



GRASSROOTS COMMUNITY ENGAGEMENT: A COLLABORATIVE APPROACH FOR MITIGATING SENIOR ISOLATION IN BANGLADESHI COMMUNITY IN EDMONTON

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BACKGROUND

- Senior isolation presents a pressing challenge with implications for the mental, physical, and emotional well-being of immigrant and ethnocultural communities in Canada (Seniors Social Isolation in Canada, n.d.).
- This abstract advocates for grassroots community engagement to uncover factors contributing to senior isolation in the Bangladeshi Community in Edmonton and to co-create solutions that resonate with the community's cultural nuances.

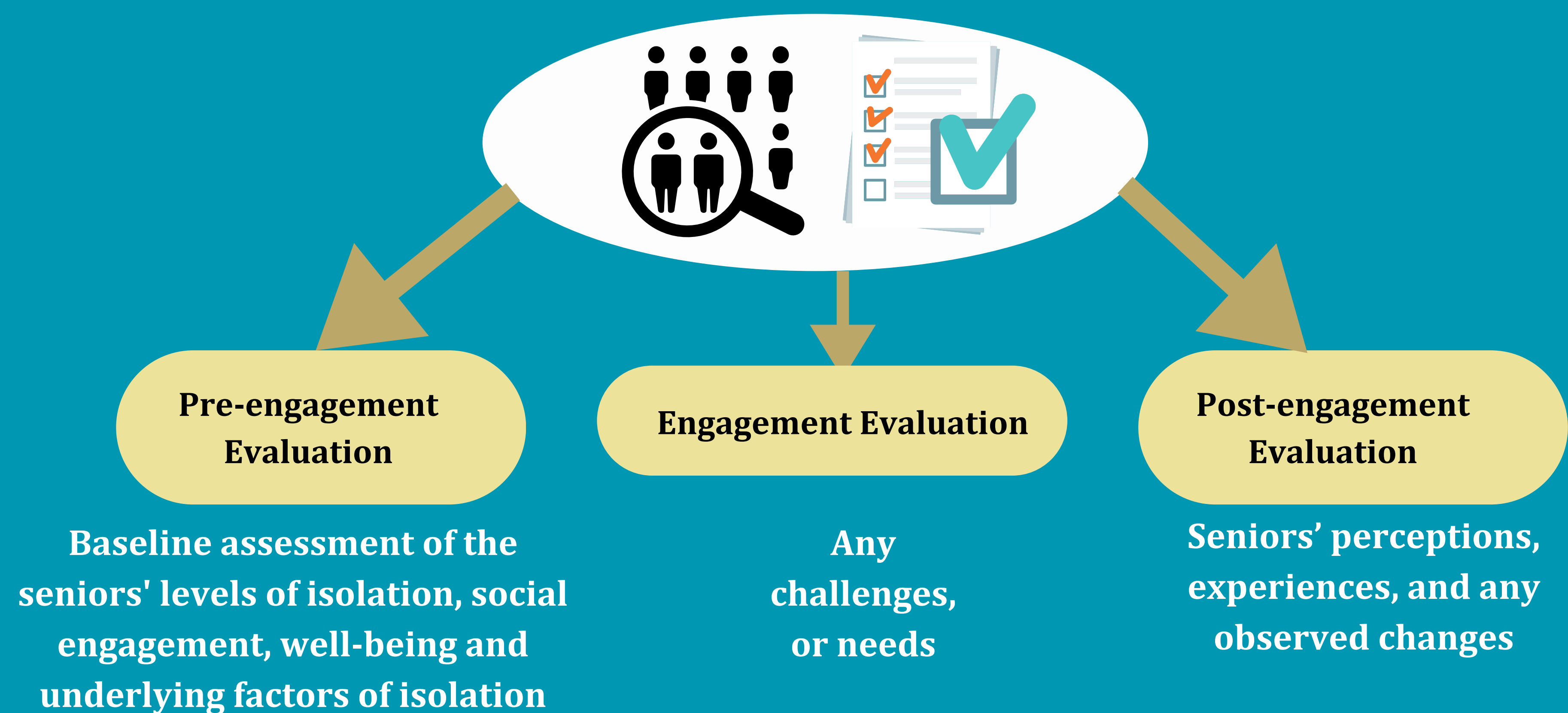
METHODS OF COMMUNITY ENGAGEMENT

- Collaboration with root-level Bangladeshi community organizations in Edmonton to reach out to seniors. The recruitment process will include:
 - In-person conversation (Home visit)
 - Online Zoom meeting
 - Phone Call
- Recruited seniors will share their experiences, challenges, and aspirations related to social isolation.
- Recruited seniors will be engaged in planning and organizing activities that will be culturally tailored to enhance integration into the Canadian culture and combat senior isolation.



OBSERVATIONS

Evaluation Phases



Evaluation Indicators and Expected Outcomes

Evaluation indicator 1:
Number of seniors who participate in tailored activities designed to address social isolation

Expected outcome:
Increase in the number of seniors who participate in social activities and report feeling less isolated

Evaluation indicator 2:
Level of satisfaction among seniors with the tailored activities

Expected outcome:
Seniors report a high level of satisfaction with the tailored activities

Evaluation indicator 3:
Change in seniors' mental well-being scores

Expected outcome:
Seniors' mental well-being scores improve over time

Evaluation Methods

Focus groups

- 3-5 Focus Groups at each Evaluation Phase
- Duration: 90-120 minutes
- Led by a trained facilitator



Surveys

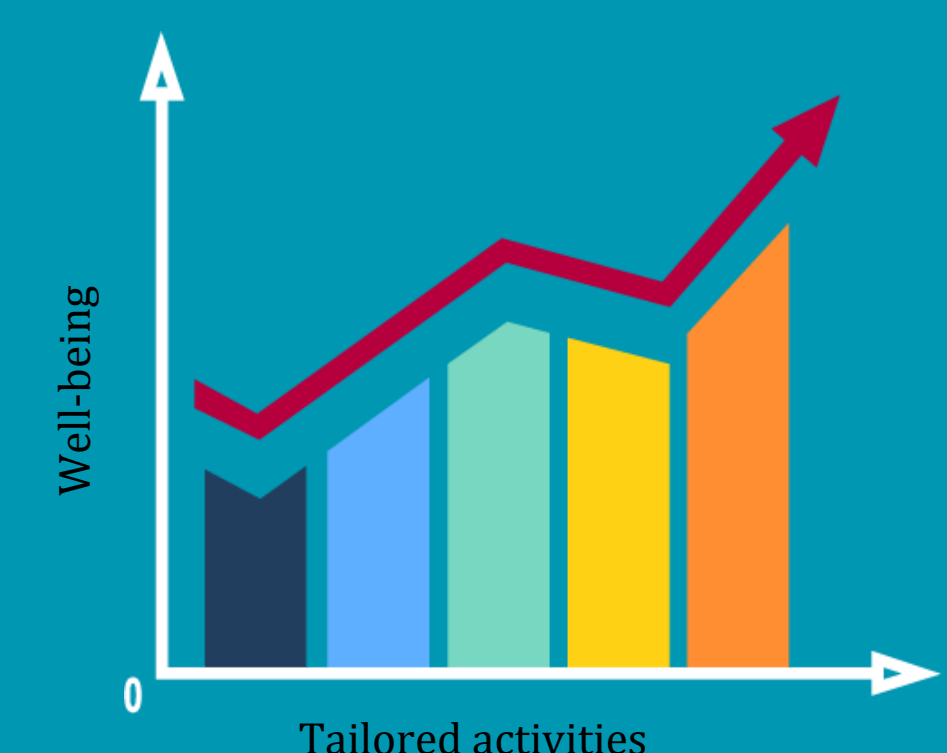
- Surveys at each Evaluation Phase
- Measurement Scale: Revised UCLA Loneliness Scale (R-UCLA) organizations (Hughes 2004)



Analysis

Focus Group:
Thematic analysis using NVivo

Surveys:
Descriptive analysis



Expected Result:
Tailored activities have effectively addressed senior isolation and contributed to improved well-being

CONCLUSION

Through this grassroots community engagement, a platform will be established to empower seniors, enable cultural preservation, and foster meaningful connections for a more inclusive and cohesive society.

References
(n.d.). Retrieved August 29, 2023 from Seniors Social Isolation in Canada: <https://seniorsocialisolation.ca/about-us/#SocialIsolation>
Hughes, M. E., Waite, L. J., Hawkey, L. C., & Cacioppo, J. T. (2004). A Short Scale for Measuring Loneliness in Large Surveys: Results From Two Population-Based Studies. *Research on Aging*, 26(6), 655.