

Seed Grant Program Cycle 4 – Evaluation Report

August 2020 – June 2021



Evaluation Overview

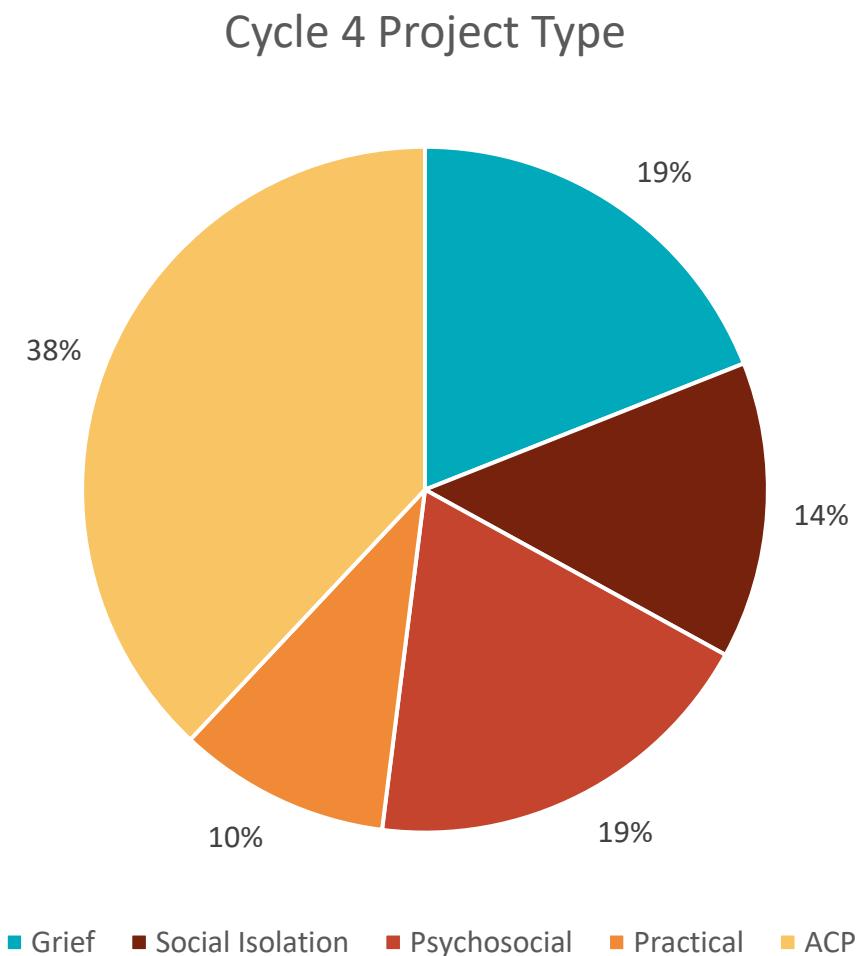
- This evaluation provides a quantitative and qualitative summary of Cycle 4 Seed Grant final reports
- Twenty-one (21) projects received funding and were analyzed for this report
- This report includes:
 - Overall findings for seed grant projects
 - Qualitative feedback by type of project
 - Report summary

Overall Findings



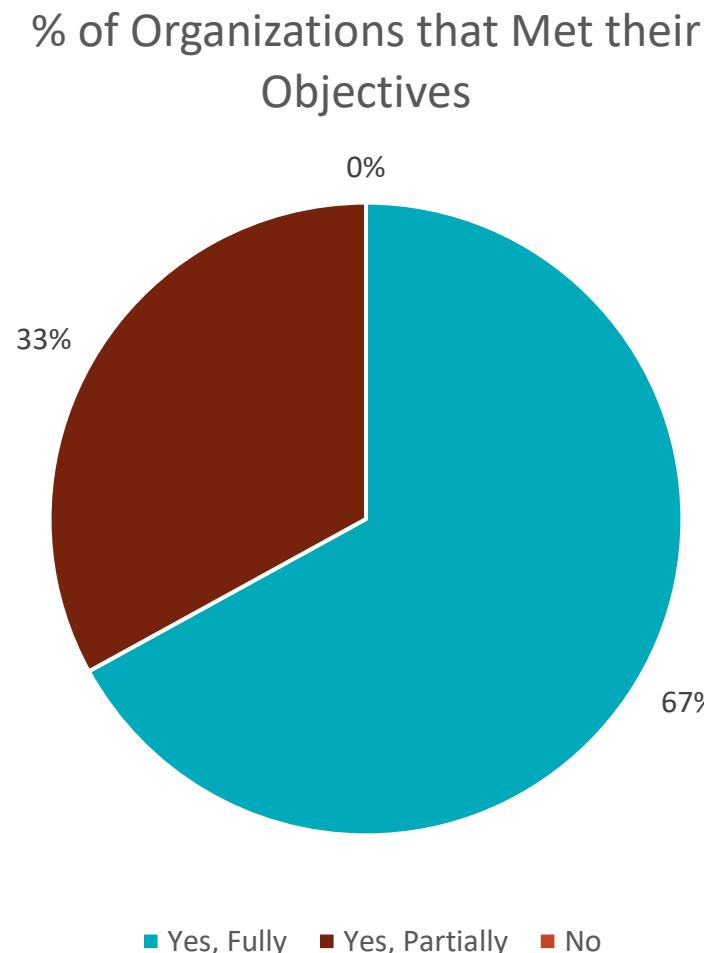
of Projects

- 21 projects approved
 - 4 addressing grief
 - 3 addressing social isolation
 - 5 addressing other forms of psychosocial needs
 - 2 providing practical supports
 - 7 delivering advance care planning education to the public using BCCPC toolkit



% of Organizations that Met their Objectives

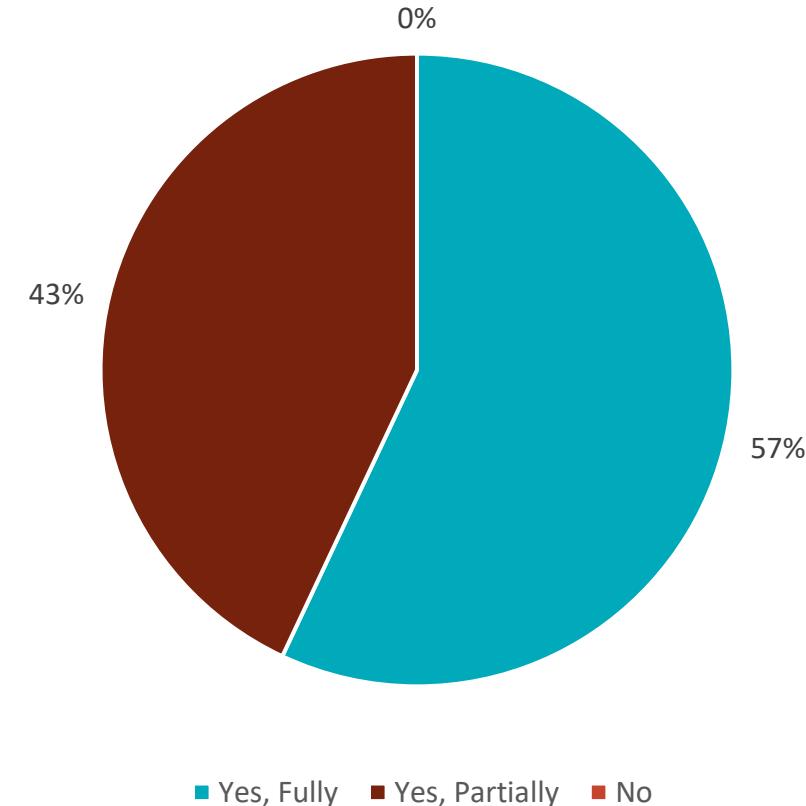
- 67% of projects reported fully meeting their objectives
- 33% of projects reported partially meeting their objects
- Reasons for partially meeting objectives include increased workload, challenges related to the pandemic, re-envisioning the program, etc.



% of Organizations that Met their Target Population

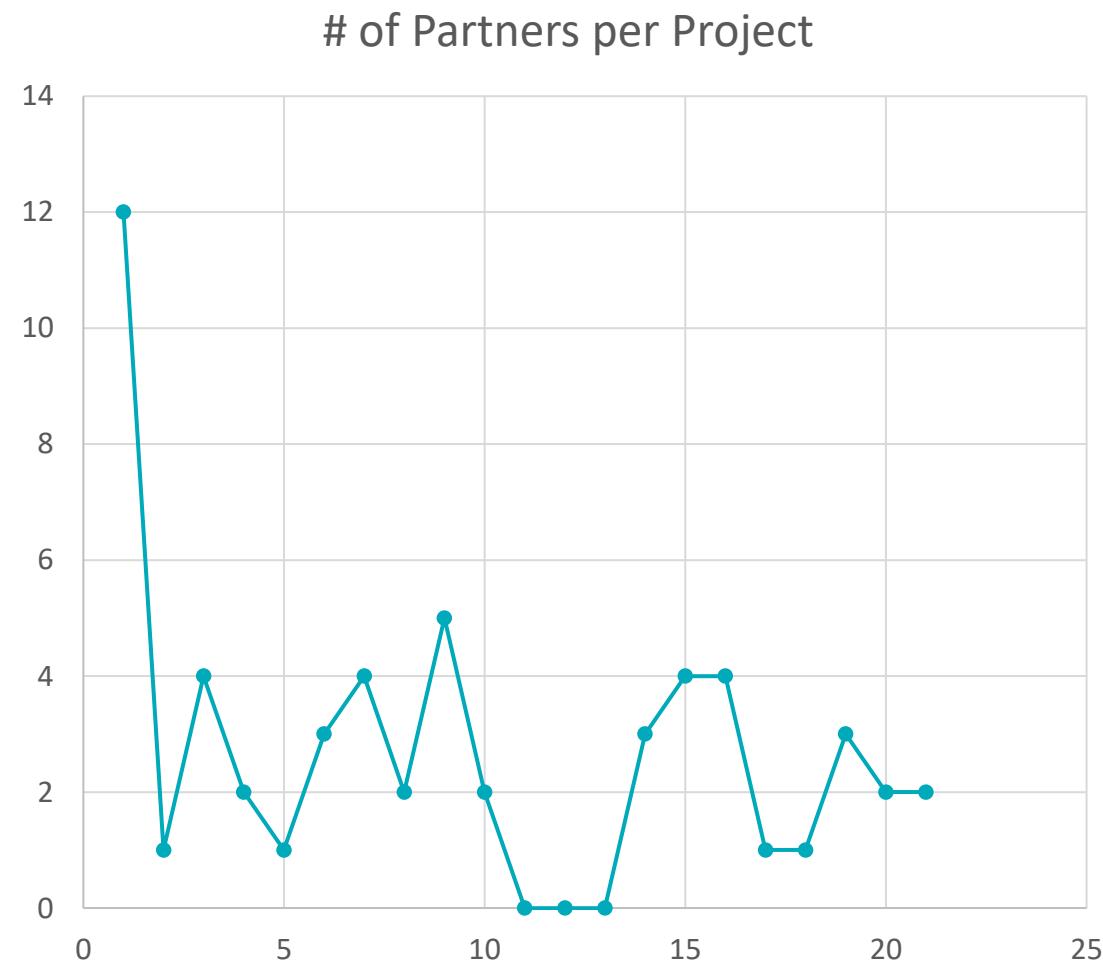
- 57% of organizations reported fully meeting their target population
- 43% of organizations reported partially meeting their target population
- The main reason for organizations only partially meeting their target population was challenges attracting participants (particularly for online sessions and due to COVID restrictions)

% of Organizations that Met their Target Population



of Project Partners

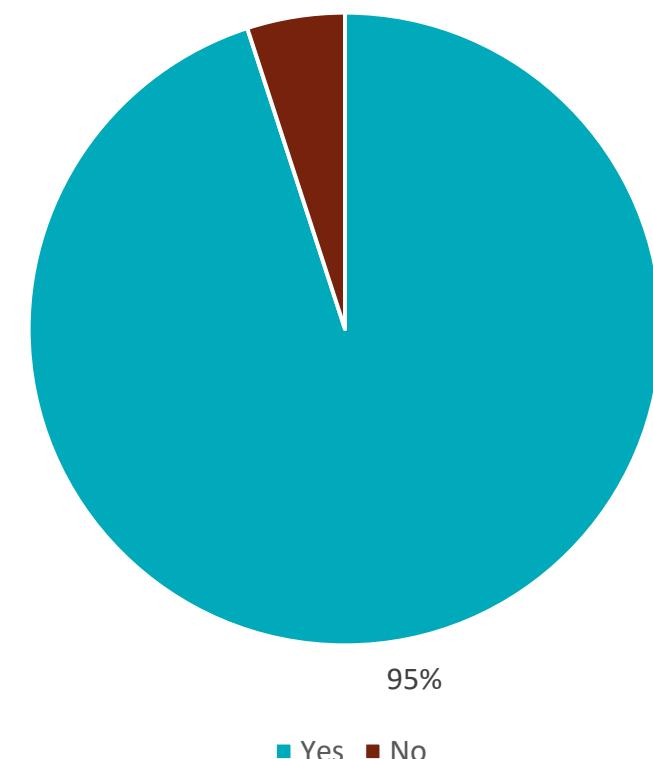
- Total of 56 partners identified as part of Seed Grant projects
- Range from 0-12 partners per project
- Average of 2.7 partners per project
- Partnerships included hospices, individuals, NGOs, Health Authorities, universities, community organizations



% of Projects Completed within their Timeline

- All but one project was completed within their timeline
- Reason project did not complete within its timeline is due to a shortage of volunteers and a lack of participants registering for the sessions (will try again in the fall)

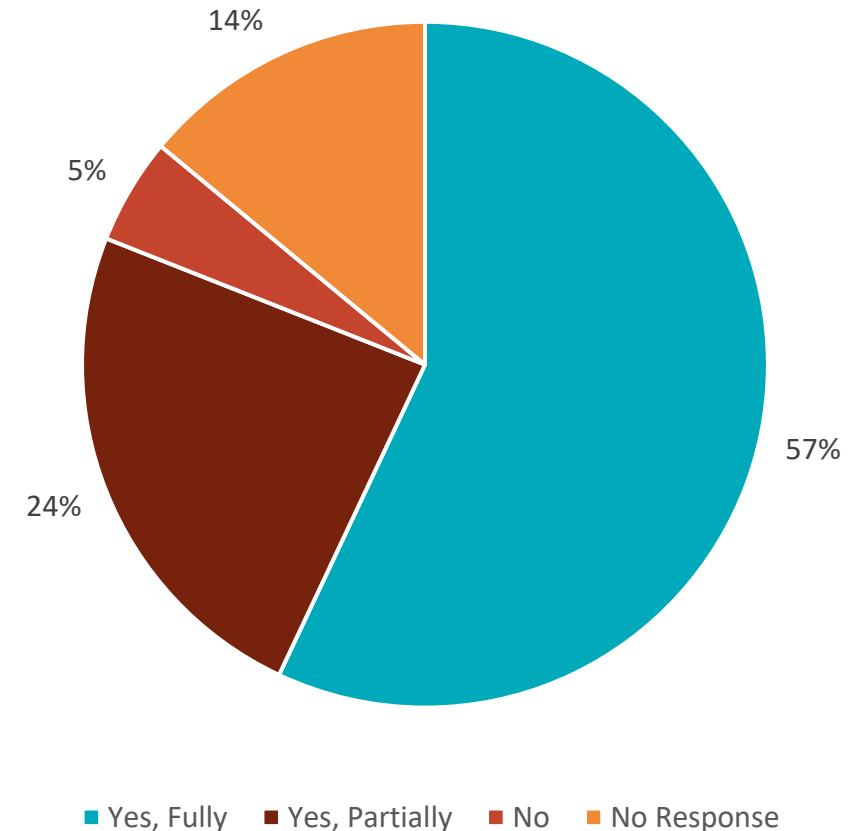
% of Projects Completed within their Timeline



% of Projects Delivered as Planned

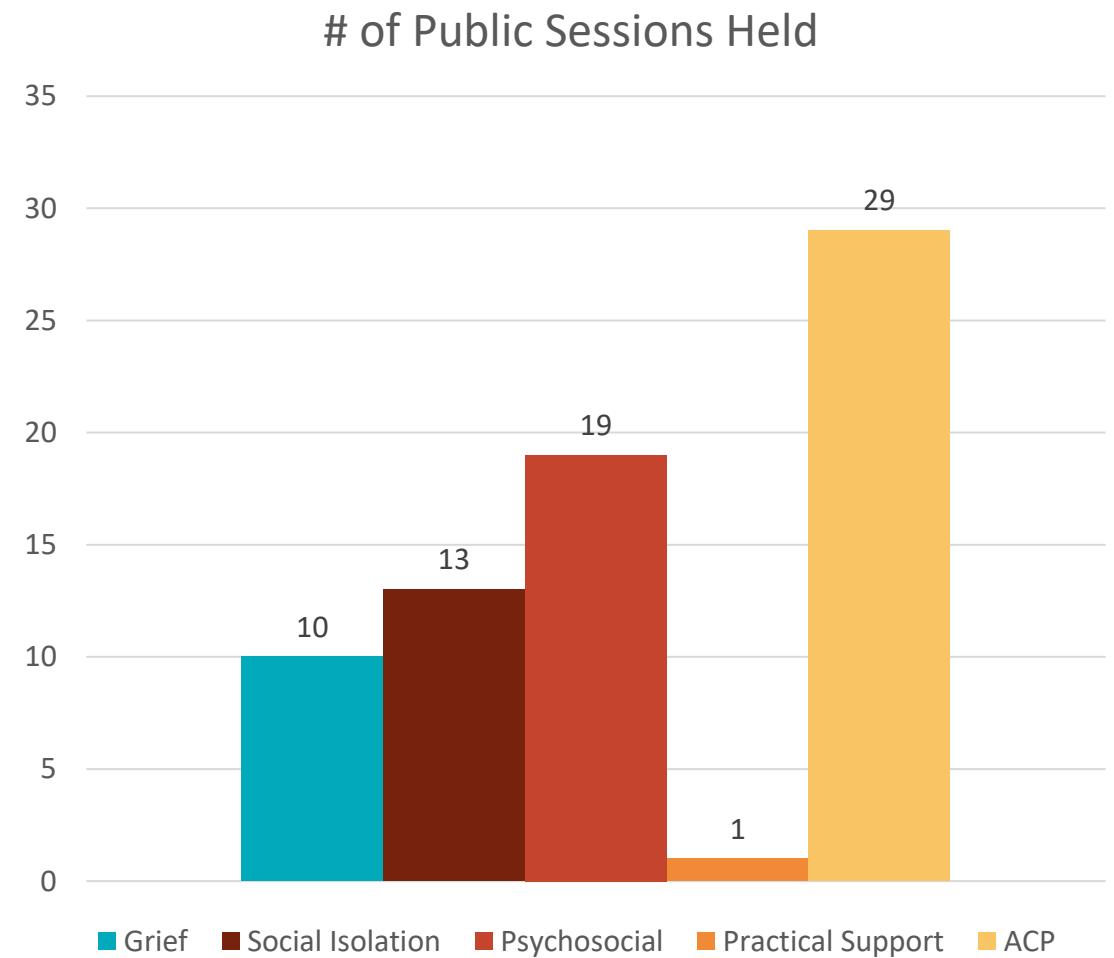
- 12 projects were delivered fully as planned
- 5 projects were delivered partially as planned
- 1 project was not delivered as planned
- 3 organizations did not respond to this question

% of Projects Delivered as Planned



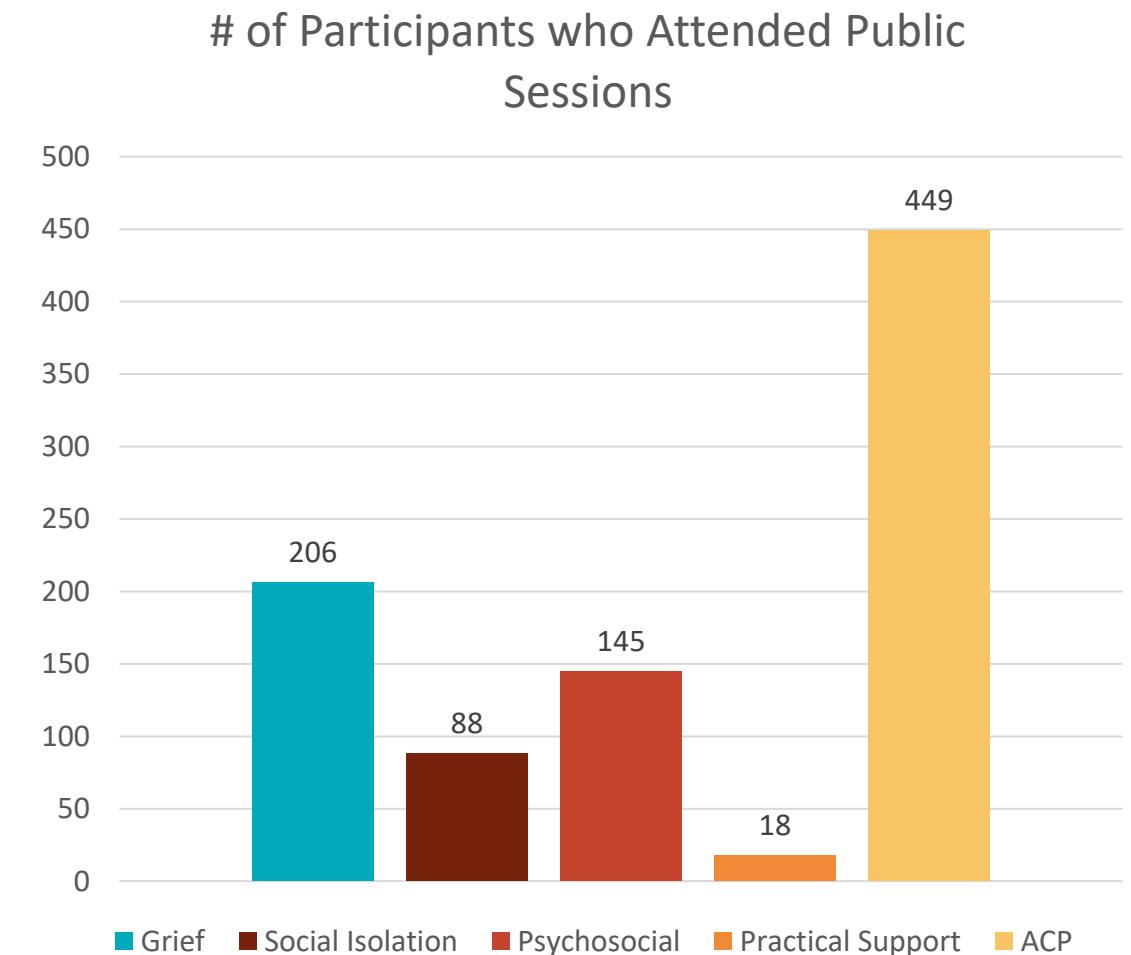
of Public Sessions Held

- Most public sessions were held for ACP, followed by sessions for psycho-social supports and social isolation
- Only one session was held for practical support projects



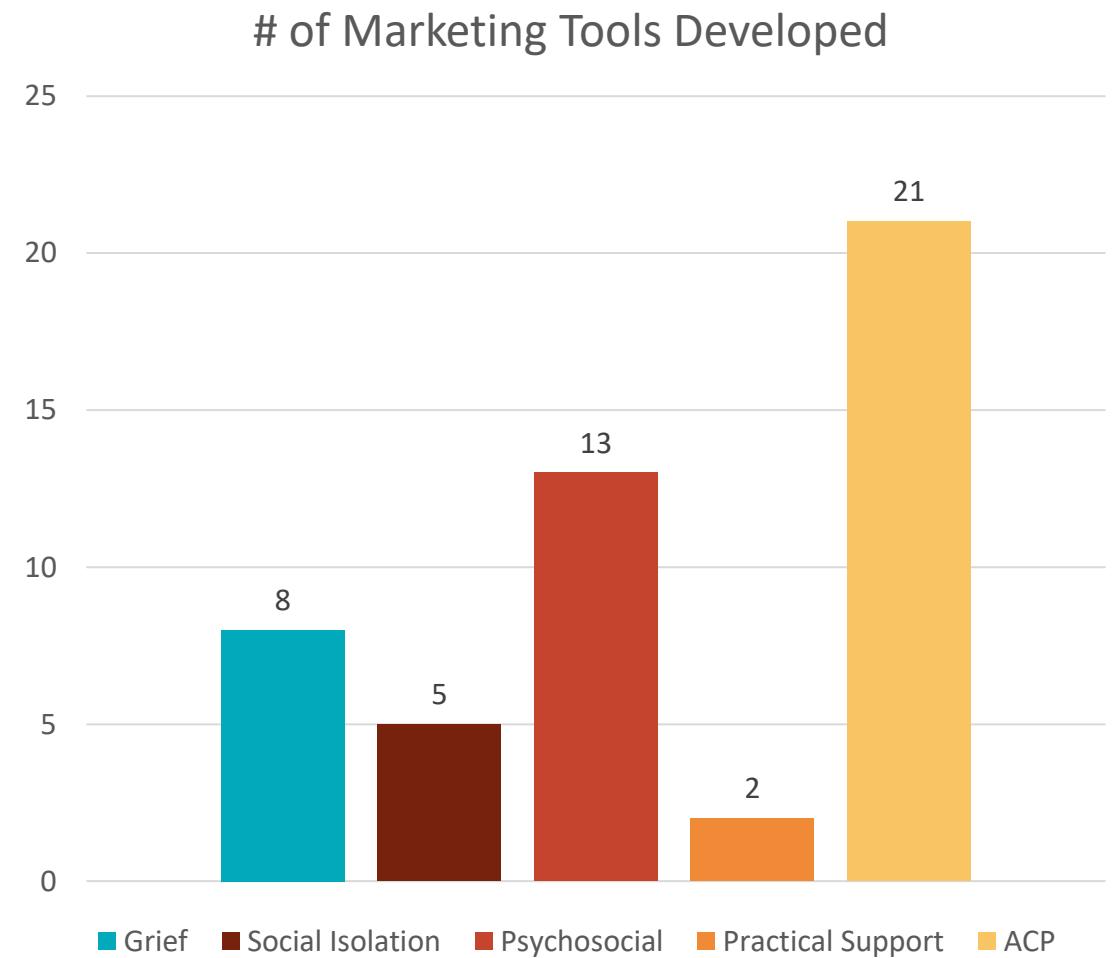
of Participants who Attended Public Sessions

- A total of 906 people participated in public sessions provided through seed grant funding
- Most participants attended sessions related to ACP, grief support and addressing psychosocial needs



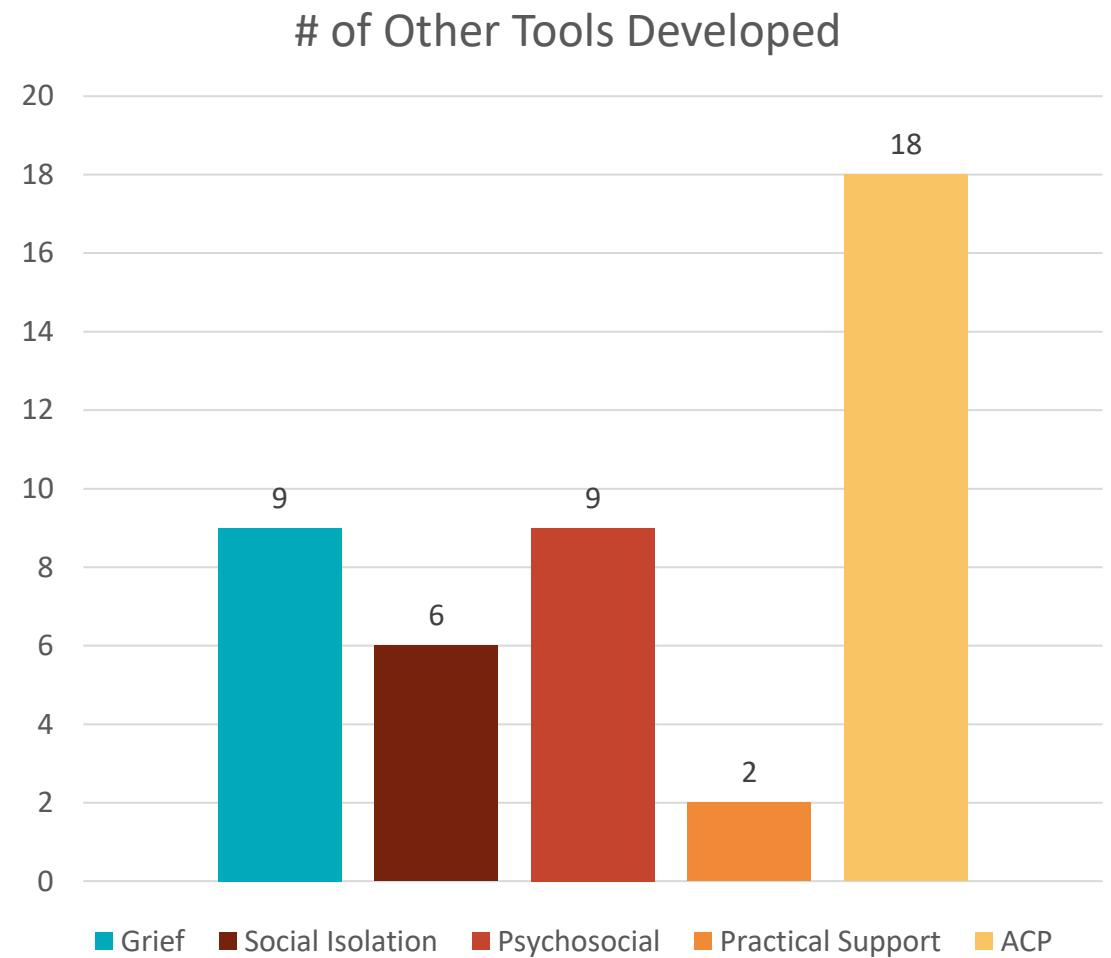
of Marketing Tools Developed

- A total of 48 marketing tools were developed to promote seed grant projects
- Most marketing tools were created for ACP, psychosocial and grief projects
- Marketing tools included ads, posters, emails, newsletters, booklet/brochures and forms



of Other Tools Developed

- A total of 44 tools (aside from marketing tools) were developed as part of seed grant projects
- Most tools were developed for ACP, grief and psychosocial support projects
- Tools included organizers, surveys, videos, modules, manuals, presentations, etc.



Compassionate Communities

Projects Addressing Grief



Awarded Projects

Organization	Project Name
Campbell River Hospice Society	Online Grief Support Group
Cranbrook Kimberly Hospice Society	Training for Companioning/Bereavement Volunteers
New Denver Hospice Society	Bereavement Support Training for Grief Complicated by the Pandemic
Surrey Hospice Society	Webinar Grief Series

Objectives

- Objectives for grief support projects include:
 - Training volunteers
 - Providing online support to individuals and families
 - Reducing wait times by serving more people at once
 - Supporting individuals and families through COVID



Learnings

- Online learning is effective at meeting community needs
- Tending to the logistics of using an online platform (e.g., testing audiovisual, number of presenters, feedback format) is important
- Collaboration within a team and with other partners can bring projects to life
- Success is often dependent on effective marketing strategies

“Sending out surveys in Google Forms was the best way to collect feedback during the planning process.”

“Virtual support is able to meet the needed support in the community.”

Challenges

- Learning an online format and managing technical difficulties
- Implementing programs during COVID
- The importance of targeted marketing
- Time limitations around reporting and other aspects of programming (e.g., basic training and logistics)

“Presenters, co-hosts and media/tech support had to familiarize themselves with the video platform, Zoom, and learn about all the options available.”

“The time required for reporting on the grant status and check-ins was excessive.”

Recommendations

- Grief project summaries identified the following recommendations:
 - 1) Connect with like organizations to find out how they are managing through these tough times and offering similar projects
 - 2) Plan ahead and spend a lot of time developing promotional material and advertising to target audience
 - 3) Choose relevant topics and engage knowledgeable presenters. Learn about the most effective use of technology, especially the video platform and equipment needed for good quality audiovisual. Presenters should be prepared to share resources and references with participants



Impact

- Projects addressing grief described many impacts, including:
 - Increased connection and awareness
 - Increased referrals and capacity to meet the needs of the community
 - Improved relationships and partnerships with other hospices

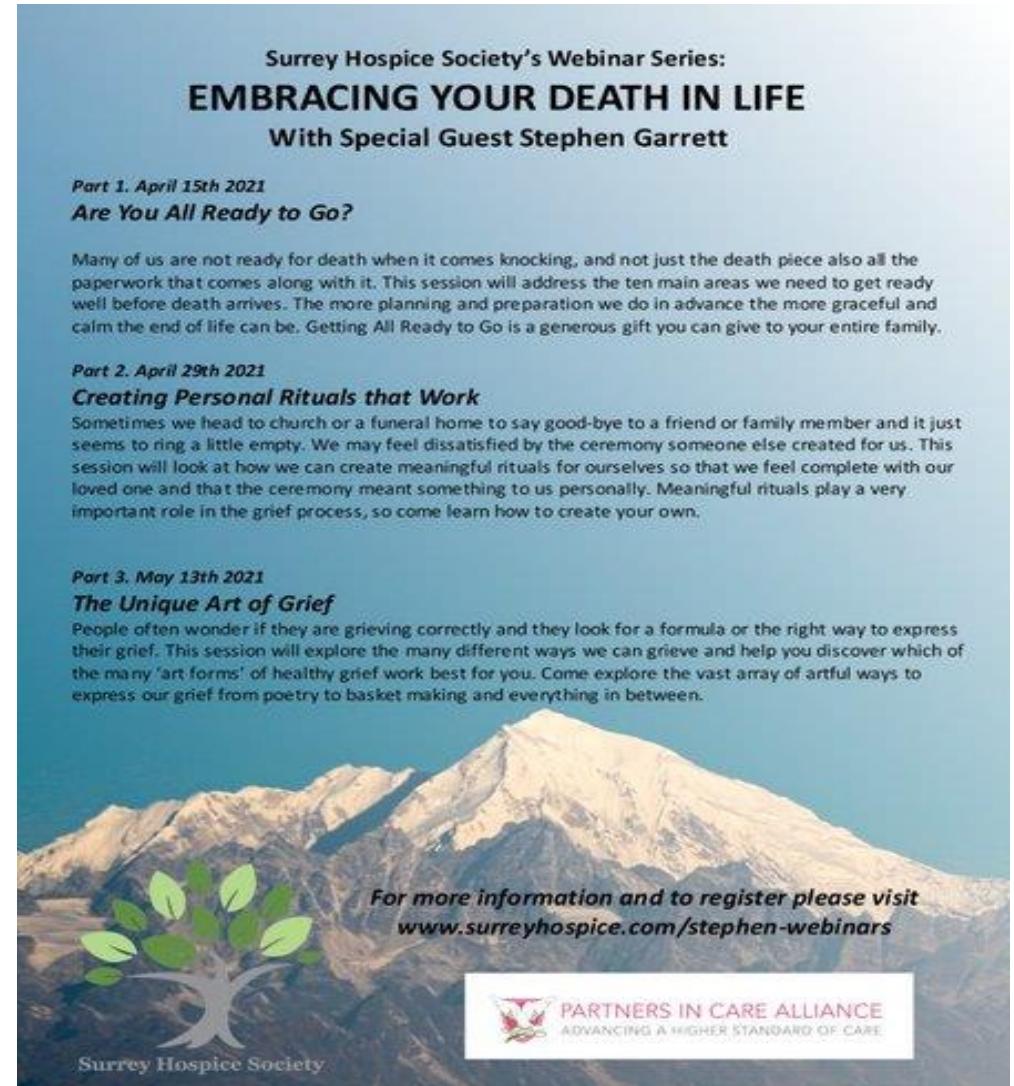
“The number of referrals has been climbing to better meet the need.”

“Community members now understand the grief process better, how to cope with grief and anxiety and express their grief in different ways.”



Marketing Materials

- The only marketing materials identified for grief support projects were posters. For example:
 - Coping with Anxiety while grieving webinar series poster
 - Embracing Your Death in Life webinar series poster
 - Individual posters for each webinar



Other Materials Developed

- Other materials developed for grief support projects include:
 - Hospice Volunteer Training Manual
 - Training modules
 - Post-event surveys
 - PowerPoint presentations and talking points



Compassionate Communities

Projects Addressing Social Isolation

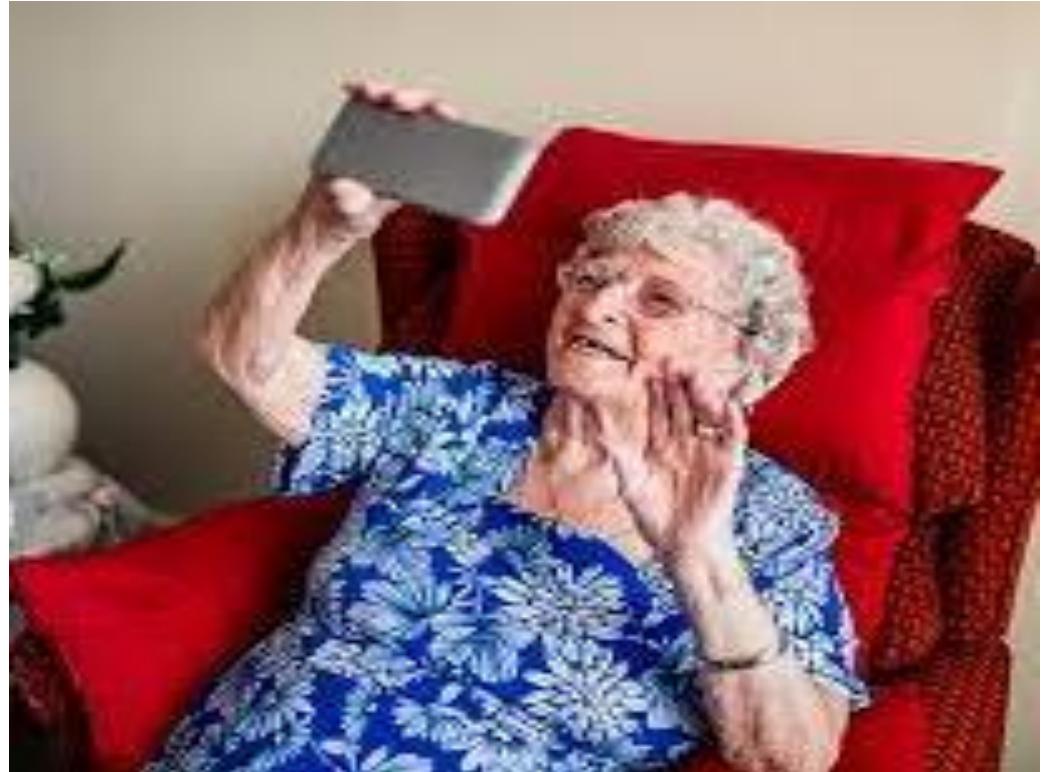


Awarded Projects

Organization	Project Name
L'Chaim Adult Day Care Society	Connecting with Compassion and Addressing Social Isolation
Port Alberni Friendship Center	Friendship Circle
Xwisten-Bridge River Indian Band	Xwisten's Palliative Care During COVID-19

Objectives

- Objectives centered around reaching out to Elders to reduce feelings of isolation
- Projects included virtual outreach (online/over the phone) or in-person outreach at a safe social distance



Learnings

- Key learnings from addressing social isolation projects include:
 - Providing hands-on support to elders who need it
 - Adapting programming to suit the clientele (e.g., dementia)
 - Sending reminders to clients before sessions
 - Using Zoom as a platform

“Keeping it as simple as possible through the use of step-by-step instructions along with visual aids helped elders to navigate Zoom to an extent.”

“Some programs have to be adapted to some individuals.”

“Calls need to be made to remind clients of programs taking place as emails were not enough.”



Challenges

- The main challenges faced by projects addressing social isolation include:
 - Difficulties getting seniors to attend sessions
 - Technical difficulties with Zoom
 - Strong preference for in-person sessions

“It was challenging not being able to visit with the elders, to sit with them, share and help them through not only getting familiar with technology but to provide a sense of comradery.”

“Seniors who were unsuccessful at connecting on Zoom tended to not bother trying again.”

Recommendations

- Addressing social isolation project summaries identified the following recommendations:
 - 1) Deliver beginner computer/tablet learning sessions so that participants can understand the basics of using a tablet/computer
 - 2) Share resources more widely to increase impact of programming
 - 3) Be adaptable to clients' particular needs
 - 4) Increase the number of Zoom programs
 - 5) Increase the number of at-home visits



Impact

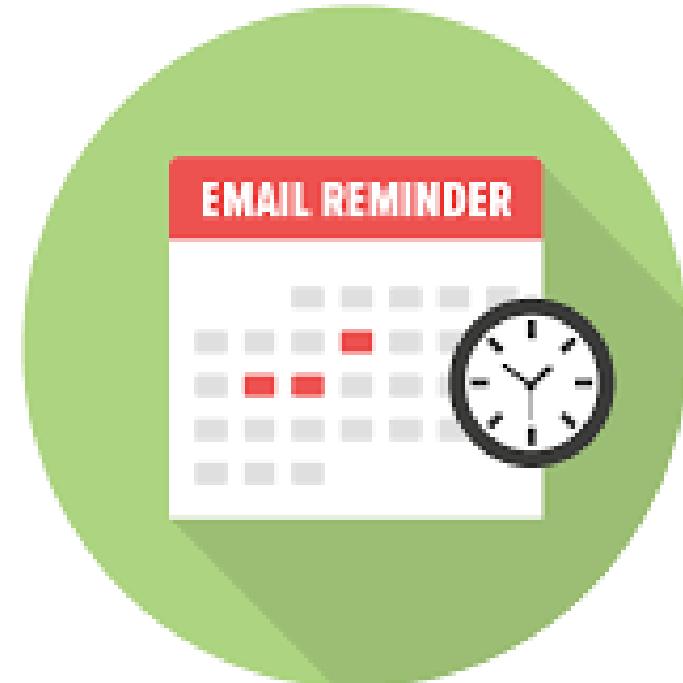
- Projects addressing social isolation described several impacts, including:
 - Elders looking forward to their weekly sessions
 - Increased feelings of safety
 - Increased referrals for health and mental health concerns
 - Creation of a support network for seniors
 - Decreased feelings of isolation

“Seniors had a sense of safety and belonging which has a huge impact on their health, their families and their community.”

“COVID-19 left members feeling isolated and Zoom sessions allowed us to partner together in order to fill the gaps around palliative care the community was facing.”

Marketing Materials

- Marketing materials developed for social isolation projects include:
 - Weekly emails
 - Newsletters
 - Menus for at-home food delivery
 - Essentials for Personal Support Workers (PSW)



Other Materials Developed

- Other materials developed for social isolation projects include:
 - Workbooks for Personal Support Workers (PSW)
 - Self-care Journal
 - Guide for caring for parents and yourself
 - Music playlist (Good Medicine Music for Life's Journey)



Compassionate Communities

Projects Addressing Other Forms of Psychosocial Needs



Awarded Projects

Organization	Project Name
Compassionate Neighbourhood Health Partners Society	Older Adult Neighbourhood Support
Gaia Community Care and Wellness Society	“Cultivating Resilience in Uncertain Times” Online Therapy Group
North Okanagan Hospice Society	Nav-CARE
Kalein Centre	Nav-CARE in Nelson and Area
New West Hospice Society	Grief Support and Health and Safety Training during and after COVID-19

Objectives

- Objectives for psychosocial support projects include:
 - Mental health and stress management support for caregivers
 - Increasing connection and support for older adults and their caregivers
 - Training volunteers in NAV-CARE program and support more clients
 - Creating training video for volunteers and increase awareness of ACP Day



Learnings

- Key learnings from projects addressing psychosocial needs include:
 - There are no guarantees that people will want to continue online sessions after the pandemic, but it may be the best option for some
 - Being flexible around project plans and timing in order to best serve the community

“Online sessions...may be a model that we consider using in the future for participants who are homebound for various reasons.”

“We learned the value of being flexible and responsive to the needs of the community we serve.”



Challenges

- Key challenges from addressing psychosocial needs projects include:
 - Technical issues for online sessions
 - Planning and delivering services during COVID
 - Recruiting volunteers to take training
 - Engaging shy participants
 - Time restraints

“We faced challenges in engaging participants at the first session due to the technical issue and the nature of an online program.”

“The main challenge was trying to deliver service during Covid...many older adults were not nearly as interested in online or phone connection as they were with in-person human connection.”

Recommendations

- Psychosocial support project summaries identified the following recommendations:
 - 1) Conduct screening sessions with 2-3 participants to get to know their challenges and struggles and ensure participants have the right equipment for online learning
 - 2) Have a pre-session to teach participants about Zoom and online etiquette
 - 3) Provide educational workshops to address challenges as they arise.
 - 4) Allow space to adapt program delivery to meet the needs of the community.
 - 5) Have a Plan B when planning events/projects in an environment that is new or unfamiliar to meet original out objectives.



Impact

- Projects addressing psychosocial needs described many impacts, including:
 - Increased participant knowledge, skills and confidence
 - Community members feeling supported
 - Increased feelings of connection
 - Ability for seniors to stay in their own home
 - Increased partnerships

“Community members voiced that they felt supported during COVID-19 isolation.”

“This program has enabled some to stay in their homes longer than they would have been able to on their own. This is very impactful as spaces for long-term care are very limited, and many of our clients speak about the importance of being able to stay in their own home.”

Marketing Materials

- Marketing materials developed for psychosocial support projects include:
 - Posters (English and Chinese)
 - Workshops
 - Bereavement Support Group
 - ACP Day livestream
 - Booklet
 - Social media ads
 - Article in local newspaper

Small acts of kindness can make a big difference!

The Compassionate Neighbourhood Health Partners Society invites you to join their free workshop series on supporting older adult neighbours!

➤ Learn how to: connect with older adult neighbours; enhance your active listening skills; recognize the signs of adult abuse; and improve your understanding of advance care planning.

➤ Twelve, 90-minute sessions delivered via Zoom/telephone. Starts September 14th.



For more information, please contact Connie:
neighbourhealth@gmail.com

604-798-2023



Other Materials Developed

- Other materials developed for psychosocial support projects include:
 - Adapted PowerPoint presentations and other workshop materials



Compassionate Communities

Projects Providing Practical Supports



Awarded Projects

Organization	Project Name
100 Mile District Hospice Palliative Care Society	Massage Training
Kamloops Hospice Society	Virtual Caregiver Workshop Series

Objectives

- Objectives for practical support projects include:
 - Providing education and resources to caregivers
 - Giving volunteers more tools and opportunities for meaningful engagement with clients



Learnings

- Key learnings from addressing practical support projects include:
 - Virtual workshops increase accessibility beyond their community
 - The need for human touch is very important and builds trust
 - Importance of sharing knowledge with family

“Post pandemic there will always be a place for virtual workshops, increases the accessibility to all.”

“The need for human touch is very important and often this connection also builds trust and conversations shift to a deeper level of sharing.”



Challenges

- Key challenges from practical support projects include:
 - Challenges with the online format
 - Inability to assess project reach and impact
 - Renting training space and obtaining personal protection equipment (PPE) due to COVID

“Many health care professionals shared the workshop series with colleagues and other health care teams – this made it difficult to determine how many individuals were actually accessing the series.”

“Our usual training space was not available to us due to COVID rules so had to find and rent a different space.”

Recommendations

- Practical Support project summaries identified the following recommendations:
 - 1) Develop more efficient follow-up methods
 - 2) Develop required intake form for all individuals accessing workshop series to obtain better demographic data

Impact

- Projects providing practical supports described several impacts, including:
 - Increased confidence for caregivers
 - Increased knowledge for HCP
 - More opportunities to use newly developed skills
 - Increased reach into rural communities

The sessions helped caregivers gain knowledge and confidence in caring for their loved ones at home.

“It gave community nurses and physicians an increased knowledge of additional services offered at the hospice.”

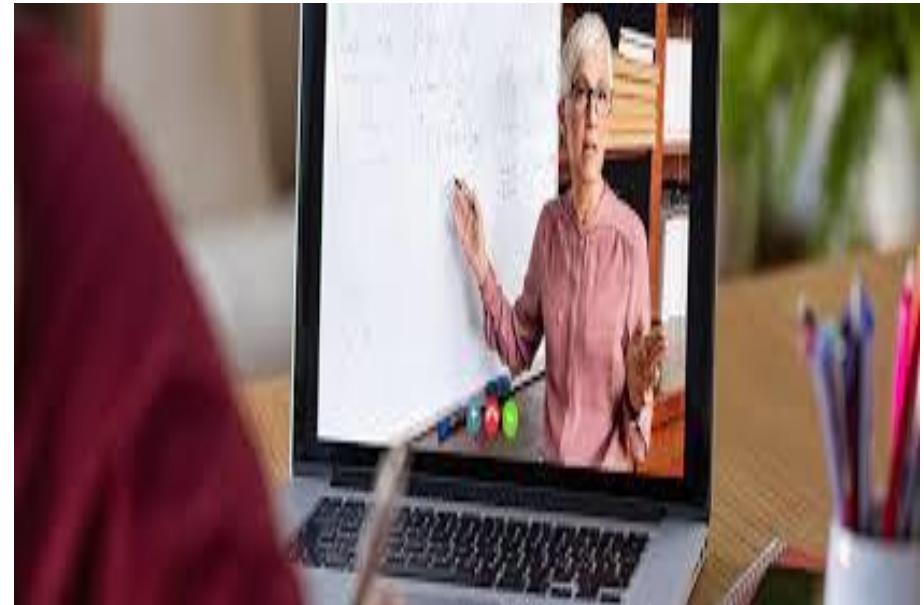
Marketing Materials

- Marketing materials developed for practical support projects include:
 - Facebook Ads
 - Newspaper Ads



Other Materials Developed

- Other materials developed for practical support projects include:
 - Handouts
 - Video demonstrations for new volunteers and refresher training



Compassionate Communities

**Projects delivering advance care planning education
to the public using BCCPC toolkit**



Awarded Projects

Organization	Project Name
Chilliwack Hospice Society	Advance Care Planning Workshops
Cortes Community Health Association	Cortes Compassion and Support Project
Desert Valley Hospice Society	Advanced Care Planning Presentation
Hospice Society of the Columbia Valley	Enhance Public Awareness of and Engagement in Advance Care Planning
Merritt and District Hospice Society	ACP for Indigenous and Indo Canadian Groups
Nanaimo Community Hospice Society	Advance Care Planning
OceanSide Hospice Society	Advance Care Planning

Objectives

- Objectives for ACP projects include:
 - Providing multiple ACP sessions within a particular time period (6 projects)
 - Adapting ACP tools to best serve their target audience (3 projects)



Learnings

- Key learnings from ACP projects include:
 - Asking people if they need help with Zoom at registration and setting aside time to teach them the basics
 - Online format can still allow for good quality sessions
 - Importance of effective and informative advertising
 - Providing materials in advance

“There are many ways to deliver a message to people, and when this is done in a creative way, it can really create interest and participation.”

We were able to help quite a number of people by showing them how to connect to Zoom and use it in a basic way.”



Challenges

- Key challenges from ACP projects include:
 - Difficulty reaching people during COVID
 - Logistical challenges of using Zoom
 - Recruiting participants to attend online sessions
 - Lack of urgency for younger audiences

“Outreach during the pandemic lockdown was difficult.”

“The time invested in learning the technical aspects and facilitation via Zoom was impacting.”

“The only challenge was recruiting people to attend via Zoom.”

Recommendations

- ACP project summaries identified the following recommendations:
 - 1) Provide organizations with summary of evaluation feedback
 - 2) Consider how to engage a broader demographic and make the information more accessible and relevant
 - 3) Prepare online material with both educational and interactive components to keep the sessions engaging
 - 4) Take time to develop the presentations to suit the needs of the clients and the style of the organization
 - 5) Have printed copies of the forms for participants to fill out

Impact

- Projects providing ACP sessions described many impacts, including:
 - Increased reach
 - Increased interest in ACP in general population and First Nations communities
 - Positive effect on participant knowledge, attitude and skills
 - Decreased loneliness and increased connection and engagement
 - Increased sustainability through partnerships

“We’ve networked with several bands in the community and have created considerable interest in the five local bands and other Indigenous communities.”

“This grant helped us maintain strong ties to our project partners, ensuring future sustainability.”

Marketing Materials

- Marketing materials for ACP projects include:
 - Adapted BCCPC materials
 - Promotional video
 - Email invites & reminders
 - Changes to website
 - Brochures
 - Referral form



Other Materials Developed

- Other materials developed for ACP projects include:
 - Life Boxes (important paper organizer)
 - Zoom recordings for future use
 - Evaluation surveys



Conclusion



Thank You!

The BC Centre for Palliative Care would like to sincerely thank everyone from recipient organizations for the time and effort they devoted to delivering this important work in their communities!

Thank you for sharing their experiences, successes, and learnings through their end-of-project reports and closing interviews.



Summary

- Seed Grant Cycle 4 enabled 21 projects with various focuses to provide meaningful programming to their communities and beyond
- Though organizations faced numerous challenges (e.g., COVID, using an online platform), project objectives were largely met and most projects were delivered fully and on time
- Organizations can take many lessons learned into future projects
- Recommendations are practical and will contribute to ongoing improvements

