



# 2023

# ANNUAL REPORT



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The office of BC Care Providers Association (BCCPA) & EngAge BC is located on the traditional territory of the Musqueam, Squamish and Tsleil-Waututh Nations.

We are grateful to live, learn and work on these shared lands.

# INTRODUCTION

## FROM RON PIKE, BOARD PRESIDENT



To our valued BCCPA & EngAge BC members:

In the world of seniors living, wellness and care, we have become accustomed to talking about each year as being "eventful" and coming out of the worst of COVID, we were all hoping for a bit of a stretch of "Business as Usual." Of course, 2023 has been anything but usual.

The resilience, responsiveness, and commitment of our sector was on display once again during the wildfire season. Evacuations from the Northwest Territories and the Interior of B.C. saw many of our members, working alongside health authority and Ministry staff, display heroic efforts in looking after hundreds of vulnerable residents. BCCPA and EngAge BC members, supported by Association staff, ensured physical and emotional needs of residents and their families were supported through multiple crises.

This year marked a defining moment in the histories of the associations supporting the sector, with the coming together of the BCCPA and the BC Senior Living Association (BCSLA). The new organization will have strengthened capacity to support the needs of members by providing more resources, more advocacy and greater public awareness of our sector. Ultimately, this will contribute to our collective goal of supporting quality of life for all seniors, whether fully independent or relying on home health, assisted living or long-term care.

As we continue our work with the Ministry of Health on a new long-term care funding model, assist with a reimagining of assisted living, and advocate for tax credits to support independent living and home health services, we look forward to 2024 as we "Come Together" in Whistler once again.

Sincerely,

Ron Pike, BCCPA & EngAge BC Board President

# MESSAGE FROM TERRY LAKE, CEO



This past year has been yet another eventful one for BCCPA/EngAge BC and its members. The year began with our very successful BC Care Awards in Victoria, where Ministers and MLAs had the opportunity to join us in celebrating the work of those working in care and those supporting our sector. This was followed by meetings with party representatives, providing them with an opportunity to meet front-line workers and hear about their important work.

The Association returned to the capital city for our Annual Conference in May, which was a resounding success with a sold-out exhibit and delegate list. The Honourable Adrian Dix addressed delegates, and Ministry of Health staff were able to join us for many sessions. The social events were enjoyed by all and capped off by a lot of "Dancing Through the Decades" with the March Hare band. The response to the change in venue was very positive; alternating between Whistler and Victoria seems to be the choice of most attendees.

While the COVID-19 pandemic did not leave completely, we saw a continued return to normal with the lifting of the single site order and easing of restrictions on visitation practices. The climate change impacts, which were significant in 2021, returned with a vengeance with wildfires impacting the North and the Interior, forcing evacuations into the Lower Mainland and other parts of the province. Almost 900 residents were forced out of their homes from the Okanagan, but with the spectacular efforts of operators, authorities, and families, all returned home after several weeks.

Your Association continues work with the Ministry of Health on a new funding model based on fairness, equity, transparency, accountability, and sustainability. This work will continue into 2024, while advocacy on ensuring coverage of extraordinary costs related to COVID is ongoing.

Finally, as 2023 draws to a close, we will soon be celebrating the 'coming together' of operators in B.C.'s Senior Living, Wellness and Care sector, as the BCSLA membership has elected to join BC Care Providers/EngAge BC in 2024. We look forward to the opportunity to speak with one voice to ensure seniors in our province have the best options for living, wellness and care.

Sincerely,  
Terry Lake, BCCPA & EngAge BC CEO

# BOARD OF DIRECTORS



Ron Pike, President



Gavin McIntosh, Treasurer



Erin Beaudoin, Vice President



Aly Devji, Past President



Rizwan Gehlen



Wendy Calhoun



Angela Grottoli



Erroll Hastings



Al Jina



Ann Marie Leijen



Michael Neumann



Elaine Price



Marc Kinna



Salimah Walji-Shivji



Jennifer Anderson

*\*Thank you to Christine Elliot for her contributions throughout 2023.*

# OUR STAFF



Terry Lake



Cathy Szmaus



Snezana Ristovski



Lara Croll



Marife Sonico



Andrea Mameri



Marjahn O'Connor



Jessica Whitecotton



Melike Bilgin



Jamie Lozano



Hayley Morrin



Christopher Whyne



Kenzie Stirling



Denielle Asirit



Naz Dzhumalieva

*\*Thank you to Rebecca Frederick, Cristine Liu, Jasdeep Singh Gulati, Harry Singh and Lisa Jennings for their contributions throughout 2023.*



## Mission

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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

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

## Values

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





# MEMBERSHIP AT A GLANCE

**Thank you for being a valued member. Together, we can strengthen the seniors living, wellness and care sector.**

Our Association's membership has grown by over 10.13 per cent this fiscal year. This follows growth of five per cent in 2022-2023 and eight per cent in 2021-2022.

As we work together towards uniting all operators serving the sector, the BCCPA Board of Directors have elected to not increase membership fees.

BCCPA & EngAge BC currently represents:

**203** Service provider sites, which fall under BCCPA's mandate.

**130** Sites and organizations which fall under EngAge BC's mandate, including private-pay home health and independent living members.

**151** Commercial members.

**16** Associate members.

*\*As of October 2023*

**Thank you to our Membership Engagement Committee:**

Aly Devji (Chair, Non-profit Rep.)  
Riz Gehlen (For-profit Rep & EngAge BC Rep.)  
Angela Grottoli

Ron Pike (ex officio)  
Brent Glasgow-Brown and Kris Coventry  
(members at large)



# EVENTS

## BC Care Awards | February | Victoria

Members, stakeholders, and elected officials gathered at the beautiful Empress Hotel to celebrate the winners of the 9th Annual BC Care Awards, presented by the Honourable Adrian Dix, B.C. Minister of Health.

Following the ceremony, award recipients participated in Delegate Day, meeting with members of the NDP, BC United and Green Party caucuses at the B.C. Legislature. Award winners also attended Question Period, where they were recognized by various Members of the Legislative Assembly in the house.

## Annual Conference | Taking Care of Business | May | Victoria

Over 500 attendees gathered at a new location – Victoria Conference Centre – for Western Canada's largest tradeshow and conference for seniors living, wellness and care.

Delegates, exhibitors, and sponsors joined together to enjoy a balance of educational sessions and networking events along the scenic Inner Harbour.

"Come Together" with BCCPA as we return to Whistler, B.C. for the 47th Annual Conference on May 26th-28th, 2024.

*"I thought the whole conference was done well. What sets this conference apart from conferences I have attended in other industries is the fun and focus on getting people networked and engaged."*



Bringing together members, stakeholders, sector leaders and experts for in-person celebrations, thoughtful discussions, and networking.

## Care to Chat | Seasons 10 & 11 | Vancouver & Surrey

Care to Chat celebrated 10 years of bringing together top opinion leaders, experts, and key decision makers for conversations on various important and emerging issues in the sector.

This season delved into discussions on employee retention, care hours and emerging technologies. The Association was joined by various prominent figures like long-time broadcaster, Lynda Steele, and President and CEO of Providence Living, Mark Blanford.

In November 2023, Care to Chat's 11th season kicked off at Surrey's stunning Civic Hotel, where our esteemed panelists engaged in a thoughtful dialogue about palliative care's current landscape.

## Member Education & Webinars

BCCPA also continued to stay connected with members virtually through our various webinar series, offering staff from member organizations access to high quality, interactive learning opportunities:

- Tuesdays with Terry
- EngAge in Conversation
- Lunch + Learns
- Energy Savings Program: Building Operators Training

### Thank you to our Events and Recognition Committee members:

#### Board Members:

Wendy Calhoun (Chair)  
 Ann Marie Leijen  
 Aly Devji  
 Jennifer Anderson  
 Ron Pike (ex-officio)

#### Members at Large:

Lance Bennewith (For-Profit Rep.)  
 Danny Birch (Home Health Rep.)  
 Jared Bespalko (Title Sponsor Rep.)  
 Allan Turner (Commercial Member Rep.)



# POLICY & RESEARCH

## 1) Budget Submission

In light of Canada's aging population, the Association submitted our 2024 Budget Recommendation report to the Government of B.C., recommending actions to address three key issues:

- i. Investments in infrastructure, so that seniors can access the assisted living and long-term care services they need, when and where they need them
- ii. Increased investments in staffing and direct care hours to support higher acuity residents
- iii. Tax credits to help seniors access family-paid home support and independent living services so they can age in the "right place"

## 2) AGM Policy Motions

The Association put forward six policy motions at the Annual General Meeting (AGM). These motions call for:

- i. Capital investments in long-term care beds
- ii. Revitalization of affiliate long-term care sites
- iii. Expanding access to publicly subsidized assisted living
- iv. Climate change mitigation strategies
- v. Stabilizing B.C.'s continuing care workforce
- vi. Establishing a tax-credit to help seniors age in "the right place"



### **3) Government Engagement**

The Association met biweekly with the Ministry of Health and regional Health Authorities to address issues affecting the seniors' care, living, and wellness sector. Topics included funding, health human resources, capital investments, COVID-19, wildfires, and other emerging issues.

### **4) Committee Work**

The Association's actively participated in external working groups and committees to represent the sector's interests. Some of these included:

- Canadian Association for Long Term Care (CALTC) - Policy & Knowledge Translation Committee
- CREA - Council to Reduce Elder Abuse
- Health Care Assistant Education Standards Committee

### **5) Other Resources**

The Association developed additional policy resources for our members and the general public, including guides, jurisdictional scans, data analysis and more.

Learn more at [www.bccare.ca/policy](http://www.bccare.ca/policy).



# HEALTH HUMAN RESOURCES

## 1) Advocacy & Engagement

BCCPA and EngAge BC continued our advocacy on the issue of health human resources (HHR) and workforce shortages over the last year, meeting regularly with governments at all levels to identify approaches to secure the continuing care workforce of the future. Priority areas this year included:

- Supporting the B.C. Ministry of Health to implement the provincial HHR strategy
- Improving international credential recognition with the BC College of Nurses and Midwives (BCCNM)
- Engaging with Immigration, Refugees and Citizenship Canada (IRCC) to streamline pathways for internationally educated healthcare professionals

## 2) FAST Seniors Care

In collaboration with our partner the Immigrant Employment Council of BC, BCCPA developed Facilitating Access to Skilled Talent (FAST) Seniors Care, a free online program that helps immigrants and newcomers launch their careers in B.C.'s seniors care and living sector through self-paced, online employment preparation modules and competency assessments developed by employers.

Learn more at [www.fastcanada.ca](http://www.fastcanada.ca).

**FAST**  
Facilitating Access  
to Skilled Talent



### 3) Healthcare Education & Training

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In collaboration with our educational partners and with funding from the Ministry of Post-Secondary and Future Skills (PSFS), BCCPA has continued to provide essential healthcare training in communities with significant workforce shortages, such as those in the Northern, Vancouver Island and Interior regions of B.C. Members benefited from being able to host practicum students, provide letters of support and hire graduates.

### 4) Promoting Careers in Care

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BCCPA and EngAge BC actively promoted careers in the seniors care sector, aiming to raise awareness about the diverse job opportunities available. Information sessions and hiring events were organized in collaboration with several service delivery partners, including the Immigrant Employment Council of BC (IEC-BC), MOSAIC, Immigrant Services Society of BC (ISSofBC), Progressive Intercultural Community Services (PICS), BC Career Development Association (BCCDA) and others.

#### Thank you to our Health Human Resource Committee:

**Board Members:**

Erroll Hastings (Chair)  
Erin Beaudoin  
Ron Pike (ex-officio)

**Members at Large:**

Wendy Scott  
Denise May  
Kathy Nduwayo  
Melanie Reinhardt  
Rebecca Jarvis  
Karen Foster  
Michael Aikins  
Gayle Anton



# PROGRAMS

## SUPPORTING THE INTERESTS OF OUR MEMBERS

## EquipCare BC

Through funding from the B.C. Ministry of Health over the next two years, the \$14 million-dollar EquipCare BC program, efficiently managed by the Association, has brought investments for health, safety and quality improvements to publicly funded long-term care and assisted living operators across the province.

For its first period, the most funded EquipCare BC purchases were nurse call systems, lifts, motors and slings, bathing equipment (i.e., tubs and showers), beds, mattresses, laundry equipment (i.e., washers and dryers), and temperature control equipment (i.e., air conditioning and heating systems).

“

*“This funding has helped us make positive changes in our home that enhance our senior and staff experiences.” – Bedford Manor*

*“I would like to thank the Government of B.C. and BC Care Providers/EngAge BC for the opportunity to enhance the safety and security for our senior population.” – Augustine House*

*“Thank you for BCCPA’s advocacy for residents and staffs. We can receive new and replacing equipment for our community.” – AgeCare, Lakeview*

”

## Route65.ca

Route65.ca is a free, B.C.-specific directory that helps the public navigate independent living, assisted living, long-term care, and home health services.

In November 2023, Route65.ca relaunched its new and improved platform to enhance the experience of seniors and their family members in navigating their options across the seniors living, wellness, and care continuum. Users can now enjoy many new features, such as the pet-friendly indicator, sharing buttons, the ‘interested in’ feature, and new filtering options.



As of November 2023, Route65.ca includes 357 listings and is estimated to grow in the new year.





## Assurity

Cross-promoted through the Route65.ca platform, Assurity provides B.C.'s home health and independent living providers with a practical approach to meeting industry standards. It also supports the public to make informed, confident choices about services.

Assurity received great pick up among independent living and home health service providers who have completed the Assurity Certification process.



## Energy Savings Program

In partnership with FortisBC, BCCPA and EngAge BC's Energy Savings Program helps identify ways to substantially lower energy costs through targeted retrofits of mechanical and electrical systems. The program also helps operators maximize utility and government incentives to help reduce up-front capital costs.

As of the current date, our members have successfully received incentives exceeding \$150,000, demonstrating our commitment to sustainable practices and energy efficiency. This achievement is accompanied by a significant environmental impact, with more than 4,000 gigajoules (GJ) of natural gas saved, resulting in an estimated reduction of 250 tons of CO<sub>2</sub> emissions by the end of this year.

Furthermore, our efforts in energy efficiency have been recognized by FortisBC, as three of our member homes have been selected for the installation of Gas Engine Heat Pumps. This partnership with FortisBC is anticipated to yield substantial financial benefits for our members, with an estimated project installation rebate ranging from 1.6 million to 2 million dollars expected by the close of the current year. These developments not only contribute to our financial sustainability, but also underscore our commitment to environmental responsibility and sustainable energy practices.



# TRAINING

## GROWING THE WORKFORCE

### **Health Care Assistant (HCA) Training Program**

Thanks to funding provided by the Government of Canada through the Canada-BC Workforce Development Agreement, BCCPA and EngAge BC continued to play an active role in training HCAs across the province in 2023, delivered in partnership with Discovery Community College and Stenberg College.

This year, 53 HCA Training Program students graduated from Kelowna, Nanaimo, Parksville, North Okanagan, South Okanagan and West Kootenays regions. 24 additional students from North Island and Kamloops regions began training in 2023 and are set to graduate in 2024.

Since the program's inception in 2021, the HCA Training Program has successfully trained a total of 305 HCAs across the province. With every graduating cohort, the program helps address workforce shortages in the sector.

### **Therapeutic Recreation Assistants (TRA) Training Program**

With funding provided by the Government of Canada through the Canada-BC Workforce Development Agreement, BCCPA and EngAge BC launched its Therapeutic Recreation Assistant (TRA) Training Program in spring 2022, delivered in partnership with Stenberg College. Over the course of 47 weeks, participants from diverse regions across the province came together to embark on this transformative journey. The program concluded in April 2023, marking a significant milestone with the graduation of 10 individuals who have now embarked on their mission as TRAs serving their communities and enhancing quality of life for seniors.

Building on this success, BCCPA and EngAge BC secured continued funding for its TRA Training Program initiative in 2023. Once again, BCCPA teamed up with Stenberg College to train a cohort of 18 participants hailing from various communities throughout the Interior, Island, and Kootenays regions of B.C. Training commenced in September 2023 and participants are expected to graduate in 2024.

# TESTIMONIALS

*"[The program] offers people a chance to go to school and try something new or to go after what they are passionate about and to pursue their dreams."*

*- Amy, 2023 graduate*

*"I learned a lot of things in this training program, [especially providing] person-centred care and how to give compassionate care to all residents."*

*- Sabrina, 2023 graduate*



*"I have been working [as a TRAI] for over a month now and I love it with my whole heart. This training has opened up doors for me I didn't think I could have. I am so thankful for each step that has taken me to this part of my journey."*

*- Laura, 2023 graduate*





# ADVOCACY & MEMBER ENGAGEMENT

**To ensure sector issues and priorities are at the forefront, BCCPA and EngAge BC continued to lead in federal and provincial advocacy on behalf of our members.**

## Advocacy Highlights

- Regular meetings with the Health Sector Working Group
- Continuing building strong relationships with Ministry of Health leadership, Public Health, health authority representatives and other Associations
- Meetings with both federal and provincial government caucus members
- Working towards a New Funding Model based on Fairness, Equity, Transparency, Accountability and Sustainability through regular meetings with our working group, Ministry of Health, health authorities and Denominational Health Association

## Member Engagement Efforts

- New monthly webinar, "Tuesdays with Terry," where members gather to hear timely updates and participate in a live Q&A with CEO, Terry Lake
- Regular Sector Update newsletters that include reports on our advocacy, as well as relevant sector news and opportunities
- "Members-only" updates and documents on our M365 platform
- National Volunteer Week – Highlighting the inspiring work of volunteers at our member sites
- Interior Networking Event, where BCCPA Board of Directors and senior staff met with members and sector stakeholders
- Wildfire Debrief – Bringing together members of the Interior Administrators Network (IAN) to discuss the achievements and challenges of the Okanagan evacuation
- Regularly occurring Vancouver Island Seniors Administrators Network (VISAN) and IAN meetings, as well as home health round tables



## Social Media at a Glance

Over the past year, our social media platforms have seen steady growth of followers:

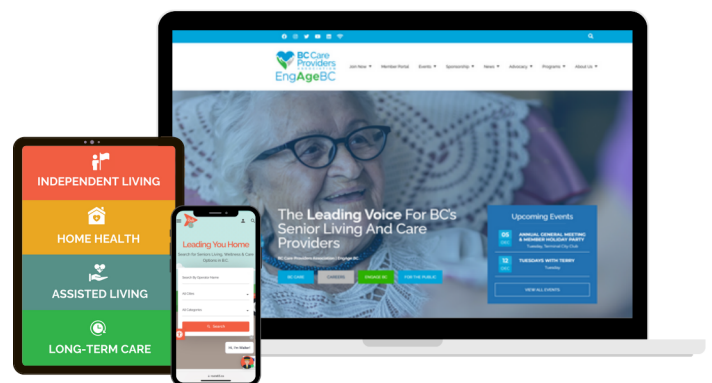
**X (Formerly Twitter) — 3,264**    **Facebook — 2,119**  
**LinkedIn — 2,032**    **YouTube — 301**  
**Instagram — 1,160**

## Revamping Our Websites

Mid-December 2022, BCCPA revamped its website to provide a more user-friendly and modern platform for both our members and the public.

In November 2023, Route65.ca relaunched its new and improved platform to enhance the experience of our service provider members in showcasing their services.

On the new website, our members now have the opportunity to take advantage of many new exciting features, such as highlighting amenities and offerings.



# 2023 TOP STORIES

**Through our strong media presence, BCCPA/EngAge BC continues to advocate for the needs of B.C.'s continuing care sector, appearing on both local and national media outlets.**

Here are some highlights from over the past year:

- Government of B.C. announces more financial support for IENs following long-time advocacy from the Association
  - The Association reacts to the release of Health Standards Organization's voluntary national standards for long-term care on major news outlets
  - BCCPA and EngAge BC CEO, Terry Lake, discusses federal health care funding on CBC National News and CBC News BC
  - Lake speaks to the release of BC Seniors Advocate's new home support report
  - B.C. government proclaims March 1st as BC Seniors' Care Providers Day
  - The Association releases statement on Provincial Health Orders on long-term care and assisted living
  - Concerns over nursing agency practices: BCCPA and EngAge BC holds media conference in Victoria B.C., calls for more collaboration between provincial government and private nursing agencies
  - BCCPA and EngAge BC issues statement on religious exemptions to Medical Assistance in Dying (MAiD)
- B.C. Budget 2023: The Association recommends major investments in seniors living and care to prepare for an aging population
  - The Association provides prompt updates to the evacuation and return of long-term care residents in the Okanagan, following the McDougall Creek fire
  - Lake responds to BC Seniors Advocate's report on contracted long-term care on various media outlets and in an op-ed



# 2023 PUBLICATIONS

## Supporting an Active Partnership: A Service Provider's Guide to Family & Resident Councils

January 2023



## No Time to Wait: Taking Action to Support B.C. Seniors - BC Budget 2024

May 2023

## MLA Engagement Guide

July 2023



*\*Click on the titles to access the documents.*

# EngAgeBC

THE VOICE OF B.C.'S HOME HEALTH  
AND INDEPENDENT LIVING SECTOR



## About EngAge BC

Established in 2019, EngAge BC has a mandate to support the distinct needs of independent living and home health operators. EngAge BC is responsible for developing and operating programs and marketing initiatives that support member sites across the province.

## Uniting with BC Seniors Living Association (BCSLA)

A special resolution approved at the BCSLA's Annual General Meeting in September 2023 has this Association 'come together' with the BCCPA/EngAge BC to unite and strengthen the voice of the seniors living, wellness, and care sector.

## Member Council & Home Health Committee

Developed to provide guidance and direction to EngAge BC, the Member Council meets on a regular basis to provide feedback and support to staff on advocacy, programs and learning opportunities.

EngAge BC's home health committee reports into the Member Council and represents the needs of home health operators.

### Thank you to our EngAge BC Member Council:

Marc Kinna (Chair)	Michael Neumann
Jackie Reiners (Vice-Chair)	Sharon Ranalli
Kris Coventry	Lina Saba
Riz Gehlen	Margot Ware
Celeste Mullin	Ron Pike (ex officio)

### Thank you to our Home Health Committee:

Margot Ware (Chair)	Carol Lange
James Challman	Lene Parenteau
Kim Lepp	Danny Birch
Susan Fulton	





## EngAge in Conversation

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In 2023, EngAge BC continued to provide operators with up-to-date business intelligence and information on market and consumer trends through insights and presentations from top industry experts.

The following sessions were held this year:

- *Reading the Tea Leaves*
- *Sales: A Journey and a Destination*

## EngAge BC Provides Strong Advocacy for Age-Friendly Communities

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Following the passing of the Association's policy motion that called upon local governments in B.C. to explore new incentives to increase the development of seniors' congregate living such as independent living residences, CEO Terry Lake spoke to the City of Vancouver's Committee of the Whole, in support of a motion put forward by Councillor Mike Klassen. The motion recommended that the Council direct staff to prepare a report and presentation on the City's Age-friendly Action Plan.

## Networking & Member Relations

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In May, EngAge BC held an independent living reception at the 46th Annual Conference tradeshow in Victoria, B.C. Members had the opportunity to network and learn more about upcoming events and initiatives.

Staff also held three roundtable events throughout the province to hear from home health members about the various challenges and opportunities they are experiencing.



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SPONSORS!

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BC Care  
Providers  
ASSOCIATION

EngAgeBC

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EngAge BC

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