



Canadian Seniors Partnership Advisory Panel Newsletter

Volume 2, Issue 3
Fall 2005

Seniors Canada On-Line
www.seniors.gc.ca

Much progress in 2005!

**Special
Interest
Articles:**

Visits on SCOL site

Promotional activities

***Canadian Seniors
Partnership***

***National computers
for Seniors***

CSPN


Networking Registry

The Seniors Cluster project office is responsible for three key activities - Seniors Canada On-line (SCOL), the Canadian Seniors Partnership (CSP) and the Collaborative Seniors' Portal Network (CSPN). The majority of the funding comes from the federal government's Government On-line (GOL) initiative.

These activities have made significant progress in 2005. Team work by the Seniors Cluster project office, support from partner departments, advice from members of the Canadian Seniors Partnership Advisory Panel and strong leadership by the two co-chairs Brian Ferguson, Assistant Deputy Minister of Veterans Affairs Canada and Geoff Quirt, Assistant Deputy Minister, Ontario Seniors Secretariat have contributed to the results achieved. We would like to share the many positive outcomes by updating you on the progress made as we strive to continue better serving Canadian seniors, their families, caregivers and service organizations.

Click after click after click...

We are proud to say that Seniors Canada On-Line has received a remarkable increase in the number of visits. In 2004 - 05, the SCOL site showed an increase of 36% in the number of visits compared to the year previous. In addition, the number of repeat visitors has also increased. Over one million pages of content were viewed by visitors. In addition, on the Google search engine, SCOL is ranked #3 when searching for "Seniors-Canada". Information from 602 government and non-government Web sites can be found in one convenient place - SCOL!



SCOL is on the road finding new "customers".

Getting the word out about SCOL is a key task for the Seniors Cluster project office. This year, SCOL attended L'Odysée de la retraite in Québec City in May 2005 and will be at the Canadian Association of Gerontology Conference in Halifax, Nova Scotia in October.

Promotion all the way

SCOL has also been seen in various newspapers across Canada. In 2004, the company News Canada was contracted by the Government of Canada to help promote Seniors Canada On-line. Articles are based on themes of interest to seniors and caregivers and are distributed to Canadian print and electronic media. Have you seen any of these articles in your local newspapers?: *"No need for seniors to get the winter blues"* and *"Seniors have jobs to do"*; *"Seniors in a rocking chair - an urban legend"*, *"Seniors can enjoy summer by staying active and safe"*, *"Seniors and heat exposure"*, *"Cyber-Seniors: a reality check"*, and *"Cyber Safety for Seniors"*.

Service providers want more of SCOL

Promotional material promoting SCOL has become a hot item across the country! In February 2005, Senior Canada On-line brochures were sent to a total of 954 Seniors service organizations across Canada, and poster order forms were sent to Social Service & Social Assistance Organizations across the country. We are proud to say that a total of 9218 items were sent out. A number of these organizations have asked for more promotional material to post in their offices and to use in their computer training classes that are geared to Seniors. If you know of any organizations in your community or if your organization could help in distributing brochures or posters, please let our office know.

Canadian Seniors Partnership



The CSP Brockville Symposium continues to make a difference

In our last newsletter, we shared the highlights from the September 2004 National Symposium. Participants from across the country agreed to collaborate on three initiatives that would help improve the lives of seniors. The project names are: *Shifting Gears - Post Retirement Training*; *Common Case Management*; and *National Computers for Seniors*. A summary of each can be found on the CSP Networking Registry located on the SCOL Website (www.seniors.gc.ca). Please contact these project leads or any of the other leads identified in the Networking Registry, if you would like to work collaboratively on any project that catches your attention.

Project Leads

Name	Title	Phone Number
<u>Sandra Kerr</u>	<i>Shifting Gears - Post Retirement Training</i> Director, Seniors' Education Program, Ryerson University and Catalyst, The Canadian Network for Third Age Learning	416-979-5286
<u>Walter Bilyk</u>	<i>Common Case Management</i> Director, Technology and Business Solutions, Community Services, IT Cluster, Government of Ontario	416-314-4954
<u>David LeSueur</u>	<i>National Computers for Seniors</i> Networking Technician, City of Brockville	613-342-8772 ext: 424



The Collaborative Seniors' Portal Network has the right stuff..

During the past year, the Collaborative Seniors' Portal Network (CSPN) has gained recognition across the country as a successful partnership initiative. Winner of the gold medal award at GTEC (Government Technology Exhibition and Conference, 2004), and winner of the Diamond Award for collaborative partnerships at Showcase Ontario (Government of Ontario technology event), the national strategy for the CSPN is to use the Seniors Canada On-line Portal as the underpinning of a Canada-wide network that connects all government Web sites that have information for seniors and caregivers. The unique attribute of the Network is that the focus is on partnering with the provinces, territories, municipalities and volunteer communities so that every member who joins the Network is able to show with a single click, reliable, consistent and up-to-date information from all three levels of government.

To date, the province of Ontario has been the most active provincial partner. The first municipality to join the CSPN was Brockville in October 2003. In Ontario, work is underway to add Hamilton, Sudbury and Windsor/County of Essex. British Columbia and New Brunswick have also expressed an interest in joining the CSPN.

Networking Registry: An efficient partnership tool at your finger tips.

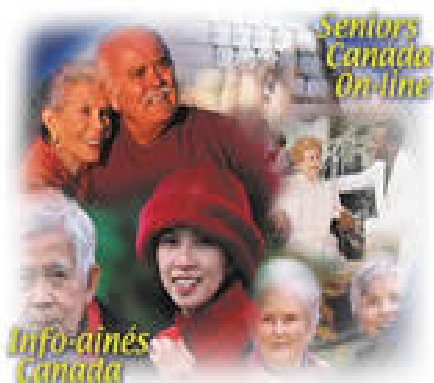
In 2004-05, a total of 25 projects were added to the Canadian Seniors Partnership Networking Registry. The registry is designed to act as a self-serve tool for any group or individual to post their project in order to demonstrate the innovations that are underway across the country to improve access to services for seniors and caregivers. It has also been designed as a way of soliciting interest from others who may wish to collaborate on posted projects.

In recent months, the registry has been made more "user friendly". The insertion of a name and password box has been added so that the project leads can update the descriptions at a later date. Visitors can also search for projects by keywords and the site is fully bilingual.

CSP Quarterly meeting: Strengthening Partnerships



On May 31 2005, the CSP Quarterly meeting was held in Ottawa with an agenda focused on building understanding among the partners about the Service Canada initiative and gaining support for the work done to more clearly design the Collaborative Seniors' Portal Network future state.



The announcement of a Service Canada organization in the last federal budget provides an opportunity for Seniors Canada On-line and the CSP to continue to influence the new organization. At the meeting, discussions took place about the new service strategy for seniors which is currently in a preliminary stage of development.

CSP members agreed to convene a Common Case Management Workshop to share ideas from key leaders in the field and to create a high level of interest and commitment to develop pilots and prototypes. Interest was expressed for holding a workshop in Ontario that would discuss various housing options with a focus on enabling seniors to live independently.

*Thank you CSP
Advisory Panel
members!*

Client Research : Helping Canadian Seniors Search

Members of the Canadian Seniors Partnership Advisory Panel participated in a client research session on March 10, 2005 using Web casting. It was the first Web cast hosted by the Seniors Cluster project office. This innovative use of technology was evaluated by the Panel members who participated. The report was distributed to all CSP Panel members on July 29, 2005.

Specifically, during the Web cast, the CSP Advisory panel members offered their insights on three main research streams:

- i) To focus test the new look for the SCOL home page and the redesigns of the Seniors health page found on the Canada Health Portal;
- ii) To focus test the names of the sub-categories found under the "Health" category on both Web sites;
- iii) To arrive at a consistent list of categories found on Web sites that join the Collaborative Seniors' Portal Network.

A New Look to the SCOL Home Page



The long awaited re-design will be going live this fall. The change will bring the list of subjects and search features from the "sidelines" to the center.

Special thanks:

To the Royal Canadian Legion for highlighting Seniors Canada On-Line in the Legion magazine by informing readers about the Web cast conducted for the purposes of client research. The homework piece was also clearly displayed in the article to show the various ways to navigate the SCOL site. This type of collaboration is greatly appreciated.

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