

Bathurst Finch Seniors Society : Moon Ja Park / moonjapark422@gmail.com

Re: Micro-grant of Toronto Nonprofit Network

The Bathurst/Finch Seniors Society(BASS) is an independent resident group of seniors residents; those over the age of 55 as of January 1st of the current year) defined by those who reside in the area bound by Dufferin Street on the West, Steeles Avenue on the North, Yonge Street on the East and Sheppard Avenue on the South. Those living outside the membership area may be admitted upon approval of the Executive Council.

Our activities include, for example:

1. Outreach initiatives for isolated and/or unaffiliated seniors to provide opportunities to improve health and lifestyle circumstances
2. To organize outside activities by interested groups within the Bathurst/Finch Senior Community
3. To improve the health and social situation of its members. However, during the pandemic, Bathurst/Finch Senior Society extended its boundary from members in and around Bathurst/Finch district, to include other GTA seniors and other age groups. Because of the pandemic, our entire monthly program utilizes the virtual Zoom platform, which allowed isolated seniors to have a new avenue to connect.
4. BASS presented 13 virtual workshops during a pandemic, focusing on the importance of vaccinations and provided Q&A after each session.

Our Vaccine Engagement Team ambassador was able to advocate minimizing vaccine hesitancy through educating and promoting vaccine clinics information and updates. BASS was also able to assist those who needed to book an appointment with any vaccine clinic; including members that required language assistance, providing accessibility information for those that are physically impaired, and to non-documented citizens i.e. North Korean refugee community, International visitors, international students and the elderly.

Promoted Events include, for example:

1. A promotional event was held on July 24 & July 25, 2021, at Mel-Lastman Square - #VEXTheNorth Event. We encouraged those who hadn't gotten their 1st or 2nd dose or for those who wanted to get only the Pfizer vaccine, or vaccine hesitancy citizens or those who for various reasons required assistance to arrange an appointment for vaccination. The event was a great success, allowing over 3,000 people to receive their vaccines.
2. To-date, those in the Bathurst/Finch and North York area have the opportunity to book a vaccine appointment at the Unison Health & Community Hub, located at 540 Finch Avenue West. Those that have received their first or second shot include older adults, undocumented residents, international students and those who suffered from vaccine hesitancy.
3. On August 22, 2021, a vaccine promotion booth was set up at Earl Bales Park for four and half hours. Nearly 200 vaccine resource flyers were distributed during the event.

4. On September 18, 2021, three (3) clinics were set up at the Olive Square, Mel-Lastman, Square, Sheppard & Yonge, from 10am to 6pm. Almost 7600 COVID-19 vaccines doses were given out successfully. Educational & vaccine flyers were also handed out, as well, with participants from The North York General Hospital medical team, Toronto Public Health Department team and Vaccine Engagement Team Ambassadors.

Promotional Diversity Project:

With the assistance of the Toronto Public Health, BASS members, information with respect to vaccination and contact information for any additional questions were distributed in 29 different languages, via social media, i.e. FaceBook, Email Instagram, WhatsApp, and Telegram. and Kakaotok(social media in Korean).

General Ongoing Initiative:

A newsletter has been created with current and up-to-date information regarding COVID-19, vaccinations and other general information, including contact information. All in all, members of the Bathurst/Finch Seniors Society are focused and eager to continue support to those in need, regardless of age, ethnicity, diversity or gender.

The collage includes several key elements:

- Top Left:** Photos of people at vaccination clinics, some wearing masks and holding informational materials.
- Top Middle:** Social media-style graphics for '#VaxTheNorth' and 'VACCINATED' with dates and locations like 'Earl Bales Park on August 22 from 10:00am to 6:00pm'.
- Top Right:** A 'Preferred Clinic Area' map showing the location at Olive Square, Mel Lastman Square (NE corner by the fountain), with address 5575 Yonge St, North York, ON M2N 5V7.
- Bottom Left:** A flyer for 'ENGAGE FOR WELLNESS' featuring 'Virtual Mindfulness Workshops by Dr. A. Fiocco & Jinah Im RSW' on Thursdays in January 2021.
- Bottom Middle:** A purple flyer for 'Engage for Wellness' series of 9 lectures on Thursdays (May 13, 20, 27, June 3, 10, 17, 24, July 8, 15, 2021) from 1 PM - 2:30 PM.
- Bottom Right:** A detailed schedule of the 'Engage for Wellness' lectures, including dates, topics, and speakers.

Date	Topic	Speaker
May 13	Let's get physical! The importance of physical activity for wellness	Dr. Alexandra J. Fiocco, Ryerson University
May 20	You are what you eat: Diet for a healthy heart and brain	Dr. Alexandra J. Fiocco, Ryerson University
May 27	Reach out and talk to someone: The importance of social support	Dr. Alexandra J. Fiocco, Ryerson University
June 3	The Health Impacts of Climate Change	Austin Barton, Environment & Energy (City of Toronto)
June 10	Understanding Waste Impacts on Climate Change	Kim Stenshorn, Environment & Energy (City of Toronto)
June 17	Coping: What's in your toolbox?	Dr. Alexandra J. Fiocco, Ryerson University
June 24	Brain fitness: Use it or lose it	Dr. Alexandra J. Fiocco, Ryerson University
July 8	Depression: More than the blues	Dr. Alexandra J. Fiocco, Ryerson University
July 15	Engaging in Wellness for the Rest of Your Life: Overview	Dr. Alexandra J. Fiocco, Ryerson University