



2021 ANNUAL REPORT



SafeCare BC

Words From the CEO

The past year has seen many changes at SafeCare BC—we've said goodbye to some of our staff and we've welcomed new people to our team—but despite these changes, we continue to respond to and meet the health and safety needs of our members. And for this, I'm incredibly proud of the SafeCare team.

I would like to acknowledge and thank Jen Lyle for her dedication, not only to SafeCare, but the entire continuing care sector. Jen was SafeCare's first CEO, and after seven years leading and growing the organization, she left last year to take on a position elsewhere. Jen realized a vision for the organization that is collaborative, relevant, and responsive.

We are building on the momentum that has been created over the past few years. And while the pandemic continues to challenge us, workplace health and safety needs to be our collective priority.

At the beginning of 2021, we supported our members with the launch of a COVID vaccination campaign that provided clear and credible information on the vaccines. We were also awarded a Public Health Agency of Canada grant to develop immunization education for the sector.

Recognizing the continued mental health impact of the pandemic, we continued our support of Care for Caregivers and Care to Speak, which we know is having a positive impact. The www.careforcaregivers.ca web portal saw more than 14,000 unique visitors, 2,900 people participated in 68 mental health webinars, and 285 people accessed the Care to Speak peer support service in 2021. I am also proud of the work our team has done to lead the creation of a psychological health and safety committee for SafeCare BC.

We continued to deliver timely education through blended delivery options that included instructor-led and online self-paced courses, the latter saw 4,800 course completions, while 2,500 participated in instructor-led courses. We also saw 960—a record number—participate in the annual Hearts and Hands conference for healthcare assistants.

The coming year provides lots of opportunity, as we continue to build new relationships and find innovative ways to engage with leaders and frontline workers to ensure healthy and safe workplaces.

Saleema Dhalla
CEO



Words from the Board Chair

We began 2021 hoping to put the pandemic behind us. It didn't quite happen that way, but I am proud of the way we responded to the ongoing challenges. And I am proud that SafeCare BC placed a priority on providing mental health support for our frontline workers and leaders. From our continued involvement in the Care for Caregivers and Care to Speak initiatives to the Leading from the Inside Out: Peer Support for Leaders program, we have shown that one's mental wellness is just as important as their physical safety.

As we continue to navigate the pandemic, SafeCare BC continues to be a credible source of health and safety information, including on vaccinations. In addition, the work that SafeCare BC, and other industry associations have done to advocate for our sector and to ensure that the Ministry of Health is aware of the gaps in our health system has been invaluable.

I also want to acknowledge our associate member partners, including post-secondary institutions—Stenberg College and Discovery Community College, Augustine House, which offers assisted living services, and the BC Association of Kinesiologists. These organizations work with SafeCare BC to ensure that new workers entering the sector, kinesiologists providing care in the community, or those working in assisted living have the knowledge and skills to stay safe. They're helping to shape the future of health and safety in the care sector.

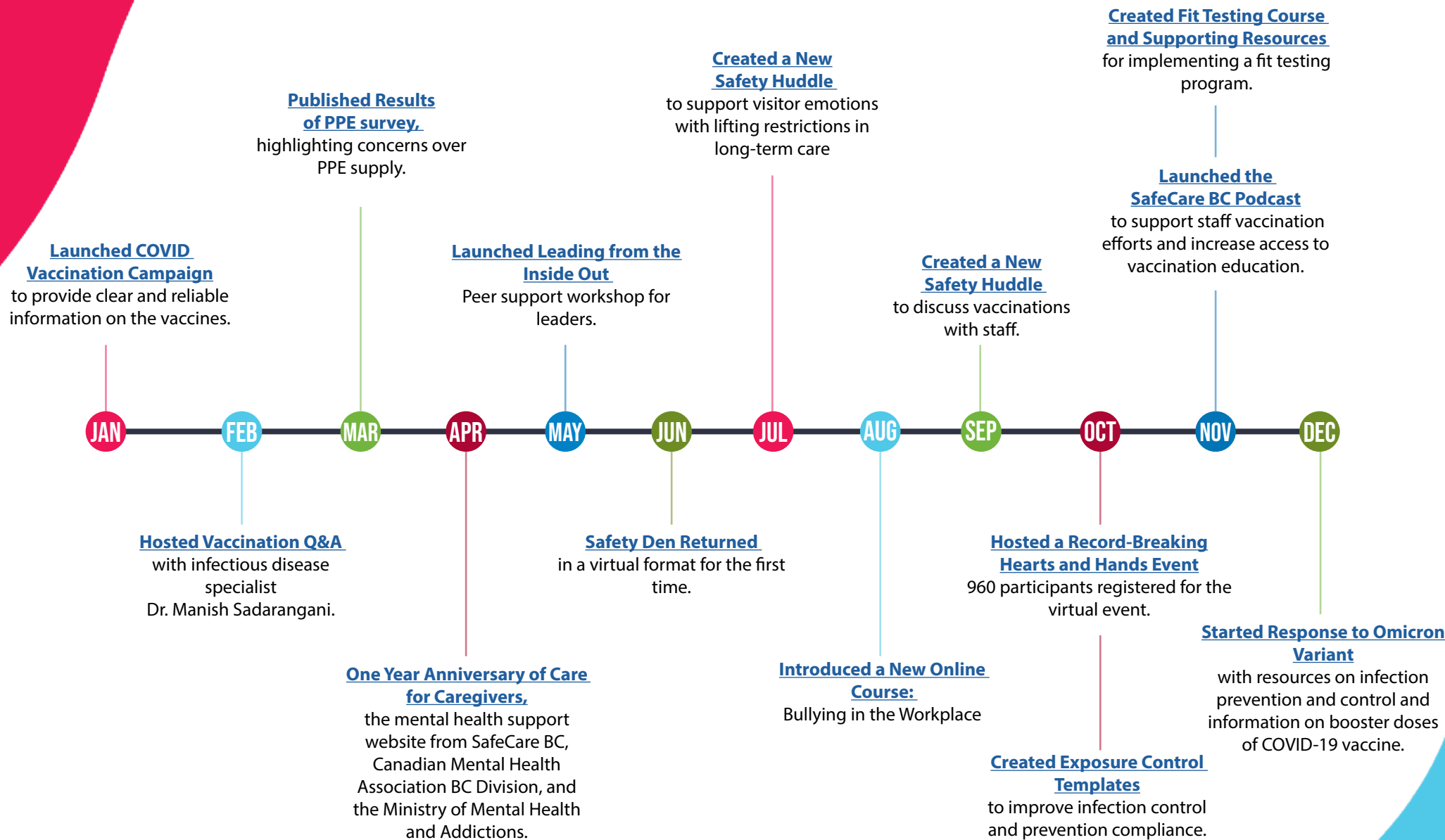
I would be remiss in not mentioning the SafeCare team. They always impress me, with their flexibility to pivot and quickly make adjustments so they can respond to the pressing needs of our sector, in an environment that is constantly changing. Having this resource of dedicated individuals lets us do what we do best—provide care and support to tens of thousands of British Columbians every day.

I look forward to continuing this important work with our collective team—our member organizations, healthcare unions, and partners.

Kerry Bowman
Board Chair



Year in Review



Vaccination Information

Talk Early. Talk Openly. Talk Often.

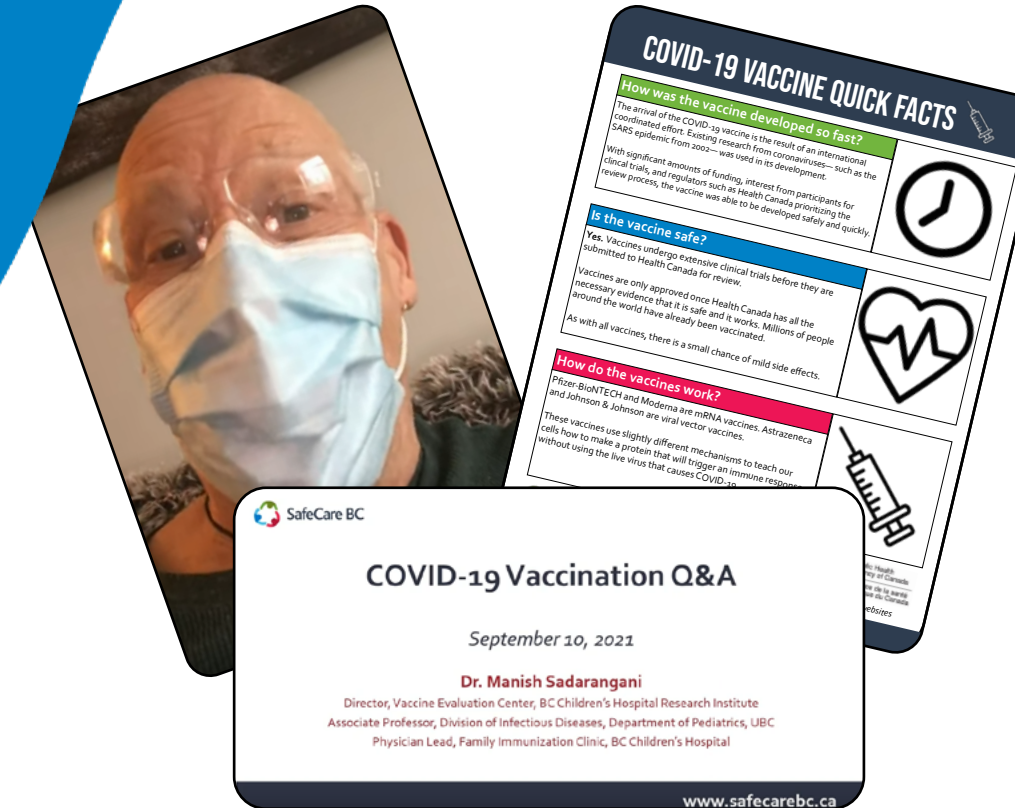
With the arrival of the COVID-19 vaccines in British Columbia, SafeCare BC's first priority of the year was clear: run a campaign to answer questions and offer informative resources about COVID vaccination.

Our goal was to encourage you to talk early, talk openly, and talk often.

And talk you did.

From the [video testimonial](#) of Menno Place's Bryan Gay to the [article](#) on Elaine Shortner from Kinsmen Lodge, we shared the accounts of some of the first healthcare workers to get vaccinated.

With resources—such as posters and fact sheets—that we continue to add to, the vaccination campaign set the groundwork for much of SafeCare's work in 2021.



3,160 WEB PAGE VIEWS

SECOND HIGHEST VIEWED PAGE ON SAFECARE BC WEBSITE

COVID VACCINATION

TALK EARLY. TALK OPENLY. TALK OFTEN.

Find out what you need to know
www.safecarebc.ca/vaccination

Care For Caregivers Turns One



Your Mental Health Matters

Our commitment to providing free, easy-to-access mental health resources continued with increased support of [Care for Caregivers](#).

The free mental health resource platform created by SafeCare BC, the Canadian Mental Health Association BC Division, and the Ministry of Mental Health and Addictions displayed tremendous growth throughout its first year.



16,081 UNIQUE WEB USERS



68 WEBINARS



2,900 WEBINAR PARTICIPANTS



Here to Listen

[Care to Speak](#)—the confidential peer support chat service—expanded its hours to better suit the needs of healthcare workers.

With over 300 phone calls and online chats, the free service nearly tripled its interactions from 2020.



317 INTERACTIONS



193% INCREASE FROM LAST YEAR

Providing Support

Supporting Managers and Leaders

Recognizing the limited mental health support for leaders, SafeCare BC created **Leading from the Inside Out**, a peer support group moderated by Coach Callie Bland (pictured left) for the sector's managers and leaders. From May to October, small groups met each month to offer each other support and share the things that contributed to their well-being.

"This is a great initiative, especially since so little is done to support and connect leaders in the sector. The smaller groups are great."
— program participant



Supporting Family Visitation

When the province announced it was easing restrictions on visitation in long-term care and assisted living, we created [resources](#) to help support workers through the transition.



8 UNIQUE RESOURCES



393 DOWNLOADS



1 ONLINE COURSE CREATED

VISITATION

FAQ



Now that visitation restrictions are relaxing you must have lots of questions. This pamphlet will help by answers some of the most common questions we get about visitation.

Celebrating Innovation

Safety Den Returns

After a year hiatus, the Dragons' Den-inspired event **Safety Den** made its return at the 2021 BC Care Providers Association annual conference. In a first for Safety Den, the event took place entirely virtually.

Celebrating and showcasing ideas and innovation from across the province, we received a **record number of submissions** in 2021.

In the end, it was Heather Greer of Castlevue Care Centre whose "[Fears and Solutions](#)" project impressed the Safety Dragons the most.



"Engaging content that inspired some team building within my organization. Thank you."
– Hearts and Hands participant



Celebrating You

Celebrate. Educate. Inspire.

The annual **Hearts and Hands** conference for healthcare assistants returned in a virtual format—with its biggest audience yet.

Hosted by Hearts and Hands veteran Brenda Robinson, the free week-long event provided access to daily education sessions, interactive activities, community-building discussion boards, and great prizes to be won by participants.

Covering topics such as racism in healthcare, having difficult conversations, and creating healthy meals, this year's education sessions covered many overlooked health and safety subjects.

The event was made possible with help from our sponsors, including for the first time in the event's history, a presenting partner: TD Bank Group.

960 PARTICIPANTS

98% RATED THE EVENT AS EXCELLENT OR GOOD

By the Numbers

MEMBER SURVEY RESULTS — The Member Survey helps inform our strategic planning and annual work plan

75% of respondents said SafeCare BC has helped their organization improve health and safety

1,016 total respondents. That's nearly double the past two years—combined.

81% of respondents rated SafeCare BC's services as good or excellent



"SafeCare BC has done an amazing job to assist its members with the challenges of the pandemic. SafeCare BC is very accessible. Their CEO actually calls you and asks you if you need help."

— Survey respondent

WORKSHOPS AND EDUCATION



180 WORKSHOPS



4,800 COMPLETED ONLINE COURSES

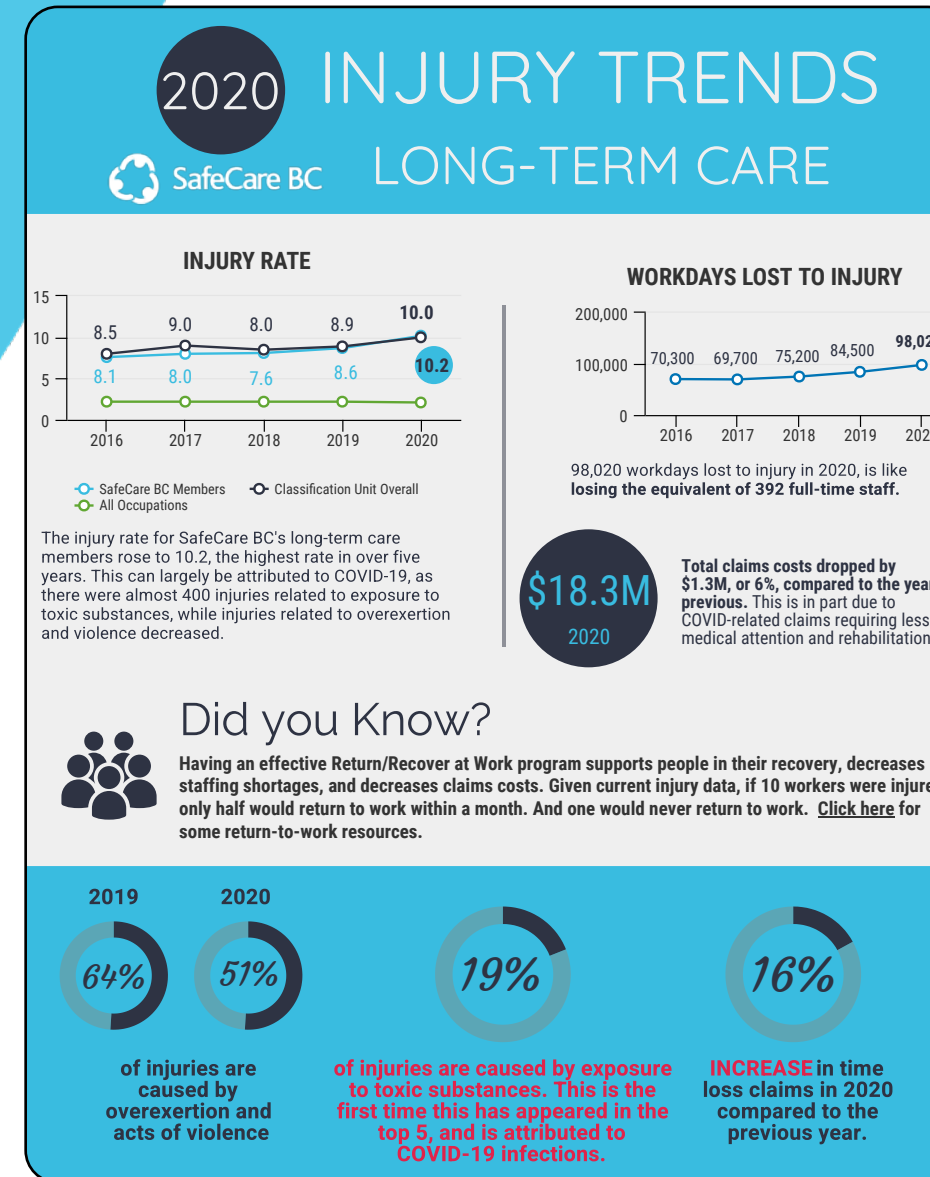


2,500 PARTICIPANTS IN INSTRUCTOR LED COURSES AND WORKSHOPS

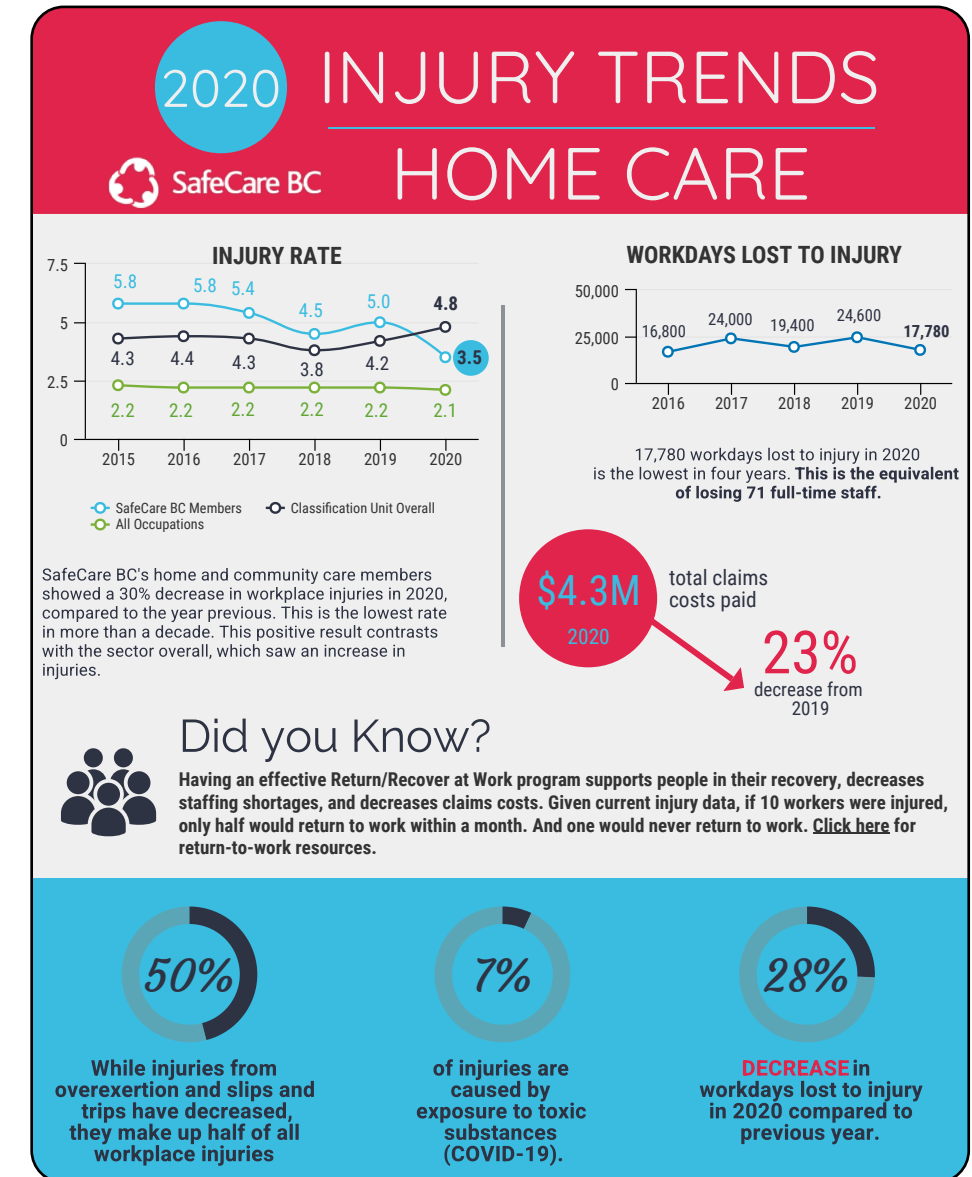


"I have learned so many good strategies for my workplace."

— Workshop participant



Injury Trends



The People

SafeCare BC Staff

Saleema Dhalla, CEO

Ken Donohue, Senior Director, Innovation and Partnerships

Anna Richter, Director, Workplace Health and Safety Programs

Grace Kariuki, Director, Communications

Brooke Astles, Education and Gerontology Lead

Katie Schultz, Learning and Development Advisor

Zach Butler, Digital Media and Communications Coordinator

Jennifer LeSage, Program and Facilitator Support Lead

Jenni Cannon, Pandemic Response Engagement Lead

Marga Sison, Programs Coordinator

Hannah Weinkauff, Project Coordinator

Garrett Chance, Programs Advisor

Jennifer Derksen, Occupational Health and Safety Consultant

We are fortunate to have a number of passionate individuals who volunteer their time and expertise so SafeCare BC can respond to the needs of our members, and strive to be the health and safety leader in the continuing care sector.

We would like to acknowledge their contribution.

The Frontline Communications Working Group

Michelle Embury, Plan A Staffing
(Ridgeview Lodge)

Bryan Gay, Menno Place

Phil LeVesconte, BC General Employees' Union

Lynn Morran, Interior Health

Tonya Neufeld, Menno Place

Karen Reeves, retired home support worker

Board of Directors

Kerry Bowman, Chair, Bayshore Home Health

Michael Neumann, Vice Chair, Verve Senior Living

Nicki Bavis, Secretary-Treasurer

Robert Breen, Denominational Health Association

Lynn Bueckert, Hospital Employees Union

Twyla Johnson, Pacific Coast Health Services

David Keselman, Louis Brier Home

Jeanette Lee, Menno Place

Dimitra Pololos, Kiwanis Care Centre

Mahen Ramdharry, BC General Employees' Union

Rob Senghera, Revera

Marina Young, Kinsmen Lodge

Kris Coventry, Trillium Communities

Saleema Dhalla, SafeCare BC

Terry Lake, BC Care Providers Association

Denise Subotin, WorkSafeBC

Technical Advisory Committee

Mahen Ramdharry, Chair, B.C. General Employees' Union

Noreen Donnelly, Vice-Chair, Bayshore Home Health

Brian Campbell, BC General Employees' Union

Erin Beaudoin, Eden Gardens

Anne Bull, Hospital Employees' Union

Chris Rickinson, BC Nurses' Union

Michele Thomson, Buron

Doug Kinna, BC General Employees' Union

Chrissy Polajzar, Hospital Employees' Union

Ethan Martin, Comfort Keepers

Tamara Ross, Sienna Senior Living

Russell English, WorkSafeBC

Saleema Dhalla, SafeCare BC

Anna Richter, SafeCare BC

"I feel like I will be able to provide better care...
Thanks for being awesome."

-Workshop participant



SafeCare BC

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WE ASKED OUR MEMBERS WHAT THEY ENJOY MOST ABOUT THEIR JOB

"Making my clients smile when I enter their homes is such a privilege. They are trusting their care to me and I feel very honoured."

"Seeing happy faces of the residents and hearing that we are helping them and that they appreciate us. Motivates me and brighten my day!"

"Knowing that the work we do together makes a difference in others' lives."

"I enjoy making my clients life a little bit easier every day. Making them comfortable and loved."

"The connections that can be made with the people you work with."

"When you're having a bad day and one of your elders give you a smile and it brightens your spirit."

"Feeling like my job has purpose and seeing residents smile when they see me."

"Hearing residents' stories and what is important to them."

"I enjoy seeing the residents laugh and making them smile."