



Creating More Independence

A graphic consisting of several overlapping circles in pink, yellow, orange, green, and blue. The text 'Annual Report 2011' is written in white inside the largest pink circle.

# Annual Report 2011



**Leading the Way Home**



## Vision:

Everyone receives community support and home health care when, where and how they want it

## Mission:

Creating possibilities for more independence

## Core Beliefs:

Our care must be:

**Spectacular** and continuously focused on quality improvement and safety

**Client-driven**, because what matters most to clients is what counts

**Integrated and collaborative** to unearth innovative answers to complex challenges

**Inclusive and committed** to serving the most vulnerable in our communities

**Inspired and creative**, delivered by a skilled team that has tremendous heart

*As a charitable not-for-profit organization led by a volunteer Board of Directors, VHA is committed to:*

- Fiscal responsibility
- Ethical practices in all our operations
- Driving positive change in community support and home health care

*"The light is what guides you home, the warmth is what keeps you there."*

Ellie Rodriguez

## Leading the Way Home

### President and Board Chair Message

If 2010 was about celebrating VHA Home HealthCare's rich 85-year history, then 2011 was the year we began carving out a future path for the organization. It was a time ripe with change, challenge and opportunity. Changes we instigated to better our services to clients and their families, challenges that enhanced our creativity and resourcefulness and opportunities we openly embraced to forge a new direction in home and community care.

Bringing the inspiring words of our newly crafted Vision, Mission and Core Beliefs to life became a top priority for the year. Actions that deliver on our strategic pillars of:

- More Independence
- More Outstanding Care
- More Talent and Innovation

Our work as one of the lead organizations on Toronto Central Community Care Access Centre's pilot project *Changing the Conversation* revealed that even seemingly small changes to support our clients' independence, wants and needs can have a significant impact that delivers **spectacular care**, provided it is *continuously focused on improvement and safety*—a core belief of our organization.

Workers took a mere five minutes of the visit to ask the client three simple questions:

- *What's the most important thing I can help you with today (at the start of the visit/shift)?*
- *I will be leaving in a few minutes. Is there anything else I can help you with before I go?*
- *Is there anything you would like me to tell the office, the supervisor or the CCAC?*



Carol Annett  
President and CEO  
VHA Home HealthCare



John Macfarlane  
Board Chair  
VHA Home HealthCare



The impact was not only palpable, it was measurable. Clients in the pilot rated workers' overall score an average of 9.3 on a scale of 0 to 10 versus a 7.4 for clients not participating in the pilot. And while there were concerns these questions would make way for unreasonable requests, this was not the case, proving with hard numbers what we have always "instinctively" known: that clients value choice about their care options and appreciate the flexibility and autonomy of setting their own priorities. The pilot actively embraced **client-driven care**, and VHA's mantra of *what matters most to clients is what counts*. We've already begun rolling out the model across all services and know it will make a meaningful difference in clients' lives.

VHA also continued to lead the way home as innovators in dealing with clutter and hoarding challenges in the community. We released *The Community Clutter and Hoarding Toolkit*—the first resource to provide practical support to those in the community including health professionals, housing and community workers, as well as friends and family members of the persons who hoards.

We believe community challenges must be **integrated and collaborative** if we hope to *unearth innovative answers to complex challenges* like clutter and hoarding. That's why we enlisted support from all corners of the community including Sunnybrook Health Sciences, London Fire Services, the developer of the Hamilton Gatekeepers program, and a client in hoarding recovery when hosting our *Hands on Help with Hoarding Symposium* in London. This successful event highlighted the need for more collaboration in creating an **inclusive** strategy **committed** to *serving the most vulnerable in our communities*.

Integration and collaboration were also an internal focus as we worked to bring the often separate worlds of nursing, rehabilitation and personal support services closer together to provide a more holistic approach to client care.

Of course, none of this work would be possible without the incredible efforts of our partners, funders, donors and referral sources who help us remain a mainstay in an uncertain world; for that we are truly grateful. We're also indebted to outgoing board chair, Jeff Litwin who, thankfully, continues to play an active role on our board despite "retirement" from his lead role. To our staff and service providers we'd like to say an enormous "thank you." You represent the very best of VHA and truly embody the compassionate, caring and professional spirit on which VHA was founded way back in 1925.

Whether reviewing the Walker Report, *Caring for our Aging Population and Addressing Alternate Level of Care*, Ross Baker's Report, *Enhancing the Continuum of Care*, or 2012's much anticipated *Drummond Report*, the message is loud and clear: home and community care's day in the sun has arrived. Care at home and in the community is often more efficient, effective, and most importantly, home is where people want to live and spend their final days.

It's a tipping point we hope will propel more health care dollars to the community as the Ministry of Health and Long Term Care works to realize its mantra of "better patient care through better value of our health care dollars." And while there is much to be concerned about, we believe there is even more to be hopeful of. The one certainty is that VHA Home HealthCare will be there to meet whatever challenges we face—with **inspiration and creativity** and *a skilled team that has tremendous heart*. Ultimately though our care is about *empowering clients to lead the way in their own home*—to have a strong voice in their care, preferences and in how they would like us to support them in creating possibilities for more independence.

**Carol Annett**

President and CEO, VHA Home HealthCare

**John Macfarlane**

Board Chair, VHA Home HealthCare





# Facts and Figures 2011

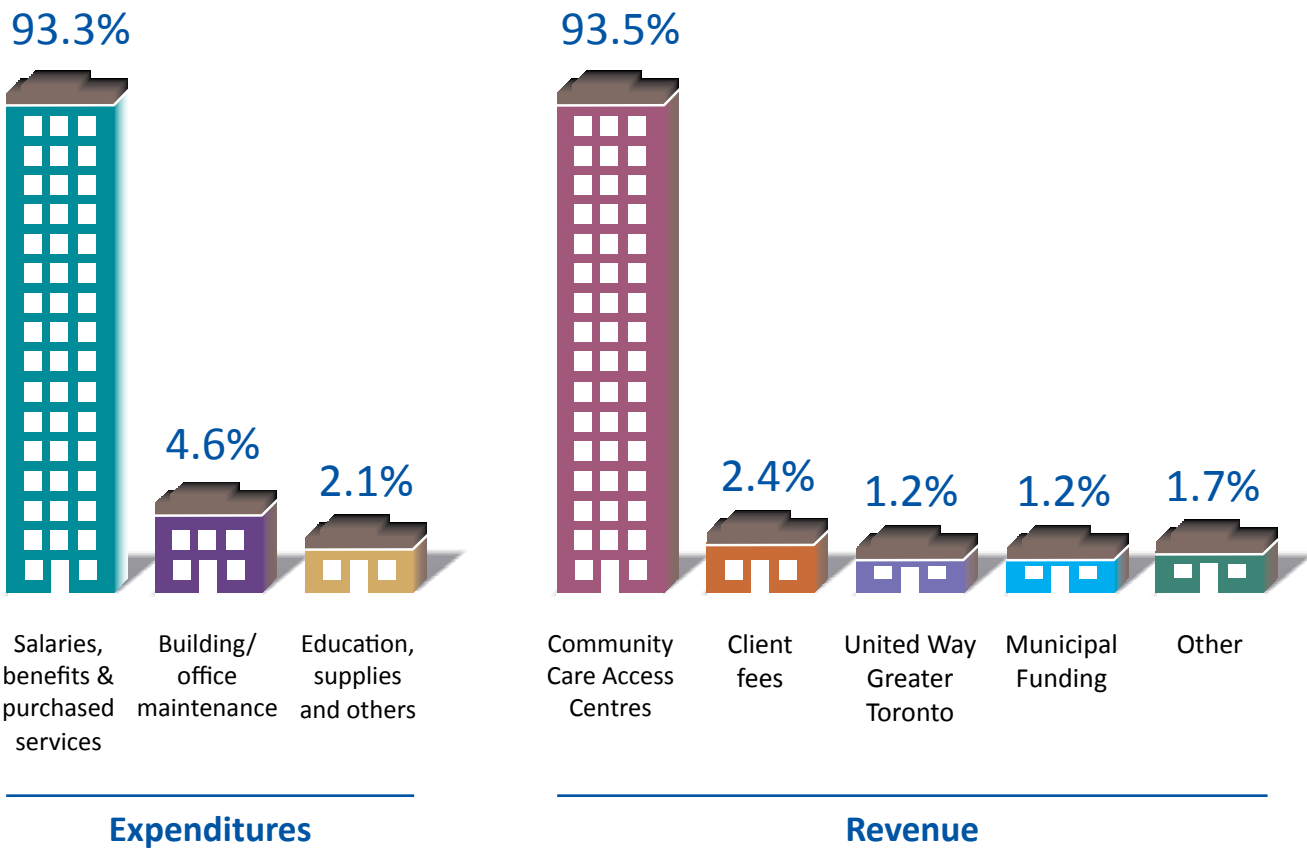
**1571** staff and service providers delivered more than **1,949,155** units of nursing, rehabilitation, personal support and homemaking services to **62,428** individuals of all ages who are in recovery from or managing an acute or chronic illness/disability.

Over **45,000** hours of charitable community support services were extended to people and families in crisis who: did not have the financial means to pay for help, were ineligible for government funded services and/or were in need of extra support to remain at home.

**7,170** hours of parent relief services were provided—as well as **2,926** hours of volunteer support — to **239** at-risk families with children birth to six years of age.

**26** tenants with severe mental illness were lodged at Adams House — a transitional housing initiative for those at risk of homelessness.

**233** evictions were prevented because of Extreme Cleaning services and follow-up support.





## Highlights

- Named Baylee Levy our 2011 *Heart of Home Care Award* winner to honour her unwavering dedication for the past 24 years to her son Sar who was born with cystic fibrosis, cerebral palsy and contracted a rare form of meningitis as a baby.
- Fortified our senior leadership team with the hiring of Beatrice Mudge, as Vice President, Best Practices, Education and Research and Chief Nursing Executive (CNE).
- Rebranded our Ottawa branch as *Champlain Rehab Solutions* to avoid market confusion with a similarly named organization that has no affiliation with VHA Home HealthCare.
- Nominated for a Spirit Award by United Way Toronto and raised over \$25,000 during VHA's 2011 United Way campaign—nearly double that of the previous year.
- Celebrated the ongoing commitment and spirit of our long service award recipients: 87 with five years of service, 36 with 10 years of service, 21 with 15 years, six with 20 years, two with 25 years, two with 30 years and one with 35 years of dedicated and incredible service.
- Introduced our new tagline (with a twist) at the Ontario Association of Community Care Access Centres' (OACCAC) annual conference. Creating *S'More* Independence and our “campy” theme, which included a Wii Canoe game competition, tied for “Best Booth” at the conference.
- Received a \$50K grant to support Diabetes Self Management program implementation in cooperation with our research partners Toronto Central CCAC and St. Elizabeth HealthCare.

**“The ordinary acts we practice every day at home are of more importance to the soul than their simplicity might suggest.”**

**Thomas Moore**





## Sharing and Caring

- Played host to the ***Hands-On Help with Hoarding Symposium***. The one-day event in London provided insights and practical strategies to address clutter and hoarding in the community.
- Teamed up with *Solutions—East Toronto's Health Collaborative* to develop the **Ring and Reach** telephone and online seminars. Delivered these to caregivers across Ontario and Canada on some of the most pressing issues caregivers face while looking after a loved one, including: advance care planning, transitioning from hospital to home, hoarding and dealing with difficult behaviour.
- Hosted 60 blood pressure clinics in Chatham and Walpole Island. The aim of these clinics is to proactively identify and reduce the risk of heart disease and diabetes in an area which currently has one of the highest risks for these diseases in Ontario.
- Continued our work as partner in *House Calls*—a widely acclaimed program that serves people who are frail and elderly, helping them to remain in their homes. The interdisciplinary team includes a VHA occupational therapist and nurse practitioner.
- Actively participated in many associations, coalitions and networks focused on advocating and improving home and community care services including lead roles in Community Ethics Network and the Toronto Hoarding Coalition.



- VHA's board increased its commitment to charitable services, widening our safety net and supplementing United Way-funded community support programs.
- Entered the world of Twitter (@vhacaregiving) and Facebook ([www.facebook.com/vhahomehealthcare](http://www.facebook.com/vhahomehealthcare)) and joined the conversation amongst health care professionals, caregivers and others personally touched by home health care.
- Joined forces with Toronto Central Community Care Access Centre (CCAC) to pilot *Changing the Conversation*—a project that focuses on creating a better client experience and improving client satisfaction by shifting from a “tasks first” to a “talk first” approach. The pilot was so successful that it is being expanded across VHA and Toronto Central CCAC Neighbourhood Care Sites.
- Empowered staff and service providers to support clients in need through **VHA's Simple Comforts Fund**—from decorating the bed of a young palliative client, to purchasing a mobility aid for a client who couldn't pay for the device, to filling a client's empty kitchen cupboard with groceries.



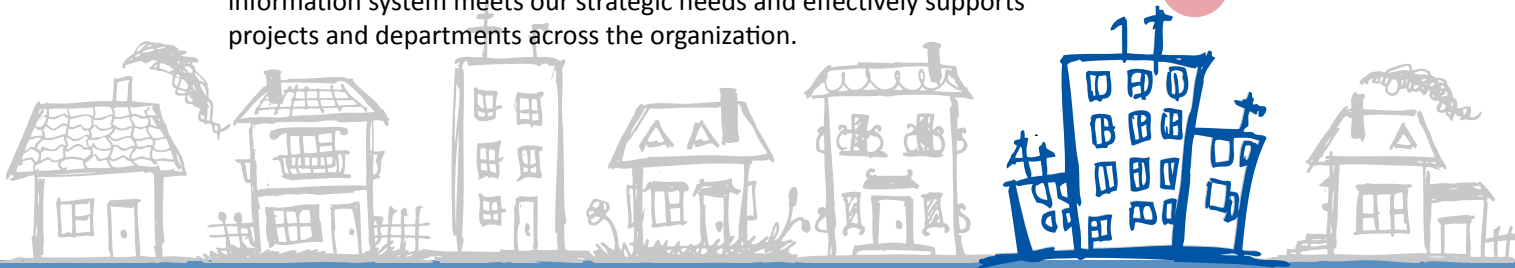


## Learning and Innovating

- Developed and launched ***The Community Clutter and Hoarding Toolkit*** – the first community-based resource of its kind created to support every sector that encounters hoarding on the job.
- Supported staff and service provider creativity and innovation through the **Ideas to Action Fund** which helped finance projects such as: a seating and mobility clinic in London, a quick response service team pilot project and the Hands-On Help with Hoarding Symposium.
- Launched and implemented our GoldCare integration project – a technological initiative that fully integrates electronic client records and scheduling of personal support, nursing and rehabilitation of both VHA Home HealthCare and VHA Rehab Solutions onto one platform.
- Enhanced our **familycaregiving.ca** site with a refreshed new look and expanded our resource section to support all caregivers. The site offers many resources in simplified and traditional Chinese.
- Rehabilitation service providers successfully developed and delivered education to our field educators and PSWs on proper lifting, transferring and handling techniques for clients with seating and mobility issues. This initiative marked our first rehab, nursing and personal support inter-professional skills training series.
- Delivered new e-learning materials to staff and service providers including Workplace Violence and Accessibility for Ontarians Disability Act (AODA).
- Provided enriched learning opportunities to students in nursing, social work, personal support, human resources, physiotherapy, occupational therapy, dietetics, family medicine, corporate communications and community support.
- Launched *VHA Pulse*—a new and improved online community for VHA office staff province-wide.
- Created the *Quality and Health Informatics Team* to ensure VHA's client information system meets our strategic needs and effectively supports projects and departments across the organization.

***“Home is not  
where you live  
but where they  
understand you.”***

**Christian  
Morgenstern**





## Out in the Community

- Featured in several media outlets including: *National Post*, *Global TV* and *Hospital News* stories on hoarding, a *Globe and Mail* article on paid leave for caregivers, an interview on CKPC FM radio in Brantford on hoarding, a *Chatham This Week* article on a cooking class geared for seniors administered by VHA, a *North York Mirror* and *My Town Crier* article on VHA's Heart of Home Care Award winner.
- Delivered over 50 presentations and poster displays including:
  - Presentations on ***The Community Clutter and Hoarding Toolkit*** at: The Ontario Community Support Association Annual Meeting; the Fifth Annual Personal Support Worker Conference, the Annual Meeting Ontario Society of Occupational Therapists and the GTA Rehab Network Conference.
  - ***A Community-based Falls Prevention Best Practice Initiative*** presentation at: Leading Healthcare Quality Summit and Innovations Expo, Annual Meeting Canadian Home Care Association.
  - ***Revolutionizing a Client Safety Culture in Community Health Care*** at the Registered Nurses Association of Ontario: Excellence in Care for All Conference.
  - ***Toronto Central CCAC Inter-professional, Inter-agency Partnership for the Care of Frail Seniors in the Community: Lessons learned from the road.*** Annual Meeting Ontario Association Community Care Access Centres and at the Ontario Gerontology Association Conference.

**"The ache for home lives in all of us, the safe place where we can go as we are and not be questioned."**

**Maya Angelou**

- ***Complex Feeding Services in the Community: Identifying Practice Behaviours, Confidence and use of Available Resources by OT's.*** Annual Meeting Ontario Association Community Care Access Centres.
- ***The Value of Rehabilitation in a Care Team for Senior's with Complex Medical Needs.*** Ontario Home Care Association Conference.
- ***Inter-professional Collaborative Approach to Complex Senior Care: A Toronto Central CCAC and community OT pilot project.*** Ontario Gerontology Association Conference and ***Phase II of this Toronto Central CCAC and community OT pilot project*** at the GTA Rehab Network Conference.
- ***Effective Fall Prevention Strategies for Community Physiotherapy*** at The University of Western Ontario, Physiotherapy Department.
- ***Integrating Internationally Trained OTs into the Ontario Work Force,*** Canadian Association of Occupational Therapists (Saskatoon).
- Forged partnerships with The University of Toronto and The University of Western Ontario Physiotherapy Departments, providing physiotherapy students with knowledge and access to community health care and VHA with research support.
- Participated in seven CCAC-related projects including Toronto Central's *Senior's Enhanced Care*, *Cluster Models of Care*, *Acquired Brain Injury* and *St. Christopher's House*; Central's *School Health Support Services* and *Home Independence Program*; and Southwest's *Seating Clinic*.







## Winner Baylee Levy

There are “winners” and then there are inspirations. 2011’s Heart of Home Care Award recipient, Baylee Levy is both. The award highlights the difficult and often gruelling work of family caregivers and the need for more support for these people whose commitment, love and perseverance are the lifeblood of the home care system.



Sar Levy

Caring for her son Sar—who was diagnosed with cystic fibrosis and cerebral palsy, contracted meningitis as an infant and continues to need round-the clock care—for the last quarter century is undoubtedly challenging. And yet Baylee is proud, positive and undeniably grateful for the hand she’s been dealt.

“Everyone needs a Sar in their life,” Baylee notes; “to remind them about what’s important and to learn to appreciate the little things.”

“My life is looking after my son,” she says. “I just never knew you could get an award for it.”

**“Home is a name,  
a word, it is a strong  
one; stronger than  
magician ever spoke,  
or spirit ever answered  
to, in the strongest  
conjunction.”**

**Charles Dickens**



Left to right: Gavriel Levy, Joseph Levy, Baylee Levy and Carol Annett.





## Board of Directors - 2011/2012

VHA Home HealthCare is governed by an independent volunteer Board of Directors who provides leadership, expertise and time to support VHA's vision, mission and core beliefs. We are indebted to this team for its tremendous commitment and skill.

**John Macfarlane**, Board Chair

**Jeff Litwin**, Past Board Chair

**Tomi Nieminen**, Treasurer/Secretary

Catherine Seguin\*

Adwoa K. Buahene

Keith Christopher

Gary Kapelus

Zeeva Millman

Cheryl McGrath

James Robertson

Vikas Sharma\*

Diane Savage

Ann Weir

\*Term ended in June 2011

***"Home is where  
the heart can laugh  
without shyness.  
Home is where the  
heart's tears can dry  
at their own pace."***

**Vernon Baker**







Creating More Independence

30 Soudan Avenue, Suite 500  
Toronto, Ontario M4S 1V6  
Tel: 416-489-2500  
Toll-free: 1-888-314-6622  
Fax: 416-482-8773  
[www.vha.ca](http://www.vha.ca)



VHA Home HealthCare has no corporate or other affiliation with VHA Health & Home Support, also known as VHA Ottawa. VHA Health & Home Support can be reached through their website at [www.vhaottawa.ca](http://www.vhaottawa.ca).



#### Branch Offices

##### Toronto

700 Lawrence Avenue West,  
Suite 360  
Toronto, Ontario M6A 3B4  
Tel: 416-489-2500  
Toll-free: 1-888-314-6622  
Fax: 416-482-4627

##### Chatham

111 Heritage Road, Suite 103  
Chatham, Ontario, N7M 5W7  
Tel: 519-351-4414  
Toll-free: 1-866-309-1115  
Fax: 519-351-5091

##### London

633 Colborne Street, 2nd Floor  
London, Ontario N6B 2V3  
Tel: 519-645-2410  
Fax: 519-438-2682

##### Ottawa

2625 Queensview Drive,  
Suite 101  
Ottawa, ON, K2B 8K2  
Tel: 613-726-9823  
Fax: 613-726-7512