



# Member Benefits

Discover the benefits of BCCPA &  
EngAge BC membership

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Contact Us

# Welcome!

This booklet provides an overview of the key services available to BC Care Providers Association (BCCPA) or EngAge BC members.

Please review the contents of this guide to learn more about the various benefits included with Association membership.



# ABOUT US



[BC Care Providers Association](#) (BCCPA) has represented non-government care providers since 1977. Along with [EngAge BC](#), we work with over 430 long-term care, home health care, assisted living, independent living, commercial and associate members across the province, and growing.

Established in 2019 as an operating arm of BCCPA, EngAge BC has a mandate to support the distinct needs of private pay operators, including those offering home health and independent living services.

Through our advocacy, research, programs and events, we support our members to provide safe, high quality of life to those accessing seniors' living, care, and support services across B.C.



A background image showing a close-up of hands, likely belonging to an older person, holding onto the handle of a white walker. The image is slightly blurred, creating a soft, warm atmosphere. The hands are positioned in the center of the frame, with the walker's handle visible below them.

# Mission

We support our members to provide safe, high quality of life to seniors accessing seniors' living, care, and support services through research, education, advocacy and partnerships.

# Vision

To be the leading expert and innovator in British Columbia, shaping the future of independent living, care, and support services for seniors.

# Values

We conduct our activities in a collaborative manner with respect, integrity and transparency, and strive at all times to be responsive to our members.

# ADVOCACY

# SECTOR ADVOCACY



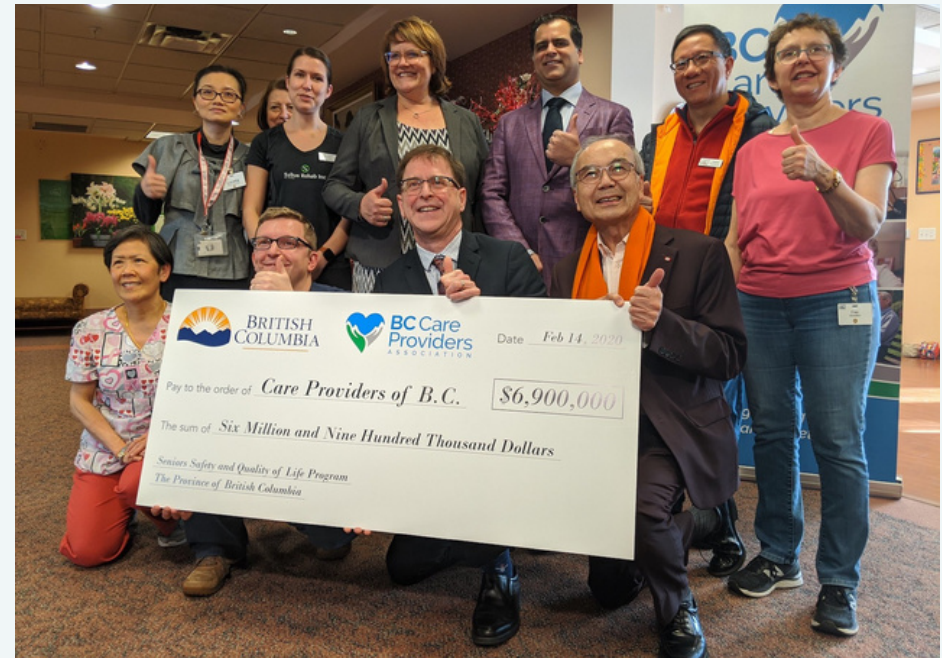
Ensuring our members' collective voice is heard and recognized by B.C. and Canada's top political decision-makers and policy influencers is a key pillar of the work BCCPA and EngAge BC does as the leading voice representing B.C.'s seniors' living and care sector.

With years of experience in public affairs, our experts on staff are here to support members facing challenging situations, when they arise. As the largest association representing B.C.'s seniors' living and care operators, we are understood to be the industry voice with media across the province.

Through media releases, op-eds, twice-monthly newsletters and more, we regularly communicate our members' priorities to the public.



# THE LEADING VOICE



## YOUR VOICE IN GOVERNMENT DECISIONS

BCCPA & EngAge BC ensure your most pressing issues are front-and-centre with government both provincially and federally. We meet regularly with Ministry of Health officials, MLAs and MPs from all parties, in addition to health authority representatives. We also submit a budget submission to the Minister of Finance on behalf of our members each year.

# HEALTH HUMAN RESOURCES

## SUPPORTING A DIVERSE WORKFORCE

A major area of BCCPA & EngAge BC's advocacy efforts have focused on supporting and strengthening B.C.'s continuing care workforce. We lead various initiatives such as including managing public funding for vocational training, working with industry leaders such as SafeCare BC, and ensuring B.C.'s HHR crisis is on the agenda of key political decision-makers.



## SAFECARE BC

*SafeCare BC is an industry funded, non-profit health and safety association established in 2013 through the support of BCCPA and other stakeholders. Offering evidence-based education, advocacy for safer workplaces, leadership and collaboration, SafeCare BC strives to support injury-free, safe working conditions for continuing care workers in B.C. and be the industry leader in empowering those connected to B.C.'s continuing care sector to create a culture of safety.*



**SafeCare BC**

Learn more at [safecarebc.ca](https://safecarebc.ca)

# **JOBS BOARD**

## **HELPING YOU FIND THE RIGHT PERSON FOR THE RIGHT JOB**

With the highest demand in B.C. for workers, the province's seniors' living and care sector is looking for those who bring the right mix of training, experience and empathy to their work. Our jobs board is regularly updated by BCCPA & EngAge BC members from across the province.

Members can post vacancies on our jobs board for free by logging in to their [Member 365](#) account, and cost effective enhanced job promotions are also available.

Interested in our cost-effective enhanced job promotion offer? Learn more [here](#).



# STAKEHOLDER CONSULTATION

## PROVINCE-WIDE CONSULTATION & COLLABORATION

Our success depends on open and ongoing communication with you and other key stakeholders in B.C.'s seniors' living and care sector.

BCCPA & EngAge BC provide regular member progress reports and invite feedback on emerging issues through various forums including our annual member survey, regional member-led working groups and home health roundtable sessions. Through these opportunities, we promote the exchange of information and ideas, address common issues and generate solutions to improve the effectiveness of service delivery.

We also host several member-led [\*\*councils and committees\*\*](#) to guide strategic organizational decision-making, including our Health & Human Resources (HHR) Committee, Events & Recognition Committee (ERC) and Member Services & Engagement Committee (MSEC). EngAge BC also leads its own Member Council and Home Health Committee.



# MEDIA RELATIONS



## A UNIFIED SECTOR VOICE IN B.C.

As the largest association representing B.C.'s seniors' living and care sector, BCCPA & EngAge BC act as a unified industry voice with regional, provincial and national media.

Through news releases, opinion pieces and regular newsletters, we help to keep sector priorities on the public radar by regularly engaging with Canada's major media networks.

## RECENT FEATURES



THE VANCOUVER SUN

THE GLOBE AND MAIL

CTV NEWS

Global NEWS

THE TEE

NEWS 1130 CityNews

RADIO NL 610 AM Local · News · Now

BURNABY BEACON

KTW KAMLOOPS THIS WEEK

CKNW NEWS TALK SPORTS AM980

TIMES ♥ COLONIST

PENTICTON HERALD  
The South Okanagan's Daily Newspaper

SAANICH NEWS

# **POLICY & RESEARCH**

# POLICY & RESEARCH

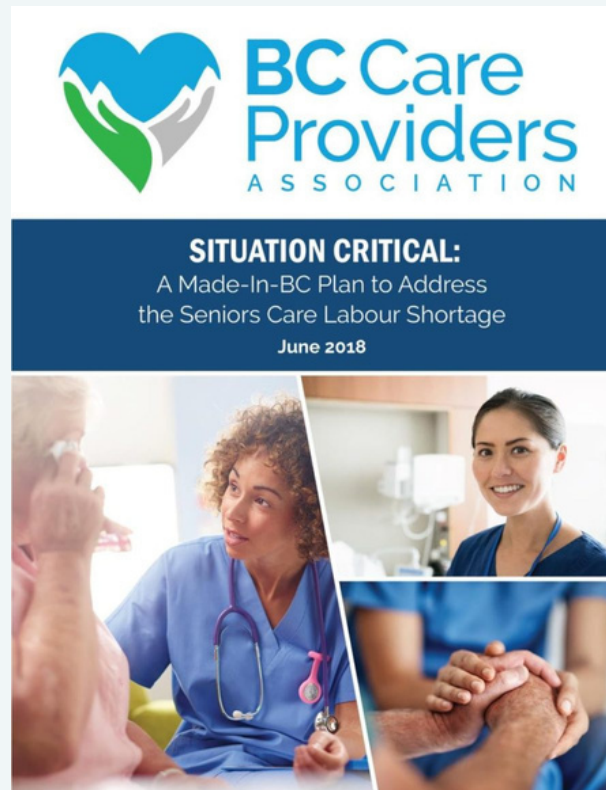
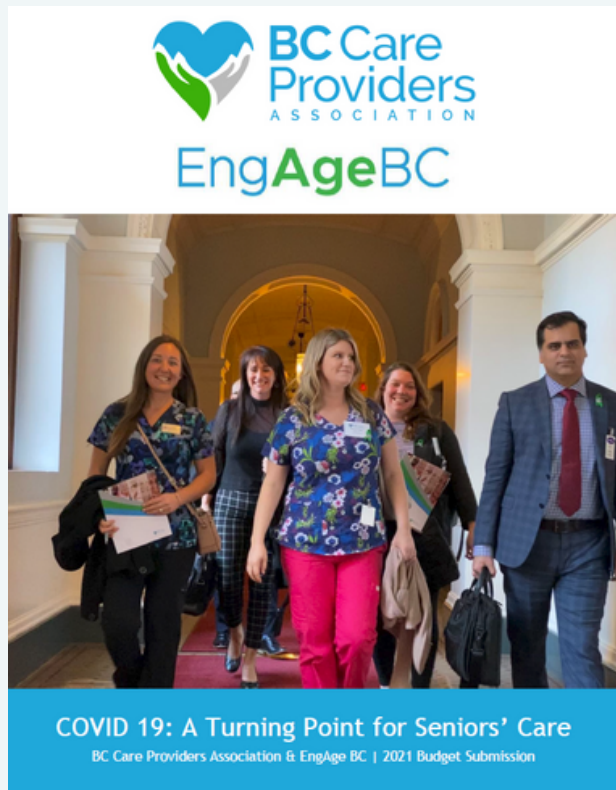


BCCPA & EngAge BC's policy team publishes quality research, and has produced influential reports driving sector innovation and tackling the key issues facing B.C.'s seniors' living and care operators.

Our policy team has also published a large number of opinion pieces, some of which have been featured in local media outlets.

Access our full list of publications at [bccare.ca/policy](https://bccare.ca/policy).

# SAMPLE PUBLICATIONS



\* Click thumbnails to view the e-reports.



# SAMPLE GUIDES & TOOLKITS



## Dementia-Friendly Care Homes Best practices in dementia care March 2020

*Report prepared by*  
Kishore Seetharaman and Habib Chaudhury  
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Michael Kary, B.C. Care Providers Association  
Barbara Lindsay, Alzheimer Society of B.C.  
Jennifer Stewart, Alzheimer Society of B.C.  
Mariana Hudson, Alzheimer Society of B.C.



Access an e-copy of all publications at [bccare.ca/policy](https://bccare.ca/policy)

# PROGRAMS

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BCCPA & EngAge BC offer a suite of diverse program offerings designed to support the leading priorities and interests of B.C.'s seniors' living and care sector.

From vocational training programs, administering funding for seniors' safety and quality of life, marketing initiatives, and enhancing public awareness on seniors' living and wellness options, our programs reflect the areas that matter most to B.C.'s seniors' living and care operators.

Read on for an overview of BCCPA & EngAge BC's current program offerings.





## HCA TRAINING PROGRAM

With funding provided by the Ministry of Advanced Education & Skills Training, BCCPA partners with B.C.'s leading educational providers to provide free training by way of the provincially approved curriculum for HCAs. Hundreds have already graduated from our [HCA Training Program](#) and started their new health care careers, many becoming employed at BCCPA member organizations.

## EQUIPCARE BC

[EquipCare BC](#) is a \$20 million program bringing vital infrastructure and IPC enhancements to long-term care and assisted living operators across B.C. BCCPA was awarded the funding by B.C.'s Ministry of Health to develop and manage the province-wide program.

## SYMPHONY FOR SENIORS

In partnership with Health Arts Society, we offer [Symphony for Seniors](#), a virtual professional music program benefiting seniors' living and care communities across B.C. Funded in part by the Government of Canada's *New Horizons for Seniors Program*, the program helps reduce feelings of isolation, refines quality of life, and aims to improve seniors' mental health.

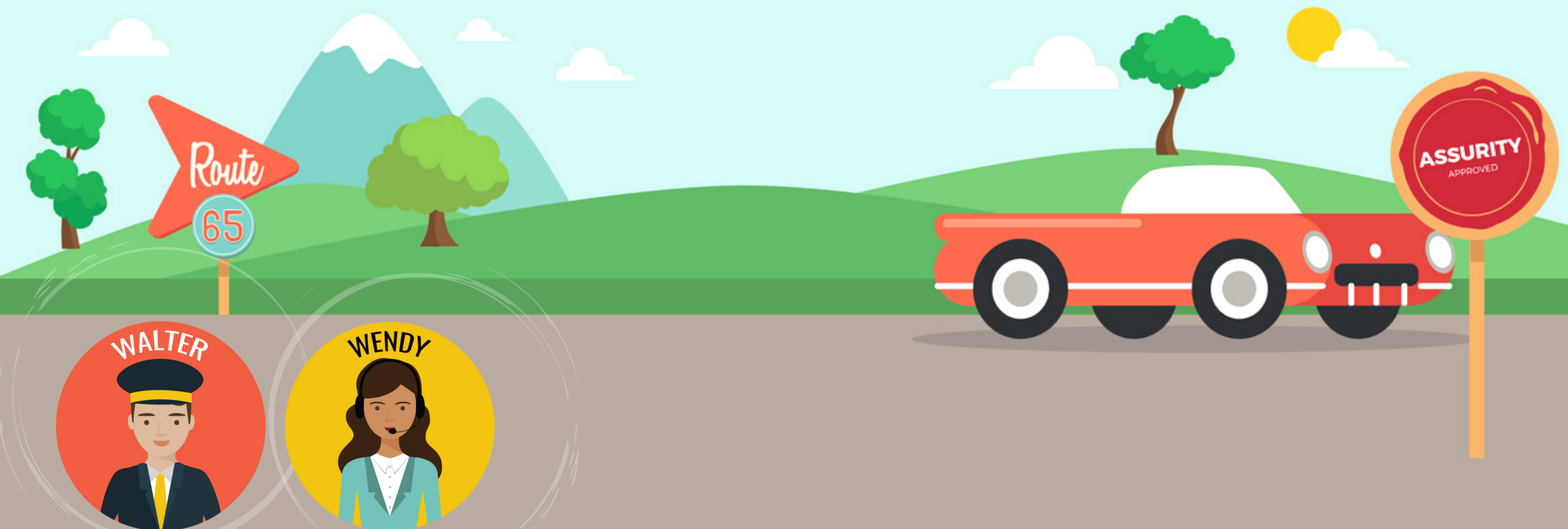
## ENERGY SAVINGS PROGRAM

Our [Energy Savings Program](#) helps find ways to lower energy costs through targeted retrofits of mechanical and electrical systems. We can analyze your historical building consumption data, complete a walk-through energy audit, and come up with a plan to help achieve your savings goals. We also maximize all utility and government incentives to help reduce up-front capital costs.



- BROUGHT TO YOU BY -

EngAgeBC



# ROUTE 65

Members receive a free listing on **Route 65**, an online platform that connects the public with services offered by B.C.'s leading operators of independent living, assisted living, long-term care and home health care. Website visitors are guided by Walter, Route 65's virtual concierge, or they can call Route 65's toll-free call centre and speak to Wendy for assistance navigating options.

# PROGRAMS

- BROUGHT TO YOU BY -

EngAgeBC



## ASSURITY: THE MARK OF QUALITY

Our [Assurity](#) certification program makes it easier for seniors and their families to choose a quality home health or independent living operator. Developed in consultation with industry leaders, seniors and their family members, the Assurity mark of quality indicates that an organization meets or exceeds industry standards in the areas that matter most to seniors and their family members. The sector's new marker of quality is integrated into EngAge BC's flagship program, Route 65, to maximize program reach and public awareness.



## HOME AND INDEPENDENT LIVING (HAIL) PROGRAM

New workers are urgently needed to help B.C. face the shortage of skilled workers in independent living and home health. With support from the Ministry of Advanced Education and Skills Training, EngAge BC operates the [Home and Independent Living \(HAIL\) Training Program](#) – an initiative providing free training to those seeking rewarding new careers as non-medical home health companions or hospitality workers in independent living. Members have the ability to participate as employer partners and hire program graduates as a result.

# EVENTS

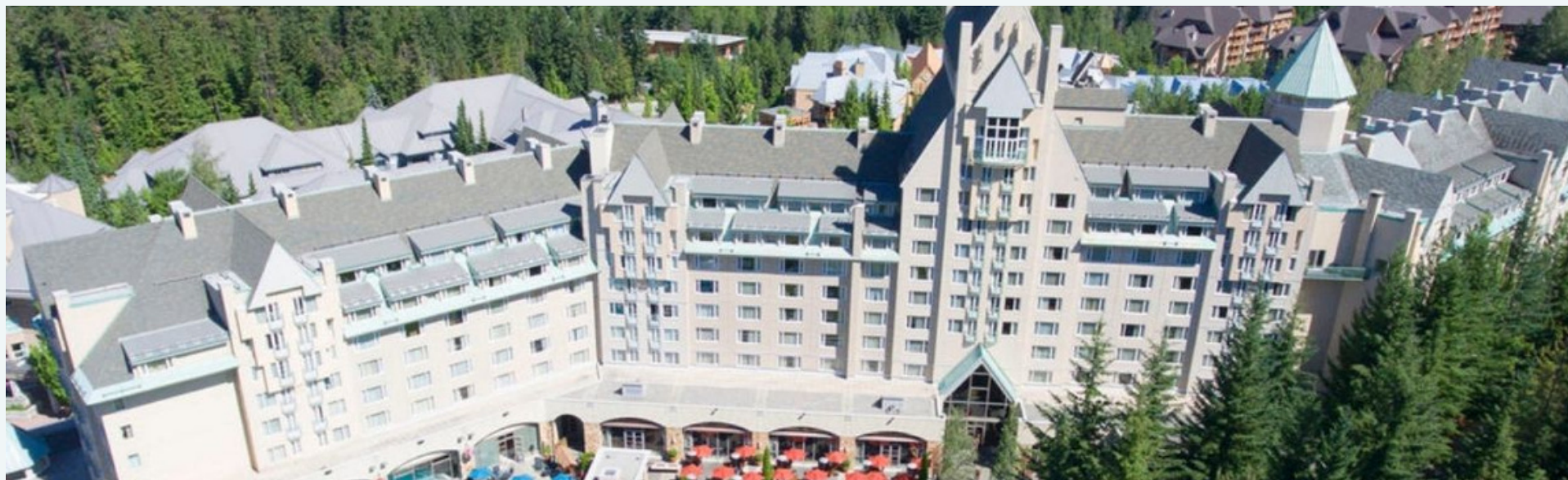
# EVENTS



BCCPA & EngAge BC's suite of events are designed to educate and engage attendees. Members receive discounted rates to all of our events; including our perennially sold out annual conference and trade show, the popular Care to Chat speaker series, the inaugural Seniors Living Expo + Job Fair, and access to free, member-only workshops.

Staff work with our Events and Recognition Committee to produce events that provide value to our entire membership base. Care is taken to provide plenty of time for networking to bring members together.

# ANNUAL CONFERENCE



## JOIN US IN WHISTLER!

Join us for the largest sector conference and tradeshow in Western Canada with over 500 service providers, commercial members, exhibitors and community service groups from across Canada and beyond in attendance. Our first-class educational program, dynamic networking events, and the magnificent setting of Whistler make this conference the premiere event for B.C.'s seniors' living and care sector.

BCCPA & EngAge BC members receive preferred rates for our [Annual Conference](#), and our trade show is open to commercial members only.



# BC CARE AWARDS

## CELEBRATING B.C.'S CARE PROVIDERS

Every day, B.C.'s seniors' care providers engage in challenging and inspiring work to ensure quality of life for older adults. BCCPA proudly celebrates the exceptional passion and commitment of the individuals that make the best care possible.

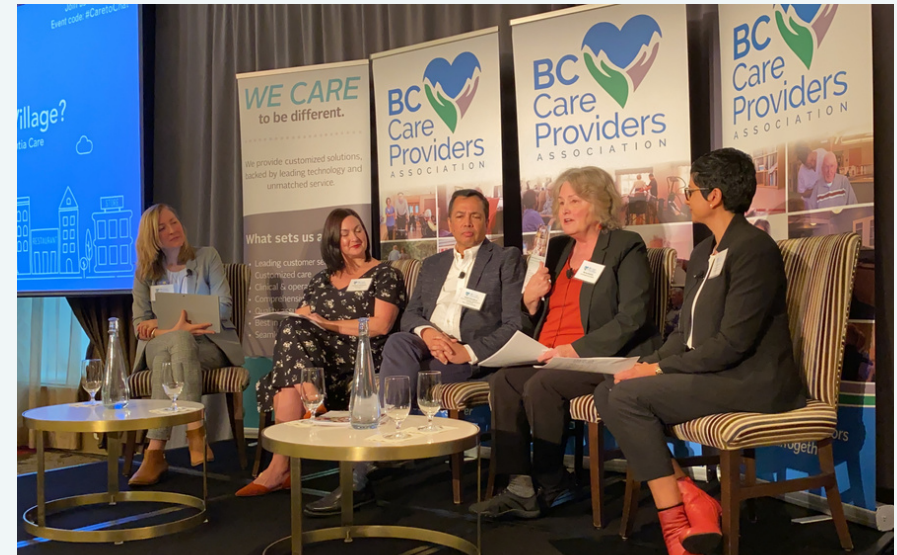
Our annual [BC Care Awards](#) ceremony is a place where BCCPA members, stakeholders, elected officials, and award winner's family and colleagues come together to recognize their extraordinary efforts.





# Care<sup>to</sup>Chat

BC Care Providers Association



## CARE TO CHAT?

Care to Chat is a high-profile speaker series inviting Canada's opinion leaders and experts to share their ideas and insights, as well as engage in dialogue about important and emerging issues facing B.C.'s seniors' living and care sector. Care is taken to ensure each event provides the opportunity for networking and creating valuable peer connections.

Members receive preferred pricing. Check out upcoming events & register online.

# SENIORS LIVING EXPO & JOB FAIR



- BROUGHT TO YOU BY -

EngAgeBC

## CELEBRATING CANADA'S OLDER ADULTS

The [Seniors Living Expo \(SLE\) & Job Fair](#) provides a business to consumer venue for organizations to market directly to older adults, their families and caregivers. Our first annual show will be held November 5-6, 2022 at the Vancouver Convention Centre East and expects to attract more than 20,000 visitors. The event will provide organizations with a professional, sophisticated, credible and exciting stage to market, engage, educate and inform.

The Expo floor will showcase seniors' living and care operators, home health and support services, finance and insurance organizations, seniors' wellness innovations and government agencies. Two presentation stages will be programmed with hourly experts and entertainment.

The Job Fair will be the perfect place to attract, educate, and recruit individuals to work in the growing seniors' living and care sector, while working to fill current vacancies. EngAge BC members receive preferred pricing.

# WEB SERIES



## ENGAGE IN CONVERSATION

EngAge BC is excited to present [EngAge in Conversation](#), a new webinar series featuring insightful presentations and compelling speakers around the topic of independent living. EngAge in Conversation events are an exclusive and free benefit for members. The subject matter of each presentation is uniquely designed for B.C.'s independent living operators and provides up-to-date business intelligence, as well as market and consumer trends.



## LUNCH & LEARN

BCCPA is pleased to offer [Lunch + Learn](#) sessions free of charge to our members. These virtual one-hour sessions bring together industry experts to address timely topics, and are designed to provide our members with up-to-date information and trends in B.C.'s seniors' living and care sector.

# **COMMERCIAL & SPONSORSHIP**

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Your customers are our members! Commercial membership provides you with exclusive access to various marketing, sponsorship and networking opportunities across B.C.'s seniors' living and care sector.

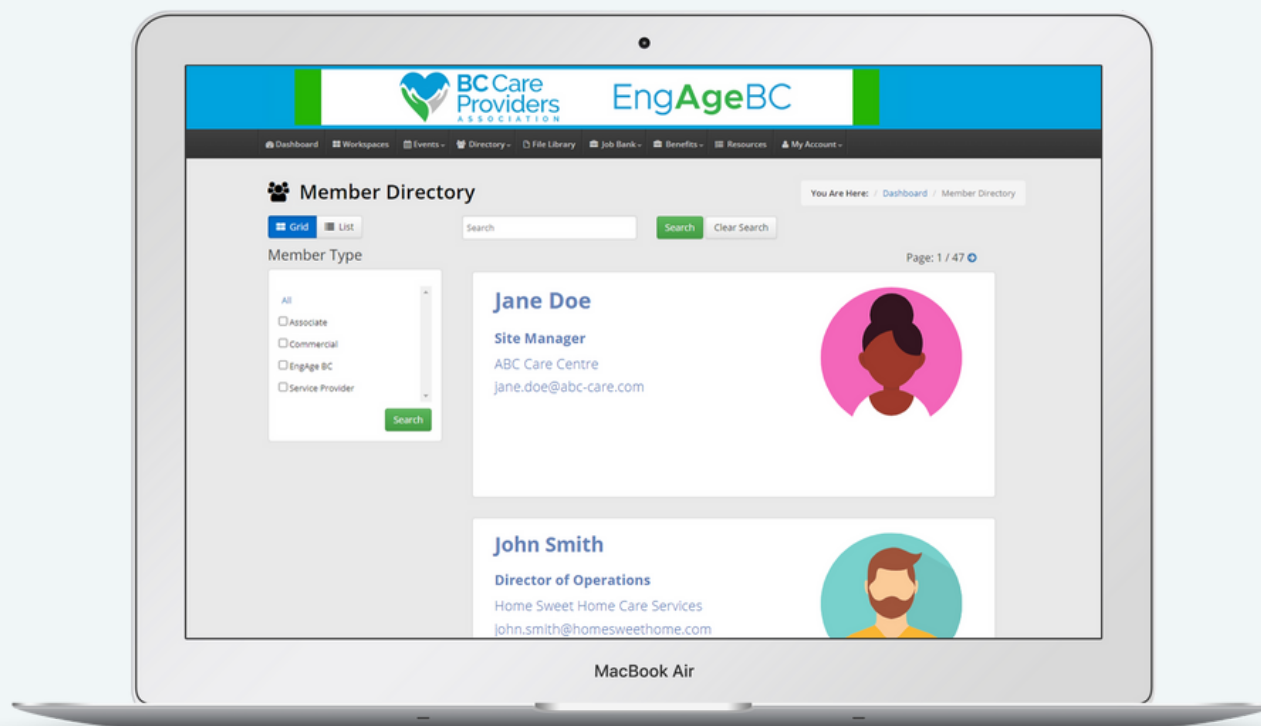
Only commercial members can:

- Apply to exhibit at our Annual Conference
- Access our Member Directory
- Advertise on our BCCPA & EngAge BC websites
- Market to members and subscribers through our online promotions

Learn more about the benefits of commercial membership at [bccare.ca/members/commercial](https://bccare.ca/members/commercial)



# MEMBER DIRECTORY



## CONNECT WITH OVER 430 MEMBERS!

BCCPA & EngAge BC membership connects you with over 430 members and counting. Whether you are looking to network with your peers across B.C.'s seniors' living and care sector, or provide information to operators about your relevant products or services, our member directory via [Member 365](#) is a valuable tool to keep you linked in.



Thank you for supporting BCCPA & EngAge BC through active Association membership. The work we do to support B.C.'s seniors' living and care sector would not be possible without the ongoing support of our service provider, commercial & associate members.





# CONTACT US



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## Membership Department

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Phone: 604-736-4233 ext. 222





[bccare.ca](http://bccare.ca) | [engageseniors.ca](http://engageseniors.ca)



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