

Association Highlights

In 2019/2020, Home Care Ontario:

Advocated:

- Successfully for mitigation funding for Fair Workplaces, Better Jobs Act (formerly Bill 148, Bill 47 and now Making Ontario Open for Business Act) with MOHLTC
- For the private purchase of home care services through association members and met with provincial associations, CARP and MPPs to educate on the importance of directing consumers to reputable Home Care Providers
- For a Caregiver Tax Credit with Ministry of Finance – ongoing discussions continue
- For a Home Care Provider Awareness Campaign highlighting the importance of hiring trained and qualified caregivers from reputable provider in order to impede the underground economy in home care – ongoing discussion continue
- For School Health Support Services during the transfer from the MOHLTC/LHINs to the MCYS (now MCCSS)/CTCs; established a working relationship with Empowered Kids Ontario (EKO) in order to have open communications and to represent members concerns
- With key MPPs of all parties at political events, consultations and conferences and regular meetings to inform about the importance of publicly funded and privately purchased home care in Ontario.
- Successfully to government for changes to PSLRTA to benefit Association members
- Successfully to include PSWs in the Ontario Immigrant Nominee Program
- To strengthen partnerships across and within sectors (hospitals, physicians, long term care and home and community care) to improve quality of care and service to patients of Ontario. The partnership outreach strategy includes mitigation and/or elimination of key issues such as: Hallway Medicine, unnecessary admissions to hospital and unnecessary use of emergency room visits with an overall goal of keeping people safely in their own homes for as long as possible
- And maintained relationships with cross-sectoral partners including LHINs/Ontario Health/Ontario Health Teams, including Transitional Regional Leads, OH Home and Community Care Lead and provincial associations such as OCFP, OHA, CHCA, OCSA, OPSWA, PSNO, OMA, ORCA, OLTCA, AdvantAge, EKO, AFHTO, Ontario Society of Occupational Therapists, Ontario Caregiver Organization, OSLA, National Institute on Ageing, CIHI, CMHA, AMHO, Ontario Physiotherapy Association, Canadian Red Cross, OASW, AMHO
- For the discontinuation of the PSW Registry working with OCSA, OHA, ORCA and OLTCA and MOH
- For the unique role of the Home Care Provider
- With the Tripartite Committee with OCSA and OHA to collaboratively reimagine home and community care in Ontario. The intent is to design a model that is patient and family-centred, innovative, flexible, collaborative, efficient and outcomes-focused

Submitted/provided feedback to:

- Health Sector Supply Chain Transformation, MOH input session and provided feedback.
- Standing Committee on Social Policy regarding Bill 74
- MCCSS/MOH regarding Special Needs Strategy/SBRS

- Prebudget Submission - *Ending Hallway Health Care: Recommendations to Build Ontario's Home Care System*, January 2020– presented to the Minister of Finance
- Home Care Ontario IT Paper – *Stronger Care at Home: Bringing Home Care into Ontario's Digital Health Future*.
- Digital Health Secretariat, Ontario Health Digital Services (formerly eHealth Ontario)
- Support organizational intelligence, vital statistical and qualitative information about home care in Ontario
- About the role and value of the Association members with the public and other stakeholders through briefing notes, position statements, media releases; our website; Twitter, LinkedIn; and electronic newsletter – House Calls
- WSIB Operational Review
- Research initiatives specific to home care, both national and provincial research
- LHIN funding decisions
- Political activities, Ontario PC Platform
- Government
 - summary and analysis of provincial budget
 - Ministry of Labour Changing Workplace Review
 - Fair Workplaces Better Jobs Act, 2017 (Bill 41)

Hosted Events/Campaigns

- Launched a Public Relations Campaign with the launch of our white paper: *Stronger Care at Home, Better Health Care for All Ontarians: Recommendations to the new Ontario Health Teams*
- Collaborated with OHA & OCSA to host a very successful one-day symposium 'Reimagining the Seamless Patient Journey'
- Hosted a Queen's Park Lobby Day for members and MPPs, including:
 - breakfast reception for MPPs, their staff and Association member
 - meetings throughout the day with MPPs/Ministers
- Partnered with OCSA with funding from the MOH to create a PSW Recruitment Campaign: *Work for Life*.
 - The campaign focus is to attract and recruit new staff to the sector
 - Attended career fairs in 9 cities and hosted PSW Career Fair in Hamilton
 - Outreach to targeted community colleges and high schools
 - Digital and newspaper advertising viewed over 2 million views
 - Facebook and Instagram presence
 - Radio ads in 11 cities across Ontario reaching 717,000 listeners
 - Campaign has been extended by the MOH for an additional 2 years
- Provided leadership by supporting the work of Ontario Health - Quality (formerly Health Quality Ontario) including the analysis of the home care sector and attending Health Transformation event.
- Hosted member webcasts to provide information and education:
 - Bill 148/Patients First updates
 - human resource issues
 - leading practices
 - accreditation
 - cybersecurity
 - research in home care.
- Hosted Annual Symposium, *Building Stronger Home Care in Ontario*
- Hosted Ottawa and area members meeting

Represented Members/Home Care Sector on Committees:

- Premiers Council Home and Community Care Working Group
- Ontario Community Paramedicine Steering Committee
- OPSWA Professional Affairs Advisory Board (PASC)
- PSW Registry External Advisory Group
- MOHLTC Drug Stakeholder updates
- Medical Assistance in Dying (MAID)
- Workplace Violence Leadership Table
- eHealth/OH Digital Services
- OMA-OHT Measures Working Group
- Ontario Health Providers Alliance
- PSHSA – Public Services Health & Safety Association
 - Community Health Care Council
 - VARB – Violence, Aggression and Responsive Behaviour Tools Steering Committee