

Bringing Care Home

The South West CCAC Staff Bulletin

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Quality Care, Piece by Piece

South West CCAC QILTs will implement key client care improvements



A patchwork quilt is made of many different pieces of fabric from diverse sources. The pieces are lovingly sewn together to create a work of art that is also a source of warmth and comfort. The whole is truly greater than the sum of its parts.

How appropriate, then, that the new South West CCAC's Quality Improvement Leadership Teams will be known by their acronym, QILT. They too bring together "pieces" from every area, coming together to create wonderful results across the South West.

Local QILTS will be formed from staff at each site, with teams coming together in Owen Sound-Walkerton, Huron-Perth, London-Middlesex-Elgin, and Oxford-Norfolk. The local QILTs will report to a South West QILT made up of Regional Managers and Senior Leaders, which in turn will report to the Senior Leaders team. Each local QILT will include a Client Services Manager, a member of the Staff Quality Council, at least four front-line staff and others.

The teams will be focused on implementing three major improvement initiatives developed from the South West CCAC's strategic plan and discussed at staff meetings in October:

- Improvements to Information & Referral
- Improvements to Case Management Support
- Improvements to the Client Transition from Hospital



South West CCAC Quality Improvement Leadership Team (Regional Managers and Senior Leaders)

Each local QILT will be chaired by a Regional Client Services or Performance Management and Accountability (PMA) Manager and will also have a senior leader champion.



Quality Improvement Leadership Team

"This is another exciting opportunity for staff members to make a real difference," says Nancy Dool-Kontio, Senior Director, Strategic Planning and Integration. "We have three clearly-defined projects, and a strong mandate for change. Now it's time to get to work."

Expression of Interest forms are now being reviewed and QILT team members will be announced before the QILT launch on December 3. All QILT members from across the South West will gather together in one location to be oriented to the work ahead.

The local QILT meetings will then begin at each site.

To guide the work of the teams, the South West CCAC has retained Kyla Woodcock. Kyla recently completed her MBA at the Richard Ivey School of Business, and has extensive experience in transformational change management.

The implementation of the Client Health and Related Information System (CHRIS), a new province-wide client management system, will be happening over the next several months too. Cathy Kelly, the CHRIS implementation lead for the South West CCAC, will work closely with the QILTs to ensure a smooth transition in each area.

"Community care itself is like a patchwork quilt," says Donna Ladouceur, Senior Director, Client Services. "Our QILT teams will help bring the pieces together and wrap our clients in warm, compassionate care."



A message from
Sandra Coleman
Executive Director

...at the South West
CCAC, change is
not a special project
or a one-time
initiative: it's an
integral part of our
everyday jobs.

Embracing Change

How many times have you read about change in this newsletter?

Probably almost every time you've picked it up. According to the Greek philosopher Heraclitus, "Change is the only constant." (Which makes you wonder if he worked for the 500 BC version of community care!)

John Kotter's highly regarded books *Leading Change* and *The Heart of Change* describe a model for understanding and managing change successfully. He outlines eight key steps, including "creating a sense of urgency," "creating a vision for change," "communicating the vision," and "anchoring change in the corporate culture."

Here at the South West CCAC, the sense of urgency comes from knowing that we have a critical role to play in the health care system, and especially, in reducing the pressure on acute care hospitals. Through our strategic planning process, we have created a clear vision for change, and communicated it across the region. By creating QILTs and through other activities, we are anchoring change in the corporate culture.

But let's face it, we've all seen a lot of change over the past two years. It can sometimes seem exhausting.

Don't let it be. Remember that change, however difficult, always represents opportunity – the opportunity to learn, to create, to explore, to experience life in new ways. Remember that change is about the hope for something better. (Just ask the millions of people who recently made Barack Obama the next President of the United States.)

Remember, too, that for all of us at the South West CCAC, change is not a special project or a one-time initiative: it's an integral part of our everyday jobs. It's what we do. As someone said at the recent Ontario Hospital Association (OHA) Health Achieve conference: "Everyone in health care has two jobs: 1) their work and 2) improving their work."

So next time you hear about a change, open your arms and embrace it! Get caught up in the possibilities. Let change take you to exciting new places.

Change is not always positive. The recent chaos in financial markets has touched all our lives. To those who are feeling the direct impact of the economic downturn, please know that you are in our thoughts.

Brand New – CCACs across Ontario prepare to adopt a new brand image

In a recent study researchers asked children to test several foods, such as carrots, milk and apple juice. The children were given the same food in both unmarked and McDonald's-branded wrappers. No surprise that the branded foods "tasted" better!

A brand can be a very powerful thing. Branding is a big deal in the private sector, where it helps sell products, but it also has important implications for not-for-profit organizations like the CCACs. To be effective, CCACs must be seen as trustworthy, high quality organizations that people feel comfortable turning to for support.

"When the newly aligned CCACs launched in 2007, there wasn't time to focus on branding," explains ED Sandra Coleman. "We were all too busy dealing with start-up issues. We adopted the teal color and a standardized look, but that's as far as we went. I hear over and over again from clients, staff and others that we need to do more to increase awareness of the services the CCAC provides."

Over the past several months CCAC Executive Directors from across the province have been developing plans to do just that.

The branding project is almost complete, and the results, including a logo and tagline, will soon be available. A provincial Brand Implementation Team has been formed, with the South West represented by Communication Lead Michael Robbins. The new brand, planned to launch in early 2009, will be used to promote 310-CCAC (2222), the new provincial single access number. The South West CCAC I&R project group is participating in meetings with the OACCAC I&R project group to learn how the 310-CCAC number will be integrated into the I&R work that is underway throughout the South West.

"Our CCAC brand is a shared understanding of who we are, what we do and what we aspire to," says Michael. "It's something we can all stand behind and work to realize in every aspect of our operations."

Update:

Staff Quality Council

The work of the Staff Quality Council has been paused for a few months with the creation of QILTs (see page one), but the Council has accomplished a great deal. Among recent achievements:

- **Performance Partnership Plan (PPP)**

With input from staff, a PPP framework for evaluating individual performance is being developed. The framework focuses on having positive conversations between staff members and supervisors, and creating opportunities for professional development. Global competencies and College requirements are also included. Implementation is expected in 2009.

- **Occurrence Report Tracking System (ORTS)**

Service refusals now being recorded in ORTS will eventually be handled in CHRIS. A PDSA to help streamline the ORTS process as an interim step for easy use is underway.

- **Service Capacity Reporting System (SCRS)**

"This innovative service planning tool is the first to support "upstream planning" to help reduce last minute service issues" says Gord Milak, Senior Director, Performance Management and Accountability. Teleconferences have been held to provide information about the system to CCAC staff and providers and Lunch and Learn sessions are planned for more detailed information. Check the calendar for dates and times in your area.

- **Not Seen, Not Found**

A Work Change Bulletin dealing with this issue will be released shortly.

- **PSW Capacity**

After considerable research and discussion, the team has decided to experiment with a cluster care model. This will help us provide enhanced PSW service plans for Wait at Home and other clients.

- **Complaints Trend Analysis**

A provincial team is working on developing a common, consistent framework for all CCACs so that we can understand trends in the South West and across the province. The new framework should be available in 2009.

Client-Driven Care Goes Global

In October experts from around the world heard about the work of the South West CCAC with Client-Driven Care (CDC).

Dr. Carol McWilliam, the UWO nursing professor who has worked closely with the South West CCAC in developing CDC, presented to an audience of more than 500 people from across North America, Europe and Australia at a meeting of the Canadian Association on Gerontology. "I explored opportunities for global applications of our approach," says Dr. McWilliam. "In the follow-up discussion there was national and international praise and support for our initiative."

Dr. McWilliam also treated the audience to excerpts from our Client-Driven Care videos. The videos are now available on the South West CCAC website under "Delivering Quality Care," along with other CDC resources.

And more good news – the new *Record in the Home*, developed by Knowledge-To-Action teams earlier this year, is being piloted in Walkerton and will roll out across the South West shortly.



Trading Spaces

A new regulation introduced under the long-term care home legislation allows residents in two different homes to switch places if they both want to move.

The regulation will help reunite husbands and wives, and make it easier for residents who want to move to a home with a special religious, ethnic or language focus. It may also encourage people in hospital to accept a home that's not their first choice, knowing that it will be easier to move later.

"Even if we can only help two or three people a year, this new regulation is important," says Mary Lynn Priestap, Regional Client Services Manager. "It will help us get clients where they want to be."

A Helping Hand

When you first started at the South West CCAC, did you feel a little lost? Was there a co-worker who made you feel welcome, showed you the ropes, and helped you get inspired? If so, you can acknowledge that special person by sending their story to us. Tell us how he or she made a difference and we'll publish the stories in future editions of the newsletter.



Send your story to Barb Clendenning, Regional Manager, Internal Client Relationships, barb.clendenning@sw.ccac-ont.ca.

Welcome to the South West CCAC Family

The South West CCAC is delighted to welcome new Case Manager staff:

Seaforth: Anne Melady and Debbie Beauchamp, Karen Wynja

Owen Sound/Walkerton: Joy Hellyer-Williams, Kellie McDade and Anita Stadelman



Participants at the Oxford and London Heroes in the Home events.

Heroes in the Home

"I like the way she talks to me, and not at me. She is a true professional."

"She always goes that extra mile and makes me feel like I'm worthwhile."

"She has brought me so much joy. She has turned my life around. I was lonely and she has brought such light into my life."

"She lifts my spirits when I am down. Always has a smile and a laugh."

"What a kind, caring man. His gentle manner and patience through my tears have been a great help to me."

"Her kindness and sincere caring makes me feel blessed and contented."

Those are just a few of the heartfelt comments about nominees for the South West CCAC's Heroes in the Home awards. After a wonderful start in Owen Sound and Stratford, the Heroes in the Home awards events continued to roll out across the South West.

The Oxford event, held on October 30 at Goff Hall, honoured more than 30 outstanding nominees. At the London/Middlesex/Elgin event, held at the German Canadian Club on November 13, more than 130 nominees were honored.

"Each event has been amazing," says ED Sandra Coleman. "The stories we've heard are moving and inspirational. They remind us that community care providers and caregivers are true heroes."

If you couldn't attend a Heroes event or would like to re-capture the feeling, check out the intranet.

Special thanks to the organizing committees, who worked so hard to create memorable events for our honorees.

In Woodstock: Shannon Brett, Angela McCann, Sue Legacy, Roelie Veldhuizen, Donnabeth Sweetland, Sherri McRobert, Barb Clendenning, Tina Szasz

In London: Lori Gonsalves, Susan McLean, Lynne Hammond, Barb Modesto, Rebecca Margeson, Walter Rogers, Jennifer Thompson, Joanne Turnbull, Lise Kosmack, Mary Anne Miller, Jacquie Hudson, Niki Lauzon, Sharon Ramsey, Sheila Nother, Donna Ladouceur, Pat Glavin, Brenda Butchart

Remembering Ortona



Sylvia Hunniford's son Nathan is one of 40 students that made a trip to Europe to celebrate the 65th anniversary of the Battle of Ortona. Each stu-

dent was given a piece of fabric on which they placed three hand prints. One hand represented a soldier lost in the Battle of Ortona. The second hand represented the student and the third hand that of a current soldier serving in Afghanistan. Forty squares were made into a flag that flew at the Peace Town in Ottawa on Remembrance Day and will be placed in the War Museum as a permanent display.

Remembering Mark

Recently a new park at the corner of Wonderland Rd. and Sunningdale Rd. was dedicated to the memory of Mark Wilson, a London native and trooper with the Royal Canadian Dragoons who was killed in Afghanistan two years ago. Mark is the nephew of London CM Katherine Gelinas.

Executive Director Honoured

Sandra Coleman was one of 38 dynamic women to receive Leading Women, Building Communities awards in October. The Awards were created by Sandra Papatello, the minister responsible for women's issues, to recognize women who have made exceptional contributions in their community. They were presented by Deb Matthews, MPP for London North Centre.

"I would like to congratulate all the award winners for working to make our community stronger," she said. "They inspire others to become leaders." In the photo Sandra, her husband Dale and sons Jason (left) and Mark, are congratulated by Deb.



Halowe'en Fun

At the Stratford site, staff combined Thanksgiving Day with Halloween celebrations by enjoying a potluck lunch and dressing up in costume.

Owen Sound Access CM Lorna O'Neil got up on Oct. 31 and discovered she was out of milk. That was all the inspiration she needed ...



United Way Fundraising

This year's United Way Fundraising Campaign is underway across the South West CCAC including a \$5 "crock pot" lunch on Nov. 25 at each site. Employees pledging/donating by the end of the day Nov. 14 are eligible to enter Early Bird Draw for a chance to WIN A FREE VACATION DAY.

This year's committee members are: Liz MacDonald – Campaign Co-ordinator; Julie Goodchild, Cate Patchett – London site; Ruth Ferguson – St. Thomas site; Michele Dalton – Seaforth site; Leanne Baird – Stratford site; Cathy Mitchell, Anne Woods, Liz MacDonald – Owen Sound site; Cheryl Hickey – Walkerton site; Marilyn Pearson, Kayla Basacco – Woodstock site. The United Way supports many agencies that help our clients, and the funds raised remain local.



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Mark your calendars for the **Christmas all-staff meeting and celebration** on Dec. 9 from 9:00 am to 10:30 am, followed by a Holiday Coffee Break at each site. Yum-yum!