

# VEINER CENTRE

ENRICH YOUR LIFE!

## 2009 Annual Program Report



January 21, 2009

The following report is offered with thanks to the many members, volunteers, staff, clubs and donors who have given so generously of their time and resources over this past year. It would not have been possible to do all that has been accomplished in 2009 without the commitment and ongoing support of these individuals and groups.

Dianna Jossa, MSW, RSW  
Manager of Senior Services

## Membership

- Membership is available to all adults who are 50 years of age or older. There were 1,732 members in 2009.
- At the end of 2009, over 1,000 memberships had been sold for 2010, an increase of approximately 10% increase over the same time last year.
- A new membership form and process was implemented for 2010. Additional information is being collected on demographics, emergency contact information and involvement in program and club activities. This information is part of the new membership database and will be used for program planning and review in the future.
- Many thanks to the members of the Hostess Club who helped to implement the new application process and to the Senior Citizens Advisory Committee who provided funding for the development of the membership database.

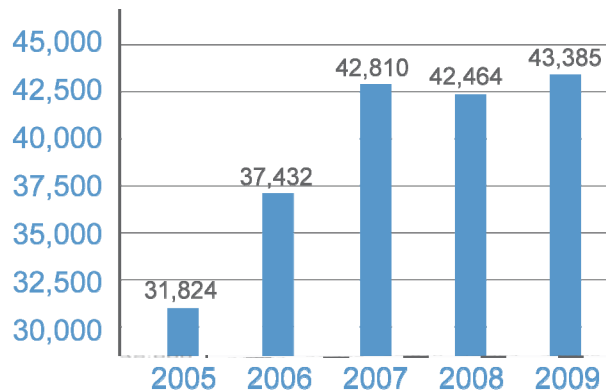
## Seniors Outreach and CRANE

- Services provided through Seniors Outreach and CRANE are available to all residents of the community and are not restricted to members of the Veiner Centre.
- Seniors Outreach continues to work in partnership with other community organizations in the provision of information and education to seniors.
- Nine Wellness Wednesday workshops were held in 2009 on topics such as Federal and Provincial Benefits for Seniors, Personal Directives, Stroke Prevention and Awareness, Fraud Awareness and Coping with Loss Through the Holidays. 394 members and non-members attended these sessions.
- A different model of case management has been adopted by Seniors Outreach and CRANE so that files are only opened for very complex clients with multiple needs. The majority of the requests for service to Seniors Outreach and CRANE are for information and referral.
- Approximately 50 % of calls received by Seniors Outreach were requests for information or referral related to issues of elder abuse.
- CRANE has received funding from New Horizons for the development of a information plan to increase awareness of financial abuse of seniors.

## Parkside Eatery

- Parkside Eatery prepared and served 43,385 meals in 2009, representing a 36 % increase since 2005.
- 100 % of seniors who responded to the Customer Satisfaction Survey conducted by the Parkside Eatery in September reported that they found the staff to be helpful and friendly.
- Patrons also continue to comment positively on recent improvements in the salad bar and on the use of “real potatoes” in the meals.

**Increase in number of meals served over the past 5 years**



## Meals on Wheels and Wheels to Meals Programs

- 18,884 meals were delivered to seniors in their homes through the Meals on Wheels program in 2009, representing a 35 % increase since 2005.
- 1,664 seniors participated in the Wheels to Meals lunches that are held at the Veiner Centre twice a month.
- 51 volunteer drivers delivered Meals on Wheels to seniors in their homes and transport seniors to the Veiner Centre for the bi-monthly Wheels to Meals lunches.
- A donation was received from Classic Construction to help volunteer drivers offset their expenses. Classic Construction has committed to making this donation for four years.
- The Meals on Wheels program has been recently consolidated under Seniors Outreach with positive results (e.g. better communication, identification of client needs, and improved co-ordination of program activities).

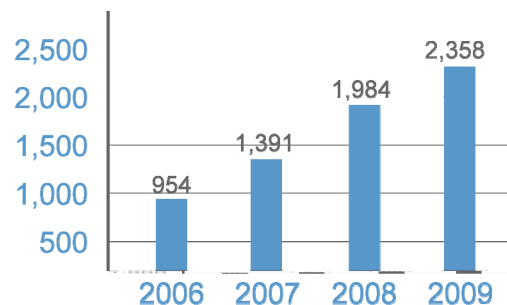
## Travel Club

- The Travel Club went on 10 trips in 2009. A total of 519 members travelled to places such as Spruce Meadows, the Calgary Stampede, Rosebud Dinner Theatre and the Temple Garden Spa in Moose Jaw to name a few.
- Participants commented that they “wouldn’t ever be able to travel otherwise”, “felt independent of family having to take them places”, “never travelled before joining the Travel Program”, the Travel Club “makes a real difference in my life” and the trips were “fun” and “affordable”,

## Health and Fitness Centre

- Membership in the Health and Fitness Centre is available to anyone 50 years or older for minimum annual fees. There were 676 active members in 2009.
- Annual program statistics indicate that the level of program activity has increased dramatically over the last several years.
- Usage of the Health and Fitness Centre increased from 954 in 2006 to 2,358 in 2009, representing a 247 % increase over this four year period of time.
- Three new treadmills were purchased this year with funding from the Senior Citizens Advisory Committee and Alberta Sports, Recreation, Parks and Wildlife Foundation.
- Personal Training Sessions were offered to members of the Health and Fitness Centre as part of the Medicine Hat College Be Fit for Life Program. Special thanks to Lisa Cerato, Clinical Exercise Specialist and Education Coordinator, for her work on this.
- A number of concerns have been received recently from members regarding the need for more space and better air circulation to accommodate the increased number of members using the Health and Fitness Centre.

### Increase in usage of the Health and Fitness Centre over the last four years



## Facility Coordination

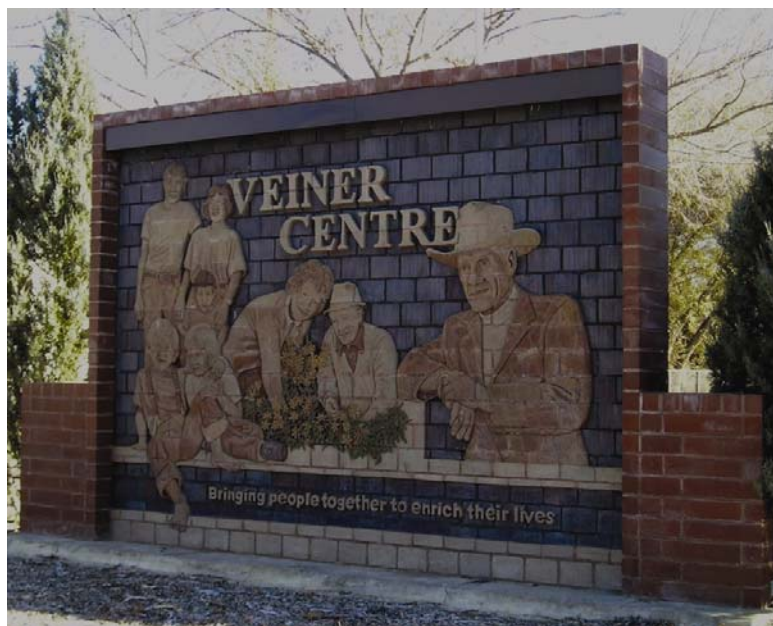
- The Veiner Centre and Strathcona Centre facilities are booked an average of 1,238 hours a month for regularly scheduled club and program activities.
- In 2009, there were a total of 4,363 regularly scheduled and extra bookings for these two facilities.
- Follow-up telephone calls to assess client satisfaction conducted by the Facility Coordinator show a 98% satisfaction rate of approval from user groups and private booking clients.
- A number of improvements to the Veiner Centre and Strathcona Centre were made this past year, including upgrades to the PA system at both facilities, the installation of a new projector and screen in auditorium one, the purchase of several new pieces of equipment for the Health and Fitness Centre, and the purchase of new dishes, cutlery and kitchen equipment for Parkside Eatery.

## Health and Safety

- A significant amount of work has been undertaken to address ergonomic issues for the food services staff and to create a safe work environment. New equipment has been purchased and is scheduled for installation in January 2010, including a water/ice dispenser, coffee dispenser, new steam table, mixer, stainless steel countertops, etc.
- All staff are currently upgrading their First Aid and AED certification.
- In the fall, Veiner Centre prepared for a possible pandemic. Several initiatives were undertaken aimed at increasing public and staff awareness, reducing the spread of infection, and preparing for the provision of essential services in case of a pandemic. 71 people attended the Pandemic H1N1 Workshop held at the Veiner Centre in September.

## Goals for 2010

- To create a warm and welcoming environment for staff, volunteers and members to work and play.
- To reach out to seniors in the community with information and resources.
- To improve the quality and nutritional value of food prepared by Parkside Eatery.



### Veiner Centre

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Open Monday to Friday, 8 a.m. to 4 p.m. and after hours for evening club activities.