



CANADIAN HOME CARE ASSOCIATION

PROGRESS REPORT

2021/22



Canadian
Home Care
Association

CHCA 2021 Board of Directors

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NUNAVUT

Jennifer Colepaugh, Director, Home, Community, & Continuing Care, Nunavut Department of Health

YUKON

Cathy McNeil, Director, Care and Community, Health and Social Services, Continuing Care

CHCA CHIEF EXECUTIVE OFFICER (Ex-Officio)

Nadine Henningsen

Current openings on the Board of Directors include an Ontario representative and a service provider representative, both of which will be filled in 2022.



Established in 1990, the Canadian Home Care Association (CHCA) is a recognized and respected resource for our members as we make connections and facilitate the sharing of new ideas and leading practices across the country. Members of the CHCA include representatives from government (federal, provincial and territorial), administration organizations, service providers, researchers, educators and others with an interest in home care. As a national association, the CHCA is a unifying force that amplifies our members' individual voices to influence national policy directions on key professional and political issues.

Governance and Accountability

The association is governed by an elected members representing provincial and territorial home care programs and direct service providers. Board responsibilities include setting the association's strategic direction, approving annual operating plans and budgets and oversight of national projects. The national office carries out the operational functions of the association under the leadership of the Chief Executive Officer. Operational functions include government relations, policy and research, communications, member relations and financial management. Annual financial statements are audited and reported on an external auditor (BDO Canada).

Our Strategic Vision

Home care is an essential part of an integrated health system that provides seamless patient- and family-centred care and supports for older adults living with frailty; those with complex, chronic disabling conditions; and individuals at the end of life.

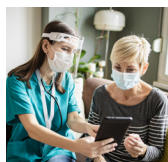
The achievement of this vision would result in:



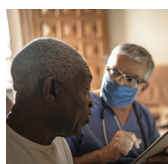
Patients accessing the health care and support services they need, when they need them, outside of the hospital.



Patient and health care team members working together and easily accessing and sharing relevant health information and care plans.



Recognition of carers as partners in care, who know where and how to access resources and support.



Individuals' health care wishes at the end of life being shared, understood, respected and acted upon.

HOME CARE is an array of health and support services provided in the home, retirement communities, group homes and other community settings to people with acute, chronic, palliative or rehabilitative health care needs. Services may include assessments, education, therapeutic interventions (e.g., nursing and rehabilitation), personal assistance with daily living activities, help with instrumental activities of daily living and caregiver respite and support.

Strategic Aim

An integrated health and social care system that provides seamless patient- and family-centred care that is accessible, accountable, evidence-informed, integrated and sustainable.



GUIDING PRINCIPLES

- Patient and Family-Centred Care
- Evidence-Informed Care
- Accessible Care
- Integrated Care
- Accountable Care
- Sustainable Care



AREAS OF INFLUENCE

ADVOCACY

Inform and influence policy and practice

AWARENESS

Promote the role and value of home care

KNOWLEDGE

Facilitate innovation and knowledge mobilization

LEADERSHIP

Stimulate conversations that create change



TARGET AUDIENCES

- Frontline service providers
- Patients and caregivers
- Administrators
- Policy planners
- Funders
- Researchers



ENABLERS

- Diverse and active membership
- Partnership and networking
- Expertise and knowledge

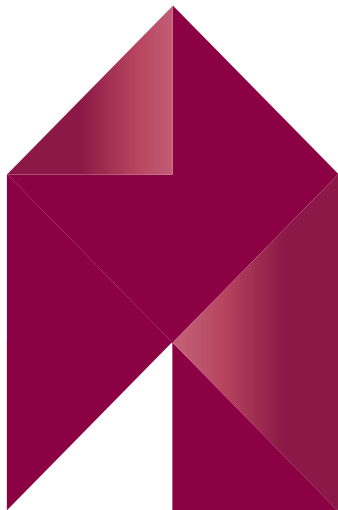
Strategic Milestones (2021/22)

<p>INFORMING FEDERAL PRIORITIES</p> <p>Championing federal priorities and actions to make home care better.</p>	<p>Championed accountability for the \$6 billion federal investment in home and community care. Download PDF</p> <p>Member of the national advisory group for a 7-year NRC challenge project on technology and aging in place. Visit</p>	<p>Featured the Prime Minister and 6 federal leaders in recognizing family caregivers. Visit</p> <p>Recommended 4 concrete actions long-term care at home. Download PDF</p>
<p>SHAPING FUTURE WORKPLACES</p> <p>Leading a national awareness campaign to help employers create caregiver- friendly workplaces</p>	<p>18 research blogs, 30 profiles of working caregivers and employer champions. Visit</p> <p>74 social media posts shared with 470,305 internet users. Visit</p>	<p>205 stakeholders joined our Catalyst Conversations to shape future workplaces. Visit</p> <p>4 pillars and vision statements to accelerate the creation of caregiver friendly workplaces across Canada. Download PDF</p>
<p>ADVANCING EXCELLENCE IN HOME-BASED PALLIATIVE CARE</p> <p>Sharing best practices and creating collaborative networks across the country.</p>	<p>Identified 100 ways to improve home-based palliative care, lessons learned from COVID-19. Visit</p> <p>Shared 78 evidence-informed tools for Advance Care Planning in the home and community. Download PDF</p>	<p>Engaged 767 health care practitioners in our ECHO Hub. Visit</p> <p>Featured 20 resources in the online ECHO Community HUB including 2 online microlearning modules. Visit</p>
<p>ENHANCING PROVIDERS' SKILLS AND COMPETENCIES</p> <p>Designing an innovative, capacity-building project use emotional intelligence skills in patient-and family-centred care.</p>	<p>Consulted with 24 family caregivers and 83 health care providers to understand their experiences. Download PDF</p> <p>Created 8 online self-directed EI learning modules with content, case studies and practical tools on emotional intelligence. Download PDF</p>	<p>Incorporated 32 systematic reviews, 15 primary studies and 5 key informant interviews in the education program framework. Visit</p> <p>Engaged 5 home care organizations as champions in the co-design and testing of the EI education program. Visit</p>

ADVOCACY

STRATEGIC GOAL:

**Make home care a priority
in the federal government
funding and policy decisions.**



Federal Advocacy



The pandemic has had a profound impact on our health and social care systems. As COVID-19 spread through our communities, care providers have worked relentlessly to manage its impact. We recognize that receiving care in the home is often the safest and preferred setting for many vulnerable people, including seniors living with a frailty, individuals with chronic conditions and those at end-of-life.

As we plan for the future, the federal government has committed to creating a strong and resilient workforce and ensuring health care is available for our most vulnerable populations. Home and community care plays an important role in our country's prosperity and Canadians' well-being. The CHCA is taking a leadership role through our ongoing advocacy work with the federal government and offering evidence-informed solutions in a number of priority areas.

SUPPORT SENIORS

Support seniors to age well at home by providing programs that recognize and empower caregivers and by sharing best practices in home-based, long-term care.

INVEST IN PEOPLE

Identify and share ways to address the human resources challenges in home-based and community care.

EXPAND HOME-BASED PALLIATIVE CARE

Advance the Canadian palliative care framework and ensure home-based palliative care is a foundation element.

INCREASE ACCESS TO BETTER HOME CARE

Increase access to better home care by holding jurisdictions accountable for the targeted \$6 B in home care investments and by advocating for recognition of home care as an essential part of a long-term care strategy for Canada.



4 recommendations
for federal investment in
home-based long-term care

Prime Minister

endorsement on National Caregiver Day

\$29.8 million

in palliative care skills training



\$90 million investment

in the Age Well at Home initiatives



\$6 billion

federal investment in
home and community care

\$38.5 million investment

in micro-training for
personal support workers

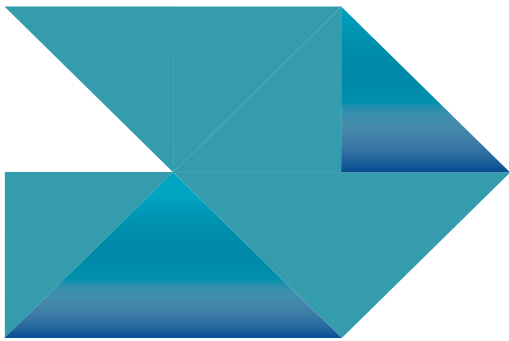


7-year

National Research Council challenge
project on technology and aging in place



Visit the CHCA website for details on our advocacy work



AWARENESS

STRATEGIC GOAL:

Increase awareness of the human resource challenge and introduce ways to address this national issue.

Shaping Future Workplaces

Human resources are a priority for our members and for the association. Our experiences throughout the pandemic, including using new technologies to connect, working from home, managing constant change and dealing with the unknown and constant uncertainty, have changed the way we live and work.

Recognizing the impact of these changes on our staff and on employers in the home and community care sector, we launched a two-year initiative to find and introduce new ways for employers to support, empower, recognize and invest in their employees.

The goal of our **Shaping Future Workplaces** initiative is to stimulate conversation, generate ideas and help shape the future of workplaces in the home and community care sector.

We launched the first **Supporting Working Caregivers** campaign on September 6, 2021 (Labour Day). It was designed to support staff who were juggling paid work and unpaid caring responsibilities. The goal of the campaign was to increase awareness of the need for caregiver-friendly policies and programs as employers shape their future workplace structures post-COVID-19.

As health care employers, we know the challenges in recruiting and retaining skilled and qualified workers. Increased staff turnover and a diminished workforce not only affect our operational productivity and costs, but also have a huge impact on the quality and continuity of patient care. Many of our staff are dealing with psychological distress because of the uncertainties of the pandemic.



Evidence and Experiences

18
research blogs



18 working
caregivers' stories



18
employer champions



These stressors are present in both their work life (e.g., heightened focus on patient safety, changing directives, understanding and use of PPE and prevention protocols) and their personal life (e.g., safety of family members, increased caregiving responsibilities, isolation from loved ones).

Our Supporting Working Caregivers campaign focussed on bringing these challenges to light and offering solutions for employers that are easy to implement and will positively impact their staff—especially those who are balancing both work and care.

This successful campaign concluded in April 2022 and profiled:

- research evidence and facts to support targeted action
- employers' and employees' experiences and stories
- strategies to shape future workplaces and create caregiver-friendly and accommodating working environments

The next **Shaping Future Workplaces** campaign will profile innovative technology. Our goal for this campaign is to profile transformational (innovative) technology and answer key questions such as:

- How does technology affect the work environment today?
- How can technology impact the future workforce in home and community care?

We are planning to begin this campaign in the fall of 2022.

Sharing the message

74 Social Media Posts



7 endorsements
for federal leaders

205 participants
on the Catalyst
Conversation webinars





Campaign Microsite

470,305 internet users
saw our campaign messages

2,510
visitors to the
campaign microsite

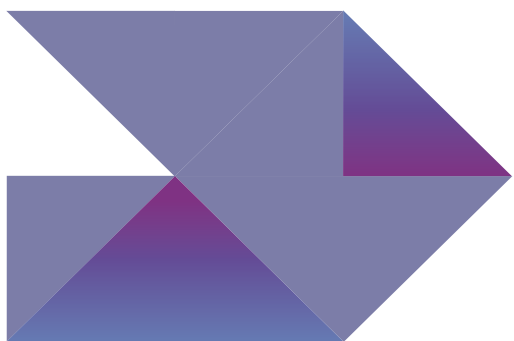


 **875** downloads
of the practical solutions
for employers

1,510 visitors 
accessed partner web-links



The Shaping Future Workplaces initiative is featured on the CHCA website



LEADERSHIP

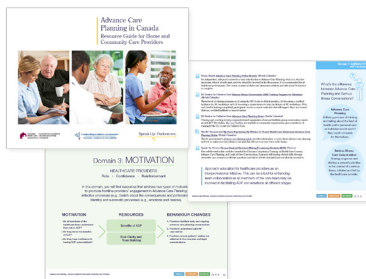
STRATEGIC GOAL:

Identify and share
best practices to build
operational excellence in
home-based palliative care.

Home-based palliative care

ACP Toolkit

The CHCA created this easy-to-use toolkit to help home-based palliative care providers facilitate early and ongoing conversations about advance care planning. This interactive resource guide includes practical and field-tested resources that can be used, customized and/or adapted. These resources will help regulated and non-regulated care providers build the necessary knowledge, processes and motivation to engage in advance care planning.



COVID-19 Lessons Learned

This compendium captures home-based and community palliative care providers' experiences throughout the pandemic. The CHCA worked with national organizations and Health Canada to create this landmark report featuring over 100 field-tested tools and ideas to enhance home- and community-based palliative care. Experts engaging in the consultations shared ways to increase provider education, better support caregivers and ensure equitable access to home-based palliative care during these challenging times.



Resources and tools

68 field-tested tools to enhance home-based palliative care



20 ideas for better access to medication and supplies for home-based palliative care

37 practical tools for grief and bereavement supports



44 ways to improve home and community-based palliative care

14 practical resources for caregivers of loved one dealing with a serious illness



78 evidence-informed resources for Advance Care Planning

ECHO Hub for Home-Based Palliative Care

Working in partnership with Pallium Canada, our ECHO Hub is part of a pan-Canadian Palliative Care ECHO Project. Through the CHCA ECHO Hub, we are engaging with home- and community-based health care providers to build palliative care capacity across the country. With our virtual learning sessions, our online ECHO Hub community and the new self-directed micro-learning programs, we are working to:

- enhance frontline providers' knowledge and skills so they can deliver high-quality palliative care
- improve patient and caregiver satisfaction with home-based palliative care by introducing ways to support them through the course of illness
- address operational gaps in home-based palliative care and promote innovative models across the country



767 participants
in the Home and Community
Care ECHO Hub



4
ECHO Learning Sessions

2 ECHO

Microlearning modules
available through on-line
community



Learn more about how the CHCA is advancing excellence in home-based palliative care on our website

KNOWLEDGE

STRATEGIC GOAL:

Enhance providers' skills and capabilities to empower and engage patients and their caregivers.



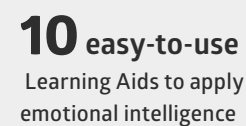
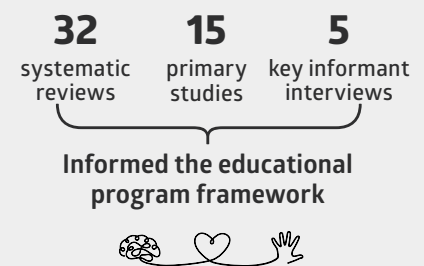
Partners in Restorative Care

The CHCA is working with five home care organizations from Newfoundland, Ontario and Saskatchewan to increase their frontline staffs' ability to recognize, understand and address both the physical and emotional challenges experienced by caregivers.

At the foundation of our education program is an understanding of caregivers' experiences through a "head, heart, hands" lens. This holistic, person-centric view recognizes that caregivers' unique experiences are made up of what they think, feel and do. It is the attention to all three elements that enables caregivers to deal with change and overcome challenges. Using a "Head, Heart, Hands" lens will help health care providers identify when to use various emotional intelligence (EI) skills in supporting, coaching and guiding caregivers.

Health care providers with high EI capabilities know how to manage, apply and adapt their emotions to be more resilient in providing true person- and family-centred care. By improving EI capabilities and adopting the behaviour changes, health care providers can enhance their ability to:

- think clearly and creatively
- manage stress and challenges
- communicate well with others
- display trust, empathy and confidence



This national project is stimulating many new ideas for health care providers' skills training and competencies. Through our Health Canada-funded project Partners in Restorative Care, we are learning about emotional intelligence, why it is important and how to adapt this concept to the unique challenges faced by home and community care providers.

Home-based care providers routinely engage in a high degree of emotional and relational interaction to build trust with vulnerable patients and their families, ensure comfort and care outcomes, and manage challenging behaviours. We know there is a clear correlation between EI and health care staff burnout, job performance and direct client care. All health care providers and leaders can use EI capabilities for personal mental health and well-being, as well as professional practice and job performance.

As we work with our five practice teams in the Partners in Restorative Care project, we are creating new ways to train and build skills. As we build curriculum and training programs, we are gaining a better understanding of how to train and educate home care providers about EI capabilities through e-learning and virtual group sessions. We are continuing to learn more about training, educational content and the importance of emotional intelligence. This knowledge will be applied to priority areas to support knowledge and skills development for home and community care providers.



24 family
caregivers
shared their stories

3 micro-training
modules on core
EI competencies



5 self-directed
EI learning modules including
over 3 hours of training



We invite our membership to learn more about this fascinating journey and become involved in our next phases of skills and knowledge development.