

shift!
happens!

2018



**When it comes to
Seniors' care, words
matter**

Take the Poll



What words are inappropriate for seniors care today?

Go to: sli.do

Enter code: **V109**



BC Care
Providers
ASSOCIATION

Words Matter

Daniel Fontaine, CEO, BC Care
Providers Association





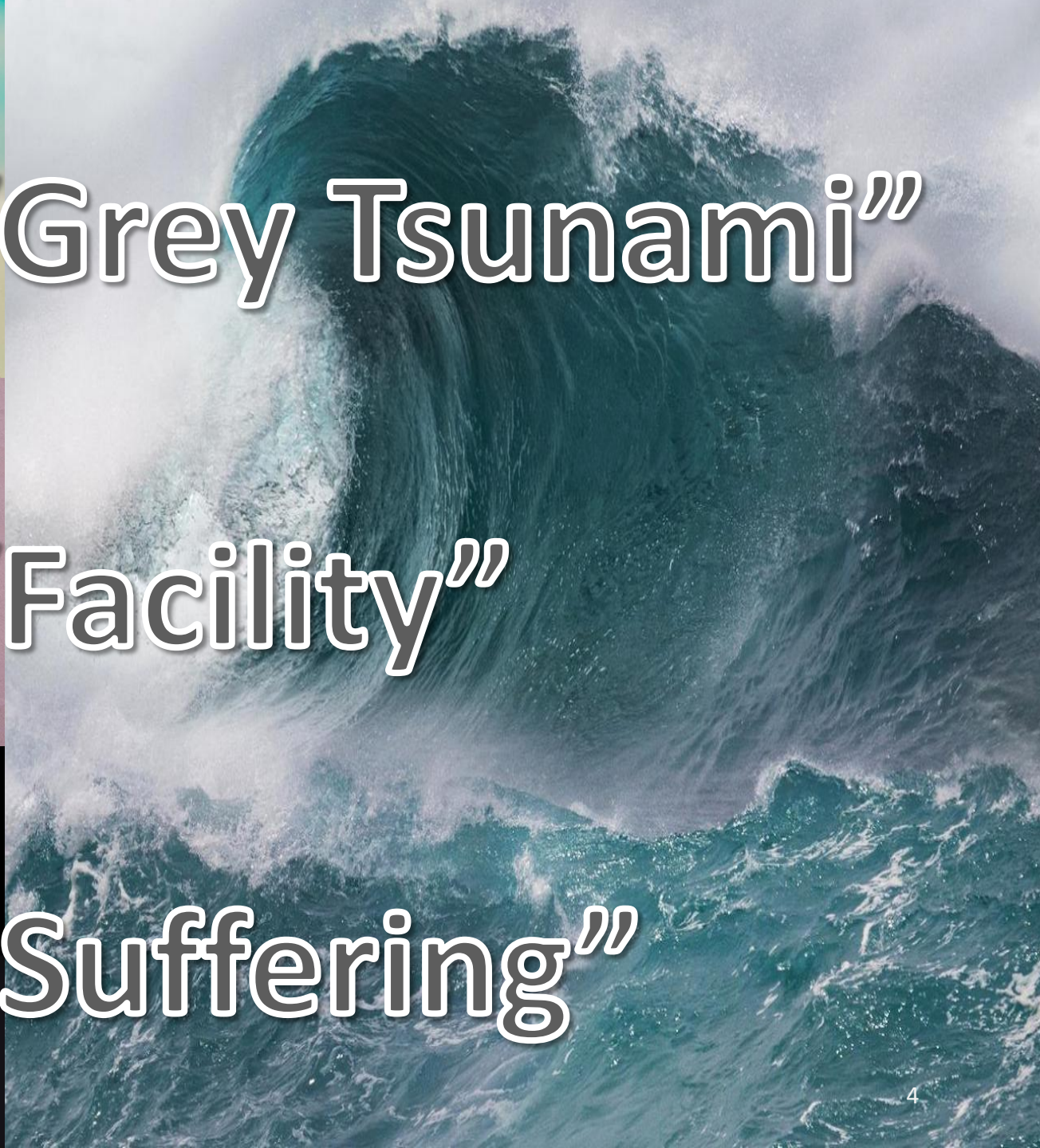
“Grey Tsunami”



“Facility”



“Suffering”



Why Is It Important?

The ways we talk about the people we support affects the care we provide and the standard to which we strive.

Language has been a significant obstacle to conveying to the general public and policymakers the advances we have made in healthcare and aging services.

“Us vs. them” language suggests seniors are not a part of *our* society, separate from “the rest of us.”



What is Ageist Language?



Image courtesy of Winnipeg Free Press
<https://www.winnipegfreepress.com/opinion/letters-to-the-editor/letters-and-comments-aug-25-391247671.html>.

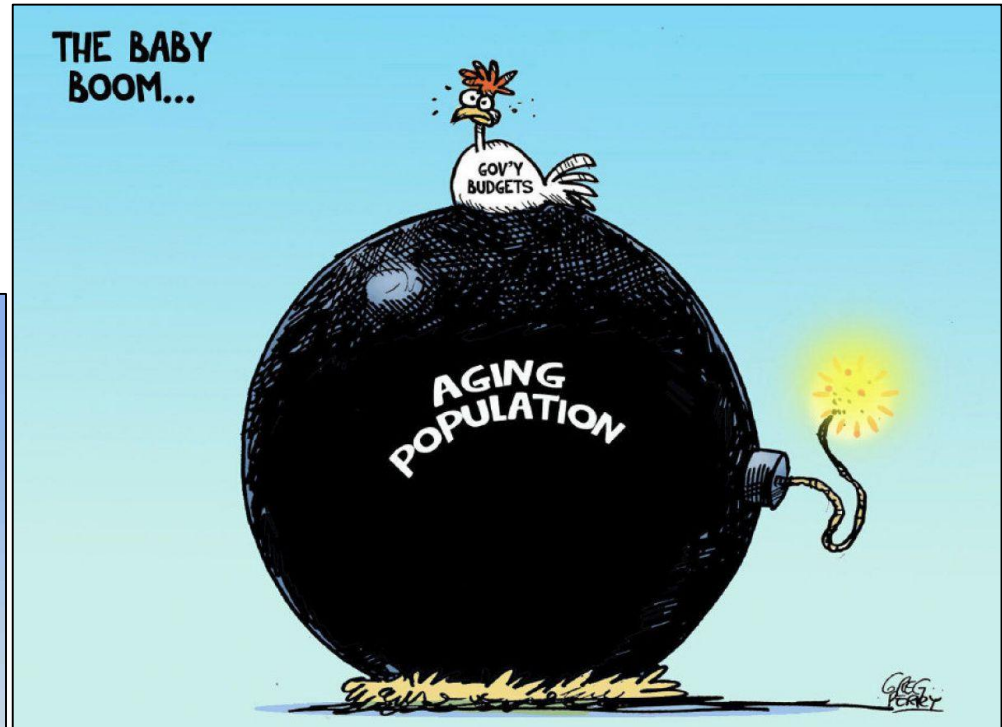


Image courtesy of Winnipeg Free Press
<https://www.winnipegfreepress.com/opinion/letters-to-the-editor/letters-and-comments-aug-25-391247671.html>.

Impact

Don't just adjust your language, reflect on the attitudes and misperceptions behind the use of the words you've chosen.

Think of the implications of your words, and the imagery your words will provoke in your audience.

What effect will your words have: on families, individuals, people in care, people providing care, and on policymakers?



How Can We Reframe the Conversation?

- **Be proactive!**
- Avoid leading the story with demographic shifts
- Don't use language that refers to older people as "other" or reinforces paternalistic attitudes toward older people
- Be balanced – don't overdue the positivity





**BC Care
Providers**
ASSOCIATION

Thank You!



Dementia-Friendly Language

The Alzheimer Society of B.C.

B.C. Care Providers Association,
2018





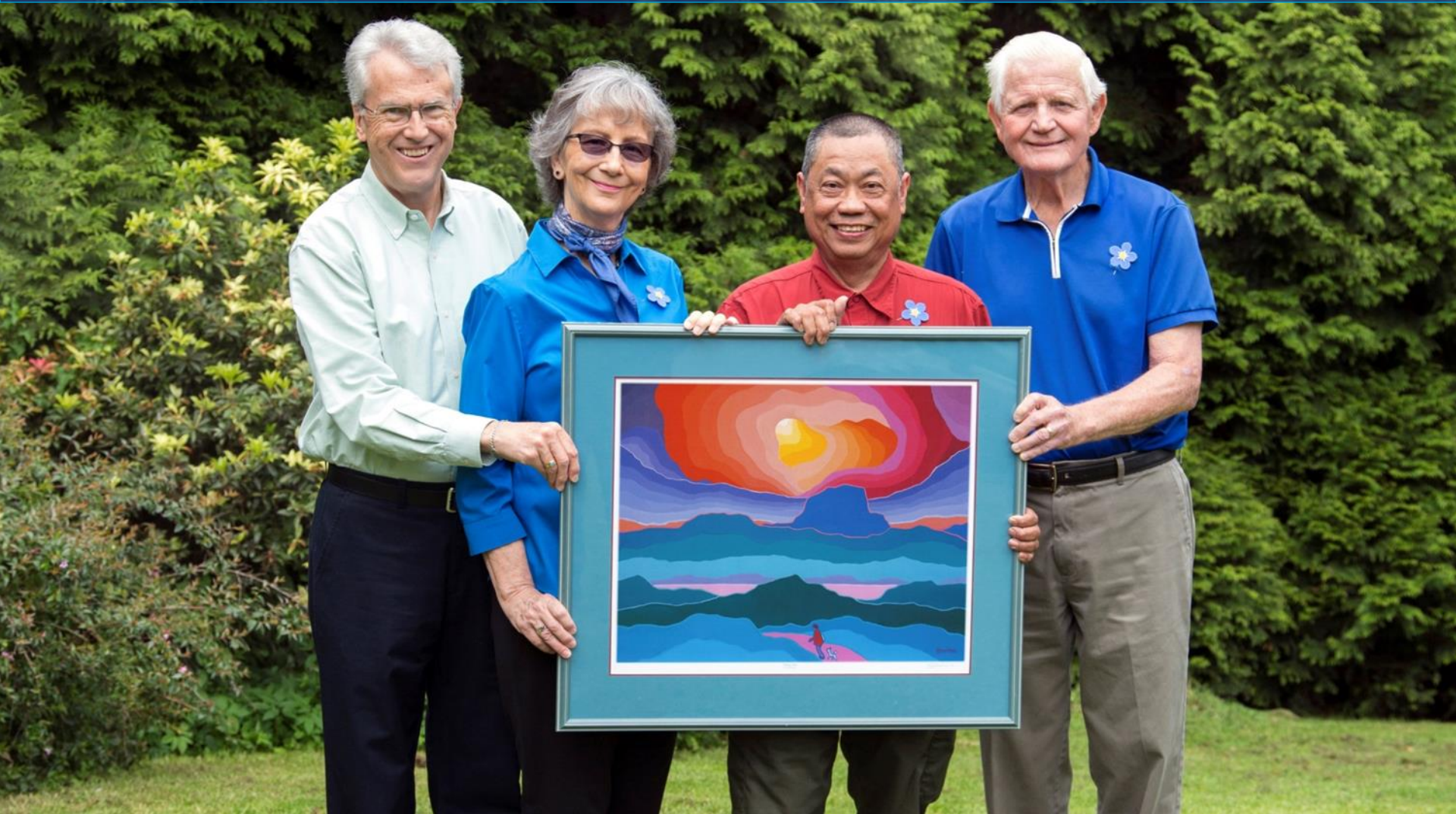
Why is language important?



What is person-centred language?



Talking about people living with dementia



Talking about the dementia journey



Talking about people affected by dementia



WORDS MATTER! THE QUEST FOR APPROPRIATE TERMINOLOGY

BC Care Providers 41st Annual Conference

May 29, 2018

Presenter:

Jo-Ann Tait, MScN, BHSc, RPN

Corporate Director, Seniors and Palliative Care – Providence Health Care
Regional Director, Residential Care, Assisted Living and Supported Housing – Vancouver Coastal Health
Adjunct Professor, School of Nursing - University of British Columbia



LANGUAGE: HOW FAR HAVE WE COME?

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FROM A STRATEGIC-DECISION MAKING LENS

- The pursuit of updating language:
 - Are we trying to communicate more clearly?
 - Are we trying to be trendy?
 - Is updating language the cause of a fast paced disposable society?
 - Do we coin new phrases in the hope that we accurately communicate the message?
 - *“However, listening to a meeting of healthcare leaders today, even those within the profession can become lost in the maze of acronyms, techno-speak, and creative application of common words.*
 - We speak broadly of **“grabbing low-hanging fruit,”** *“optimizing efficiencies,”* *“leveraging best practices”* and *“achieving outcome-based care.”*¹

¹ McAlister, M., VanderBent, S. and MacLeod, H. (2015). *The Paradox of Patient-Centered Care and Use of Language*



LOW HANGING FRUIT? YEAH, RIGHT.



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DEATH BY ACRONYMS

“In BC, the OSA conducted QoL surveys on residents and MFVs in LTC, funded by the MoH and released EVC in 2017 at the HA and LTCF level.”

Translated...

“The voice of as many seniors living in long term care and their most frequent visitor was heard through the results of a 2017 survey focused on capturing the quality of people’s lives.”

Who is our audience?



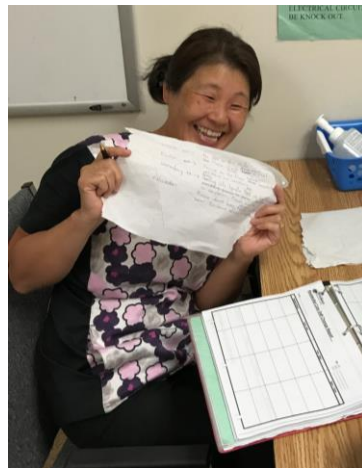
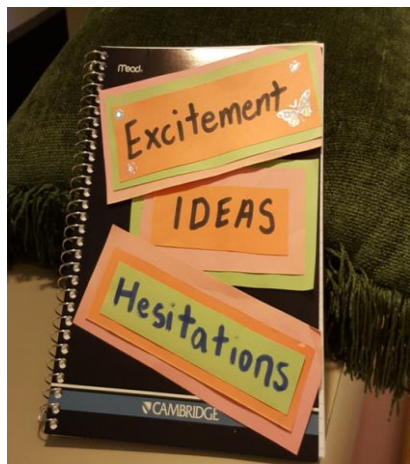
LOST IN SEMANTICS?

- The term “**Best Practice**” – creates considerable angst and word competition
- Successful models often referred to as:
 - **Leading** practice or **Promising** practice
 - Not to be outdone by **evidence-based** practice
 - Or the newer **evidence-informed** practice
- In the boardrooms the evolution continues to:
 - **Good-enough-for-now** practice



START A JARGON REVOLT.

1. Communicate in a simple and clear way.
 - If the reader can understand it at first glance – success!
2. Speak in a way that is understood by many.
 - Translate when needed – create opportunities to hear voices not heard
3. Understanding is a right.
 - Don't be shy – demand to understand what is being said. Don't just nod your head and accept language and terms being used that go over your head.



HOW DOES THE PERSON NOT BECOME INVISIBLE?

“Language does not shape or create human nature...

... language is a window onto human nature.”²

How is the person at the decision-making strategic tables?

1. Challenge tables to have residents, staff and community partners present.
2. Capture the voice of people.
3. People we serve engaged in decisions.
4. Abolish case studies and hear people’s journeys/stories.
5. Remember why we exist.



FORCED FUNCTION

“If you can’t write about a subject in a simple way, it is because you do not understand it.” ~ Albert Einstein



SUMMARY

Speak to your grandmother.

If she can understand what you are saying, you've got it.

Better still, if she can be in the room...

Others will understand her.

Take the Poll



What words should be used in seniors care?

Go to: sli.do

Enter code: #T879

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happens!

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Thank you!