



A Rejuvenated Westside Seniors Hub Website



The Westside Seniors Hub (WSH) Council used its *Building Capacity (BC)* funding to update and improve its website. The rejuvenated website **provides descriptions of the Partners' PHAC-funded dementia projects** so that Partners can share their experiences and inspire each other.

Council recommends branding the WSH dementia initiatives - ***Dementia Ventures...Building Capacity*** and using the WSH logo with the *Dementia Ventures* branding in communications. This is to support the partnership with the University of British Columbia School of Nursing under the *Building Capacity* project and for consistent communication through all channels, including the rejuvenated WSH website,

The WSH website address remains the same (www.westsideseniorshub.org) but the website now uses WIX page-building architecture that is **easier for a volunteer to keep current**. It no longer requires program information updates via a Partners' portal. While the website features dementia projects, it still includes **information about the WSH mission, goals, and structure as well as links to all 18 Partner Organizations**.

Dementia Ventures is currently the primary focus of WSH and thus the website will provide:

- **Overview** of goals, guiding principles, affiliations, sponsors, activities
- **Description** of each Partner's *Dementia Ventures* project with links to the Partner Organization's website and contact information
- **Resources** to support staff development and public engagement

The website will also **invite community members to become involved** in *Dementia Ventures* – PLWD, care partners, volunteers and professionals are all welcome! Opportunities with WSH Partners and relevant community events will be posted.

The wildflower, fireweed, has been selected as the symbol for *Dementia Ventures* with an image donated by a professional photographer and a brief annotation for website viewers.

Fireweed symbolizes the resilience that Dementia Ventures hopes to bring to all people living with dementia and their care partners. This feisty wildflower thrives in challenging conditions and brings vibrant colour to diverse landscapes year after year.

WSH Partners are invited to send feedback to westsideseniorshub@gmail.com.

WSH is always interested in working with **new community partners and diversifying the Council of seniors** who guide our community capacity building work. Interested individuals are encouraged to contact Mary Jane MacLennan at westsideseniorshub@gmail.com