



*2024 Annual Report*

# **MORE** **HOME CARE**



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# ABOUT HOME CARE ONTARIO

Home Care Ontario, *the voice of home care in Ontario™*, is a member-based organization with a mandate to promote growth and development of the home care sector. For over thirty-five years Home Care Ontario has promoted the growth and development of home care as a key pillar of Ontario's health care system through advocacy, knowledge transfer, thought leadership and member service.

In Ontario, service provider organizations are responsible for providing nursing care, home support services, personal care, physiotherapy, occupational therapy, respiratory therapy, infusion pharmacy, social work, dietetics, speech language therapy and medical equipment and supplies in the home to individuals of all ages. An estimated 58 million hours of publicly and family-funded home care service is provided annually across the province.



# CHAIR'S REPORT



On behalf of the Board of Directors of Home Care Ontario, I am pleased to present the 2024 Annual Report to Members.

Ontarians want to be cared for at home and for that to happen, home care needs to be seen as a fundamental direct provider of health care. Building on that foundational understanding, the Association's major foci of advocacy over the past year have been ensuring stable government funding to grow home care; shaping home care modernization with a view to expanding the use of home care; working to ensure that the newly-created OHTs have a deep understanding of home care; advocating for digital interoperability and working to ensure Ontarians are ensured of tax considerations when funding their own home care services.

In the Ontario budget we saw success as the government announced \$2 billion in funding for home care and community supports in the March 26, 2024 budget. While a large part of this funding is to make past investments ongoing, we will also see new investment aimed at continuing to stabilize the work force.

Home care modernization has ramped up over the past year. Home Care modernization is a vital part of the healthcare transformation agenda that envisions OHTs as responsible for most health care services, including home care. Through various forums and written submissions, Home Care Ontario's Board and staff have been providing input into future models of care and future contracting models. This input promotes transformation that maintains stability in the home care system and ensures good patient outcomes. The Association has developed a broad OHT engagement plan and is currently executing on that plan.

A key component to the modernization process is information management. The Association has been working with the Ontario Community Support Association and OntarioMD to advocate for the importance of interoperability of digital systems between health care sectors to seamlessly and securely share patient information. OntarioMD supports family physicians, specialists and nurse practitioners to use digital health technology for better patient care.

As the population ages, we see more Ontarians and their families supplementing publicly-funded home care by funding their own home care services. The Association is assisting Ontarians to choose quality Home Care Ontario members who are accredited or moving towards accreditation.

Successful advocacy has been a hallmark of Home Care Ontario this past year. The Association will continue to stay highly engaged as the changes to health care and particularly to home care, accelerate. Continued strong advocacy on multiple issues will be paramount to ensure that home care plays a leading role in the emergence of a transformed system.

I extend my sincere thanks to our Association membership for their strong support of Home Care Ontario as the "Voice of Home Care in Ontario™".

I would also like to thank a very diligent Board whose support is unwavering and a huge thank you to the staff of Home Care Ontario, CEO Sue VanderBent, Nancy Cupido, Ruta O'Grady and Matt Drown (Director of Policy). Their untiring commitment to the Association never goes unnoticed.

**Angela Brewer, Chair**

# CEO'S REPORT



Home Care Ontario launched a very strong campaign, 'Ontario Needs More Home Care' in 2023. Our campaign was based on the societal need to scale and increase a modernized home care system to address the predicted demographic pressures of today and tomorrow. The reality of this profound demographic pressure (i.e. In the next 5 years, Ontario's senior's population will increase by 15%) was ably corroborated and publicly supported by McMaster university economists, Dr. A. Sweetman and Dr. B. Kralj. Extensive media coverage was attracted to this issue and the impact on Ontarians.

Key Association messages were that 'Ontario has a problem and the solution is more home care'.

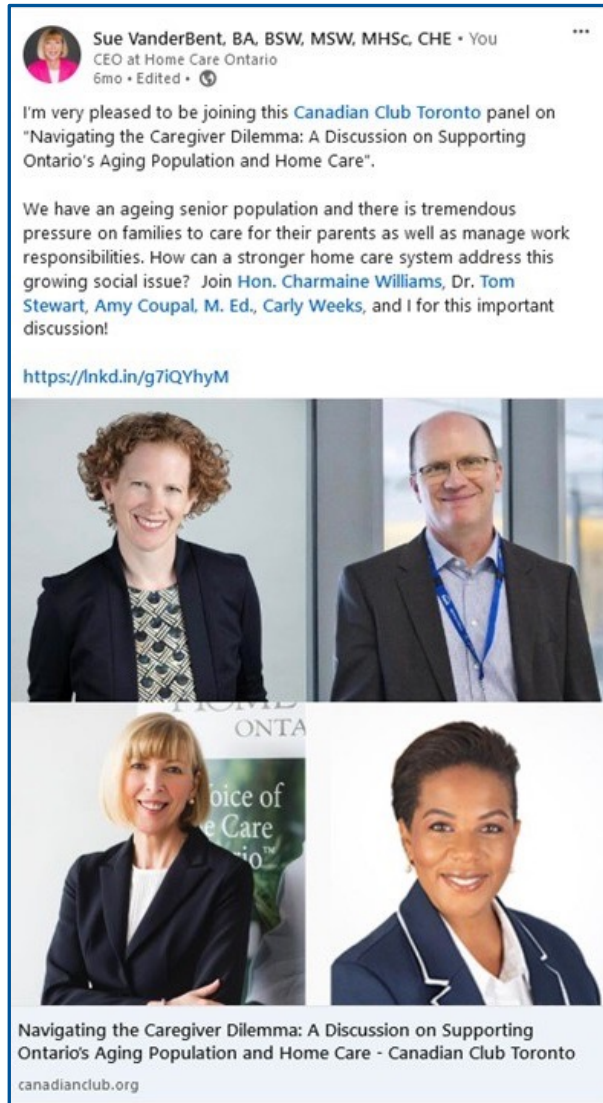
As a result of this highly effective approach the government announced \$2 billion in funding for home care and community supports which will further enable the sector to stabilize the workforce and care for more Ontarians at home, where consistent provincial polling indicates they wish to stay.

Many thanks to our strong and knowledgeable Board members and the unwavering support of our Board Chair, Angela Brewer. The Board has shown outstanding guidance and resilience as the sector now moves forward into the even bigger challenge of system transformation which will deeply affect every aspect of Ontario's changing home care system.

Sincerest thanks to Nancy Cupido and Ruta O'Grady for their continuing presence, support and sincere dedication to ensuring that a strong home care system thrives and flourishes in the future to care for Ontarians. Finally, a very warm and genuine 'Home Care Ontario welcome' to our newest staff member, Director of Policy, Matt Drown.

***Sue VanderBent***, CEO

# Empire Club Event



On November 23, 2023, CEO Sue VanderBent organized a panel event hosted by the Canadian Club "Navigating the Caregiver Dilemma: A Discussion on Supporting Ontario's Aging Population and Home Care" with A. Coupal, CEO, Ontario Caregiver Organization and Dr. T. Stewart, Partner and Chief Medical Officer, Deloitte. The event was hosted and chaired by C. Weeks, a well-known journalist from the Globe and Mail. The event can be viewed here: <https://www.canadianclub.org/events/navigating-the-caregiver-dilemma-and-home-care/>.

# BOARD OF DIRECTORS

## 2023/24 Board of Directors

Angela Brewer, Chair, NFP Representative (*Acclaim Health*)

Chris Wilson, Past Chair (*CBI Health*)

Sandra Ketchen, Vice-Chair (*Spectrum Health Care*)

Sally Harding, Secretary-Treasurer (*Nightingale Nursing*)

Carrie Beltzner, Director (*St. Joseph's Home Care*)

Katarina Busija, Director (*ParaMed Home Health Care*)

Janet Daglish, Director (*Bayshore HealthCare*)

Josephine DesLauriers, Director (*CarePartners*)

Martin Esterhammer, Director (*Calea Ltd.*)

Cindy Harrison, Director, Therapy Representative  
(*CommuniCare Therapy*)

Gaye Moffett, Director, Family-Funded Representative (*GEM  
Health Care Services*)

# STRATEGIC PLAN

## VISION

Helping reinvent great care.

## MISSION

Driving a strong and connected home care system.

## OBJECTIVES

Tell Our Story  
Build Sector Capacity  
Strengthen our Partnerships  
Shape Ontario's Health System





November 28, 2023, Deputy Minister and Minister of Health Hon. Sylvia Jones speaks to Home Care Ontario Representatives

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On November 28<sup>th</sup>, 2023, Home Care Ontario held its Annual Awareness Day, which involved a series of meetings with Cabinet Ministers, Parliamentary Assistants, key political staff and civil servants at the Ontario Legislature as well as an evening reception. The objective of the day was to raise awareness of publicly-funded and family funded home care, and to advocate for additional supports to grow the sector to relieve the current and future pressures on the health care system.

# COMMITTEE MEMBERS

## ***Finance Committee***

- Sally Harding, Nightingale Nursing (Chair)
- Irene Chang, ParaMed Home Health Care
- John Ross, Spectrum Health Care
- Craig Fossay, ComForCare
- Nichola Thompson, CarePartners

## ***Governance & Membership Committee***

- Cindy Harrison, CommuniCare Therapy (Chair)
- Angela Brewer, Acclaim Health
- Sally Harding, Nightingale Nursing
- Carla Leon, Just Like Family
- Michael Lu, CareHop
- Gaye Moffett, GEM Health Care Services
- Steve Perry, Carefor Health & Community Services

## ***Therapy & Rehabilitation Practice Council***

- Jennifer Mills, Quinte & District Rehab (Chair)
- Home Care Ontario Therapy Providers

## ***Family-Funded Providers Committee***

- Gaye Moffett, GEM Health Care (Chair)
- Home Care Ontario Members

## ***Home Care Ontario/OCSA Nursing Practice Council***

Home Care Ontario

- Kelly Baechler, ParaMed Home Health Care (Co-Chair)
- Maureen Charlebois, Bayshore Home Health
- Charmaine Lodge, CarePartners
- Kathy Mazza, CBI Health
- Gaye Moffett, GEM Health Care
- Susan Filax, Spectrum Health Care
- Sue VanderBent, CEO

OCSA

- Kaiyan Fu, Saint Elizabeth
- Bella Panchmatia, VON
- Cindy MacQuarrie, VON
- Sandra Li James, VHA (Co-Chair)
- Deborah Simon, CEO

# COMMITTEE MEMBERS

## ***Joint Home Care Ontario/OCSA Digital Health Committee***

Home Care Ontario

- Cheryl Reid-Haughian (Chair)
- Heather Binkle, CarePartners
- Kaelen Bray, Carefor Health & Community Services
  - Dane Clarke, CBI Health
  - Janet DGLISH, Bayshore HealthCare
- Martin Davidek, ParaMed Home Health Care
  - Peter Ricciardi, Spectrum Health Care
    - Sue VanderBent, CEO

OCSA

- Gabriel Carneiro, VON
- Alistair Forsyth, VHA
- Graham Imrie, HIRO
- Shannon Ketchabaw, Alzheimer's Society Sudbury
- Jennifer Lalonde, Ottawa West Community Support
  - Kathy Scanlon, One Care
  - Amy Swenson-Tiano, March of Dimes
    - Jacqui Vlahos, SE Health
    - Deborah Simon, CEO

# SECRETARY-TREASURER'S REPORT



As Secretary-Treasurer, I am pleased to provide the 2024 Financial Report for the fiscal period April 1, 2023 through March 31, 2024.

Home Care Ontario finished the year with a surplus of \$136,837. Revenues are derived mainly from membership dues collected which are based on members' individual operating revenues from their individual previous fiscal year 2022-2023. Home Care Ontario accurately budgeted membership revenue at \$1,024,000 and annual actual membership revenue was only \$25,000 higher than budgeted. The additional revenue, and a delay in hiring a new Policy Director account for the fiscal year's surplus.

The Finance Committee estimates that the 2023-2024 surplus will contribute to the operating expenditures of 2024-2025, and the Board voted to hold Membership dues at 2023-2024 levels.

The financial statements indicate that the Association remains in a strong financial position with a strong operating cash flow. The cash balance on March 31, 2024 is a result of early payments of membership dues for the upcoming fiscal year and is thus booked as deferred revenue in the liability section of the balance sheet. The Accumulated Member Surplus at year-end was \$1,059,606 and is stewarded in both short-term and long-term investments, that are conservative in nature.

Home Care Ontario continues to operate with a very lean infrastructure, with only 3 employees in addition to the CEO, and relies heavily on external consultants which include Policy Concepts for government & public relations, as well as Cheryl Reid-Haughian driving our comprehensive digital health strategy; these expenses are reflected on the income statement under consulting and special projects. Home Care Ontario maximized the in-house staff time & internal resources but continues to rely on Board members to participate in the increasing workload generated by the rapidly changing health care landscape. Strong media engagement and a robust public relation campaign lead by Policy Concepts, played a crucial role again this year, preceding the 2nd extraordinary provincial budget funding announcement for home care.

For the fiscal year ended March 31, 2023, Gilmore and Company, a Chartered Accounting firm, has conducted a full Audit of the financials, and issued a clean audit opinion. A full set of the Financial Statements is available to interested members by contacting the Home Care Ontario office.

**Sally Harding**, Secretary-Treasurer

# STATEMENT OF FINANCIAL POSITION

As of March 31, 2024

ASSETS	2024	2023
Cash	\$342,899	\$552,425
Short-term investments	358,765	390,792
Prepaid expenses	9,068	12,777
Government remittances receivable	47,601	26,350
Sub-total	758,333	982,344
Long-term investments	765,439	694,436
Property and equipment	732	1,283
<b>TOTAL</b>	<b>\$1,524,504</b>	<b>\$1,678,063</b>

LIABILITIES	2024	2023
Accounts payable and Accrued liabilities	\$170,342	\$76,800
Government remittance payable	35,338	85,369
Retention bonus	39,232	29,143
Deferred revenue	135,226	492,913
PSW Recruitment Campaign	84,760	71,069
<b>TOTAL</b>	<b>464,898</b>	<b>755,294</b>

<b>MEMBER'S SURPLUS</b>	<b>\$1,059,606</b>	<b>\$922,769</b>
	<b>\$1,524,504</b>	<b>\$1,678,063</b>



# SUBMISSIONS, POSITION PAPERS

Please visit <https://homecareontario.ca/reports-and-publications/> to download copies of these documents.

## **Modifying and Enhancing the Ontario Seniors Care at Home Tax Credit (OSCAH)**

**August 2023**

Recommendation that the federal government work with their provincial counterparts to eliminate the requirement for a ‘disability certificate’ to claim for part-time attendant care in the home.

**Bill C-295**

**August 2023**

Home Care Ontario applauds the focus of the Bill on protecting vulnerable seniors, but the overly broad nature and potential negative impacts on recruitment and retention of staff is deeply concerning.

## **Maintaining Stability and Growing Personal Support Capacity in Ontario’s Home Care System**

**October 2023**

As Ontario’s population ages rapidly, the critical importance of living and ageing at home is clear. Home Care plays a vital role in responding to this expressed need. This response will require government’s sustained attention to, and strategic increase in, the largest home care workforce – personal support services. This workforce must be educated and prepared with the skills to provide safe, competent and responsive care to Ontarians in the home and community environment.

## **How to Support Our Frail Elderly – Suggested Action Plan** **November 2023**

Home Care Ontario, with leaders across the sectors\*, met for several months and have identified existing solutions that can be expanded to reduce the long-term care wait list, help more older people with complex care needs age at home, and to fast-track access to long-term care for those who really need it. The paper has been presented to government.

\*Home Care Ontario, AdvantAge Ontario, CMHA  
Ontario Caregiver Coalition, OCFP, OCSA, OHA, OLTC



# SUBMISSIONS, POSITION PAPERS

## 2024 Prebudget Submission – Ontario Needs More Home Care

January 2024

Recommendations:

- Invest in the Growth of the Home Care Sector
- Build the Home Care Workforce
- Support Education and Training
- Invest in Digital Modernization
- Support Family-Funded Home Care



## ONTARIO NEEDS MORE HOME CARE

Recommendations for the 2024-25 Ontario Budget

January 2024





# SUBMISSIONS, POSITION PAPERS

## **Submission to Health and Supportive Care Providers Regulatory Framework**

**January 2024**

Home Care Ontario provided feedback on the proposed Regulations.

## **Bill C-295**

**January 2024**

Home Care Ontario expressed concerns about several aspects of the Bill, which as currently written, will negatively impact the recruitment of Board members to health care facilities.

## **2024-25 Federal Prebudget Submission**

**January 2024**

Home Care Ontario recommends the elimination of the requirement for a disability certificate to claim part-time attendant care in the home in the upcoming budget to ensure the new OSCAH reaches as many Ontario seniors as possible who need this assistance to help them stay in their homes.

## **Submission to the Ontario Immigrant Nominee Program**

**February 2024**

Home Care Ontario provided feedback to government on increasing employer participation in the Program.

# SUBMISSIONS, POSITION PAPERS

## **New Research: The Impact of Ontario’s Aging Population on the Home Care Sector**

**February 2024**

In February 2024, Home Care Ontario commissioned a study by Boris Kralj, PhD, Adjunct Professor, Department of Economics at McMaster University and Arthur Sweetman, PhD, Professor and Ontario Research Chair in Health Human Resources, Department of Economics, Centre for Health Economics & Policy Analysis (CHEPA) at McMaster University to study the impact Ontario’s rapidly growing seniors’ population would have on the Ontario home care sector and access to health care more broadly.

Their findings indicated that—as Ontario’s seniors population grows by 650,000 over the next six years—Ontario’s home care sector would need to add an additional 6,800 PSWs just to maintain current levels of service. But if more seniors are not given access to home care, this will put enormous pressure on other areas of the health care system. Ontario’s Auditor General has cited the plus-65 population’s complex care needs as a key cause of Emergency Departments’ operating over capacity. A copy of the research can be downloaded here: <https://www.morehomecare.ca/research>.

## **New Research: 95% of Ontario Seniors Support Call to Immediately Increase Home Care Funding: Poll**

**March 2024**

In March 2024, Home Care Ontario released the results of a public opinion survey conducted by Campaign Research Inc. The survey found that 89% of Ontario seniors are either very concerned (57%) or concerned (32%) about the availability of home care services in the province given the significant increase in demand caused by the rapid growth in Ontario’s seniors population over the next five years. 86% of seniors believe the government has not invested enough to prepare the home care system for the growing seniors’ population, and 61% of seniors believe it should be the government’s top priority to invest and build the home care workforce. To view the full research study, please visit: <https://www.morehomecare.ca/research>.

Other Key findings

- 71% of seniors believe professional caregivers should be paid at the same rate regardless of whether they work in home care, long-term care or in hospitals.
- 76% of seniors believe the government should help educate people about what to look for when accessing additional home care services.
- 95% of seniors believe the government should be very concerned (56%) or concerned (39%) that the home care sector says the system needs \$411M a year for the next three years to prepare for the growing number of seniors who will require care at home.
- 61% of seniors believe it should be the government’s top priority to invest to attract more people to become home care PSWs.

# ADVOCACY

## Queen's Park Awareness Day – November 18, 2023

Home Care Ontario hosted a series of meetings with Cabinet Ministers, Parliamentary Assistants, key political staff, and civil servants at the Ontario Legislature as well as an evening reception. The objective of the day was to raise awareness of publicly-funded and family-funded home care, and to advocate for additional supports to grow the sector to relieve the current and future pressures on the health care system.

During the legislative session, Parliamentary Assistant to Health, Dawn Gallagher Murphy and Liberal Health Critic Dr. Adil Shamji formally welcomed Home Care Ontario to Queen's Park.

Home Care Ontario's Board of Directors met with a total of 21 decision-makers over the course of the day. The following is a list of the decision-maker participants met with:

- Hon. Stan Cho, Minister of Long-Term Care
- MPP Daisy Wai, Parliamentary Assistant to the Minister for Seniors and Accessibility
- MPP Dawn Gallagher Murphy, Parliamentary Assistant to the Minister of Health
- MPP Nolan Quinn, Parliamentary Assistant to the Minister of Children, Community and Social Services
- MPP Natalia Kusendova, Parliamentary Assistant to the Minister of Francophone Affairs
- MPP France Gelin, NDP Health Critic
- Alyssa Best, Director of Budget to the Minister of Finance
- Monica Da Re, Director of Policy (Health), Office of the Premier
- Catherine Clasadonte, Director of Policy (Seniors), Office of the Premier
- Patricia Best, Special Advisor (Stakeholders), Office of the Premier
- Michael Thomas, Chief of Staff to the Minister of Long-Term Care
- Scott Allinson, Chief of Staff, Office of the Minister of Colleges and Universities
- Kyle Fritz, Director of Policy, Office of the Minister of Labour, Immigration, Training and Skills Development
- Giancarlo Da Re, Manager of Stakeholder Relations, Office of the Minister of Labour, Immigration, Training and Skills Development
- Caitlyn Drexler, Policy Advisor, Office of the Minister of Labour, Immigration, Training and Skills Development
- Chris Dacunha, Executive Director of Policy, Office of the Minister of Health
- Alex Millier, Director of Stakeholders & Member Relations, Office of the Minister of Health
- Dr. Karima Velji, Chief of Nursing and Assistant Deputy Minister, Ministry of Health
- Alison Blair, Associate Deputy Minister for Health Integration and Partnerships and Pandemic Response and Recovery, Ministry of Health
- Rhonda McMichael, Assistant Deputy Minister for Strategic Partnerships, Ministry of Health
- Allison Costello, Director of Ontario Health Teams Implementation and Support Branch, Ministry of Health
- Green Party Leader Michael Schreiner was not available on Awareness Day, but the Association did meet with him in December 2023.

# ADVOCACY

## Queen's Park Awareness Day – November 18, 2023

The Awareness Day evening reception was a great success. Board members were encouraged to bring nursing managers and/or other staff who could speak to the pressures facing the sector's front-line workforce. The Hon. Sylvia Jones, Deputy Premier and Minister of Health, the NDP Health Critic France Gelinas, the Liberal Health Critic Dr. Adil Shamji, and Leader of the Green Party Mike Schreiner delivered remarks recognizing the value of home care and expressed their support for further investments in the sector.

These representatives met and mingled with approximately 100 attendees, including 42 elected officials and many more political staff. Attendees included:

- Hon. Sylvia Jones, Deputy Premier and Minister of Health
- Hon. Stan Cho, Minister of Long-Term Care
- Hon. Raymond Cho, Minister for Seniors and Accessibility
- Hon. Doug Downey, Attorney General
- Rick Byers, Parliamentary Assistant to the Minister of Finance
- Stephen Crawford, Parliamentary Assistant to the Minister of Finance
- Rudy Cuzzetto, Parliamentary Assistant to the President of the Treasury Board
- Robert Bailey, Parliamentary Assistant to the Solicitor General
- France Gelinas, NDP Health Critic, Vice-Chair, Standing Committee on Social Policy
- John Fraser, Interim Leader of the Liberal Party and Critic for Intergovernmental Affairs, Long-Term Care, Children, Community and Social Services
- Dr. Adil Shamji, Liberal Critic for Health, Northern Development, Indigenous Affairs and Colleges and Universities
- Mike Schreiner, Leader of the Green Party

Throughout the day and during the reception, Home Care Ontario and MPPs posted photos on social media platforms.



# CAMPAIGNS

## More Home Care

The ‘More Home Care’ Campaign ran from November 2023 to March 2024. The objectives of the Campaign were to ensure government:

1. Invests an **additional \$411 million annually for the next three years** to improve patient-centered care to support the home care workforce. This investment will be directed towards:
  - Further improving front-line compensation
  - Providing ongoing specialized training and mentorship to help retain existing home care staff
  - Modernizing the sector’s digital infrastructure to help create an electronic patient record that can be seen and updated by home care staff in real time
2. **Expands the scope of the Ontario Seniors Care at Home Tax Credit** to ensure it supports part-time care in the home.

The campaign website and Home Care Ontario’s social media accounts continued to promote the public’s ongoing desire to age at home and created political pressure to invest in home care. Members were encouraged to share posts on Twitter and LinkedIn using the hashtags #MoreHomeCare and #ONpoli and directing audiences to visit [www.morehomecare.ca](http://www.morehomecare.ca).

The campaign also included the launch of two public reports

- **The Impact of Ontario’s Aging Population on the Home Care Sector, February 2024**

Research from Dr. Arthur Sweetman and Dr. Boris Kralj at McMaster University’s Centre for Health Economics & Policy Analysis in Hamilton paints the clearest picture yet that Ontario’s senior population is exploding over the next five years, with dire consequences for patient care without massive investments to build the home care workforce.
- **New Research: 95% of Ontario Seniors Support Call to Immediately Increase Home Care Funding: Poll**

Results of a public opinion survey conducted by Campaign Research Inc. found significant concerns by seniors about the availability of home care services in the province.

# CAMPAIGNS

## More Home Care - Media

PreBudget Campaign Media coverage included:

- Media exposure for the campaign included 550 outlets with a potential reach of 745 million
- Sue VanderBent, CEO Home Care Ontario, conducted over 15 media interviews
- The campaign launch had media exposure in 12 outlets with a potential reach of 873,000
- The advertising value equivalent is \$6.89M
- McMaster Research had media exposure in 14 outlets with a potential reach of 60 million
- The Campaign Research Poll article in the Queen's Park Observer had 10,000 unique views and 34 clicks

Digital advertisements: The outreach campaign reached 80,000 seniors through Zoomer e-blasts and achieved a total reach of 344,890 through digital advertisements, resulting in 2,113,332 impressions. The campaign also generated 52,000 website visits and letters from 1,820 individuals, letters to Hon. Sylvia Jones, Hon. Peter Bethlenfalvy, and Hon. Doug Ford, as well as hundreds of MPPs across Ontario.

Social media: Thousands of Ontarians and industry leaders engaged in promoting increased investments into the home care sector, with over 140 individuals sharing posts on Twitter and LinkedIn.

## More Home Care - Results

In the 2023 Budget, the government accelerated the commitment of \$1 billion over three years to stabilize the home and community care workforce and to support the expansion of home care services.

**In the 2024 Budget, the government is investing an additional \$2 billion over three years** to boost this acceleration, support earlier investments to increase compensation for personal support workers, nurses and other front-line care providers, and to stabilize expanded services.

The government continues to invest in transforming the home care system, including new models of care and modernizing the Client Health and Related Information System (CHRIS), the digital infrastructure system supporting home care as well as the commitment to work with the federal government regarding the Ontario Seniors Care at Home Tax Credit.

# CAMPAIGNS

## Home Care Heroes

As part of Home Care Ontario's 'More Home Care Campaign', the Association awarded 40 home care workers across the province with "Home Care Hero" awards. Through a public process via social media (X/Twitter and LinkedIn) the Association received nominations from patients and their caregivers, coworkers, siblings, children and more.

Regional news releases were sent to local media outlets featuring the Home Care Heroes who consented to having their names shared publicly. The Association was very pleased by the provincial coverage received including:

- Provincial News Release: Home Care Ontario Honours 40 Home Care Heroes
- Barrie residents recognized with Home Care Hero awards
- Port McNicoll PSW recognized with Home Care Hero award
- Local 'Home Care Heroes' recognized

All recipients received a certificate and letter of congratulations from CEO Sue VanderBent and were encouraged to celebrate the Home Care Hero(es) winners from each of the organizations by recognizing them on social media, tagging @HomeCareOntario and including the #MoreHomeCare hashtag.

## Burlington nurse honoured with hero award for professionalism, willingness to help

Julie Picott went back to school after raising her two children because she wanted to help people



[Julie Slack](#)  
Apr 16, 2024 2:20 PM



# CAMPAIGNS

## Family Funded

The Family-Funded members are currently reviewing and updating the following goals:

### Goal #1

Discuss the visibility and reputation of the family-funded home care sector requiring/encouraging Accreditation – evaluate the pros and cons of different kinds of Accreditation processes and tools.

- The Association has met with Accreditation Canada, CARF, Focus and ISO and asked them to consider an accreditation model that would be tailored to supporting family funded members.
  - All four accreditation bodies have presented to members and work continues with the Association's Accreditation Working Group

### Goal #2

Address the need to enable Ontarians to live at home, review further advocacy for a tax credit for family-funded care, discuss advocacy for HST exemption, discuss grassroots outreach campaign to MPP's.

- The Association advocated strongly for a Home Care Tax Credit and included this advocacy in the Pre-Budget submission to government. The PCs announced the 'Ontario Seniors Care at Home Tax Credit' in their Budget in April 2022, to help low to moderate-income senior families with eligible home care medical expenses, including for attendant care, assistive breathing devices, and hearing and walking aids.
- The Association is currently preparing an action plan and has registered as a federal lobbyist in order to pursue the HST exemption.

### Goal #3

Discuss government funding for client/family funded choice and brainstorm options to develop a more detailed proposal.



# CAMPAIGNS

## WorkForLife – PSW Recruitment Campaign

[www.WorkForLife.ca](http://www.WorkForLife.ca)

The Work for Life campaign has just concluded its first year of a two-year engagement with the Government of Ontario and OCSA. This was the most successful year since the campaign began in 2018 with the goal of increasing awareness of the opportunities and benefits of becoming a Personal Support Worker (PSW) in Ontario.

New to this phase of the campaign was direct advertising and one-on-one supports to job seekers on Indeed and Kijiji, professionally shot video advertisements and increased events with high schools, employment centres, and newcomers.

The campaign also heavily promoted the financial incentives available for PSWs through its website, events, one-on-one direct engagement, and advertisements.

From October 2023 to March 2024, some key performance metrics included:

- Four professionally shot and edited videos in five languages shared across online platforms
- Over 12 million impressions and 2.5 million reached through digital advertisements
- Nearly 88,000 users visited the [www.workforlife.ca](http://www.workforlife.ca) website, which connects Ontarians with financial incentives and guides them through the next steps of becoming a PSW
- Hosting and attending 36 events including with employers, high schools, job fairs, employment centres and newcomer centres
- Audio news release with a reach of over \$10M and shared across radio stations over 370 times
- Advertisements on CP24 played over 800 times
- Over 10 million impressions through post media campaigns
- Over 1,700 applications through advertisements on job seeking websites Kijiji and Indeed

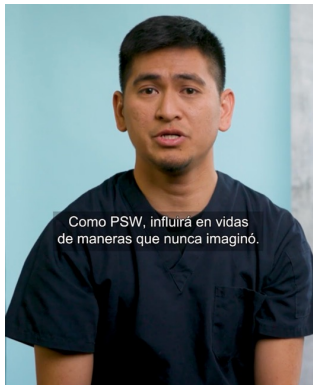
**New PSW Training Incentives**  
Ontario is now offering incentives of up to \$25,400 to students and recent graduates of personal support worker education programs, retroactive to April 1, 2023.

[Learn More](#)

# CAMPAIGNS

# work for life

a career that matters



**Work for Life**  
March 26

Join Work for Life in Kitchener, Ontario! Come visit our booth at Jobs Canada's Career Fair!  
When: 1-4pm, Wednesday, March 27th  
Where: The Walper Hotel, 20 Queen Street South, Kitchener... [See more](#)

"I make a difference in someone's life every day. I love my job!"

work for life

**Ontario is hiring more PSWs.**

Join Work for Life in Kitchener, Ontario!  
Come visit our booth at Jobs Canada's Career Fair!

work for life  
a career that matters

« La partie la plus gratifiante est de savoir que vous avez enrichi la journée de quelqu'un. »

work for life

# **MORE** **HOME CARE**

