



Canadian Home Builders' Association

HOME MODIFICATION COUNCIL

Presentation for Spring Camp 2019

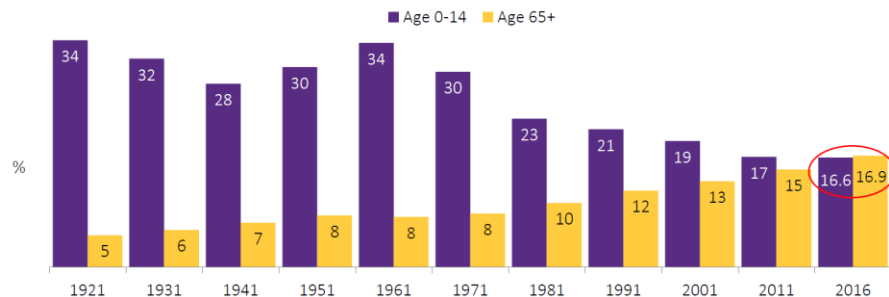
April 16, 2019



What we know – From Census 2016

MORE SENIORS THAN CHILDREN

Percent of Population, Canada



Source: Statistics Canada, Various censuses

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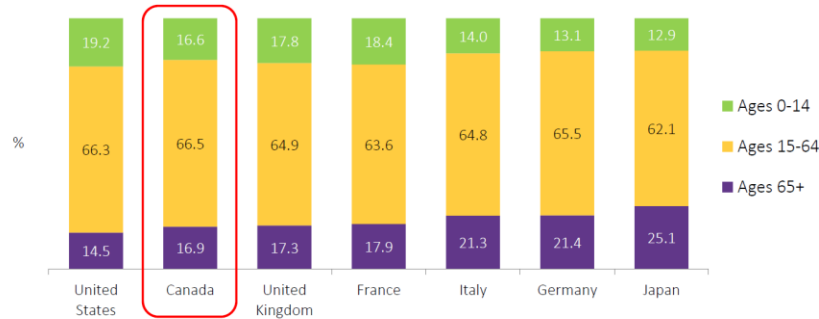
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Japan Leads the World at >25% over 65

CANADA STILL RELATIVELY YOUNG

Percent of Population Aged 65 and Over, G7 Countries, 2016



Source: Statistics Canada, Analytical Report on Release of Age and Sex Data, 2016 Census

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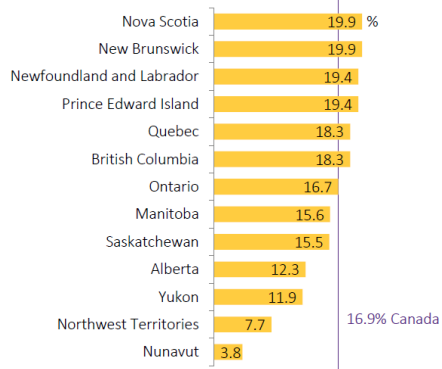
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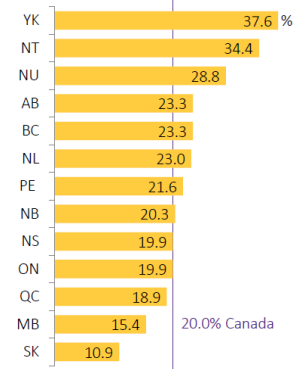
Atlantic Canada Will be First to 25%

ATLANTIC CANADA IS OLDEST REGION

Percent of Population Aged 65 and Over, 2016



Percent Change in Age 65+, Canada, 2011-2016



Source: Statistics Canada, 2016 Census

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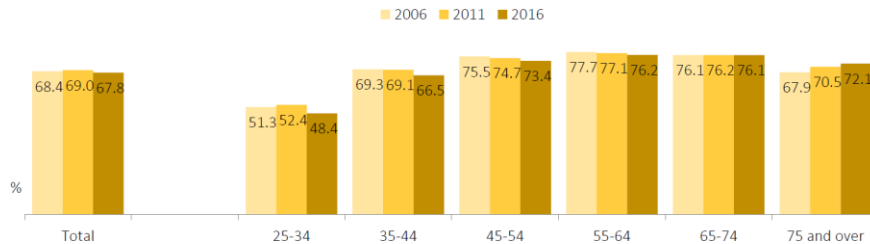
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90% of Seniors Say They Want to Age in Place

HOME OWNERSHIP DROPS AT ALL AGES EXCEPT SENIORS

Percent Homeowners, Canada



Source: Statistics Canada, 2006, 2011 and 2016 Census

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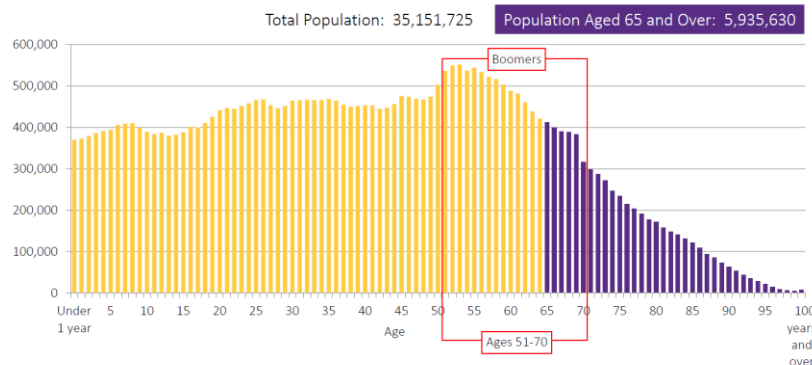
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Large Wave of Boomers Coming – Many Renovations Needed

CANADA'S POPULATION

Census Population, Canada, 2016



Source: Statistics Canada, 2016 Census

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Committee and Council Structure

- Board of Directors
- Executive Committee
- Executive Officers Council
- Technical Research Committee
- **Canadian Renovators' Council**
- Professional Development Committee
- National Marketing Committee
- Urban Council
- Modular Construction Council
- Net Zero Energy Housing Council
- **Home Modification Council**

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Why A Home Modification Council?

- **Canadian Renovator Council**
 - Broad based, big picture
 - All aspects of the renovation industry (codes, technology, training needs, tax law, underground economy, etc)
- **Home Modification Council**
 - Sub-set of renovation industry (Aging in place, persons with disabilities)
 - Large and growing sector of the renovation industry
 - Very specific needs of clients
 - Very specific needs for CHBA member companies wanting to access the market
 - Opportunity for members wishing to service this market

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The CHBA Mission Statement

- Includes:

“Choice: so that Canadians of all ages and life stages can choose the type of home and location best suited to their needs.”

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Role of the HMC

- CHBA's Home Modification Council (HMC) supports many aspects of aging in place for Canada's seniors and disabled, and their caregivers, including:
 - appropriate training for renovators
 - appropriate home modifications
 - access to occupational therapists
 - access to trained architects/designers
 - community care professionals
 - access/information about disability funding organizations
 - government loans, grants & tax credits
 - assistive device and industry representatives

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Activities - General

- Provide a much needed co-ordination point of expertise and resources and services for those that wish to age in place and their caregivers
- Identifying the needs of consumers and the needs of those working in this sector striving to meet these needs.
- **Provide a market advantage for CHBA member companies doing business in this industry sector.**

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Not Just Any Renovation or Customer

- Seniors & persons with disabilities have very specific needs
 - Aging in Place renovations are specialized
- New players needed on the renovator's team
 - OT's, equipment suppliers, caregivers, health care professionals, interior designers, architects
- New types of renos needed
 - ramps, lifts, walk-in tubs/showers, elevators, home automation
- Three types of Customers
 - No immediate need, progressive needs, traumatic need



What is CHBA Doing?

- **Support for Seniors/Persons with Disabilities**
 - Help renovators gain the skills needed
 - Help clients get the correct renovation for them
 - Provide clients and caregivers with appropriate and accurate information
 - Protect those needing renovations from fraud

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Taking Action – C-CAPS

- Canadian – Certified Aging in Place Specialist
- Modeled after well-known CAPS training from NAHB (USA)
- “Canadianized”
- Challenges
 - Providing training to all renovators who want it
 - Ratio of seniors to total population higher in rural Canada – renovators harder to reach – CHBA is looking to team up with industry partners who have a presence in rural Canada

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CHBA is Taking Action – Fraud Prevention

- **Get it in Writing campaign**
 - Importance of getting a contract
 - How to check references
 - What should be in a contract
 - Combating the underground
- **RenoMark™ Initiative**
 - Identifies Renovators who abide by a Code of Conduct of how they will deal with clients
 - Always use a contract and get permits



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Taking Action – Information for Clients

- Creating a Public Web Portal With:
- **Information**
 - On Aging and Age Related Issues
 - Health Conditions – What to expect
 - Various Diseases – What to expect
 - Grants and loans by Province
 - Mobility aids, specialized equipment, home automation
 - Importance of the “Team” – OT’s, Health Professionals, Equipment Installers
- Find a trained and certified Renovator

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Taking Action – Getting the Right Renovation

- Encourage people needing renovations to look for the C-CAPS trained renovator
- Promote the use of Occupational Therapists to work with renovators to specify the correct renovation
- Keep CHBA C-CAPS renovators up-to-date through newsletters, webinars and timely sharing of information

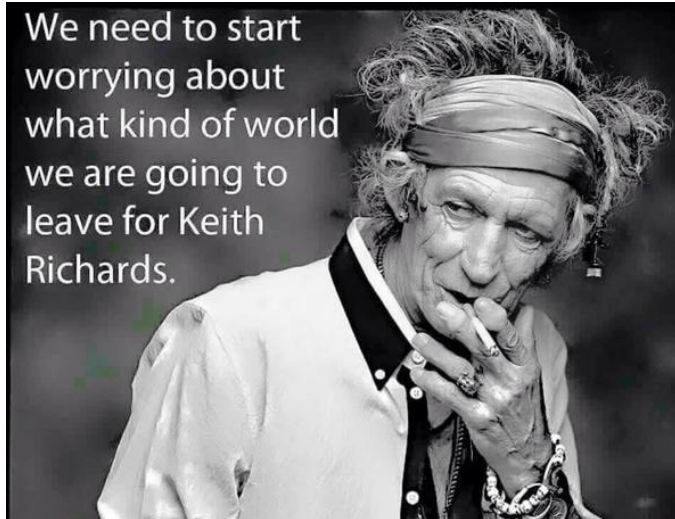
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Who is our customer?



Who is our customer?



Keith Richards

- Age: 75
- No immediate needs that we know of.
- Computer literate, smart phone user
- Lifestyle issues we know of: smoker, drinker
- Active guy
- Looking forward, what can he expect:
 - COPD?
 - Knee and/or hip replacement?
- Do you see this person in an assisted living facility?



Three types of customer

- Without Urgent Needs
- Progressive Condition (Alzheimer's, macular degeneration)
- Traumatic (brain injury, stroke, fall)

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The HM Market

- Estimated at \$30 Billion (including assistive devices)
 - Bigger than golf, skiing or the bridal market
 - Total renovation Market **\$77 Billion**
- Future housing needs only becomes an issue when health declines
 - OT key partner
- Low awareness of options available to help Canadians age in place



Key Stakeholders

- Renovator/Contractors
- Home Care Agencies
- Occupational Therapists
- Other home and community support groups
- Veterans Affairs
- First Nations
- Consumers
- Real Estate Agents
- Assistive Device industry
- Retail
 - Home Depot
 - Lowes
 - Best Buy
- Legal/Financial
- Government - all levels
- All Disability agencies
 - March of Dimes
 - Easter Seals



Disability Housing

- 840,000 in Canada living with a disability
- 56% of personal support workers faced homes that were unsuitable for care delivery
 - *Ontario Department of Labour - 2016 study*
- Completed renovations have to be re-done due to lack of industry knowledge and education.



Statistics / Information

- 50% of family caregivers need to modify their homes
- Boomers will not tolerate the status quo
- Long term care is struggling to meet the need – estimated 30,000 wait listed in Ontario alone
- Assisted living can cost \$2000-\$10,000. Average in Ontario is \$5200/month
- Public care requirements are estimated at \$15 Trillion over the next 15 years – estimates are we have \$590 million

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More Statistics

- Estimated 8.5 million family caregivers in Canada
- Family caregivers are delivering 70% of the care

Cost of Care

Hospital bed	\$842/day
Long Term Care Bed	\$440/day
Home Care	\$242/day
Modified Home	\$8.00/day

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Still More Statistics

- Over 800,000 Canadians are living with some type of dementia and this is expected to grow to over 1 million within 15 years

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AIP Home Modification Products



Off-set hinge



Zero threshold door





Non-slip flooring



Accessible cabinets





Accessible kitchen appliances
(stoves, ovens, refrigerators, etc.)



Decorative grab bars





Walk-in tubs



Right height accessible toilets





Shower chairs



Wheelchairs





Accessible ramps

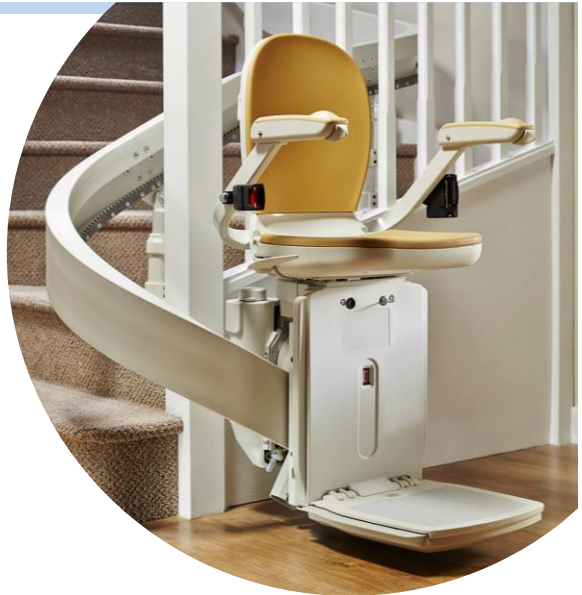


Wheelchair lifts





Stairlifts



Home elevators





Personal lifting equipment





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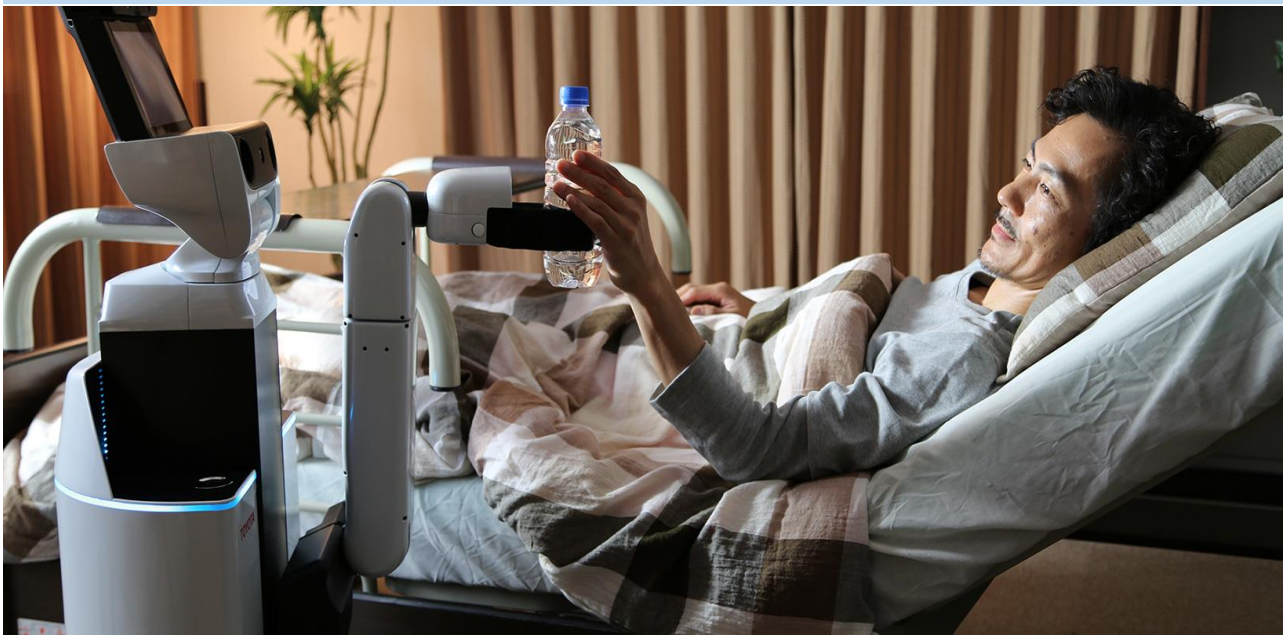
Who is doing What?

- Carleton & Bruyere
 - Motion sensors
 - Dementia Support
 - Stroke Facility
- Toyota
- Google
- Uber
- Amazon and Walmart

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Meet Ron



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More Players

- Internet of Things
- NRC Meeting
 - McMaster U
 - U of Toronto / Age-Well
 - Money
- Ministry of Seniors / Other government agencies

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Things to watch for

- Senior isolation / loneliness
- “lonely deaths”
- Ageism
- Changing housing choices
 - Secondary suites
 - Co-habitation
- Changing health care (automation)
- More home healthcare
 - power requirements
 - delivery drones

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Who is getting it?

- [P&G markets new product for family caregivers.](#)
- [Long Term Care](#)



Thank you.