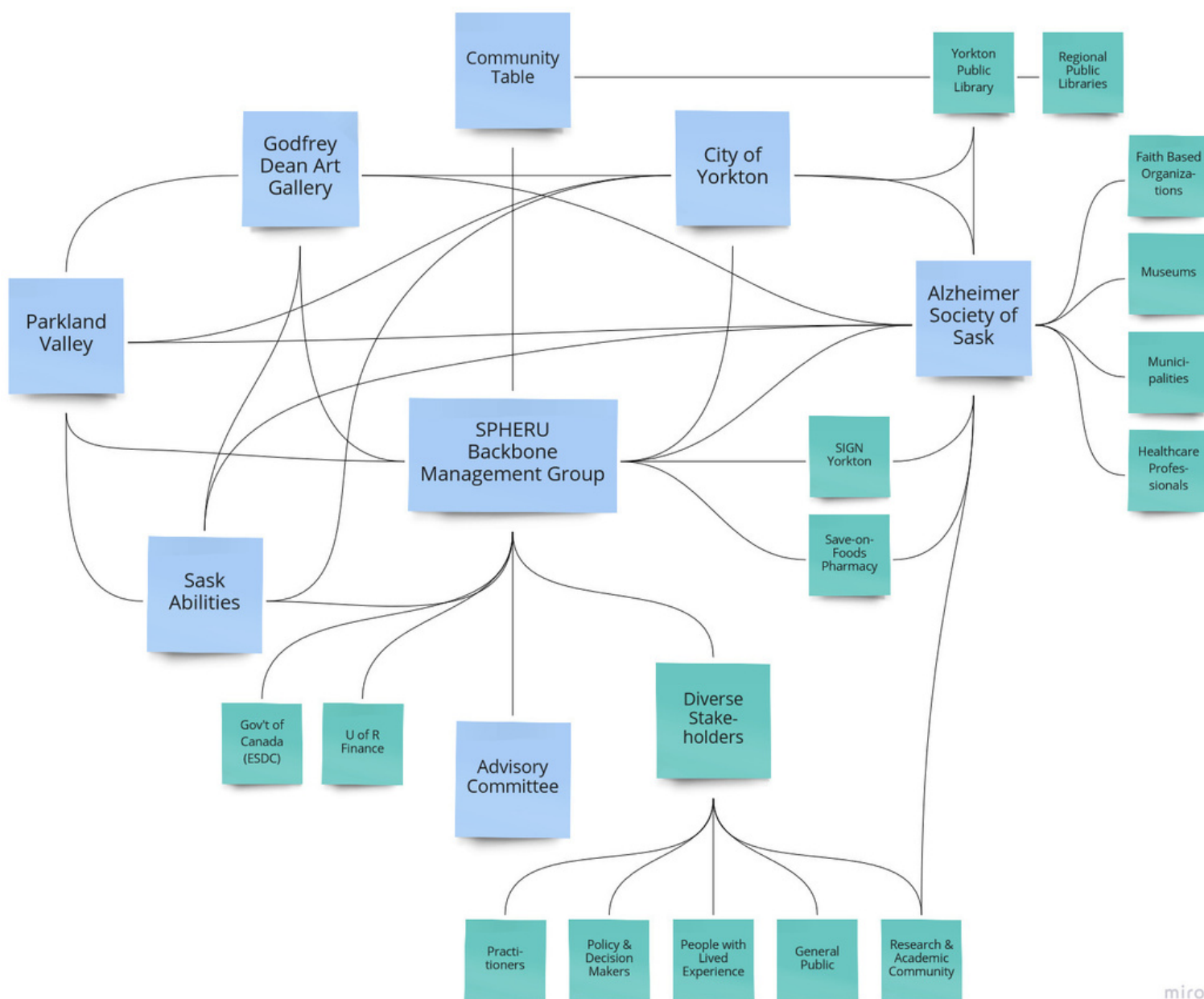
Project Network Map

Our COs are collaborating with each other and other local community organizations through referring clients and sharing resources. We at the backbone group are coordinating different activities of COs in order to create synergy in line with the mutually reinforcing activities. To capture partnerships developed between and among COs and other local community organizations, we have co-designed a project network map (see Figure below) that will be revised once a year to reflect new partnerships developed.

Dementia Supports in Rural Saskatchewan

Collective Impact Network Map

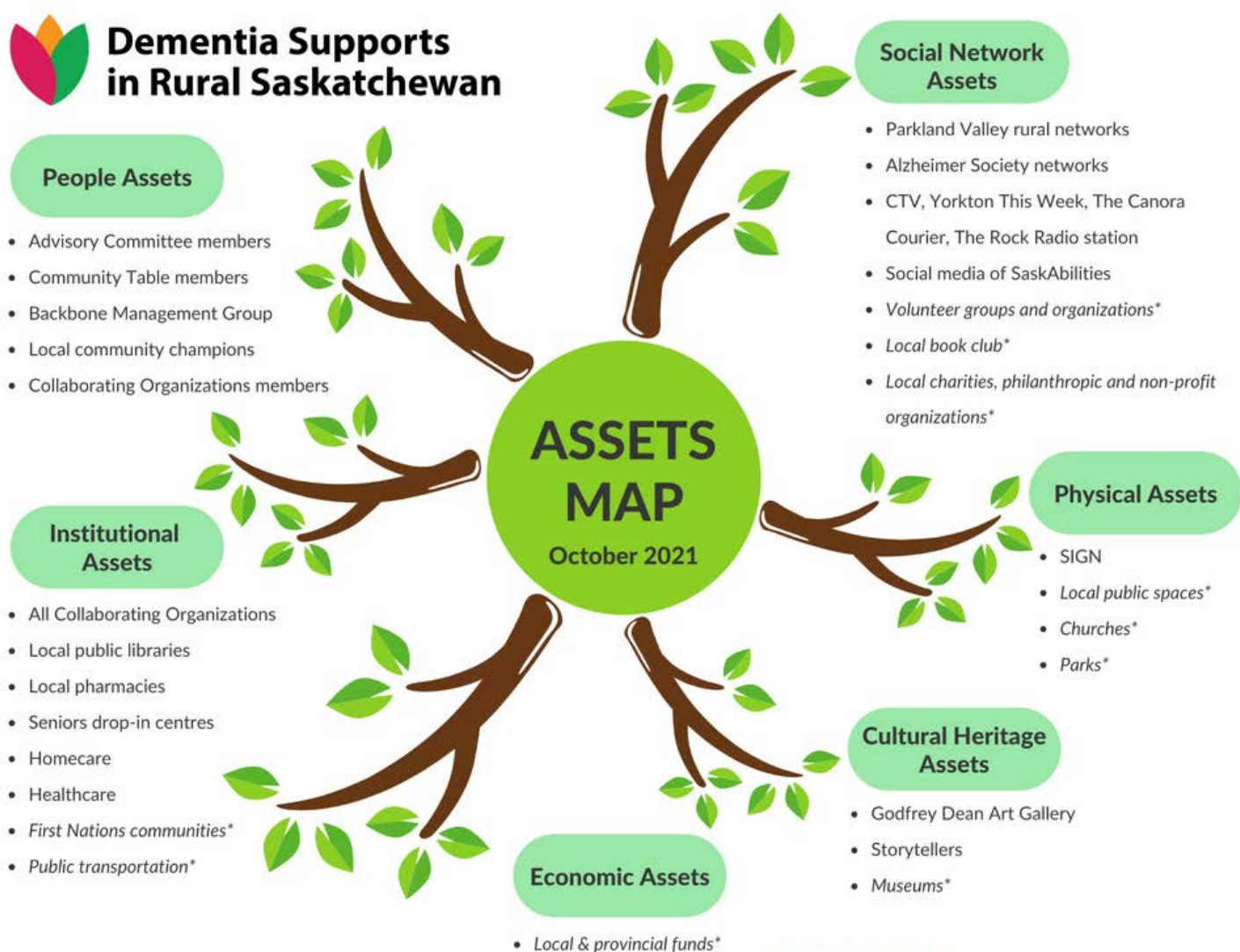
August 2021



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Project Assets Map

Our collective impact project has adopted an asset-based community development approach by which we are drawing on existing community resources, strengths, assets, and capabilities to build stronger and more sustainable communities. We have been working with our COs to co-design an asset map that includes 6 categories: **people/individual, economic/business, associations or social networks, physical, institutional, and cultural assets**. See Table below for a list of examples for each category. Figure below illustrates the initial draft of assets map that we have co-designed with our COs. We will revise and re-design this assets map each year following consultation with our COs as they tap into new community assets.



Funded by the Government of Canada's New Horizons for Seniors Program



Asset Category	Examples of Community Assets
Individuals/people	residents, teachers, community organizers, leaders, volunteers
Economic/business	local businesses, local markets, Chamber of Commerce, banks
Associations or social networks	formal and informal groups or clubs, volunteers, sports teams
Physical	places and spaces: church, parks, community garden, campsites
Institutions	formal organizations: schools, libraries, colleges, media
Cultural assets, stories, and heritage	artists, festivals, museums, cultural groups, heritage traditions

Acknowledgements

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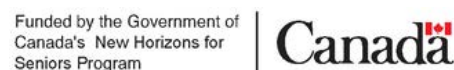
Thank you for your contributions & engagement.

COLLABORATING ORGANIZATIONS



BACKBONE ORGANIZATION

FUNDER



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Contact

Dr. Akram Mahani, Evaluation Coordinator
Saskatchewan Population Health &
Evaluation Research Unit (SPHERU)
University of Regina
Regina, SK S4S 0A2
akram.mahani@uregina.ca

Project Links

