

AGE PARTNERS WITH NBCCSA TO DELIVER GENTLE PERSUASIVE APPROACHES (GPA[®]) IN DEMENTIA CARE TO POINT-OF-CARE STAFF IN HEALTH & COMMUNITY CARE ORGANIZATIONS ACROSS NEW BRUNSWICK

FOR IMMEDIATE RELEASE:

Hamilton, Ontario, May 17th, 2017. Advanced Gerontological Education (AGE) Inc., a Canada-wide not-for-profit social enterprise committed to enhancing the care of older adults, is excited to announce a partnership with the **New Brunswick Continuing Care Safety Association Inc. (NBCCSA)**.

AGE will deliver its Gentle Persuasive Approaches (GPA[®]) / Approches Douces et Persuasives (ADP^{MD}) in Dementia Care to the NBCCSA's point-of-care staff in health and community organizations throughout New Brunswick, in both official languages. GPA roll-out to the NBCCSA's membership begins in June with a bilingual GPA/ADP Coach Workshop in Fredericton. The roll-out ties in with the official launch of Approches Douces et Persuasives (ADP^{MD}) to the Francophone market across Canada at the end of May.

AGE and NBCCSA recognize the need to promote a deeper understanding of dementia in health and community care providers that includes education and training on how to safely and respectfully manage responsive behaviours. The statistics reflect the urgency: 90% of Canadian frontline workers experienced physical violence; 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). 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).

Patti Boucher, AGE Executive Director is thrilled to announce this partnership. *“By partnering with AGE, NBCCSA demonstrates a commitment to model their leadership in the promotion of employee*

safety and quality client care through the delivery of the GPA program, equipping care providers in New Brunswick to provide person-centred, compassionate and gentle persuasive approaches in caring for the older adult population. GPA equips care providers with the knowledge and skills to respond respectfully and with confidence to behaviours associated with dementia. The result is a safe and healthy environment for all! This partnership also represents a wonderful opportunity for AGE to expand Gentle Persuasive Approaches / Approches Douces et Persuasives ADP^{MD}) to reach our Francophone colleagues in the field of continuing care.”

Denise Paradis, Executive Director of NBCCSA emphasizes the specialized approach to care required by her membership: *“A nursing home’s prime purpose is a resident’s home in which a variety of services are provided, including medical care. This makes for a very unique work environment and requires a specialized approach to respect the needs of such a vulnerable population while protecting workers at the same time. With more New Brunswickers living with dementia-related illnesses, the demand for specialized care has risen. I am thrilled to be partnering with AGE Inc. to bring proven tools to the frontline across the continuum of care with Gentle Persuasive Approaches (GPA); helping caregivers defuse stressful situations and protect themselves and their colleagues, while maintaining quality care through good communication and strategies,”* says Denise Paradis.

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, across Canada. To learn more about Gentle Persuasive Approaches (GPA[®]) / Approches Douces et Persuasives (ADP^{MD}), visit the AGE website at www.ageinc.ca and download the new [AGE Media Kit](#), available in English and French.

About Advanced Gerontological Education (AGE) Inc.



AGE is a Canada-wide not-for-profit social enterprise committed to enhancing the care of older adults through dementia education with profits reinvested to further our social mission. 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 developer of Gentle Persuasive Approaches (GPA®) in Dementia Care. More than 288,000 care providers in more than 1,700 organizations across Canada have taken GPA education taught by more than 2,900 GPA Certified Coaches.

About New Brunswick Continuing Care Safety Association Inc.

**New Brunswick
Continuing Care Safety
Association Inc.**



**Association de sécurité
des soins continus
du Nouveau-Brunswick Inc.**

The New Brunswick Continuing Care Safety Association (NBCCSA) is a not-for-profit association created by the New Brunswick Association of Nursing Homes (NBANH) and WorkSafeNB with the intent to not only service the unique needs of the nursing home sector, but to promote health and safety for the home care, special care homes and acute care streams. Often those who take care of our most vulnerable put their safety at risk when providing quality care by putting their residents' and clients' needs ahead of their own safety. The NBCCSA is dedicated to providing cost-effective, custom built programs, solutions and tools to meet the needs of the sectors it serves while maintaining the high standards of care provided by its members. For more info visit www.nbccsa.com

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