

Feel Good Findings

Community-Based Research closetohome@wesn.ca

Are you an older person living in a West End apartment building? Would you like more activities, events, or fun with neighbours, right where you live?

A lobby intercept is part meet and greet and part community-based research. It has an element of data gathering. A lobby intercept does 3 things:

- gathers directions for planning social events
- builds rapport—introduces you to the neighbours
- is social itself, with built-in activities

A recent event at a local building yielded multiple interactions and ideas. This event has conceived with WESN staff, building residents, and the tenant services manager. We built a list of categories: seasonal contests, fitness & exercise, books & videos, lunch & learn, music, arts & crafts, games.

The tenant services manager wrote an introduction letter with a survey, delivered to every suite the week before the event. Nine suites responded in

detail, indicating solid interest among a small group:

- Fitness
- Arts and Crafts—writing, beading, painting
- Lunch and Learn—safety, emergency prep
- Games
- Seasonal contests, bookclub/Ted Talks, Music, Penpals
- 9 detailed suggestions under ‘other’

The lobby intercept used bright colours: posters, poster with categories, sticky dots, markers, giveaways, business cards, pens, and sign-up sheet. In an hour, 21 people stopped to talk and vote for their interests, consistent with survey findings:

- Fitness: chair yoga, dancing, stretch & strength
- Arts & crafts: knitting, quilting, painting
- Games: poker, scrabble, crib, trivia, backgammon
- Seasonal contests: easter egg hunt
- Lunch & learn: safety, emergency preparation, online safety

