

# ANNUAL REPORT 2021



**BC Care  
Providers**  
ASSOCIATION

**EngAgeBC**



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The office of BC Care Providers Association & 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 BY ALY DEVJI BCCPA BOARD PRESIDENT

To our valued BCCPA & EngAge BC members:

It gives me great pleasure to present to you the BC Care Providers Association (BCCPA) and EngAge BC 2021 Annual Report as my term as board president draws to a close.

The membership of BCCPA and EngAge BC has grown to over 430 sites and organizations across the seniors' living and care continuum, including long-term care, assisted living, independent living and home health operators, and commercial members that support the sector. The Association has been recognized for its leadership throughout the pandemic, and has been regularly sought after by regional and national media for insights on a range of issues relating to Canada's seniors' living and continuing care sector.

Before and throughout the COVID-19 crisis the Association has been a vocal champion for those working on the front lines, for seniors needing healthcare and housing options, and for the family members and friends who support them.

As you will see from the information provided in this Annual Report, the Association's advocacy, community engagement, and programs are making an invaluable contribution to older adults from all around our province.

It has been an honour to work on your behalf, and we look forward to continuing to support all of you during these times of immense change and opportunity.



Aly Devji accompanied by seniors care workers  
at the BC Legislature in February 2020

# MESSAGE FROM CEO TERRY LAKE

2021 has been a year marked by many challenges for the seniors living and continuing care sector. As our members have responded as nimbly as possible to outbreaks, vaccination drives, public health orders, staffing shortages, funding pressures, and climate events, it has been humbling to know that you have trusted us to represent your organizations to government and the general public.

Over the past year as we have continued to grow the Association's membership, we have launched and delivered numerous new programs and services to meet the needs of our members, while adapting the way we deliver events and offer education.

Our determined efforts included strong advocacy on health human resources, and conducting hundreds of media interviews to bolster that advocacy and to stand up for our members.

Our hard-working team looks forward to 2022 with enthusiasm and hope for a positive, post-pandemic world, where seniors and those who support them get the services they need, where and when they need them.

**“Thank you to our members, and our sponsors for supporting BCCPA and EngAge BC to become the leading voice of the seniors' living and continuing care sector.”**



A handwritten signature in black ink that reads "T. Lake". The signature is fluid and cursive.

- Terry Lake, CEO

# BOARD OF DIRECTORS



Aly Devji, President



Hendrik Van Ryk, Vice President



Riz Gehlen, Treasurer



Karen Biggs, Past President



Wendy Calhoun



Christine Elliott



Erroll Hastings



Debra Hauptman



David Hurford



Al Jina



Lisa Kelly



Gavin McIntosh



Michael Neumann



Lenore Pickering



Ron Pike



Elaine Price



Melanie Reinhardt

# OUR STAFF



Terry Lake



Mike Klassen



Cathy Szmaus



Snezana Ristovski



Rebecca Frederick



Cora Schupp



Lara Croll



Marjahn O'Connor



Marife Sonico



Melissa Grout



Michelle Ho



Farhad Jafari Basmenj



Jessica Whitecotton



David Chau



Viktoriya Mazyavina

*\*Thank you to Michael Kary and Guilherme Teixeira for their contributions throughout 2021*



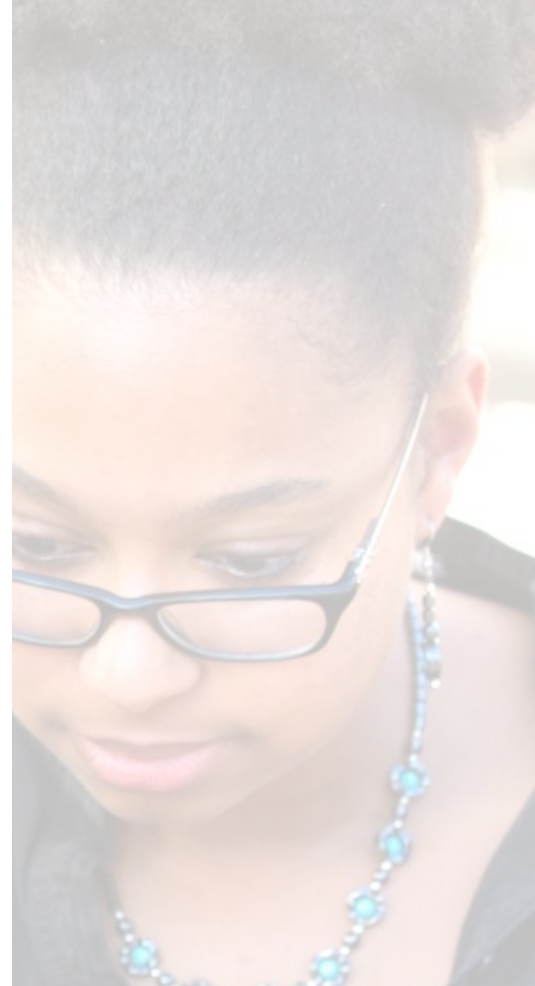
## Mission

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 service 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.

# MEMBERSHIP AT A GLANCE

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

Our Association's membership is projected to have grown by 7 per cent this fiscal year. This follows growth of 6.5 per cent in 2020-2021 and 10.5 per cent in 2019-2020.

## **BCCPA & EngAge BC currently represents:**

**171**

Service provider sites, which fall under BCCPA's mandate

**118**

Sites and organizations which fall under EngAge BC's mandate, including home health and independent living members

**132**

Commercial members

**10**

Associate members

*Thank you!*

## Thank you to our Board Committees:

- Executive Committee
- Governance Committee
- Finance and Audit Committee
- Priorities and Policy Committee
- Events and Recognition Committee
- Membership Services and Engagement Committee
- Health Human Resources Committee

# POLICY & RESEARCH

BCCPA continues to be a leader in policy and research for Canada's aged care sector. Here are a few of this year's highlights:

- **COVID-19 Review:** Released in November 2020 the report titled "Review of The Response To COVID-19 In Seniors Care and Living" was commissioned by BCCPA. In advance of its final release, the document was reviewed by a six-member academic panel chaired by Dr. Carole Estabrooks (Faculty of Nursing, University of Alberta).
- **COVID-19 Response:** BCCPA continues to provide critical research and policy analysis to support the Association's response to the COVID-19 pandemic.
- **Budget Submission:** BCCPA & EngAge BC's budget submission outlined a vision to respond to the ongoing coronavirus pandemic and increasing demand for aged care.
- **AGM Policy Motions:** BCCPA and EngAge BC put forward five policy motions at the annual AGM, advocating for:
  - Investments in physical spaces
  - Civil liability protection for seniors' care and living providers
  - Emergency preparedness, particularly for wildfires
  - A refreshed health human resource strategy
  - Enhanced staffing levels and care hours



## ***2021 Highlight: Todd Richard sings "Green and Blue"***

BC Care Providers Association provided funding to produce the music video supporting country music performer Todd Richard's emotionally-charged "Green and Blue" praising front line healthcare workers. The video was filmed at Willingdon Care Centre in Burnaby using care home staff.

# ADDRESSING THE HHR CRISIS

Staffing shortages represent an existential crisis for our service providers. The Association has made health human resources a primary focus of its advocacy through the following actions:

## Responding to Pandemic Staffing Challenges

We worked in close collaboration with the B.C. Ministry of Health and other stakeholders to address staffing shortages and challenges during the COVID-19 pandemic, including the implementation and continuation of single site orders, wage levelling, overtime costs, labour relations issues, and mandatory vaccination orders.

## Immigration pathways

BCCPA has strongly advocated for more streamlined pathways to employment and settlement for internationally trained health care professionals.



## Career Fairs & Info Sessions

We hosted five career fairs and information sessions to connect job seekers with quality careers in the seniors living and continuing care sector, in collaboration with BCCPA | EngAge BC and our employment partners.

## Training programs

With funding from Ministry of Advanced Education and Skills Training, BCCPA administered \$2.5 million to support 141 students to be trained as registered health care assistants in collaboration with our educational partners.

With funding from the Ministry of Advanced Education and Skills Training, EngAge BC launched a new pilot program to train 100 new home health companions and seniors hospitality workers for careers in independent living and home support.

## HCAP

BCCPA's leadership worked closely with care providers, HAs and the Ministry of Health to implement the new Health Career Access Program (HCAP)



## Labour Market Data & Information

The Association regularly surveyed our members to better capture that status of labour market challenges, including job vacancy rates and vacant FTEs.

## Streamlining Credential Recognition

BCCPA is partnering with the Immigrant Employment Council of BC and other sector stakeholders to streamline the credential recognition process for internationally educated workers through the Facilitating Access to Skilled Talent (FAST) program.

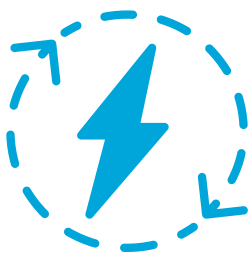


# PROGRAMS

## BENEFITTING OUR MEMBERS

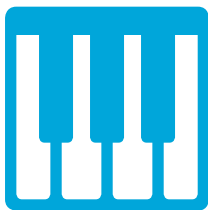
BC Care Providers and EngAge BC run a suite of programs that include healthcare career training, infrastructure improvement funding, energy efficiency audits, and arts and culture programming. Below are some of the highlights.

### Energy Savings Program



Members have access to our Energy Savings Program — conducted in partnership with Fortis BC — where we can help find ways to substantially lower energy costs through targeted retrofits of mechanical and electrical systems. We can analyze 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.

### Symphony for Seniors Program



Together with Health Arts Society (BC), BC Care Providers Association and EngAge BC delivered a virtual professional music program to seniors' living and care communities across B.C. The Symphony for Seniors project is funded in part by the Government of Canada's New Horizons for Seniors Program. The Association received 60 applications to entertain 4,600 seniors.



*"The Symphony for Seniors Program has been great for our residents! Many of the residents with advanced dementia do not always respond to us verbally and to see them listening, swaying to the music and the smiles on their faces is priceless. One resident who was a piano teacher was moving her fingers like she was playing along. The music has a calming effect on many and it's just wonderful to see that so many are benefitting from this program. Thank you." - Kiwanis Care Centre*

# TRAINING

## GROWING THE WORKFORCE

### Finding the Right People for the Job

#### HCA Training Program

With funding provided by the Government of Canada through the Community Workforce Response Grant, funded through the Canada-British Columbia Workforce Development Agreement, BCCPA played an active role in 2021 training HCAs across the province.

This year 128 students graduated from Parksville, Cowichan Valley, Kamloops, Vernon, Kelowna, Nanaimo & Prince George. 64 additional students began training in 2021 and are projected for graduation in 2022.

New training grants were secured for 48 more students in the Vernon, Kelowna & Nanaimo regions, training will begin early 2022.



#### Home and Independent Living Training Program

New workers are urgently needed to help B.C. face the shortage of skilled workers in independent living and home health care. With support from the Ministry of Advanced Education and Skills Training, EngAge BC launched the Home and Independent Living (HAIL) program during 2021 – an initiative providing free training to those seeking rewarding new careers as home health companions or hospitality workers in independent living in B.C.

# EQUIPCARE BC

## IMPROVING INFRASTRUCTURE

### EquipCare BC

Funded through the B.C. Ministry of Health, the \$10 million dollar EquipCare BC program efficiently managed by the Association has brought vital infection control and infrastructure enhancements to long-term care and assisted living operators.

The most popular EquipCare BC purchases were:

- Personal protective equipment
- Environmental cleaning, waste management, housekeeping, & laundry
- Food service items
- Furniture
- Mobility assistance equipment



### *Did you know?*

**Over eight million dollars** in grant funds were distributed to assisted living and long-term care operators across the province.



*"We are grateful to have received EquipCare funds which have been used to improve quality of care for our residents. We appreciate the ease of application process and support from your staff." - Buchanan Lodge*

*"Receiving this grant was such a blessing for our organization especially when the cost related to the COVID pandemic has been exponential. Thank you for all you do!" - Kinsmen Lodge*



# ADVOCACY & MEMBER ENGAGEMENT

## SPEAKING UP FOR OUR MEMBERS

Advocacy has always been a driving force behind BCCPA. The work we do on behalf of our members, however, has never been more important than it has been throughout the COVID-19 pandemic.

### Advocacy highlights

- Seeking coverage for pandemic-related costs
- Influencing the lifting of visitation restrictions to support quality of life for residents while balancing the needs of our members
- Ensuring that home health care and independent living staff and residents were included in the early phases of the vaccine's roll out
- Advocacy on booster shots
- Releasing a new animated video on internationally educated nurse (IEN) immigration pathways

### Member engagement efforts

- The Vancouver Island Administrators Network (VISAN) and the Interior Administrators Network (IAN)
- Town hall meetings on issues such as wildfires in the Interior, impacts of mandatory vaccinations
- Quarterly home health round tables, which occurred monthly in the early days of the pandemic
- Regular "sector update" emails that include "behind the scenes" reports on our advocacy
- Member-only correspondence through the M365 platform

### Website and Social Media statistics at a glance...

 [http://](#) 54,000 website visits per quarter



#### Followers

Facebook — 1,681  
Twitter — 3,175  
LinkedIn — 920  
Instagram — 685  
YouTube — 151



# EVENTS

**The pandemic changed the way we could meet to share information and ideas, but it didn't eliminate the need to do so. Here's how we pivoted.**



### **The Three Rs: Reflection, Resilience and Reinvention**

Our second virtual annual conference incorporated high profile keynote speakers, panel discussions, concurrent sessions, Q&A sessions, and virtual networking breaks. Topics were of interest to the long-term care, assisted living, independent living, and home health audiences. A virtual exhibit hall, interactive networking breaks, and a scavenger hunt were designed to bring members together.

### **BC Care Awards**

BCCPA is proud to recognize and celebrate those providing the best possible care for our seniors. The 7th Annual BC Care Awards were presented virtually during SafeCare BC's Hearts & Hands virtual conference for health care assistants in October of 2021.



### **Care to Chat (Seasons 8 & 9)**

We took the conversations online and produced engaging and timely dialogues in response to the COVID crisis, including:

- Putting Seniors & Families First
- A Conversation with Adrian Dix
- Care to Chat: Election Edition
- Nurses Not Nannies: The Cure for Canada's Aging Population

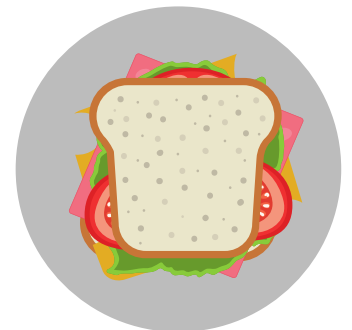


# MEMBER EDUCATION & WEBINARS

## Lunch + Learn

Throughout the pandemic BCCPA's popular Lunch + Learn online education has offered staff from member organizations access to high quality, interactive educational opportunities on a wide range of themes, including:

- Adding Life to Years – Age Friendly Vaccines
- Supporting Families Through Grief & Loss
- Technology Solutions for the Health Human Resource Crisis
- Screening for COVID-19: Using Rapid Tests in Continuing Care Settings
- Mandatory COVID-19 Vaccinations for Seniors Living & Care Staff
- International Talent Solutions for the Seniors' Care Workforce
- Criminal Background Checks
- The COVID-19 Presumptive Clause
- Paid Sick Leave in Seniors' Care and Living
- Reducing Barriers to Recruitment for Health Care Assistants



*Keep doing what you are doing! BCCPA does a fantastic job with their events and have found a way to drive engagement in this online environment.*

- Member comment (via email)

# ENGAGE BC

## 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 private pay independent living, assisted living, long-term care and home health care operators. EngAge BC is responsible for operating a suite of unique programs and marketing initiatives that support member sites across the province.

### Member Council & Home Health Committee

Developed to provide guidance and direction to EngAge BC, the EngAge BC Member Council has met on monthly basis to provide feedback and support to staff on advocacy, programs and learning opportunities.

More recently, EngAge BC launched a home health committee to represent the needs of home health operators.

### Thank you to our EngAge BC Member Council

Melanie Reinhardt, EngAge BC Chair  
Kris Coventry, Trillium Seniors Living  
Stasia Hartley, Bayshore Home Health  
Riz Gehlen, Care Free Manor  
Angela Grotto, Chartwell Retirement Residences

Paul Martins, Park Place Seniors Living  
Celeste Mullin, GLM  
Michael Neumann, Verve Seniors Living  
Jackie Reiners, Augustine House  
Ron Pike, Elim Village



# ENGAGE BC INNOVATIONS



## **Assurity**

Launched in summer 2021, Assurity is a new industry standard to make the choice clearer for seniors and their families on choosing a home health or independent living organization that upholds industry standards for quality. The sector's new marker of quality has been integrated into Route 65.

## **Route 65**

EngAge BC has continued to optimize Route 65, a free, online tool that helps connect seniors and their family members with the services offered by B.C.'s leading operators of independent living, assisted living, long-term care and home health care.

On Route 65, seekers can find more information on independent living, assisted living, long-term care and home health care options across B.C.



## **Seniors Living Expo**

Scheduled to take place Nov. 5-6th 2022 the Seniors Living Expo will target seniors 60+, as well as their families and caregivers, the Seniors Living Expo & Job Fair expects to attract more than 20,000 visitors, providing organizations interested in reaching older adults with a professional, sophisticated, credible and exciting stage to market, engage, educate and inform. The event will give sponsors and exhibitors opportunities to showcase excellence to Canada's growing marketplace of older adults.

# 2021 TOP STORIES

Media awareness of the Association and the issues it has championed for has reached new heights. Below are some of the year's top stories.

- BCCPA issues province-wide media release prior to the fateful 'heat dome' weather event to remind the public that seniors are most vulnerable.
- Frequent calls for rapid testing in care homes — implemented in spring 2021
- Families reunited: BCCPA responds to media after calls to relax care home visitation restrictions are finally met
- Call for mandatory vaccination for all B.C.'s long-term care and assisted living workers
- Follow-up call for ALL healthcare workers in acute sector to be vaccinated to prevent job losses in LTC/AL
- Terry Lake: How will Canada's next government tackle the needs of our aging society? — Canada election op-ed published
- Call for mandatory vaccination requirement of care home visitors results in immediate policy change by PHO
- BCCPA issues urgent call to provide booster shots to seniors — resulting in COVID-19 booster shots being fast-tracked
- Country singer, Todd Richard, releases tribute song to healthcare workers with music video featuring Willingdon Care Centre in Burnaby
- B.C Budget 2021: BCCPA calls for new funding & tax incentives for seniors care and living sector



## **Butterfly Release July 30, 2021**

Along with 24 care homes across British Columbia, BCCPA proudly hosted a province-wide butterfly release to honour the memory of those lost to COVID-19, while also acknowledging those who survived. 1,000 butterflies were released on this day and there was extensive media coverage on this story.



# THANK YOU TO OUR SPONSORS!

## 2021 Annual Conference

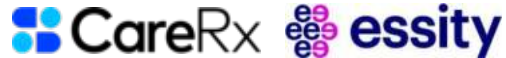
Title Sponsor



Premier Partners



Sponsors



Safety Den



Technology Support



## 2021 - 2022 Care to Chat

Title Sponsor



Gold Sponsor



Silver Sponsor





## Contact

BC Care Providers Association  
EngAge BC

Metrotower One  
#1424 - 4710 Kingsway  
Burnaby, BC, V5H 4M2

(604) 736-4233

[www.bccare.ca](http://www.bccare.ca)  
[@BCCareProviders](https://www.instagram.com/BCCareProviders)







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