



Daniel Fontaine - CEO

### CEO Report



The last few months have continued to move at a very fast pace at the BCCPA. It truly is an exciting time to be a member of the Association and to be working in the continuing care sector.

This fall we successfully launched a number of new initiatives including our new [Care to Chat](#) speaker series with keynote speaker the **Hon. Suzanne Anton, QC**, Minister of Justice and Attorney General. The [event](#) was sold out and we announced our next event will take place on January 22<sup>nd</sup> featuring keynote speaker Elizabeth Denham, BC's Privacy Commissioner.



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Over 340 people attended the 1<sup>st</sup> [Annual Minister's Lunch](#) with the **Hon. Terry Lake**. The event was a great partnership between the Denominational Health Association (DHA), the BC Seniors Living Association (BCSLA) and the BCCPA. Planning is already underway for next year's event!



It is also great to see the BCCPA continue to grow its membership. The number of inquiries from potential members is on the upswing - as is our overall membership.

In that regard, the Board recently welcomed **Menno Place** and **Five Star Senior Services** as regular members. In addition, **Conduit Coaching, Wazuku Advisory Group, De Jager Volkenant & Company** and the **Howe Group** have also joined as commercial members.

One of the benefits of membership is access to our province-wide campaigns. One of those is the [F.L.U.E.](#) (Friends/Family Lather Upon Entry) initiative we launched in November. Members are entitled to display specially designed removable window stickers encouraging good hand hygiene for visitors as a means of reducing the spread of the flu this winter. The response so far has been excellent!



Care to Chat



Wednesday, January 22, 2014

Big Brother in Seniors Care:  
Surveillance Technology, Ethics and Privacy

Opening Keynote:  
B.C. Information and Privacy Commissioner,  
Elizabeth Denham



Please visit our website: [www.bccare.ca](http://www.bccare.ca)



Since my last CEO Update, the BCCPA has also signed a formal agreement with WorkSafe BC to establish a new continuing care safety association for those working in long-term care. Known as [SafeCare BC](#), the association aims to reduce the overall number and severity of workplace injuries.



BCCPA staff have been working over the last couple of months to get the basic infrastructure of SafeCare BC established. We anticipate a new [Executive Director](#) will be in place sometime early in 2014.



However, during the hiring process we are not standing still. We are actively conducting a province-wide training needs assessment as well as conducting a best-practice review. Our goal is to not “re-invent the wheel”, but rather, find out what has worked well in other jurisdictions and incorporate that into new training opportunities here in BC.

As we near the end of this calendar year, I want to sincerely thank all of you who have provided me with your support, feedback and mentorship. It's truly been a pleasure working as the new CEO for such a dynamic, forward-thinking and innovative industry. I look forward to an exciting year ahead.

I want to wish you and your family all the best over the Christmas holidays.

Sincerely,

Daniel Fontaine



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## CEO Visits Front-line Providers

On November 27<sup>th</sup>, I visited Elim Village in Surrey to job shadow a care aide for a day. A big thanks to Board Director Ron Pike and his team for organizing this opportunity and allowing me to experience what it is like to work on the front-line.

Be sure to check out the BCCPA website as I plan to write a follow-up post about my experience.

## New Additions to the Team

On November 4<sup>th</sup> the BCCPA welcomed new additions to our team.

**Keivan Hirji** has been hired to work on a six-month contract to work as Communications and Events Coordinator. He will be working on both BCCPA and SafeCare BC projects. In particular, he is helping to develop the SafeCare BC website and will be coordinating our new BCCPA Awards Ceremony being held in Victoria on February 19<sup>th</sup>.

**Michael Izen and Rebecca Livernois** will be working on contract to carry out the Core Review project. They will identify and catalogue some of the red tape our front-line employees and management face every day. In particular, how all that red tape can negatively impact those in care. The Core Review Report will be released to the public in early 2014.

## Removing Red Tape: Core Review

Earlier this year the BC Government announced it was going to undertake another Core Review process headed by the Hon. Bill Bennett. The first Core Review was conducted after Gordon Campbell became Premier in 2001.

In conjunction with the government's review, the BCCPA has decided it will also undertake to produce a report cataloguing the red tape facing everyone working in the continuing care sector. The report will focus on updating the "Dis-Org" chart that was released a couple of years ago. The chart helped to visualize the labyrinth of agencies, ministries and orders of government that care providers have to deal with and/or report to on a regular basis.

Our contractors **Michael Izen** and **Rebecca Livernois** will be working on this project over several months and are now in the field gathering information. I would encourage everyone to work closely with them to ensure the report is all encompassing. They will be consulting with some members, and they also encourage you to contact them directly with input at [livernois@bccare.ca](mailto:livernois@bccare.ca)





## Seniors Advocate Hiring Process Announced

On November 19<sup>th</sup>, the BCCPA was asked to participate in a joint announcement with Minister Lake regarding the hiring of BC's new Seniors Advocate. You can read the news release by [clicking here](#).

The closing date for applicants is on December 13, 2013. The Minister indicates he hopes to have someone in place by February/March 2014.

We look forward to working with the Seniors Advocate to enhance the quality of care for BC's seniors.

## BCCPA Partners with OLTCA

I am pleased to report the BCCPA reached out to the OLTCA to partner on a special joint project and they have agreed.

In January, we plan to hire and supervise a recreational therapy co-op student and/or intern to identify "best practices" (examples) of successful recreational therapy programs and activities in residential care homes across Canada – with a focus in Ontario/BC regions.

The student will directly consult with care homes and write up to ten special profiles. In addition, they will catalogue 50-60 programs currently in use throughout Canada.

The "best practices" guide will also provide analysis regarding each program by:

- Complexity of implementation
- Cost (capital + operations)
- Multi-cultural adaptation
- Level of acuity
- Suitability for residents living with dementia
- Gender focus – i.e. program geared toward women, men or both
- Physical capacity – i.e. wheelchair-friendly

The BCCPA and OLTCA are planning on making the new online guide available to our members in the spring 2014. If you have a successful recreational therapy program that you would like to share, please contact Heather Campbell, our Director of Policy and Research, at [hcampbell@bccare.ca](mailto:hcampbell@bccare.ca) or (604) 736.4233 ext. 228.

## Welcome New Members!

### Home Support:

#### **Five Star Senior Services**

Burnaby BC  
Contact:  
Ernest Quansah

### Residential Care:

#### **Menno Place**

Abbotsford, BC  
Contact:  
Karen L. Baille

### Commercial:

#### **Conduit Coaching**

Burnaby, BC  
Contact:  
Mary Ellen Sanajko

#### **Wazuku Advisory Group Inc**

Vancouver, BC  
Contact:  
Stephen Kukucha

#### **Howegroup**

Vancouver, BC  
Contact:  
Wynona Giannasi

#### **De Jager Volkenant & Company**

Surrey, BC  
Contact: Ken Volkenant

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## SafeCare BC: Update New Progress

There is a lot to report regarding progress being made with SafeCare BC.

On October 1<sup>st</sup>, the BCCPA signed a formal agreement with WorkSafeBC to help establish SafeCare BC. To immediately get things going, we established a new phone number, splash page and email contact to help ensure a continued two-way dialogue.

The Howe Group was also retained to help provide support services in the initial phase of organizational development. Some of their responsibilities include managing the hiring process of a new Executive Director, conducting a thorough training needs assessment and best practices review.

The BCCPA Board established a new SafeCare BC Hiring Committee. It is chaired by Liz Dutton, who works for Good Samaritan Society and is also on the BCCPA and DHA Boards. The committee drafted a job description in October and posted it on a variety of recruitment sites. There was significant response to the posting which closed on November 8<sup>th</sup>.

The committee then short-listed a number of candidates and will begin in-person interviews in December. It is anticipated the hiring process will be completed before the end of 2013 and a new ED will be in place sometime before the end of February 2014.

A new SafeCare BC Implementation Working Group was also established to provide an opportunity for additional engagement and consultation. Board Director Sue Emmons (Northcrest) serves as the Chair and is joined by Mary McDougall (Burton), Jeannette Thompson (representing DHA) and Stephen Symon (WorkSafeBC).

The Working Group will assist BCCPA staff and Board as we begin to transform SafeCare BC from concept into reality. They will also assist in the planning and establishment of the new society responsible for overseeing the affairs of SafeCare BC in the coming years.

For more information about SafeCare BC, visit the BCCPA website or [www.safecarebc.ca](http://www.safecarebc.ca).



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## Care to Chat: Next Event on Jan. 22- Over 60% Sold!

On November 7<sup>th</sup> the BCCPA hosted our inaugural Care to Chat panel discussion at the Terminal City Club in Vancouver. I am pleased to report that approximately 150 people from the continuing care sector and beyond attended the sold-out event.

The event featured a keynote address by the Hon. Suzanne Anton, QC, Minister of Justice and Attorney General. She spoke about the importance of ensuring BC's justice system treats people living with dementia compassionately if they are arrested and charged for an act of aggression against another resident.

On January 22<sup>nd</sup>, we will be hosting our 2<sup>nd</sup> Care to Chat panel discussion. The topic is *Big Brother in Seniors Care: Surveillance Technology, Ethics and Privacy*.

Veteran CKNW radio broadcaster **Bill Good** will be our moderator. We are fortunate to have **Elizabeth Denham**, BC's Privacy Commissioner as our keynote speaker.

Tickets are selling fast through our **new online registration** system. You don't want to miss out on this event, so be sure to buy your tickets today!

I also want to extend a big thanks to **Medical Pharmacies** who have become our Platinum Sponsor for the 2013/14 Care to Chat series. They were also the Platinum Sponsor for our Annual Conference in Whistler. **Rexall Specialty Pharmacies** (Gold Sponsor) and law firm **Coutts Pulver LLP** (Silver Sponsor) are also supporting the speaker series.



Wednesday, January 22, 2014

**Big Brother in Seniors Care:  
Surveillance Technology, Ethics and Privacy**

**Opening Keynote:  
B.C. Information and Privacy Commissioner,  
Elizabeth Denham**





## 1<sup>st</sup> Annual Minister Luncheon



*Daniel Fontaine, CEO BCCPA has a conversation with Health Minister Terry Lake about seniors care in BC*

After several months of planning, the BCCPA along with the BCSLA and DHA hosted the 1<sup>st</sup> [Annual Minister's Lunch](#).

The sold-out event was a huge success with over 340 people in attendance.

The event was a great networking opportunity for our members and provided an excellent platform for Minister Terry Lake to speak directly to the continuing care sector.

After the Minister finished his remarks, I had a chance to sit down with him for a more informal discussion in front of the live audience. During that Q & A session, I posed number of questions submitted to me by the audience and our membership.

The BCCPA **forwarded the full list** of questions to the Minister that we were unable to address during the open session due to time limitations. Lake has committed to providing responses to them and publishing them on the Ministry of Health website. We will be sure to advise our members when this happens and share the link with all of you through our website.

## Nominate Someone For a New BCCPA Award!

On November 18<sup>th</sup> we announced the BCCPA Board of Directors had approved the establishment of three new awards for the continuing care sector. The awards are intended to recognize individuals who have demonstrated outstanding dedication, innovation, and/or service excellence.

The introduction of these new annual awards are an important step in our renewal process. They help to acknowledge the crucial role front-line staff, management and owners play each day in helping to improve the quality of life for our seniors.

Nominations will be accepted through an [easy-to-use online](#) application system and must be received prior to December 31, 2013.

Award recipients will be honoured at a special ceremony in Victoria, BC on the evening of February 19, 2014 and will be featured on our website for their efforts. To become a nominator or to be nominated, you must either be a BCCPA member or work for a member company at the time of adjudication.

Our vision is to use these awards as a means to further encourage and stimulate excellence. It would be great if we were flooded with applications in the coming weeks and we are encouraging all of our members to submit at least one nomination.

Awards:

### Long-Service Excellence Award

Awarded to a member owner/operator or a member employee/contractor who has a 15+ year industry track record of developing and delivering quality care for individuals in care.

### BC Care Provider of the Year

Awarded to a front-line care provider employed by one of our members who has demonstrated a commitment to quality, compassion and excellence in delivering care to one or more of our residents and/or clients.

### Innovation of the Year

Awarded to a member care provider or one of their employees who can demonstrate an innovation they have developed or introduced within the sector to improve the quality of care delivered.

Nominations are now open and any individual in the field of continuing care can nominate a BCCPA member for an award. Nominations require a description of how the nominee meets the evaluation criteria of exemplary service in continuing care excellence, leadership, and inspiration.

For more details about the awards or how to nominate a BCCPA member [click here](#).





## GERMS STOP HERE



REMEMBER F.L.U.E.  
FRIENDS/FAMILY LATHER UPON ENTRY.

## F.L.U.E. Campaign Underway

Below is a copy of a news release the BCCPA issued on October 15<sup>th</sup>. If you are a BCCPA member, you are entitled to order complimentary stickers today. Simply [login](#) to our website and click on the F.L.U.E. button.

**Vancouver, B.C. (Oct 15, 2013):** With the flu season now upon us, the BC Care Providers Association (BCCPA) is launching a new F.L.U.E awareness campaign aimed at reminding people that hand washing before visiting friends and relatives in residential seniors care homes is the first line of defense against spreading the flu.

The F.L.U.E campaign, which stands for Friends/Family Lather Upon Entry, will be promoted through BCCPA members across the province. Care providers will be encouraged to post these electrostat posters on all public entry/exit doors between now and the end of flu season.

BCCPA CEO Daniel Fontaine says people visiting a care home often believe they are the ones at risk of picking up a flu bug or other virus. But visitors are more likely to be carrying a flu bug into a care home, oftentimes unknowingly.

“We can’t stress enough how important hand washing is,” Fontaine said. “A good lathering up with soap and water, or with an alcohol-based hand sanitizer, is the best defense against spreading the flu or other microorganisms to vulnerable care home residents.”

All of B.C.’s seniors care facilities have protocols and training in place to prevent the spread of illnesses. These protocols can include recommendations such as thoroughly washing:

- Before and after direct patient contact
- After completing tasks at one patient station before moving to another station
- Before procedures, such as administering intravenous medications
- Before and after contact with vascular access
- Before and after dressing changes
- After contact with items/surfaces at patient stations

The BC Centre for Disease Control (BCCDC) recommends the following hand washing steps to thoroughly rid your hands of potentially harmful germs.

- Wet your hands with warm water.
- Apply plain soap to your hands and rub together for 20 seconds (the length of time it takes to sing Twinkle Twinkle Little Star or Happy Birthday)
- Wash the front and back of your hands, as well as between your fingers and under your nails.
- Rinse your hands well for 10 seconds under warm running water, using a rubbing motion.
- Wipe and dry your hands gently with a paper towel or a clean towel. Drying them vigorously can damage the skin.
- Turn off the tap using the paper towel so that you do not re-contaminate your hands. When using a public bathroom, use the same paper towel to open the door when you leave.

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## Current Affairs, Advocacy and Meetings of Note

- The BCCPA’s Care Aide Registry subcommittee will be making recommendations to the Minister of Health regarding how to improve the registry process. The committee is comprised of 10 members and will be submitting their list of recommendations in 2014. If you would like to provide input, please contact Heather Campbell, our Director of Policy and Research, at [hcampbell@bccare.ca](mailto:hcampbell@bccare.ca) or (604) 736.4233 ext. 228.
- On October 25, 2013, the BCCPA wrote to the Vancouver Coastal Health Authority expressing our concern regarding the short time frame for an RFP. A copy of that letter can be viewed by [clicking here](#).
- The BCCPA met with representatives from the HBT on November 19, 2013.
- On October 17, 2013, Mark Slobin, Executive Director, Affiliate Services & Occupational Health & Safety HEABC, met with the BCCPA Board to discuss the negotiating mandate. In November 2013, the BCCPA and the DHA provided a joint response to the HEABC.
- BCCPA staff regularly attend external meetings on behalf of our membership. They include:
  - Home Community and Integrated Care Council
  - CD Howe Institute – Health Policy Council
  - Assisted Living Seniors Sector
  - HEABC Affiliates Committee
  - Care Aide Registry, Health Care Assistant Educational Standards Advisory Committee
  - BC Adult Abuse/Neglect Prevention Collaborative
  - CLeAR Partnership Alliance

## Social Media Engagement Increases

Last May the BCCPA unveiled our social media engagement strategy. This included the re-launch of our Twitter account as well as a new presence on Facebook and LinkedIn. We thought it might be interesting to see what has transpired since then!

Here are some of the numbers:

Increase in Twitter Followers since May: **900%**  
Total Tweets sent this year: **+735**  
Facebook “Likes” in May = 0. In November, = **49**  
LinkedIn Group Members in May = 0. In November = **90**

What has been most pleasing to watch is the significant increase in our website traffic since the launch of our refreshed website in May. Our monthly web traffic has increased by **70%** in October compared to the same period last year.

Thanks to all of you for retweeting our tweets, clicking regularly on our posts, sharing our stories on Facebook and joining the LinkedIn group! Keep it up!

## Website Improves Member Access

If you are a regular visitor to the BCCPA website, you may have noticed we have beefed up the “member-only” section this fall.

We have introduced three new writers including Dean Crawford (legal issues), Michael Davis (public relations and communication issues) and Mary Ellen Sanajko (business coaching). Not only are they all valued commercial members, they are now providing exclusive content through our website.

A new polling feature has also been added to allow members to weigh in on a particular issue in the media or simply provide the BCCPA with some valued feedback.

Just a reminder that the member-only portion of the website is password protected. But the good news is you can now set your own password!

As always, we are open to feedback and we are always on the hunt for creative new content for the website in general – and for the member-only section as well. So please feel free to contact us if you have an initiative, employee or innovative program you would like us to highlight.



## Policy and Research Scan



### British Columbia

- The BC government is conducting a national [executive search](#) for BC's new Seniors Advocate.
- Effective December 1, 2013, the *BC Hospital Act Regulation* is amended to add a duty to report adverse events, where adverse events include serious injury or death to a patient.
- **Alternative models of seniors care.** The [Caring Co-operatively Project](#) aims to develop a series of co-ops that will empower seniors in the provision of services they need. The project will develop elder care co-ops in three forms: seniors' co-op housing projects; aging in place support and foster care service co-ops; and co-op care homes. Seed development funding of up to \$20,000 is available for projects in BC, Alberta, Saskatchewan, New Brunswick and Newfoundland (BC Co-operative Association).

### Alberta

- The [Alberta Seniors Advocate](#) will begin work on April 1, 2014, under the new *Alberta Health Act*.

### Ontario

- Ontario coroner's office is cutting back on [nursing home death investigations](#). Previously, the coroner automatically investigated every tenth death in each long term care home.

### International

- [New bill improves on nursing home surveys and surveyor training](#). A new House bill aims to improve the nursing home survey process, enhance whistleblower protections for surveyors and establish an advisory committee for CMS that would include skilled nursing facility administrators, directors of nursing and other stakeholders (McKnight's Long Term Care News).
- American College of Obstetricians and Gynecologists [committee opinion](#) recommends screening for elder abuse of patients older than 60 years to help identify victims of abuse and provide them with appropriate medical and psychosocial care and referrals. Older women are more vulnerable, less inclined to discuss abuse without direct questioning, more likely to accept or minimize the degree of their situations, and to remain silent as abuse continues (University of California, Center of Excellence on Elder Abuse and Neglect).





## Reports:

- [Report on Assisted Living in British Columbia](#) (BC Law Institute, September 2013)
- [ReBuilding Health Care Together: The Provincial Health Plan 2013 - 2018](#) (New Brunswick)
- [Fixing New Brunswick's Healthcare System](#) (New Brunswick Medical Society)
- [Saskatchewan Privacy Commissioner report on records found in dumpster](#) (September 2013)
- [Improving Long Term Care in Saskatchewan](#) (Government of Saskatchewan, October 2013)
- [Future Care for Canadian Seniors – Why it Matters](#) (The Conference Board of Canada, October 2013)
- [Regulated Nurses, 2012 – Summary Report](#) (CIHI)
- [Who is in Our Hospitals...And Why](#) (Manitoba Centre for Health Policy, September 2013)
- [Risk of death increases in nursing home residents after exposure to typical antipsychotics](#) (US Department of Health and Human Services, May 2013)
- [Report to Congress](#) (Commission on Long Term Care, September 2013)
- [Choosing Home for Someone Else: Guardian Decisions on Long-Term Services and Supports](#) (AARP Public Policy Institute, August 2013)
- [For the Care We All Deserve: Building Better Long-Term Care in Manitoba](#) (Canadian Centre for Policy Alternatives, Manitoba Office, October 2013)
- [The Ombudsperson's Report on Seniors Care: A Brief Analysis of the Government's \(Non\)Response](#) (Canadian Centre for Policy Alternatives, November 2013)

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## Resources:

- [Workplace Bullying and Harassment Resources](#) (WorkSafeBC). As of November 1, 2013, bullying and harassment is a recognized workplace hazard in BC. WorkSafeBC has developed a tool kit to help employers understand their obligations.
- [Personal Support Worker E-learning Program DVD](#) (National Initiative for the Care of the Elderly). The purpose of this program is to identify personal support workers' role function challenges and strategies for managing work-related relationship conflicts with residents, families and co-workers, as well as to identify organizational strategies for supporting PSW role functions and self-care. The nursing supervisor/manager DVD includes a module with a focus on the role of healthcare teams for insuring optimal care of residents.
- [Resident / Family Council or Family Support Group Guide](#) (Island Health, September 2013)
- [Metro Vancouver Family & Friend \(Unpaid\) Caregivers Information and Resource Handbook](#) (United Way Lower Mainland, 2013/14)
- [Communicating with Patients who have Dementia](#) (Arizona Center on Aging, January 2013)
- [Best Practices for Nutrition, Food Service and Dining in Long Term Care Homes: A Working Paper](#) (Dieticians of Canada, April 2013)



## News Articles:

- [Hands in Health Care Magazine](#) (Canadian Patient Safety Institute, 2013)
- [Exporting Grandma: Germany's answer for eldercare](#) (Toronto Star, October 2013)
- [Consultation required to chart future of seniors' care](#) (Lethbridge Herald, September 2013)
- [Memory card containing personal information of more than 18,000 people stolen from employee's car](#) (Canadian Healthcare Technology, October 2013)
- [Snooping case against nurse returns to court this month](#) (Canadian Healthcare Technology, October 2013)
- [BC authorities phasing out paper delivery to docs](#) (Canadian Healthcare Technology, October 2013)
- [Nursing-home violence a growing concern, with 11% of residents classed as 'aggressive'](#) (Toronto Star, November 2013)

## From the Archives:

- [Foster Care for Elderly: Like a New Home](#) (New York Times, March 1994)
- [Marmet Health Care Center, Inc. v. Brown](#), 132 S.Ct. 1201 (2012). This case involved three negligence lawsuits against nursing homes in West Virginia. In each case, a family member of a resident signed an admission agreement with the nursing home. The agreements included a clause requiring the parties to arbitrate all disputes (with some exceptions). When the residents died, the family members filed a lawsuit alleging negligence by the nursing homes. The trial court dismissed the suits, based on the agreement to arbitrate. The state court, however, ruled that an arbitration clause in a nursing home admission agreement is unenforceable in negligence disputes. The case went to the US Supreme Court, which ruled in favour of the nursing homes – it found that the West Virginia statute that barred mandatory arbitration provisions in nursing home contracts violated the *Federal Arbitration Act*, and that states could not limit the application of federal law to specific industries (nursing homes) or specific disputes (negligence). For recent commentary on the decision, which has been viewed as a “business-oriented defense of nursing homes,” click [here](#).

