



Growing from
good to **Great**

OCSA **Great!ideas**
CONFERENCE 2009

October 21-22, 2009

Sheraton Parkway North, Richmond Hill



OCSA
Ontario Community
Support Association
United in our commitment to care

Welcome

We've got loads of Great Ideas this year and we can't wait to hear yours! We listened to your suggestions and made this year's conference all about meeting your needs in new and innovative ways.

This year's conference has a fantastic program with workshops on the topics that you asked for including strategic planning, elder abuse, caring for ourselves as caregivers, pandemic preparedness, LHIN updates, technology options, marketing and so much more!

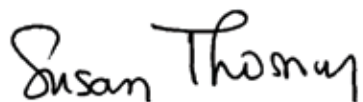
We've also added social and networking opportunities so you can share YOUR Great Ideas! Again this year the Connections Café is a space for you to gather and trade stories, tips and successes.

We're doing something a little different with this year's Wednesday night social. I don't want to give it all away, but come prepared to network, socialize and be entertained in a whole new way.

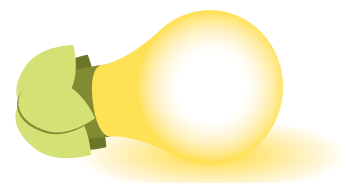
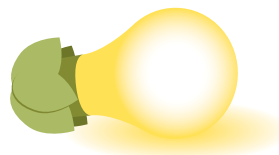
Finally, we're proud to announce the Executive Series which will bring you great new approaches for strategic planning and service development. This high-level Series will help you move your organization in step with our shifting health system. Don't forget that you do need to pre-register for the Executive Series and space is limited, so register early to be sure you can participate.

I hope you enjoy our Great Ideas!

See you in October,



Susan Thorning
CEO
Ontario Community Support Association



Speakers

Tuesday, October 20

Opening Speaker Steven Lewis

7:00 pm



One of Medicare's core principles is comprehensiveness – providing a full range of services to promote and maintain health as well as treating illness. But beyond physician, hospital, and high-level nursing home care, coverage is shrinking, not expanding. Access to publicly funded community-based services is erratic and limited. The consequences are serious and well-documented: avoidable loss of independence and health breakdown that forces many people to move into long-term residential care; huge burdens on family caregivers; and the high cost of dealing with problems that could have been prevented or delayed with modest investment.

This presentation will examine the origins of this public policy failure and propose strategies for increasing investment in the community services sector. Among these strategies are:

- Creating a business case for investment based on good data
- Mobilizing public opinion and building coalitions
- Revealing the flawed economics of current policies and practices
- Showing why it is practical and cost-effective to apply the universality principle of Medicare to community services.

These issues will be addressed in the context of the overall health policy environment and the politics of competition for public resources. The aim is to provide analysis and practical advice on how to achieve a fairer share of resources for supportive community services. This is not only consistent with the wishes of people with disabilities, seniors, and their families; it is also true to the original vision of Medicare.

Wednesday, October 21

Invited Speaker

The Honourable David Caplan

Minister of Health and
Long-Term Care (invited)

8:45 am



Thursday, October 22

Special Guest Speaker Mary Walsh

12:30 pm



No stranger to television audiences, Mary Walsh may be best known for her work on *This Hour Has 22 Minutes*, CBC's wildly popular take on current affairs. The series, which she also created, has earned her many Gemini awards and showcased her dynamic range of characters, including the flagrantly outspoken "Marg Delahunty" (which she is currently adapting into a feature length film titled *MARG: THE MOVIE*), the redneck reporter "Dakey Dunn" and the wacky Prairie correspondent "Connie Bloor." She brought that same creative energy and frank sense of humor to her literary series *Mary Walsh: Open Book* as host to an eclectic list of high profile guests.

Pre-Conference Symposium

Tuesday, October 20, 2009, 9:00 am - 4:00 pm

Keep on Rockin': Sexuality and Aging

OCSA is once again partnering with the **Canadian Research Network for Care in the Community (CRNCC)** to host a one day symposium on Tuesday, October 20.



CRNCC
Canadian research network for
care in the community

RCRSC
Réseau canadien de recherche pour
les soins dans la communauté

Registration Fees:

OCSA or CRNCC Members: **\$179**

Non-Members: **\$249**

Students or PSWs: **\$99**

For more information or to register visit the OCSA conference webpage at www.ocsa.on.ca or www.crncc.ca

The goal of Keep on Rockin': Sexuality and Aging Symposium is to present research evidence around:

- How older people understand sexuality, intimacy and its relation to quality of life;
- How views about sexuality differ by sex, race, ethnicity, ability, sexual orientation;
- What the current state of knowledge of care providers is toward sexuality and aging;
- What additional education and training are needed for those who provide health, social and personal care, long-term care and supportive housing;
- What best practices can be learned from international experiences.

Given Canada's increasingly diverse and aging population and the challenges of providing a range of care so that people can stay at home in their communities, the topic of sexuality and aging is timely. In providing holistic care to people aging at home, it is important to help inform policy and practice for government policy planners, political decision makers, university researchers, health care managers and providers of community services, personal support, long-term care, and residential care as well as social and supportive housing around key issues.

What will health, social and personal care providers (PSWs, care managers, supportive housing providers, LTC facility providers) need to know about sexuality, aging and quality of life?

Are there cost-effective international best practices that can be easily adapted to our local situation?

Are there policy initiatives relating to sexuality and aging that can inform LHINs strategic plans and public policy planners in Ontario relating to: the physical environment of housing and facilities; health human resource education and training; public health issues and legal and privacy concerns (e.g., sexuality and dementia, HIV/AIDS).

There is a wealth of knowledge and information in this area and we hope to explore many of these questions at our event.



2009 Annual General Meeting

Tuesday, October 20, 2009, 7:00 pm

Conference kick-off with special Opening Speaker Steven Lewis

Registration:

OCSA is pleased to announce its 17th Annual General Meeting being held on Tuesday, October 20 from 7:00 pm. Full members attending the Annual General Meeting (AGM) and intending to vote must register at the OCSA AGM table upon arrival at the hotel to receive voting cards. If you are attending the AGM only, please return the

completed registration form in the Conference Brochure via fax to (416) 256-3021. This will help us with refreshment and room arrangements. (You are not required to pay the conference registration fee if you are only attending the AGM).

Please note: only Full Members of OCSA are eligible to vote.

Again this year, we're making more environmentally conscious decisions related to our conference. We are reducing the amount of paper used by not providing photocopied handouts for the sessions. We will be posting presenter material on our web site, www.ocsa.on.ca, a few weeks before the conference. You can download and save handouts to your computer, to a portable drive, or you can print any handouts you would like to have at the conference.

Our Great Conference !deas

We wanted to get in on the fun, so we have put together our own Great Ideas to make your conference experience a great one!

Early Bird Connections

On the evening of Tuesday, October 20, please join us after the AGM for a wine and cheese reception. Why not plan to stop by and meet the OCSA Board of Directors? They would love to hear your Great Ideas on how to make OCSA even stronger.

Connections Café

Want to learn more about what OCSA and all its divisions have to offer? Drop by the Connections Café to meet with staff and board, check out our poster presentations, find resources and information and even post your own Great Ideas!

Mix and Mingle Dinner and Networking

Want an opportunity to share Great Ideas with your fellow conference delegates? You've got one with our Mix and Mingle Dinner on Wednesday (October 21) evening. This is a business casual event to connect socially with friends new and old, enjoy some great food and unwind with outstanding entertainment.

Executive Series*

You asked and we delivered with a new program just for Executives and Senior Leaders! Come hear from international leaders in the area of non-profit management, business development and strategic planning.

*Please note that this is not included in full conference registration and delegates must register for these sessions separately. Executive Series delegates will still be able to attend all plenary sessions.

Executive Series Day One, October 21, 2009

A One Day Session on Business Development: \$ and Sense of Building Your Business

Seb Elsworth, Association of Chief Executives of Voluntary Organisations, UK



Seb Elsworth is Director of Strategy at ACEVO, the professional body of third sector leaders which works to connect and support, develop and represent its 2,000 members.

Seb leads work on the sector's relationship with government and its role in the transformation of public services, sector funding, and has particular expertise

in third sector governance. He also oversees capacity building programmes worth more than £1m per year and ACEVO's business development functions.

Join Seb for this dynamic one day session to learn how you can better understand the financial conditions of your organization, core costing and full cost recovery, benchmarking your costing, how to diversify your income and growing your business from a social innovation perspective.

Agenda

Part One (10:30 - 12:00)

Core costs and full cost recovery

The tool and how it can be used

The broader campaign in the UK and how to make the case to funders

Benchmarking core costs: using the capacity index

Part Two (1:30 - 3:00)

Full spectrum income generation and the opportunities for diversifying your income

Social Investment and what it means for you

Adapting to personalized services

Part Three (3:30 - 5:00)

Behaviours and skills in contracting and commissioning

Negotiation skills

The evolving relationship with government

Impact, performance and accountability



Executive Series Day Two, October 22, 2009

Real Time Strategic Planning within a Constantly Changing Environment

Robert (Bob) Harrington, MSW/LCSW, La Piana Consulting



During this one day session, participants will be presented with a model for the consideration of a strategic restructuring partnership utilizing the framework of Real Time Strategic Planning (RTSP) process.

Strategic Restructuring is best utilized when in context of an organizational strategy and considered as a strategic decision. This session will review the major concepts of RTSP that should be considered when an organization is considering the development of a partnership. These concepts are helpful when an organization is in any of the major phases of a strategic restructuring process:

Assessment, Negotiations or Integration. Concepts to be presented include: existing competition, including competition for funding, staff, board members, media attention, clients/customers/audiences, etc.

Robert (Bob) Harrington, MSW/LCSW, is a Director of La Piana's consulting practice based in California.

Bob has provided consulting services to the nonprofit sector for more than 10 years, drawing on his extensive nonprofit management experience. In addition to strategic restructuring, Bob assists nonprofits with strategic planning, executive/board relations, transition management, human resource issues, program planning and development, nonprofit incorporation, and collaborations including public/private partnerships.

Agenda

Part One (9:30 - 11:30)

I. Introductions and Brief Strategic Restructuring Overview

II. Strategic Planning

- a. Limitations of Traditional Strategic Planning
- b. Real Time Strategic Planning Approach

III. Real Time Strategic Planning within Strategic Restructuring

- a. Business Model
- b. Market Awareness
- c. Trends and Table Discussion on Trends
- d. Competition, Competitive Advantage and Table Discussion on Competitive Advantage

IV. Lunch – 11:30 - 1:30

Part Two: (1:30 - 2:30)

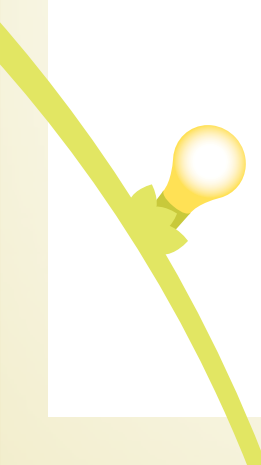
V. Real Time Strategic Planning within Strategic Restructuring

- a. Identity Statement
- b. Strategy Screens and Table Discussion on Strategy Screens
- c. Organizational Big Questions

Part Three: (2:45 - 3:45)

- d. Development and Testing of Potential Strategies
- e. Implementation
- f. Real Time Strategic Planning – One Day Session Agenda

VI. Q & A and Discussion – 3:45



Conference at-a-glance

Tuesday, October 20

9:00 am - 4:00 pm	Pre-Conference Symposium Keep on Rockin': Aging and Sexuality
4:00 pm - 7:00 pm	Conference and AGM Registration
7:00 pm - 8:00 pm	OCSA AGM and Opening Speaker Steven Lewis
8:00 pm - 9:00 pm	Wine and Cheese Reception

Wednesday, October 21

7:00 am	Conference Registration Opens
7:30 am - 9:00 am	Networking/Breakfast and Remarks from Minister David Caplan (invited)
9:00 am - 10:00 am	Concurrent Sessions
10:00 am - 10:30 am	Refreshment Break
10:00 am - 3:30 pm	OCSA Tradeshow
10:30 am - 12:00 pm	Concurrent Sessions
10:30 am - 12:00 pm	Executive Series
12:00 pm - 2:00 pm	Lunch
1:30 pm - 3:00 pm	Executive Series
2:00 pm - 3:00 pm	Concurrent Sessions
3:00 pm - 3:30 pm	Refreshment Break
3:30 pm - 4:30 pm	Concurrent Sessions
3:30 pm - 5:00 pm	Executive Series
4:30 pm - 6:30 pm	Free Time
6:30 pm - 10:00 pm	Mix and Mingle Dinner and Networking (cash bar)

Thursday, October 22

7:30 am	Conference Registration Opens
7:30 am - 9:00 am	Networking/Breakfast
9:00 am - 9:30 am	Plenary Address: Provincial Updates
9:30 am - 11:30 am	Executive Series
9:45 am - 11:15 am	Concurrent Sessions
11:30 am - 12:30 pm	Lunch
12:30 pm - 1:30 pm	Special Guest Speaker Mary Walsh
1:30 pm - 2:30 pm	Executive Series
1:30 pm - 2:30 pm	Concurrent Sessions
2:30 pm - 2:45 pm	Refreshment Break
2:45 pm - 3:45 pm	Executive Series
2:45 pm - 3:45 pm	Concurrent Sessions
3:45 pm	Conference Closes

sessions

For the most up-to-date information about the conference (including additional workshops!) and presenter bios, please visit www.ocsa.on.ca

Adult Day Program Great Ideas Lab

Glenys Betts, East Wellington Community Services

Are you interested in meeting with your colleagues from sister agencies to discuss challenges, leading practices, and innovative programming in Adult Day Programs? If so, please attend the Adult Day Program lab. Bring your great ideas and your questions to share.

Advancing the Interests of Caregivers in Ontario

Ontario Caregiver Coalition

Formed just a little over one year ago, the Ontario Caregiver Coalition works together around the issue of caregiver support in Ontario. The OCC's objectives include advancing caregiver policy initiatives to government and other key decision-makers, and advocating and raising awareness on caregiver issues. This workshop will provide an overview of the OCC's work and information on how to get involved.

Advancing the Practice of Supporting the Unpaid Caregiver Through an AKE Community of Practice

Megan Harris, Alzheimer Knowledge Exchange
Kathy Hickman, Alzheimer Knowledge Exchange

The Alzheimer Knowledge Exchange (AKE) supports the development of relevant communities of practice to support the learning needs of people seeking practice change. The Support for the Unpaid Caregiver CoP connects organizations and practitioners who provide support for those who care for persons with dementia. This session will draw on the expertise and insight of senior leaders to inform the development of this CoP to respond to real needs, build on existing resources and networks, and leverage experience from across the province.

Age Friendly Abuse Interventions – Police and Community Partners

Tammy Rankin, Compassionate Aging
John Keating, Durham Regional Police

Elder Abuse interventions that are senior focused depend on community partnerships. Case examples will demonstrate how partnerships are required to address elder abuse in both care settings and the community.

Assistive Living Policy Options

Peter Biasucci, Ontario Ministry of Health and Long-Term Care
Penny Reid, Toronto Central Community Care Access Centre

The Aging at Home Strategy has stimulated major new investments in supportive housing and assisted living services for seniors across Ontario. A number of LHINs have introduced initiatives that are reducing the pressure on acute care hospital beds and expanding the range of community alternatives to long-term care homes. However, some of these initiatives challenge the limits of existing provincial policy.

The Ministry of Health and Long-Term Care (MOHLTC) has completed a review of the existing provincial Assisted Living Services in Supportive Housing (ALSSH) policy against emerging practices, trends in assisted living services and provincial priorities. The desired outcome of this effort is to develop coherent strategic policy that enables LHINs to effectively address ALC pressures and support frail seniors with complex functional and clinical needs safely and cost-effectively in the community for as long as possible.

Binocular Vision: Collaborating to Create a Different Picture of Adult Day Services

Catherine Grenaway, Etobicoke Services for Seniors
Laura Fernando, abi Possibilities Inc.

Empowerment is about actively engaging what is given to us at any one point in life – an insight, an experience, an ability, a limitation, a relationship – and harnessing the meaning and impact it can have. By forming a different picture of Adult Day Services, The Learning Network aspires to work with Learning Network Members to become engaged in new ways, continually learn and harness the meaning and impact they can have within their lives. Our work celebrates achievements, challenges, and practical tools gathered along the way as The Learning Network collaborates to help Members and Community Partners bring possibilities into focus. Throughout our work together we engage in a self-assessment process which helps render the partnership between ESS Support Services and abi Possibilities Inc., expand the vision of The Learning Network Adult Day Services.

The Board's Role in Fundraising

Cynthia Armour, Capacity Builders

Board members usually understand that the fiscal health of the organization is one of their fundamental responsibilities. So why is it so difficult for charities to get their trustees to raise the necessary funds to meet the budget?

During this practical session we will explore the varying roles your board can play to strengthen your organization's fundraising success. Find out how to recruit board members with experience in cultivating and soliciting donations. Help others reduce their discomfort or fears of fundraising by training people how to ask for support. Capitalize on the strengths of other board members to nurture and build lasting relationships with your donors.

Business Systems: OHRS/MIS and HR & Payroll Software Solutions

Natasha Tehranian, CSS MIS/HRIS CSS

Herb Spence, CSS MIS/HRIS CSS

The Business Systems: OHRS/MIS and HR & Payroll Software Solutions presentation focuses on two Community Care Information Management (CCIM) Business Systems projects; Management Information Systems (MIS) and Human Resources Information Systems (HRIS), both initiated by MOHLTC in the Community Support Services (CSS) sector.

The MIS project is rolling out a financial/statistical management software solution, Microsoft Dynamics GP, while the HRIS project has introduced a human resources and payroll solution, Quadrant, to the sector. Together, these projects are building comprehensive solutions with excellent collaborative opportunities for CSS organizations in Ontario.

This comprehensive overview of these projects will emphasize the benefits being realized by CSS organizations and demonstrate why your organization should be part of this exciting opportunity.

Charity Checklist: Top 15 Legal Compliance Risks

Mark Blumberg, Blumberg Segal LLP

Join charity lawyer Mark Blumberg as he explores the top 15 legal compliance risks for Canadian charities, including CRA's new fundraising guidelines, improper receipting, the T3010 annual return, non-charitable activities and gifts to non-qualified donees. You will receive your own charity checklist so you can identify where your organization is at risk, and learn how to find free templates and samples. You'll also learn more about the Charity Law Information Program, a new project of Capacity Builders, supported by a contribution from the Canada Revenue Agency.

Companion Connections – Senior Speed Dating

Michele Cauch, St. Paul's L'Amoreaux Centre

Karen Wall, St. Paul's L'Amoreaux Centre

As people get older, it becomes more challenging for them to expand their social networks and meet new people. This is problematic especially for individuals who are widowed, divorced, or isolated. This presentation discusses the need for social networking groups where older adults and seniors can meet others from across the GTA in a safe environment. The event, called Companion Connections, is a pilot program developed by St. Paul's L'Amoreaux Centre. Companion Connections is based on a speed dating framework in which participants are given 6 minutes of "get to know you" time. Contact information is only given out if both participants check off each other's name. The goals of the event are to promote friendships in a safe environment; decrease isolation and loneliness; build partnerships with social service agencies, seniors' centres and retirement communities; and dispel negative stereotypes of seniors dating and romance in later years. Security features were also built into the event in order to protect participants' privacy and safety.

Data Quality and OHRS Reporting Updates

Choy Sia, Community Support Services (CSS) OHRS/MIS

The Community Support Services (CSS) OHRS/MIS project is implementing the Ontario Healthcare Reporting Standards (OHRS) for the CSS sector. Use of OHRS data provides integrated, long-term financial and statistical information that is reliable, accurate and consistent across the sector that would provide the ability for comparison and benchmarking. The CSS OHRS/MIS project along with the Ministry of Health and Long-Term Care (MOHLTC) recognizes that achieving and maintaining high quality OHRS data will require a continuous and comprehensive feedback approach.

The Data Quality & OHRS Reporting Updates presentation will highlight some feedback on areas for data quality improvement and review the importance of financial and statistical data for evidence-based planning and decision making. The presentation will also provide a review of the key OHRS Reporting Updates for the CSS sector.

Defining and Supporting Integration in Ontario Parts 1 and 2

Robert (Bob) Harrington, La Piana Consulting

These two sessions will provide participants with a shared understanding of integration; a shared understanding of the challenges and opportunities of integration and the provision of and demonstration of a range of tools and other resources to support the successful development of collaborations, partnerships and mergers for delivery of client service and administrative functions. If you missed the OCSA 1 day workshop on integration in April, here's your chance to catch it again!

Developing the Foundation for Diversity and Inclusion in the Workplace

Stacey Alderwick, Alderwick & Associates

Diversity offers opportunities, as well as challenges of inclusion in interpersonal practices and organizational procedures. This one-hour workshop will examine the values of an inclusive workplace and paint a portrait of how diversity enhances and impacts organizations. The session will provide useful strategies and resources to assist organizations as they rise to the challenge of understanding, addressing and valuing diversity.

Directors and Officers Liability Insurance: Risk Proofing Your Board

Marie Lofthouse, CIP, CRM, CCIB (Ont.),
Marsh Canada Limited

How am I protected sitting on a non-profit board? What are my risks? How does my insurance policy cover me? Join Marsh for an interactive workshop that will answer these complex questions and more!

Easy Coordinated Access to Multiple Services

Waterloo Wellington Local Health Integration Network

Join representatives from the WWCSS Network, the WWLHIN and broader community partners, as they describe a collaborative initiative to build on existing infrastructure to simplify access to multiple CSS services in the continuum of community care. The presentation will highlight the project journey and outcomes.

Elder Abuse: How to Help with No Resources

Deana Johnson, Ontario Network for the Prevention of Elder Abuse

In these financially difficult times it is more important than ever to work together to serve the seniors in our communities, particularly those who are most vulnerable. This workshop will demonstrate the importance of having a common understanding of the issue at hand; preparing a current service map of community resources; developing effective committees; obtaining commitments; finding a 'home'; and setting priorities. Participants are expected to leave with a view to setting up Action Plans for their community.

Emergency Management Branch: Pandemic Planning Update

Phil Graham, Ministry of Health and Long-Term Care (Invited)

The Emergency Management Branch of the Ministry of Health and Long-Term Care has been invited to present an update on provincial pandemic planning, H1N1 and other emergency concerns.

Emergency Preparedness for the Community Sector

Norma Mazzolino, CANES Community Care
Chris Rob, CANES Community Care

This session will focus on unique needs of seniors and adults with disabilities with respect to being prepared for various kinds of emergency situations that could involve fire/water/snow/power or other disaster situations. This presentation will address some deficiencies by providing information and tools to aid planning for various emergency scenarios, with the goal of empowering seniors and adults with disabilities to proactively take charge of specific aspects of their lives—household emergency planning. The tools/materials developed will become part of the general resource materials of social services agencies for their clients and could be also used as basic training materials for agency staff who do intake and client assessments.

Mix and Mingle Dinner and Networking

Wednesday, October 21
6:30 pm



Emergency Preparedness Planning for Special Populations

Gail Mores, March of Dimes

John Saunders, Canadian Red Cross – Ontario Zone

Delegates will be provided with information and resources designed to assist themselves and their organizations to plan and prepare for emergencies. The session will be an informative and interactive one where delegates will receive information updates on resources that are currently available and under development.

Participants will enjoy the subsequent open discussion of their observations and needs regarding emergency preparedness and planning for themselves, their organization and for their clients.

Frail LGBT Seniors: Providing Welcoming and Competent Care to a Generation in Hiding

Anna Travers, Rainbow Health Network

Older Lesbian, Gay, Bisexual and Transgender (LGBT) people have grown up in far more discriminatory times and have often learned to avoid and fear the health and social service system. With increasing frailty, many LGBT seniors will require more formal services and some will become residents of long-term care homes. This workshop will address the impact of discrimination on the health of LGBT seniors, provide information on health disparities and discuss strategies to create a welcoming, sensitive environment. Case examples will allow participants to apply their ideas and learning to real life situations.

Friendly Visiting Great Ideas Lab

Soraya Mohamed, North York Seniors Centre

An interactive workshop with participants sharing different models of service delivery and discussion of some of the key issues (recruiting volunteers, mitigating risk, orientation, training, matching and monitoring) facing program effectiveness. It is hoped that at the end of the workshop participants will have developed some “great ideas” and strategies that can be used to deliver the program more efficiently and successfully.

The format of the workshop will allow participants to work in small groups and report back to the larger group.

Fundraising in Hard Times

Cynthia Armour, Capacity Builders

Raising money for your charitable organization is challenging regardless of the economy. How do you ensure you'll have adequate resources when times get tough? Join Cynthia Armour CFRE (Certified Fund Raising Executive) for a practical session on where to focus your energy in order to optimize your results.

Home at Last Great Ideas Lab

Susan Doyle, Downsview Services to Seniors

Joanne M. Jasper, Downsview Services to Seniors

Following one year of Aging At Home funding, the seniors agencies in the Central LHIN have been successful in taking the HOME AT LAST (HAL) program from GOOD to GREAT! Come and learn the ‘do’s, don’ts and essentials’ in consistently achieving 240 HAL referrals per month. This ‘senior friendly’ model of systems integration can make community sector leaders of all of us and help us all leverage the key Ministry priorities of ED wait times and reduced hospital ALC patients.

Implications of LHIN Accountability Agreements

Sandra Hanmer, Waterloo Wellington LHIN

Sandra Hanmer, CEO of Waterloo Wellington LHIN will lead a presentation and discussion about the implications of the LHIN Accountability Agreements for health service providers in Ontario. Sandra’s leadership was instrumental in the development of the Agreements that are now in place for the hospital, community support, mental health and addictions, community health centre, and CCAC sectors. Through a consultation process with sector associations, template agreements were developed, but each health service provider in Ontario has a unique agreement through the customized schedules to reflect the nature of their services and obligations. The presentation will comment on learnings from experiences of what worked well during development through to the executed agreements, and also touch on the experiences for providers during the terms of the agreements. There will also be discussion about what the accountability agreements mean for health service provider governors, leaders and front-line providers. The impact on the health care system and the transformation agenda will also be highlighted at this important session.

The interRAI Community Health Assessment – Enhancing System Integration in Home and Community Care

John Hirdes, University of Waterloo

The interRAI series of instruments have had a substantial impact on health care policy and practice in Ontario. The interRAI Community Health Assessment (interRAI CHA) instrument is of particular interest to the OCSA membership. The interRAI CHA was developed in response to user requests for a modular instrument that could be used to assess the well elderly individual and identify those persons who merit further assessment in order to prevent or stabilize early functional or health decline. It is a powerful tool for supporting clinical decision-making, resource allocation, best practices and quality initiatives for the vulnerable adults living in the community.

Leading and Governing Together

Joe McReynolds, Central West LHIN

LHIN Board of Directors are reaching out to the governors of provider organizations to develop a strong relationship amongst Boards, and to help everyone begin to think and act from a health system perspective. The Directors of Health Service Providers have consistently told the LHIN Board of Directors that they don't know enough about other Health Service Providers, that they would like a way to communicate and share with other governors, and that they see the LHIN as the catalyst to make that happen. The Central West LHIN has developed a comprehensive plan to respond to these items including regular Director dialogues, a governance portal and the sharing of good practices. Hear the progress that has been made within this LHIN over the first three quarters of 2009.

Leading Practice: VON Canada's SMART Community-Based Volunteer-Led Functional Fitness Programs

Sheila Schuehlein, VON Canada

New leading practice guidelines developed by VON Canada's SMART Program highlight effective programs that address age-related health/mobility issues improved through functional fitness interventions.

LHIN Panel Discussion: What's coming down the pike?

LHIN Directors and CEO's

This session will gather Senior Executives from LHINs all over Ontario to discuss the present and future of the LHINs. Come out to hear what's coming down the pike from the source!

Meals on Wheels Great Ideas Lab

Laurel Hevenor-Vallance, Meals on Wheels London

Do great ideas always come out of a problem or need? Executive Director Laurel Hevenor-Vallance will talk about the Meals on Wheels London Quality Assurance Program and how it has led to innovative ideas to improve: customer service, fundraising, corporate development, volunteer retention & recruitment. Come prepared to share your great ideas too!

The Peer Team Model Approach to Interpersonal Support

Marilyn Rivers, Family Service Toronto
Lynne Gallagher, Family Service Toronto
Jose Benvenuto, Family Service Toronto
Jane Zhang, Family Service Toronto
Brenda Anderson, Family Service Toronto

The Peer Team Model (PTM) involves valuing the emotional and practical support we offer each other as colleagues and how this interpersonal support not only enhances the effectiveness of our work with clients but also shields us from burnout. As workers, we tend to put aside self care issues when concerns for our clients emerge. We may then fail to make the connection to our peers, not wanting to burden them. The PTM engages us in ongoing reflections of this nature, arranging regular scheduled sessions to debrief the accumulated weight we carry. This session will offer practical suggestions concerning how to establish this model in the workplace and utilize the ongoing tools it offers. The session will speak about the organizational culture that facilitates this model and builds protected time into work hours to engage the PTM.

The Role of Information Management in the Delivery of Care

Tom Quigley, Allstream

The adoption and implementation of Health care Information Technology (HIT) to improve patient care and optimize administration and compliance procedures has become a focal point in the evolution of health care delivery. Health care Executives and CIOs must now ensure the efficient and effective use of this technology to achieve their common goal of improving access to and dissemination of the information their teams require as they deliver care in our communities. This involves careful consideration of how to best integrate technology products and services to achieve improved Information Management, Governance and Security. Please join Allstream in exploring this issue and hear from their experts and clients how the desired results can be achieved.

SHRTN 101: How SHRTN can be your "place to go" for Seniors' Health Information

Terry Kirkpatrick, SHRTN
Jan Figurski, SHRTN

This presentation will be of interest to supervisors and administrators who send volunteers and staff out to visit seniors in the community or bring seniors to activities within their agencies. Help your front-line care providers get access to the best information about health care for seniors across a wide scope of topics. The presentation will give an orientation to SHRTN, its human resources (Knowledge Brokers, Information Specialists, Communities of

Practice, the Ontario Research Coalition, Local Implementation Teams and Governance members); Materials and Resources (Best Practice Guides; free access to video teleconference technology and online workshops; discussion forums; Knowledge Exchange tools; Evidence-Based Briefs and Best Practice Bloggers; the SHRTN Exchange; free use of Survey technology for registrations, outcome evaluation and consumer feedback surveys; access through specialists to journal collections and libraries worldwide with assistance getting the information delivered the way you want it!). The presentation will focus on how OCSA member organizations can make best use of the resources of SHRTN to improve the health care and quality of life of the seniors served.

Sizing Up Board Performance – Opening the Dialogue

Mary Lynn McPherson, Strive!

But our board members are volunteers! We have enough challenge getting new board members as it is without suggesting performance feedback and accountability mechanisms.

In this interactive workshop, we'll discuss steps for initiating and sustaining a culture of evaluation. We'll also share an exciting new program being offered by Capacity Builders – a program aimed at supporting your board in growing from good to great!

Social Enterprise Case Study – CANES Marketing Support for Non-profits

Gord Gunning, CANES Community Care

Joel Duncan, CANES Community Care

Traditional marketing methods such as television, print and radio are still used by a majority of companies. However, with advances in technology, companies can use new tools to reach a wider audience more effectively. The internet has changed the way companies do business. Social networking, You Tube and Email have made it easier for people to communicate. A study conducted by the Canadian Internet Project suggests that 51% of Canadians age 60 and older are online. This creates an opportunity for CANES clients to advertise the company's services by word of mouth using social media.

Social enterprises can benefit from this growing number of online users by taking advantage of new social media tools offered. Social enterprises are successful when they create a sense of community and belonging. This is achieved when communication is established and information is accessible.

Story Telling To Enhance Interdisciplinary Evidence Based Practice

Chris Peacock, VON Canada

This workshop will provide participants with an overview of VON Canada's Care and Service Model and how using an innovative methodology of storytelling to implement a model can prompt interdisciplinary communication, collaboration and referral between staff providing direct care and service delivery in the community. Participants will receive a brief description of the model, how VON is utilizing the model in the organization and learn the specifics of using storytelling to enhance adoption of models.

Successful Aging at Home: Smooth Transitions

Jodi Phillips, Saint Elizabeth Health Care

Introduction to Smooth Transitions: a hospital to home Personal Support Program that works. Come hear how a community home support program has had a substantial impact on the ALC issue in Thunder Bay.

System Level Changes to Strengthen Integrated and Shared Care

Le Ngo-Cheng, Downsview Services to Seniors

Naomi Cornfield, Central Community Care Access Centre

The Balance of Care Program is part of the Aging at Home strategy in the Central LHIN in partnership with Central CCAC and community support service agencies. Clients are provided with a comprehensive service plan to help them remain at home while reducing the burden on the long-term care system.

Take This Job and Love It: New Findings from the Ontario Provincial Survey of Managers of Volunteers

Benjamin H. Gottlieb, University of Guelph

Wes Shera, University of Toronto

Based on data recently collected in an online survey of over 200 managers of volunteers in the community support sector, this presentation reveals the reasons why these managers report high job satisfaction and their intentions to remain in their jobs. Contrary to the usual finding that stress is high when there is an imbalance between employees' efforts and their financial compensation, the survey results show that certain intrinsic rewards of the job account for these managers' high levels of job satisfaction. A discussion period will follow the presentation.

Understanding Your Market

Flora de Mintich, OASSIS
Michael Coteau, OASSIS

Have you ever wondered how to identify your market? How to make the most of your marketing dollar? Join us for this one-hour session to help you find your audience and simple ways to effectively market your products or services.

Update on the OCSA HHR Survey Project

Lori Holloway Payne, OCSA

The purpose of this project is to provide information to providers, the LHINs, the MOHLTC and other stakeholders which will assist planning and decision making regarding Human Resources in the Community Support Sector. The project will tackle important areas that have yet to be addressed and will assist in planning efforts and decision making to ensure the right supply and mix of health care professionals are recruited and retained in the Community Support Sector. Come hear an update on the project to date and what the steps are going forward.

Volunteer Blood Pressure Monitoring for Chronic Disease Management in the Community

Larry W. Chambers, PhD, FACE, HonFFPH (UK),
Bruyère Continuing Care

The Community Health Awareness Program (CHAP) is a community-wide program that is viable and builds on local community resources to enable continuity of care for people with chronic disease. CHAP connects hospital, community and primary care sectors, and includes peer volunteer-led sessions for blood pressure (BP) and cardiovascular disease (CVD) risk assessment and education, with provision of results to participants, family physicians, and pharmacists. The workshop will cover the ways in which CHAP can inform community-based programs and the important contributions that volunteers make to the success of multi-sector community health promotion initiatives.

Please note: The information in this brochure is accurate as of August 2009. We reserve the right to change the program, speakers and schedule. For the most up to date information please visit www.ocsa.on.ca and click on 2009 OCSA Conference under Quick Links.

Don't forget about our other Events!

Monday, October 19, 2009



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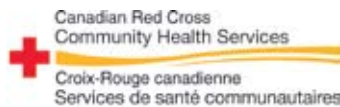
October 21-22, 2009

Sheraton Parkway North, Richmond Hill

The Sheraton Parkway North is located at 600 Highway #7 (at Highways 7 and 404).

OCSA would like to thank the following Conference Sponsors for their support:

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