



Enhancing the care of older adults by learning together

**ADVANCED GERONTOLOGICAL EDUCATION (AGE) INC.
PARTNERS WITH PROMASK FIT TO DELIVER GENTLE PERSUASIVE APPROACHES
TO HEALTHCARE STUDENTS ACROSS THE GTA**

FOR IMMEDIATE RELEASE:

Hamilton, Ontario, March 14th, 2017. Advanced Gerontological Education (AGE) Inc., a national not-for-profit social enterprise committed to enhancing the care of older adults, is excited to announce a partnership with Toronto's **ProMask Fit Healthcare Training Centre**. AGE will deliver its **Gentle Persuasive Approaches (GPA®) in Dementia Care** education to ProMask Fit's healthcare students across the GTA.

Both organizations believe in the importance of a person-centred approach to the care of older adults, as well as the urgent need to promote a deeper understanding of dementia in healthcare students.

“ProMask Fit is delighted to be joining Age Inc in a partnership that will permit the delivery of the GPA Basic Education program to various healthcare students in the GTA region. ProMask Fit offers an integrative approach to inter-disciplinary collaboration among various healthcare professionals and community partners through our training and workshop courses. This partnership will enable ProMask Fit to help students appreciate the importance of the role that GPA education emphasizes when working with clients with dementia, as they adopt a person-centred approach to care. ProMask Fit is happy to have the opportunity to contribute to AGE's mission of "enhancing the care of older adults by learning together;” says Vieneta Persaud, President of ProMask Fit.

Patti Boucher, AGE Executive Director agrees, “Students are the future of healthcare! Ensuring that those in the geriatrics field have easy and affordable access to the knowledge and skills needed to understand the challenging behaviours of dementia while also versed in respectful self protection techniques is absolutely essential. ProMask Fit’s commitment to the highest course quality and its integrative approach to inter-disciplinary collaboration works well with AGE’s own belief in partnership across disciplines, sectors and settings. This new relationship supports AGE’s goal of standardizing the delivery of GPA and ensuring it remains affordable and accessible to students who want or need GPA Basics in the Greater Toronto Area.”

The need for GPA education and training is reflected in the statistics: 90% of Canadian frontline workers experienced physical violence and 43% reported physical violence on a daily basis (Banerjee et al, 2012). Care provider distress is 5X greater among individuals caring for seniors with moderate to severe cognitive impairment (CIHI 2010). In addition, 1 in 5 individuals caring for persons with dementia report feelings of distress, anger or depression, or an inability to continue care (Alzheimer Society of Ontario, 2012).

To date, **Gentle Persuasive Approaches (GPA®) in Dementia Care** has been delivered to more than 288,000+ healthcare providers and students across Canada by more than 2,900 GPA Certified Coaches in 1700+ organizations coast to coast. The GPA program is delivered in English and French (Approches Douces et Persuasives ADP^{MD}).

The GPA rollout to ProMask Fit’s healthcare students begins Spring 2017.

For more information about AGE Inc. and Gentle Persuasive Approaches (GPA®) in Dementia Care, visit the company’s comprehensive new website at www.ageinc.ca.

About Advanced Gerontological Education (AGE) Inc.

AGE is a national not-for-profit social enterprise committed to enhancing the care of older adults through dementia education products and services. We have continuously evolved not only to meet but to enrich the changing educational needs of the gerontological community in Canada. Today, we are a leader in accessible, affordable dementia education products and services.



AGE is the creator and developer of **Gentle Persuasive Approaches (GPA®)** in **Dementia Care.**

For more information visit www.ageinc.ca



ProMask Fit offers an integrative approach to interdisciplinary collaboration amongst various healthcare professionals and community partners through high-quality workshops and training. The organization works with highly skilled instructors to ensure that the courses delivered will continue to maintain and represent a high caliber of integrity that is invaluable to students' professional development.

For more info please visit www.promaskfit.com

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