

AdvantAge
Ontario



Advancing Senior Care

Ontario's Municipalities: Proud Partners in Care

Lisa Levin, CEO

Shilpi Majumder, Director of Public Policy



AdvantAge Ontario – Who We Are



- > AdvantAge Ontario is the trusted voice for senior care
- > We represent community-based, not-for-profit organizations dedicated to supporting the best possible aging experience
- > The association and our members have been advancing senior care since our inception in 1919

Overview

- > Seniors' Housing Advocacy
- > History of the Municipal Role in LTC
- > AdvantAge Ontario's Municipal Brief
- > Meeting the Future Needs of Seniors
- > Current Context
- > Our Advocacy
- > Municipalities are Proud Partners

Seniors' Housing Advocacy

- > AdvantAge Ontario members operate over 8,000 seniors' housing units
- > A focus on seniors' needs was advocated for in our responses to federal and provincial housing initiatives and strategies
- > We are advocating on behalf of seniors' housing members who are encountering challenges to meet Fire Code requirements

History of the Municipal Role in LTC

- >Municipalities have long played an essential role in the delivery of care
- >Municipalities have been part of our association since inception



AdvantAge Ontario – Municipal LTC Homes

Currently, 87% of all municipal homes are members of our association.

Allendale - Social & Community Services
 Au Chateau
 Belvedere Heights Home for the Aged
 Bobier Villa
 Bonnechere Manor
 Brucelea Haven
 Carleton Lodge
 Cassellholme East Nipissing District Home
 for the Aged
 Centre D'accueil Champlain
 City of Toronto - Bendale Acres
 City of Toronto - Carefree Lodge
 City of Toronto - Castlevue Wychwood
 Towers
 City of Toronto - Cummer Lodge
 City of Toronto - Fudger House
 City of Toronto - Kipling Acres
 City of Toronto - Lakeshore Lodge
 City of Toronto - Seven Oaks
 City of Toronto - True Davidson Acres
 City of Toronto - Wesburn Manor
 Creek Way Village
 Dearness Home
 Deer Park Villa
 Douglas H. Rapelje Lodge

Dufferin Oaks
 Eastholme
 Elgin Manor
 Fairhaven
 Fairmount Home
 Fairview Lodge
 Garry J. Armstrong Long Term Care Home
 Gateway Haven
 Georgian Village - Georgian Manor
 Gilmore Lodge
 Glen Stor Dun Lodge
 Golden Manor
 Golden Plough Lodge
 Grandview Lodge-Dunnville
 H.J. McFarland Memorial Home
 Hastings Centennial Manor Long Term
 Care Facility
 Hastings Manor Long Term Care Facility
 Hillsdale Estates
 Hillsdale Terraces
 Huron Lodge, City of Windsor
 Huronlea Home for the Aged
 Huronview Home for the Aged
 John Noble Home
 Lakeview Manor

Lambton Meadowview Villa
 Lanark Lodge
 Linhaven Home
 Macassa Lodge
 Malton Village Long Term Care Centre
 Marshall Gowland Manor
 Miramichi Lodge
 North East Centre of Excellence for
 Seniors' Health
 North Lambton Lodge
 Northland Pointe
 Northwood Lodge Home for the Aged
 Norview Lodge
 Peel Manor
 Peter D. Clark Home
 Pinecrest Home
 Pioneer Ridge Home for the Aged
 Post Inn Village
 Prescott & Russell Residence
 Princess Court
 Regional Municipality of Waterloo,
 Sunnyside Seniors' Services
 Riverview Gardens LTC Home
 Sheridan Villa
 Simcoe Manor Home for the Aged

Spruce Lodge
 Strathmere Lodge
 Sun Parlor Home
 Sunset Manor
 Tall Pines Long Term Care Centre
 Terrace Lodge
 The Meadows of Dorchester
 The Pines Long Term Care Home
 The Regional Municipality of York,
 Maple Health Centre
 The Regional Municipality of York,
 Newmarket Health Centre
 The Woodlands of Sunset
 Trillium Manor
 United Counties of Leeds & Grenville –
 Maple View Lodge
 United Counties of Leeds & Grenville –
 St. Lawrence Lodge
 Upper Canada Lodge
 Valleyview Home
 Wellington Terrace Long Term Care Home
 Wentworth Lodge

AdvantAge Ontario's Municipal Brief

- > We developed this brief for:
 - > Municipal councillors
 - > Stakeholders with an interest in seniors' care
 - > Government
 - > Seniors and Families
 - > Seniors' sector workers and volunteers

- > Objectives of the brief are:
 - > To increase awareness and understanding of the importance of municipal delivery of seniors' care
 - > To advocate for support to maintain municipal delivery of seniors' care
 - > To encourage community partnerships
 - > To attract high quality staff and volunteers

Municipal Long Term Care Provides Value



- > Care closer to home
- > Care for everyone
- > High quality care
- > Innovative and integrated care for seniors
- > Strong communities
- > A strong voice for seniors
- > Good jobs and economic benefits

Care Closer to Home

- > Municipal long term care homes are part of the fabric of local communities
- > They ensure seniors can receive services in the community and are able to stay close to family and friends
- > Municipal services are provided *in the community, for the community, by the community*

Care for Everyone



- > Municipal homes are part of the local fabric
- > Well-informed about the local population, and strive to meet specific cultural and local needs
- > Programs are tailored to local ethnic, linguistic, and generational preferences
- > Municipal homes - Open doors and have the resources to meet the needs of vulnerable populations

High Quality Care

Being part of a broader organization means that municipal homes have the additional resources to provide:

- > Higher levels of staffing
- > Optimal staff-skill mix
- > More programming and supports
- > Community programs for seniors



Photo: Corporation of the County of Simcoe, Georgian Village

High Quality Care

- > Rigorous systematic reviews have shown that not-for-profit homes excel on a range of quality measures:
 - More hours of care
 - Higher staff-skill mix
 - Lower mortality rates
 - Lower staff turnover
 - Lower restraint use
 - Lower hospital admissions

- > Our data has also shown that NFP homes are often the provider of choice

Innovative and Integrated Care

- > The *Patients First Act, 2017*, puts renewed emphasis on service integration
- > Municipalities are models of integration and collaboration
- > Many municipalities are beginning to offer a **continuum** of integrated services to seniors



Photo: Corporation of the County of Simcoe, Georgian Village

Innovative and Integrated Care

- > These **continuums** include:
 - Range of seniors' housing options
 - Community services
 - Wellness programs and Seniors' Active Living Centres

- > Municipalities are building **age-friendly communities** to support seniors aging in place

Strong, Caring Communities

- > Municipal homes help build strong, caring communities
- > Many community volunteers:
 - Engaged in providing care and companionship to seniors
 - Gives volunteers (many seniors) sense of purpose
 - Intergenerational programs (youth and seniors)

In 2014, municipal homes were supported by

903,550 volunteer hours

which is equal to

463 full-time jobs

Source: AdvantAge Ontario. 2015 Benchmarking Survey

A Strong Voice for Seniors

- > Leaders from municipalities and municipal homes are invited to contribute at provincial tables
- > Municipal representatives advocate strongly on behalf of their constituents to ensure that they receive the best services
- > Advocacy efforts are expected to result in benefits for seniors and their families



Good Jobs and Economic Benefits

- > Municipal homes make a significant contribution to their local economies
- > Many resident families and employees live, work and play locally
- > Municipal homes are often the most significant community employer

Good Jobs and Economic Benefits

> Fair workplaces:

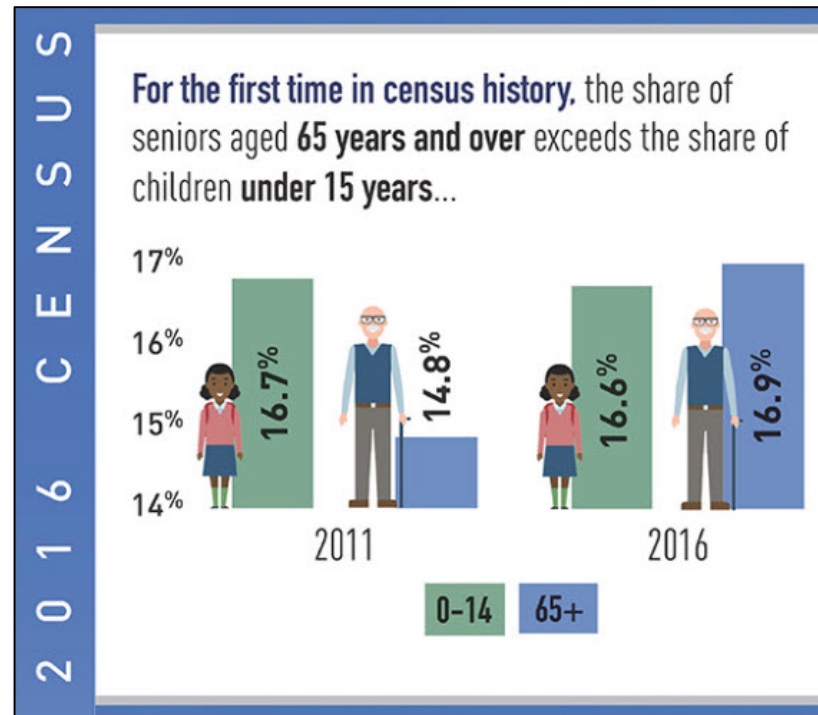
- Competitive wages and benefits
- More appropriate staff ratios
- Employer of choice

> Municipal homes:

- Provide stability to residents, families, and employees



Meeting the Needs of Future Seniors



Infographic: Statistics Canada

- > For the first time, the 2016 Canadian Census revealed that the proportion of seniors **surpassed** the proportion of children under 15 years
- > Tomorrow's seniors are expected to live longer, be more diverse, and likely need long term care at older ages

Meeting the Needs of Future Seniors

- > Municipal LTCHs – Well positioned to assess and meet the changing needs of seniors and their communities
- > As such, municipal homes will continue to be able to provide essential contributions toward helping older adults age gracefully

Current Context: Aging with Confidence

- > ***Aging with Confidence: Action Plan for Seniors*** released in November 2017
- > **Key Commitments**
 - > More age-friendly communities
 - > More Seniors' Active Living Centres and Community Engagement
 - > More Naturally Occurring Retirement Communities
 - > Expansion of Supportive Housing
 - > More Home Care Hours and increased caregiver support
 - > More dementia support
 - > Redevelopment of 30,000 existing LTC beds
 - > Creation of 5,00 new LTC beds by 2022 and 30,000 new beds over the next decade
 - > Additional 15 million hours of nursing, PSW, and therapeutic care in LTC
 - > Palliative and end-of-life care for more than 2,000 additional people

Making Good on Promises – Our Advocacy

Current advocacy priorities include:

- > Overall funding adequacy
- > Funding level of care requirements
- > System capacity
- > Innovation



Municipalities Are Proud Partners

- > Leaders in the delivery of LTC services
- > Every dollar is invested in enhancing and expanding services
- > Significant community economic drivers
- > Support broader community
- > Innovators in new models of care
- > Senior advocates



Photo: Regional Municipality of Waterloo, Sunnyside Seniors' Services

Thank You

AdvantAge Ontario

7050 Weston Road, Suite 700

Woodbridge, ON L4L 8G7

T. 905.851.8821

twitter.com/advantageont

www.advantageontario.ca