



## Sector Update - October 22, 2024



### **B.C. Ministry of Health announces updated vaccines for influenza and COVID-19**

This morning, Dr. Bonnie Henry announced that updated vaccines that protect against the latest influenza strains and COVID-19 variants circulating are available for people in B.C. Invitations for immunizations for priority populations began on Oct. 8, 2024, with priority given to those most at risk, including immunocompromised individuals and those in long-term care.

With respiratory illnesses increasing this time of year, we encourage everyone to follow the Ministry's recommendations of washing their hands regularly, covering coughs, staying home if you have symptoms including fever, and using a mask for extra protection when needed and/or if you have a lingering cough. While not mandated at this time, we encourage acute centres to use masks in care areas and care staff to receive vaccinations.

Read the official news release [here](#).

A promotional banner for the Home Health Symposium. The left side has a green background with white text. The right side features a collage of three images: a caregiver assisting an elderly person in a chair, a caregiver talking to an elderly person, and a caregiver holding a folder while talking to an elderly person.

**Home Health Symposium**

📅 Wednesday, November 20, 2024  
📍 Burnaby Mountain Clubhouse

Sponsored by  
**ShiftCare**  **EngAgeBC**

## Register for BCCPA's first Home Health Symposium

BCCPA is excited to host our first-ever Home Health Symposium, where home health members will have the opportunity to connect and collaborate.

This is a free event for our Home Health members. Welcome refreshments and lunch will be provided.

### Event details

Date: Wednesday November 20th

Time: 9:00 am - 3:30 pm

Location: Burnaby Mountain Clubhouse

[Click here to learn more and register.](#)

Thank you to [ShiftCare](#) for their generous support in sponsoring this event!



» SANTIS WEBINAR SANTIS

**Unpacking the B.C. Election: What's Next For Health?**

October  
**23**  
11 a.m. - 12 p.m. PST

**MODERATOR:**  
**Steve Vander Wal**  
Vice President, Western Canada  
at Santis Health

**Hon. Terry Lake**  
Former B.C. Minister of Health,  
CEO of the BC Care Providers  
Association and EngAge BC

**Hon. Rob Fleming**  
Former MLA for Victoria-Swan Lake  
and Minister of Transportation &  
Infrastructure

## Unpacking the B.C. Election: What's Next For Health? (Santis Webinar)

Join Santis for a discussion with former B.C. Minister of Health and BCCPA CEO Terry Lake, along with Steve Vander Wal and Rob Fleming, on October 23 at 11 am to 12 pm PDT to hear their unique perspectives on the outcome of the 2024 B.C. election and what's next for health care in the province.

Register [here](#).



Event Updates

## Save the Date: 2024 Annual General Meeting

BCCPA will hold its Annual General Meeting (AGM) where members will be updated on last year's key accomplishments and future plans for the organization. Please visit the Annual General Meeting workspace in M365 to see all AGM documents.

**When:** Wednesday, December 4th, 2024

**Time:** Registration to open at 12:30 pm with formal meeting from 1:00 pm to 2:00 pm

**Where:** Terminal City Club – Ferguson Room ([837 W Hastings, Vancouver, BC V6C 1B6](#))

[REGISTER HERE.](#)

### **[BC Care Awards: Submit your nominations!](#)**

*Do you know someone with exceptional passion and commitment to providing the best care for seniors? Want to recognize an organization that has made significant change in workplace culture?*

Nominations close for the 11th Annual BC Care Awards at midnight on November 15th, 2024. BCCPA will profile all nominees on our website during December 2024 and announce winners early 2025.

[Click here to view award categories, eligibility criteria and submit a nomination.](#)

### **[Take advantage of #BCCPA2025 Conference sponsorships](#)**

Our 48th Annual Conference has plenty of sponsorship opportunities to market your goods and services and make valuable connections with key decision makers from the seniors' living, wellness, and care sector.

Click [here](#) for more information and become a sponsor for our much anticipated event!

---



The image is a promotional banner for SafeCare BC. On the left, there is a blue and white graphic with the SafeCare BC logo (a stylized 'S' made of four colored circles) and the text 'SafeCare BC'. Below this, it says 'SAFECARE BC MEMBERSHIP' and 'BENEFITS FOR ASSISTED AND INDEPENDENT LIVING'. A smaller line of text reads: 'Our members receive discounted course fees, access to resources and tools, and one-on-one health and safety support.' On the right side of the banner is a photograph of a female caregiver in blue scrubs assisting an elderly male with a walker. They are both smiling.

## **[Become a SafeCare BC member!](#)**

Did you know that SafeCare BC members receive discounted course fees, access to resources and tools, and one-on-one health and safety support?

Their offerings include:

- Discounted training courses.
- Just-in-time webinars and interactive sessions.
- Self-paced e-learning options to suit various schedules and learning styles.

- A wealth of resources and tools based on leading practices.
- Evidence-based and leading practices.

Read more about the benefits [here](#) and apply to become a member today!

---

# More Updates

## [Route65.ca](#)

Digital promotions on Meta and Google generated significant results this quarter for Route65.ca:

- **Meta:** 1.36 million impressions and 13,632 clicks, with a 1% CTR, as part of a new campaign pilot.
- **Google:** 17,531 impressions and 2,230 clicks, resulting in a 12.72% CTR.
- **SEO:** 686.9k impressions, 4.3k clicks, and a 0.6% CTR.

We're actively rolling out new initiatives for the fall/winter season. In the meantime, BCCPA/EngAge BC and Route65.ca will be attending the [United Way B.C. 2024 Provincial Summit on Aging](#) as Gold Sponsors on Nov. 6 and 7.

Stay tuned for more details in our next quarterly update!

## [New members](#)

BCCPA is very excited to welcome the latest organizations joining our association! From commercial members to service providers, we are thrilled for continuous expansion of our membership.

Read about our new members [here](#).

---

## Opportunities in the Sector

- [Gastrointestinal Society: Take the C. difficile infection survey](#)
- [Immigration, Refugees & Citizenship Canada: Virtual learning sessions for employers across Canada](#) (fall 2024)
- [Surrey Board of Trade: Overview of BC Government Procurement & BC Bid \(Nov. 13 | Online\)](#)
- [Talent Beyond Boundaries' Virtual Hiring Event](#) (fall 2024)
- [University of Toronto webinar on vaccines in older individuals \(Nov. 14 | Online\)](#)

*[Previous Issues](#)*

[Oct 4](#) | [Aug 30](#) | [Aug 16](#) | [Aug 2](#) | [July 19](#)

[Unsubscribe](#)

B.C. Care Providers Association  
1424 - 4710 Kingsway

Burnaby, Canada  
604 736 4233  
[info@bccare.ca](mailto:info@bccare.ca)