

ANNUAL REPORT 2021/22

Advancing AGE

Evolving to
meet our mission
of **enhancing** the
care of older adults
by **learning**
together.



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WHY DEMENTIA EDUCATION?

Without the appropriate education and training, those who work with persons living with dementia and responsive behaviours are at risk of physical, emotional and/or psychological harm. Gentle Persuasive Approaches (GPA) in Dementia Care equips care providers with the knowledge, skills and confidence required.

5x

Care provider distress is 5x greater among individuals caring for seniors with moderate to severe cognitive impairment.

Canadian Institute for Health Information, 2010

90%

In Canada, 90% of frontline workers experience physical violence and 43% reported violence on a daily basis.

Banerjee et al, 2012

1/5

One in five individuals caring for persons with dementia reports feelings of distress, anger, depression or an inability to continue care.

Alzheimer Society of Ontario

ABOUT AGE INC.

Who are we? AGE Inc. is a national not-for-profit social enterprise based in Hamilton, Ontario. From a small cooperative in 1997, we have become a leading innovator in education to support the care of older adults living with dementia.

Our main product is Gentle Persuasive Approaches (GPA) in Dementia Care. Now in its 4th edition, GPA is a practical, evidence-informed dementia-care curriculum available in a variety of flexible formats, including in-person and virtual classrooms, integrated options or independent eLearning. Download the [GPA Fact Sheet](#).

More than 550,000 Canadian healthcare providers, students and volunteers have participated in GPA. They are encouraged to refresh their GPA knowledge and skills regularly through an annual two-hour GPA-Recharged session.

Why is GPA education important for care providers?

GPA equips participants with the knowledge, skills and confidence they need to support persons living with dementia and responsive behaviours. This includes more highly escalated behaviours that may require gentle, respectful physical redirection or temporary body containment strategies.

How is GPA delivered?

The recommended delivery method for GPA is the GPA Certified Coach model. Coaches are individuals authorized by AGE to facilitate the GPA curriculum, following successful participation in a 15-hour GPA Certified Coach Workshop. Coaches are champions of person-centred

care and agents of practice change. They are selected by their organization to support their healthcare colleagues to apply GPA principles and strategies beyond the classroom. [Learn more](#).

After a GPA education session, participants are able to:

- Understand a person with dementia is a unique human being still capable of interacting with the outside world.
- Explain the relationship between the disease process and a person's behavioural response.

→ Apply emotional, environmental and interpersonal communication strategies to prevent and defuse responsive behaviours.

→ Demonstrate suitable, respectful physical techniques to use in situations of risk in the care setting.

GPA is available in both English and French.

OUR PURPOSE

MISSION	Enhancing the care of older adults by learning together.				
VISION	AGE Inc. is the leading innovator in educational services to support the care of older adults living with dementia.				
PRINCIPLES		1 ----- Support collaboration among disciplines, service sectors and educational settings.	2 ----- Develop programs and resources that are consumer-driven and clinically relevant and that use adult learning principles and appropriate evaluation mechanisms.	3 ----- Promote an environment that supports the integration of service, education and research.	

OUR CORE VALUES

Make learning a reality

Provide learning and education that is based on best practices, evidence informed, responsive to the needs of consumers and focused on applied practices.

Create a compassionate environment

Foster trust, respect, honesty, sensitivity and fairness.

Work collaboratively

Engage with the community to ensure standards of quality and education for those caring for older persons.

Ensure accessible learning

Provide learning that is outreach focused and affordable for consumers and the community.

Enrich the community

Pursue opportunities for volunteerism and build partnerships to improve the community we serve.

Act responsibly

Commit to quality service and fiscal responsibility.

OUR STRATEGIC PRIORITIES

ORGANIZATIONAL DEVELOPMENT	Ensure essential resources and competencies are in place to manage and deliver services effectively to clients.
PROMOTION	Promote our suite of core products and services and position AGE strategically as a leading Canadian social enterprise.
PARTNERSHIPS	Retain and acquire new strategic partnerships that strengthen stakeholder connections to GPA and expand the influence of AGE Inc.
FINANCIAL	Achieve systematic growth that is aligned with our organizational principles as a social enterprise.

HIGHLIGHTS OF OUR YEAR

QUARTERS 1 AND 2

QUARTER ONE	SPOTLIGHT GPA eLearning is included in Ontario's PSW-Fast Delivery Program, a response by Colleges and Institutes Canada (CICan) to alleviate healthcare staff shortages.		SPOTLIGHT Development begins on new AGE webstore to enhance security and improve the customer shopping journey and overall shopping experience.	QUARTER TWO	
AGE delivers three presentations at 21 st Biennial Conference of the Canadian Gerontological Nursing Association (CGNA). Details on page 21.	We begin updates on the GPA Activities Learning Package (ALP) via an Expansion Pack. Collaborative project with GPA CCs to add new scenarios to reinforce learning of GPA concepts.		Three AGE abstracts accepted for the 50 th Annual Scientific and Educational Meeting hosted by the Canadian Association on Gerontology (CAG) in October 2021. Details on page 21.	Start of GPA Bathing Pilot, Phase 2. Units 1-3. 452 4 th -year Nursing students from Toronto Metropolitan University (TMU) (formerly Ryerson) participate.	
AGE ED speaks about AGE and GPA on the <i>Scott Thompson Show</i> , Global News Radio.	GPA eLearning Pilot Evaluation (Part 1) with 8 Residents from McMaster University's Geriatric Medicine Subspecialty Residency Program. Aim was to equip Residents with the knowledge to recommend non-pharmacological interventions as first-line approaches for patients living with dementia and responsive behaviours and gather feedback on how GPA might be tailored to suit this group of healthcare providers.		Implement GPA eLearning Pilot Evaluation (Part 2). Medicine Residents provide feedback on their GPA eLearning.	Staff retreat: <i>Fanning the Creative Spirit (virtual) Workshop</i> .	AGE Annual General Meeting. Dr. Jennifer Dobbelsteyn presents " <i>Practicing Reconciliation: Conducting Culturally Safe Research and Program Development with Indigenous Peoples.</i> "
Development begins on a virtual format for GPA Certified Coach Workshops, with input from GPA Master Coaches and Certified Coaches.	AGE Education & Training Specialist invited as panelist at Conestoga College's annual Trailblazer event on the future of training unregulated Care workers (PSWs).		University of Waterloo co-op student begins paid internship.	<p>→ As of 2022, more than 550,000 Canadians who interact with persons living with dementia have participated in GPA.</p>	

HIGHLIGHTS OF OUR YEAR

QUARTERS 3 AND 4

A special highlight!
Dr. Victoria McLelland,
AGE Research Coordinator
brought Oliver into the
world on New Year's Day

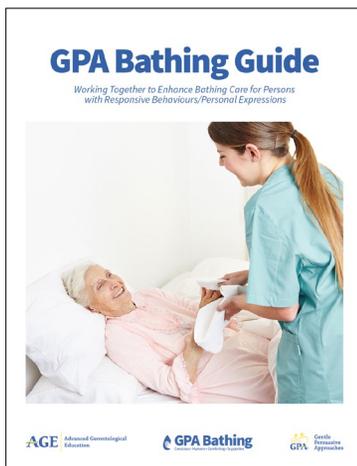


QUARTER THREE	SPOTLIGHT AGE nominated as finalist in 2021 Charity Village Conference and Awards, <i>Best Youth Engagement Organization (Under 20 Staff)</i> .		SPOTLIGHT Ontario Ministry of Training, Colleges & Universities', PSW Standard recommends GPA strategies and approaches to mitigate and/or de-escalate responsive behaviours in dementia care settings.	QUARTER FOUR			
<p>AGE delivers three presentations at the 50th Annual Scientific and Educational Meeting hosted by the Canadian Association on Gerontology (CAG). <i>Details on page 21.</i></p>	<p>Niagara College Canada make GPA part of both its Practical Nursing and Community Mental Health programs. (GPA has been part of its PSW curriculum since 2012.) Link to press release.</p>		<p>Start of GPA Bathing Pilot, Phase 3, Unit 4. 530 4th-year Metropolitan University (TMU) (formerly Ryerson) Nursing students.</p>	<p>Staff Survey on returning to the office (follow-up Pulse Check survey, May 2022).</p>	<p>New AGE CIO (12-month contract) hired to conduct IT needs assessment and policy review.</p>	<p>Initial planning for the AGE Inc. Lori Schindel Martin Scholarship for a deserving gerontology Nursing student.</p>	
<p>AGE ED and AGE Education and Training Specialist attend the International Program for Excellence in Health Studies conference, hosted by Sino-Canada and Guanghua International Education Association. (virtual)</p>	<p>Gallagher Canada hired to do a human resource capacity review in order to maintain the momentum of AGE's rapid growth.</p>		<p><i>Published!</i> Collaborative Research with London Health Sciences Centre. Implementing GPA Dementia Education for Staff on In-Patient Medicine Units. SAGE Journals. Dementia: The International Journal of Social Research and Practice, January 2022. <i>Details, page 21</i></p>		<p><i>Published!</i> Collaborative Research. Reliability of Nurses' Use of a Direct Behavioural Observation Tool in the Dementia Context: Implications for Development of Predictive Systems of Behavioural Assessment. Perspectives, Journal of the Canadian Gerontological Nursing Association (CGNA). Vol. 42, No. 3.</p>		
<p><i>Published!</i> Winter Edition of GPA Certified Coach Approach Newsletter.</p>	<p>Launch of new incentives for staff health and wellness.</p>	<p><i>Published!</i> AGE Recognition Awards. First GPA story from the point of care during the pandemic published. <i>Sandra's Story: Halton Region. Milton Adult Day Program & Allendale Long-Term Care.</i></p>		<p><i>Published!</i> AGE Recognition Awards: We publish second GPA story from the point of care during the pandemic. <i>Tabatha's Story: Summerset Manor Long-Term Care, Summerside, PEI.</i></p>		<p>Planning begins for AGE team to participate in IG Wealth Management Walk for Alzheimer's.</p>	<p>Final month for GPA Certified Coaches to update to GPA 4th edition.</p>

A SPECIAL MESSAGE ON OUR EVOLUTION FROM LORI, A CO-FOUNDER OF GPA



By Dr. Lori Schindel Martin,
RN, PhD, Professor, Daphne Cockwell
School of Nursing, Toronto Metropolitan
University, Gentle Persuasive Approaches
(GPA) Co-Founder and Co-Author/
Creator, R&D Advisor to AGE Inc.



The GPA Bathing
Guide cover

I have proudly contributed to the development of Gentle Persuasive Approaches (GPA) for the past 18 years. Since its inception in 2004, inter-professional teams of clinicians, educators and other experts collaborated to build GPA into a cohesive evidence-informed program with real-world impact. GPA includes a suite of teaching options that serve caregiver learning needs across sectors and human resource infrastructures. Several recent research studies and program evaluations revealed positive outcomes for knowledge, competence, and confidence for dementia care, presented at national and international conferences and published in peer-reviewed journals. These findings demonstrate that GPA inspires both healthcare students and professionals to engage in safe, person-centred relational interactions with persons living with dementia who experience responsive behaviours.

AGE Inc. has reached a new era. Healthcare instructors, educators and best practice leaders at unit and organizational levels can confidently deliver GPA in online or in-person classrooms or hybrid formats to leverage for positive behavioural outcomes. Six new eLearning units, constituting *GPA Bathing*, provide additional knowledge to strengthen skills in personal caregiving. My proudest moment during the past year was introducing the first four units of the new GPA Bathing curriculum to 4th-year Nursing students at Toronto Metropolitan University (TMU).

Implementation of the full suite of GPA will strengthen organizational support to meet competency requirements for specialized knowledge in dementia care. Similarly, GPA can be embedded into healthcare student programs to meet entry-to-practice competencies for licensure and employment, in settings where well-prepared individuals are needed to provide person-centred care for a growing population of people living with dementia, at home or in formal care settings.

MESSAGE FROM JULIAN, CHAIRMAN OF THE BOARD



By Julian Quinton,
BA, MBA, Dip. PT
Chairman of the Board

They have grown. They have innovated. They have thrived. Despite the global health crisis, the AGE team continued to deliver on its mission to enhance the care of older adults living with dementia. – JULIAN

As you look through this year's Annual Report, you may recall me writing about my first year as Chairman of the Board when the COVID pandemic was in full swing. My second term has been 'more of the same'; the pandemic has stayed around far longer than many of us could have predicted. On the topic of 'more of the same,' I am pleased to say the AGE team has once again outperformed and delivered far more than you could imagine.

They have grown. They have innovated. They have thrived. Despite the global health crisis, the AGE team continued to deliver on its mission to enhance the care of older adults living with dementia.

AGE has grown physically, in terms of a new bricks and mortar office location, and in the number of staff hired to support its ongoing growth.

AGE has also grown virtually through continuous enhancements to its new online format for GPA Certified Coach Workshops. AGE's virtual dementia education is here to stay—it has become a very popular new option with customers.

The team also successfully launched GPA eLearning 4th edition this year.

During a time when team members were working remotely, these achievements are incredible.

Change can be scary, particularly in a world where change is the only constant. But looking back over the past few years, everyone working at AGE, including GPA Master Coaches and the 1,500+ GPA Certified Coaches across Canada, are change champions. Perhaps staff and stakeholders don't think of themselves that way, but the proof is there! It's in the success of this not-for-profit social enterprise during a demanding and devastating

time in history, particularly in the healthcare sector. I am so proud of the AGE team's accomplishments.

So, what does the future have in store for AGE? Continuing on the subject of change, a new Chair of the Board will take over in September 2022. Laurie Fox, the current Vice Chair, will move into the hot seat. I know that AGE will be in great hands and I look forward to continuing as Past Chair and as a director, supporting the work and mission of this dynamic organization.

Like you, I am excited for the future and getting back to normal—whatever normal may look like.

A FEW WORDS FROM THE COMMITTEES OF THE BOARD

Finance / Audit Committee

Chair: Michael Dwyer

PURPOSE

The Finance/Audit Committee reviews AGE's finances monthly to ensure that the programs AGE promotes are adequately financed.

BOARD CONTRIBUTIONS

During the past year, the committee recommended that the new Lori Schindel Martin scholarship, currently in development, be funded for the next five years.

Based on information provided by AGE, the Finance and Executive Committees agreed that current staffing levels at AGE were inadequate to meet the current and anticipated pace of future growth and expansion plans. The Finance Committee with AGE staff were actioned to compile a budget to better meet these needs. We are pleased to say that the new budget will accommodate increased HR capacity, allowing AGE to stay the course in its mission to enhance the care of older adults living with dementia through the spread of GPA.

Governance / Nominating Committee

Chair: Dr. Andria Bianchi

PURPOSE

The Governance/Nominating Committee ensures that the Board of Directors (BOD) fulfills its legal, ethical, and functional responsibilities.

BOARD CONTRIBUTIONS

In September 2022, the Board will lose three directors whose terms have ended. The committee worked with AGE this past year to refresh recruitment postings for the various media recruitment platforms. We are delighted to announce that Angela Zehr and Avinesh Sundar will join the Board this fall, bringing strong financial expertise and insights to guide AGE's success.

Given the number of persons diagnosed with dementia, the need for AGE's products and services is growing rapidly. This fall, the Committee will work with the AGE ED to build a comprehensive Board education session to ensure members are well-prepared to steward this not-for-profit social enterprise toward continued success.

Executive Committee

Chair: Julian Quinton

PURPOSE

The Executive Committee is a subgroup of the Board that manages board activities. It includes the Past Chair, current Chair, Secretary and Chair of the Finance Committee. This committee supports planning for board meetings and acts as a sounding board for new ideas and brainstorming. The committee is designed to respond nimbly in the case of items or issues that arise between meetings.

BOARD CONTRIBUTIONS

During 2022, the focus of the Executive Committee (along with the Chair and Vice Chair) has been on supporting the organization and the Operations Manager while the Executive Director was on a leave of absence. The Executive Committee and BOD is grateful to Operations Manager, Paula DiLoreto, who has been fulfilling the role of Acting Executive Director at AGE. There has also been discussion around timing of the next Strategic Planning offsite, which is expected for later in the Fall of this year.

PAULA REPORTS ON OPERATIONS AND LOGISTICS



By Paula DiLoreto
Manager, Operations
& Logistics

It's rewarding to work for an organization steeped in providing quality products and compassionate services, even in the most difficult circumstances, through unwavering dedication to its mission. — PAULA

→

Our mission
Enhancing the care of older adults by learning together.

Living Our Mission

A banner on the home page of our website reads “AGE is about People.” I have long held that assertion as a mantra when reflecting on projects and initiatives at AGE: “How does this initiative move AGE further along in its mission?”

2021-2022 was another challenging year as we prepared for an unknown new normal and the impact of pandemic recovery. Despite lockdowns, work from home mandates, etc., our customer service and education teams remained responsive and dedicated to ensuring dementia education for care providers continued in ways that were effective, inspiring, and met pandemic protocols. GPA Certified Coaches (CCs) and their organizations were equally dedicated to collaborating and supporting the learning to continue.

Enhancing care

Externally, we continued to enhance dementia care by providing opportunities for GPA Coach certification coast-to-coast via the new virtual option launched last fiscal year. This year, we refined the option on the fly as we learned what was working and what was not. We developed novel ways for GPA CCs to maintain their certification through alternate but effective learning experiences such as webinars to review virtual teaching platforms. Our education team became continuous access and quality improvement specialists.

We also updated GPA eLearning in keeping with AGE's four-year curriculum redevelopment cycle.

Revisions to GPA eLearning included new, more contemporary videos to support context and key messaging, updates to reflect language changes in the sector and align our materials with BSO Person-Centred Language Guidelines.

The GPA Bathing curriculum for formal care providers is expected to launch in 2022-23. [Download the GPA Bathing Flyer.](#)

Learning Together

We learned our strength is derived internally from each other as a team, and externally from our stakeholders, clients and GPA Certified Coaches. We continued to invent, innovate and adapt and so we thrived as a not-for-profit social enterprise, at a time when many did not.

Most important, we continued to deliver high quality products, services and support to our stakeholders. Along with program sustainability, GPA knowledge transfer ensures their own success in enhancing the care of older adults with dementia.

INSIGHT

At AGE, we believe GPA can help strengthen the fragile post-pandemic healthcare framework.

DIVERSIFICATION OF REVENUE STREAMS

Spotlight →

Over the years, we have created and fostered 18 diverse revenue streams to ensure we meet the educational needs of all our customers.

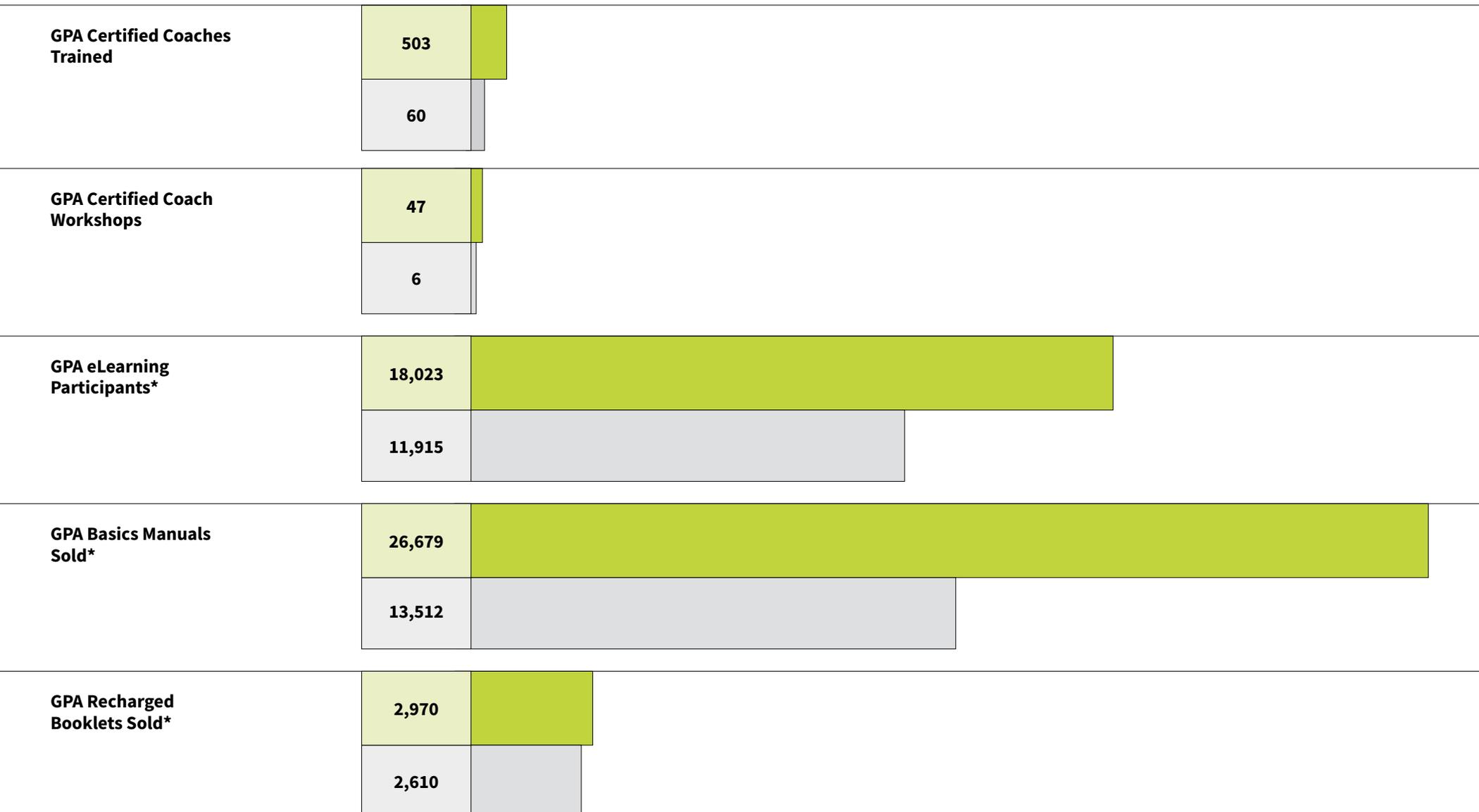
GPA Certified Coach Workshops	GPA Basics Education Sessions	GPA Basics Manuals	GPA-Recharged (GPA-R) Booklets	Certified Coach Renewal Fee	French GPA Basics (ADP) Manuals
GPA eLearning	French GPA-Recharged (ADP-R) Booklets	Multi-user GPA eLearning Option	French GPA (ADP) eLearning	Curriculum Usage Fee	Integrated GPA (iGPA) Hybrid
Self-Perceived Behavioural Management Self-Efficacy Profile	GPA Certified Coach Tote & Resource Kit	GPA Basics Education Virtual Sessions	GPA Certified Coach Virtual Workshops	Integrated GPA (iGPA) Virtual	GPA Curriculum Review Presentation Series (China)

A SNAPSHOT OF GROWTH OVER THE PAST YEAR

* English and French

● 2020-2021

● 2021-2022



MICHELE CHATS ABOUT PROJECTS, PRODUCTS AND PRODUCT DEVELOPMENT



By Michele Bliss
Clinical Education Specialist,
GPA Master Coach

GPA Certified Coaches have again shown their resiliency and persistence through another pandemic year, and I applaud them for that. I look forward to reconnecting with GPA CCs as we forge our way forward in dementia-care education. – MICHELE

Introduction

The second full year of the global pandemic was again marked by GPA Certified Coaches juggling multiple demands. Many were redeployed, filling staffing vacancies at the point of care. They were busy implementing ever-changing infection prevention protocols and addressing intermittent lockdowns, all while doing their best to meet the GPA educational and coaching needs of their team members. AGE is grateful to all CCs who maintained their certification status and updated to the GPA 4th Edition, despite numerous competing priorities.

Virtual conferences

Virtual conferences provided a safe, efficient format to share updates and evaluation outcomes. I was privileged to attend and present at

the Canadian Gerontological Nursing Association Conference (CGNA) in April 2021 and the Canadian Association of Gerontology (CAG) Conference in October 2022 to describe how the GPA curriculum development process is inherent in all GPA products and modalities, including virtual options. (See page 21 for details on these presentations.)

GPA Bathing

At AGE, the year included a major milestone with the completion and pilot evaluation of the remaining GPA Bathing eLearning units.

Through careful planning, thoughtful evaluation, and generous contributions of time from members of the GPA Bathing Curriculum Development Committee, AGE's vision of a complementary Bathing Curriculum is now a reality.

AGE is grateful to members of the GPA Bathing Curriculum Development Committee, notably,

[Dr. Lori Schindel Martin](#)
[Barbara J. McCoy](#)
[Maureen Montemuro](#)
[Janis Humphrey](#)
[Marion Penko](#) and
[Debbie Hewitt Colborne](#),
in addition to
[Leanne Turner](#)
[Allison D'Hondt](#)
[Lisa Wauchope](#)

SUGGESTED READING

GPA as a Critical Component in a Culture of Person Centred Care.

LEARN MORE

about the GPA Bathing curriculum on the Research Hub on our website or download the GPA Bathing Flyer.

MICHELE CHATS ABOUT PROJECTS, PRODUCTS AND PRODUCT DEVELOPMENT

→ Continued from page 16

“The ALP Expansion Project is driven by the mosaic of experiences contributed by GPA CCs.” — Salma Abdelghaffar, Student Intern, Integrated Biomedical Engineering & Health Sciences (iBioMed)

ALP Expansion project

Last year marked the first phase of the Activities Learning Package (ALP) Expansion Project. Salma Abdelghaffar, a student in the McMaster Integrated Biomedical Engineering & Health Sciences (iBioMed) program, worked with AGE over the summer to plan the development of additional ALP example scenarios for GPA CCs to choose from when using the ALPs. Many thanks to the GPA Certified Coaches who are working with Salma on this project.

LEARN MORE
about GPA
Certified Coach
Training

McMaster Geri Med pilot

In September 2021, Residents from the McMaster Geriatric Medicine and Care of the Elderly Physician programs participated in a novel GPA pilot. The goal was to determine if and how Integrated GPA (iGPA) can be tailored for Physician Specialists to integrate GPA knowledge and skills at the point of care in a team approach. Initial feedback suggests clinical case-scenarios that demonstrate GPA as non-pharmacological recommendations would be helpful in a Coach-facilitated session. Thanks to Dr. Tricia Woo, MD, MSc, FRCPC, Department of Medicine, McMaster University and a geriatrician at St. Peter's Hospital, Hamilton Health Sciences, for spearheading this trial.

Over the past fiscal year, the AGE team worked together to respond to coach inquiries, maintenance and renewal issues and day-to-day support. Together, we continued to adapt to the ever-changing landscape of the pandemic. While we are seeing light at the end of the tunnel, the road ahead remains uncharted, but I know we can navigate it together.



GPA Certified Coach
Workshop, small-group
learning with GPA ALPs.



LISA'S REPORT ON EDUCATION AND TRAINING

Milestone



Lisa Wauchope
Education and Training Specialist

Our seamless rotation to virtual facilitation gave way to easy access by organizations from rural locations and opportunities for engagement with others throughout the pandemic. This resulted in over 90% of the GPA CC Workshops being virtual this year. – LISA

Canada is the world's second largest country by land mass. But the virtual ecosystem in 2021 made GPA Master Coaches next door neighbours. The collaborative energy hosting GPA CC Workshops in varied time zones across Canada was due to the commitment and dedication GPA Master Coaches and GPA Certified Coaches have for learning together.



Watch Lisa's video message by clicking on her photo above.

Major achievements and highlights



47 GPA Certified Coach Workshops were hosted with over 500 care professionals certified as GPA Coaches.

Ontario Ministry of Colleges and Universities released revised PSW Education Standards. GPA is listed in the performance objectives as a best practice strategy and person-centred approach for dementia care.

Thank you to all organizations who sent staff to AGE Inc. to train as GPA CCs and to large organizations that held their own in-house workshops, e.g., Shannex, BSO Toronto Central, Conestoga College, Jarlette Health Services.

Our biggest collaboration of the year was with London Health Sciences. Over 30 staff from this organization became GPA Certified Coaches and are currently facilitating GPA Basics or Integrated GPA (iGPA).

GPA Certified Coach Tara Resnick became a GPA Master Coach and jumped in to co-coach virtual workshops and mentor GPA CCs and MCs in technology with tips for virtual facilitation
See Tara's video, page 30

During the pandemic, over 65% of GPA CC Workshops were co-coached and hosted by AGE Inc using the new virtual format.

AN OVERVIEW FROM MARIA ON BUSINESS SERVICES AND IT



By Maria Gomes
Manager, Business
Services & Information
Technology

The biggest goal of the new Business Services & Information Technology department is to build and maintain a secure, flexible, and scalable IT infrastructure that will serve AGE Inc. reliably into the future. — MARIA

Technology is more than the tools used to organize activity — it defines the way we do things.

Change is the only constant in life, and therefore in business. The pandemic highlighted that AGE Inc.'s existing business model and current technology no longer met our vision for growth. We needed to expand our level of service to meet and manage stakeholders' needs. While AGE has successfully adapted our products and services to the new virtual landscape, the new Business Services & Information Technology department was carved out of our desire to build a new model that enhances security for the customer experience, while also building our brand.

In January 2022, we assessed our IT landscape and determined next steps. We contracted John Currie as our interim Chief Information Officer (CIO) to help build out a strong IT infrastructure. John conducted a SWOT analysis to identify key areas of threat and weakness.

At this point, we are now well-equipped with the skills, knowledge and tools to develop our new business model, supported by sound infrastructure.

The biggest goal of the new department is to build and maintain a secure, flexible, and scalable IT infrastructure that will serve AGE Inc. reliably into the future. A major aspect of that initiative this year was the new AGE webstore. It delivers a far more efficient and branded one-stop shopping experience for customers where they can feel

confident their privacy and security are protected. The new webstore will also better inform AGE's e-commerce strategy — CRM, sales and marketing, fulfillment, finance, etc. First-party data we collect (data collected with customers' consent) will help us continuously improve the online shopping experience through the analytics and actionable insights it presents.

Highlights of the fiscal year for our new Business Services & Information Technology Department:

→ Managed multiple vendors to complete development on new webstore.

→ Implemented Service Desk ticket tracking, including monthly analysis of trends impacting customer experience to identify areas of improvement.

→ Integrated Purolator into NetSuite to automate and streamline product delivery processes.

→ Completed User Acceptance testing (UAT), internal end-to-end testing and random samples to validate the requirements for the webstore.

→ Implemented training for our new E-commerce Coordinator.

→ Implemented internal communication tools and strategies to streamline service desk queries and enhance stakeholder communication.

A WINDOW ON AGE RESEARCH FROM VICTORIA AND ANGEL



Dr. Victoria McLelland,
AGE Research Coordinator
(on maternity leave)



Angel Wang,
Interim AGE Research
Coordinator

This past year, AGE worked with the New Brunswick Alzheimer's Society and Horizon Health on their study evaluating GPA eLearning which provided GPA dementia education for a new population — friend and family caregivers. — VICTORIA AND ANGEL

Ongoing Evaluation of the GPA Bathing Curriculum

In fiscal 2021–2022, we continued to evaluate the eLearning units of the new GPA Bathing curriculum at Toronto Metropolitan University (TMU) (formerly Ryerson University). Units 1–3 were evaluated with 348 4th-year TMU Nursing students in Fall 2021 and Unit 4 was evaluated with 236 4th-year TMU Nursing students in Winter 2021/22. Before participating in GPA Bathing eLearning, participants discussed difficult situations and emotional distress when bathing persons living with dementia and emphasized the need for dementia-specific bathing education. After GPA Bathing, results showed significant improvements in bathing self-efficacy relative to baseline and participants reported gaining best bathing practice competencies.

Download more information about GPA Bathing, an overview, learning objectives and current evaluation results [here](#).

Evaluation of GPA Basics and GPA eLearning

We are actively developing manuscripts to publish our findings for previously completed projects. The project with TMU and McMaster University where we provided GPA eLearning to 78 medical, nursing, occupational therapy and physical therapy students, yielded positive outcomes for participants in self-efficacy, caring efficacy, competence, and knowledge in dementia care which were sustained 6–8 weeks after GPA. The manuscript for this project is being finalized.

AGE collaborated with Runnymede Health Centre on evaluating in-person GPA Basics with 88 interdisciplinary staff with results demonstrating participants had a significant increase in self-efficacy and knowledge. We provided input and feedback on their writing and submission of an abstract for the Canadian Association on Gerontology's (CAG) conference and will continue to provide guidance as they proceed to write a manuscript to disseminate the findings.

This past year, AGE worked with the New Brunswick (NB) Alzheimer's Society and Horizon Health on their study evaluating GPA eLearning, which provided GPA dementia education for a new population of caregivers (funded by the NB Healthy Seniors Pilot Project). Participants' self-efficacy in dementia care

significantly increased after GPA and they described the training as “emotional and powerful”. We provided guidance for qualitative analysis to the project's research assistant and will continue to act as a resource while they proceed with publications.

PRESENTATIONS AND PUBLICATIONS

PRESENTATIONS

Schindel Martin, L., McLelland, V., Bliss, M., Purdy, N., & Romaniuk, D. (2021, April 4-6). 'Incompetent, uncomfortable, confused, sad, frustrated': Introducing GPA Bathing eLearning units to enhance confidence in 4th-year Nursing students when bathing people living with dementia. Oral presentation at the *21st Biennial Conference of Canadian Gerontological Nursing Association (CGNA)*. [Learn more.](#)

Bliss, M., Schindel Martin, L., McCoy, B., Montemuro, M., Wauchope, L., Penko, M., Hewitt Colborne, D., D'Hondt, A., Humphrey, J., & Turner, L. (2021, April 4-6). Bathing development: Harnessing the wonder of collaboration for gerontological best practice. Oral presentation at the *21st Biennial Conference of the CGNA*. [Learn more.](#)

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McLelland, V., Schindel Martin, L., Bliss, M., Penko, M., Tsokas, M., O'Leary, J., & Romaniuk, D. (2021, October 20-22). Introducing GPA Bathing eLearning units to enhance confidence in cohorts of Nursing students and experienced healthcare providers. Oral presentation at *50th Annual Scientific and Educational Meeting hosted by CAG*. [Learn more.](#)

McLelland, V., Bliss, M., & Schindel Martin, L. (2021, October 20-22). Implementing Gentle Persuasive Approaches dementia education sessions in a novel virtual interactive format: Impacts of learner self-efficacy and satisfaction. Oral presentation at *50th Annual Scientific and Educational Meeting hosted by CAG*. [Learn more.](#)

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Crandall, J., Coastworth-Puspoky, R., Schlegel, K., Beker, L., **McLelland, V., & Schindel Martin, L.** (2022). Implementing Gentle Persuasive Approaches dementia education for staff on in-patient medicine units: A program evaluation. *Dementia, The International Journal of Social Research and Practice*. 21(4), 1173-1199. [Learn more.](#)

Schindel Martin, L., Woo, P., Cowan, D., McLelland, V. C., Miller, P., Wang, A. H., Newman, K., Rose, D., Ashbourne, J.,

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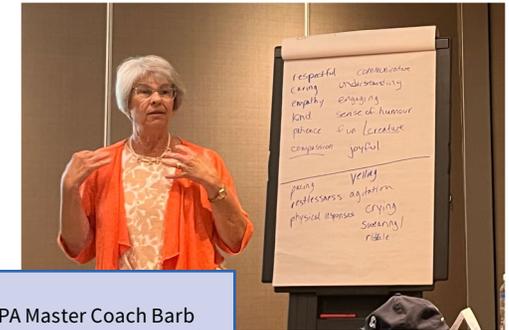
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Please note
The names of AGE contributors are bolded.

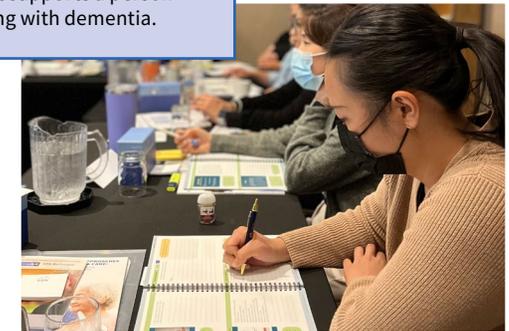
GPA CC WORKSHOP — LEARNING THEORY

Photography by Ryan James Terry,
Black Olive Arts, Hamilton, ON

↓ Morning welcome to
GPA Certified Coach
Candidates at the
beginning of the two-day
GPA CC Workshop.



↑ GPA Master Coach Barb
discussing the qualities of
a health care professional
that supports a person
living with dementia.



→ GPA CC Candidates
consider ways they can
facilitate interactions
with persons living with
dementia.



GPA CC WORKSHOP — HANDS-ON LEARNING



↓ Newly minted GPA Certified Coaches with GPA Master Coaches after finishing the two-day workshop.

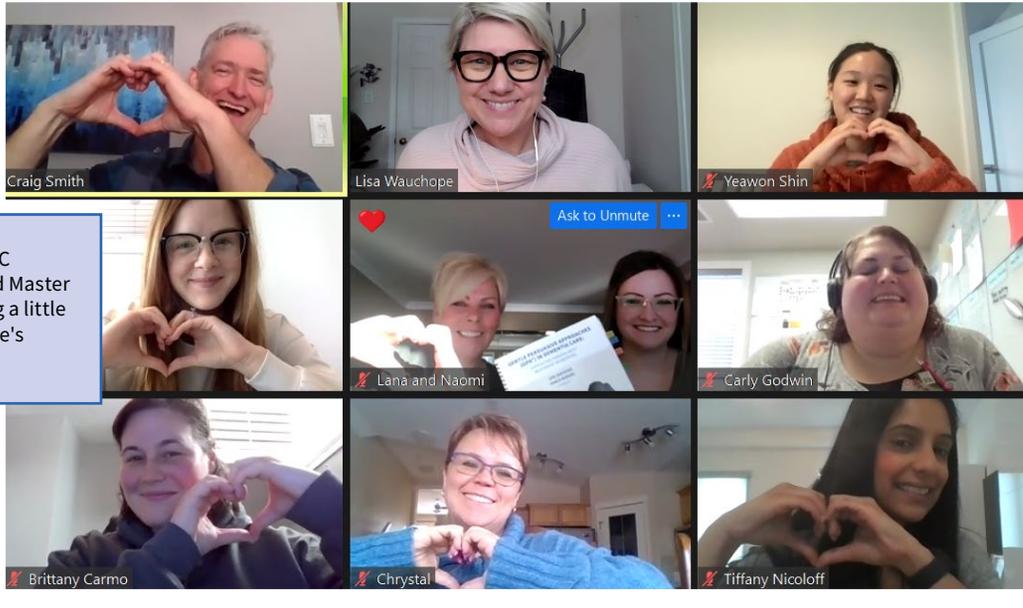


↑ learning GPA self-protective techniques for use in the dementia care setting.



← Working with ALP cards observed by AGE's Olivia Mouriopoulos.

GPA CC WORKSHOP — NAVIGATING THE PANDEMIC



→ Virtual GPA CC Candidates and Master Coaches having a little fun on Valentine's Day 2022

↓ Positive feedback left by a GPA CC Candidate in virtual workshop

USED SILENCE WELL, NICE FEEDBACK - ROCKED THE TECHNOLOGY! 😊



↑ Master Coach Barb with her GPA Buddy.

← Virtual GPA CC Candidates practising self-protective techniques with a GPA Buddy.

THE GPA NATIONAL ADVISORY COMMITTEE (NAC) REPORT

The GPA National Advisory Committee (NAC) consists of volunteer stakeholders representing organizations involved in the dissemination and promotion of GPA. Through attendance at bimonthly meetings, members provide important stakeholder input from both a geographic and sector lens, as well as from the perspective of their individual and member organization's clinical, developmental and operational expertise.

“Success is a journey not a destination. The doing is usually more important than the outcome.”

Arthur Ashe,
professional tennis player

Despite the critical staffing and human resource challenges that continued to be an issue over the second year of the pandemic, GPA NAC members attended meetings and reflected on trends, demands, and opportunities related to dementia care education. Their generous contributions of time and expertise inform the ongoing development and enhancement of the GPA curricula and its multiple modalities.

AGE is grateful to this group of passionate individuals. In particular, AGE is thankful to members who have transitioned through the GPA NAC Chair Role over the past year including Jennifer Lyle, Denise Paradis and Marjorie Belzile.

Their steadfast organization and leadership skills supported the committee meetings through many changes over the past year, including some of the trickier moments of 'technology fails' inherent in the virtual world.

Thank you.

GPA NAC members who moved on last year, through retirement or role change include the following long-time members:

Jennifer Lyle,
former CEO,
SafeCare BC;

Vivian White,
former Regional
Education
Coordinator,
Western Health,
Stephensville,
NL and a long-
time GPA Master
Coach.

AGE is grateful
for their
contributions
over the years
through the
GPA NAC and
subcommittees.

MEMBERS OF THE GPA NATIONAL ADVISORY COMMITTEE



GPA Spread in Canada

- GPA NAC Members by city / town
- GPA Implementation by province / territory

GPA NAC CHAIR
Marjorie Belzile,
 RN, DOHN, BH Admin, Program Coordinator and Trainer, New Brunswick Continuing Care Safety Association (NBCCSA) / Association de sécurité des soins continus du N.-B. (ASSCNB).

Alternate for Marjorie:
Denise Paradis,
 Executive Director of the New Brunswick Continuing Care Safety Association / Directrice générale de l'Association de la sécurité des soins continus du Nouveau-Brunswick.

Cindy Bond,
 SSW, Community Education Specialist, Alzheimer Society of Calgary, AB.

Craig Smith,
 BSCH, RSW, MSW, Elder Mediator and Geriatric Assessor LHIN Cornwall, Cornwall, ON.

Micheline St. Hilaire,
 NBA, MSc, Chief Executive Officer / Directeur général, Actionmarguerite, Winnipeg, MB.

Alternate for Micheline:
Josée Fournier,
 RN, Director of Dementia Care, Actionmarguerite.

Monica Bretzlaff,
 BA, TRS, Manager, Behavioural Supports Ontario (BSO Provincial & North East) Regional Aboriginal Mental Health Services, Seniors' Mental Health

Integrated Service & Seniors' Mental Health Regional Consultation Service, ON.

Alternate for Monica:
Debbie Hewitt Colborne,
 RN, MScN, GNC(C), Project Advisor at the Behavioural Supports Ontario (BSO) Coordinating Office, North Bay Regional Health Centre, ON.

Olivia Organ,
 B.Rec, CTRS, Recreation Specialist II, Home First Integrated Network Exploits Community Health Centre, Central Health, NL.

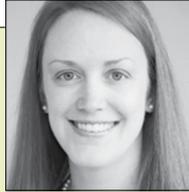
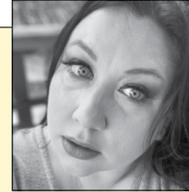
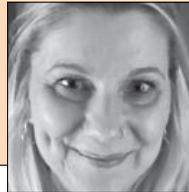
Alternate for Olivia:
Doug Keough,
 B.Rec, Regional Manager, Therapeutic Recreation, Central Health, NL.

Paul Fieldhouse,
 BA (Hon), BSW, MSW, RSW, Provincial Manager of Behavioural Health, Continuing Care, Nova Scotia Health Authority.

Saleema Dhalla,
 BA, MSc, Chief Executive Officer, SafeCare BC.

Tracy Danylyshen-Laycock,
 BSPE, MSW, RSW, Ph.D., Director, Continuing Care – Saskatoon Urban, Royal University Hospital.

MEET THE AWESOME AGE TEAM

							
<p>April Morganti Executive Director</p>	<p>Paula DiLoreto Manager, Operations and Logistics</p>	<p>Michele Bliss Clinical Education Specialist</p>	<p>Victoria McLelland Research Coordinator <i>(on maternity leave)</i></p>	<p>Angel Wang Interim Research Coordinator</p>	<p>Joyce Turner-Gionet Manager, Marketing and Communication</p>	<p>Daniela Busby Administrative Coordinator</p>	<p>Elena Vukosa E-commerce Coordinator</p>
<p>Maria Gomes Manager, Business Services & IT</p>	<p>Lisa Wauchope Education and Training Specialist</p>	<p>Olivia Mouriopoulos Education Coordinator</p>	<p>Robert Brosius Financial Controller</p>	<p>Grace Rodil Financial Analyst</p>	<p>Paul Madduma Client Service and Support Agent</p>	<p>Dominika Johnson Administrative Assistant</p>	<p>Mary Getsen Freelance Graphic Designer</p>
							

WE CONTINUE TO PARTNER WITH THESE RESPECTED ORGANIZATIONS



TESTIMONIALS TO GPA DURING THE PANDEMIC

On evaluating GPA for family and friend caregivers

“As a former volunteer for the Alzheimer Society of New Brunswick (ASNB), I frequently heard family and friend caregivers say they needed tools at home to help address responsive behaviours, in a way that was respectful to the person living with dementia. I am grateful to be one of the ASNB team who had the opportunity to work with Horizon Health Network and AGE Inc, to offer GPA education for the first time to meet the needs of these caregivers.” (Research study in 2020–2021 through the Healthy Seniors Pilot Project, New Brunswick). More details on page 20.

Isabelle Boulay,
Research Assistant and First Link Support,
Alzheimer Society of NB

On the importance of GPA for healthcare students

“Confederation College’s Practical Nursing Program had the pleasure of using GPA eLearning modules. The process was seamless. But best of all, we were able to pair the learning with course learning outcomes, knowledge and vocational learning outcomes set within our labs. The students really enjoyed the content and felt very well prepared for their first clinical placements. Many of our employers were happy that students came with this level of certification because they too require GPA training. Thank you AGE for making this a perfectly simple solution to a very important skill set!”

Dr. Michael Scarcello,
DNP, CNS, RN, Program Coordinator,
Practical Nursing Program Confederation College,
Thunder Bay, ON

On new learning opportunities arising in the virtual GPA classroom

“Coaching in a virtual world presents an opportunity to enhance system and personal competency in a safe, collaborative, interactive format. It offers aspiring GPA Certified Coaches the opportunity to embrace technology as a means to an end. The use of virtual Ice Breakers, Gallery View conversations/ demos/chat room group interaction, Menti & poll questions, website resources (e.g. ALPs), fillable documents, etc. — all of these make the GPA learning engaging and innovative. It becomes a collaboration “with” the learners instead of “to” the learners.”

Bob Spicer,
GPA Master Coach,
Psychogeriatric Resource Consultant,
North Bay Regional Health Centre, ON

TESTIMONIALS TO GPA DURING THE PANDEMIC

On facilitating GPA virtually during the pandemic



Watch Tara's video message by clicking on her photo.

Tara Resnick

GPA Master Coach and Psychogeriatric Resource Consultant, Regional Geriatric Program of Toronto, Ontario, North York General Hospital

On GPA at the point of care

“My experience at the point of care during the pandemic afforded me the privilege to enact the principles of GPA I have been teaching in the classroom as a GPA Certified Coach and GPA Master Coach for so long. I discovered just how scared, isolated and lonely patients/residents can be due to COVID-19 restrictions. Often, all they need is someone to talk to, so they do not feel quite so alone. Having time to listen and comfort them, while using strategies taught in the GPA curriculum, is extremely gratifying. GPA strategies have been so useful in helping me decrease their anxiety levels. In particular, the GPA strategy, validation, “going to where the person is in the moment,” works wonders.

I have found that following the 2-m distancing rule is a challenge. It is not always an option when a hand is held out and I have to decide if I should reach back and touch the person as they grab for my hand in distress. When necessary, the gentle GPA Thumb Release technique has been useful, as has the GPA “distraction” strategy, effectively calming the patient/resident.

I have always believed in the principles of GPA, but as an educator, this experience at the bedside during the pandemic has left me feeling even more confident in my delivery of this wonderful program.”

Vivian White,
Regional Education Coordinator,
Western Health, NL, GPA Master Coach

GET IN TOUCH AND FOLLOW US ON SOCIAL MEDIA

Come say hi:

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ON, Canada L8L 6 A1

Email us:

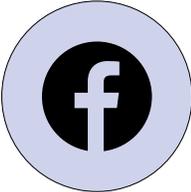
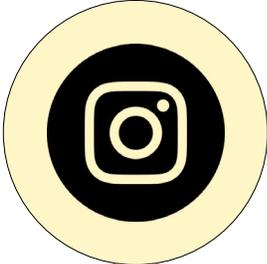
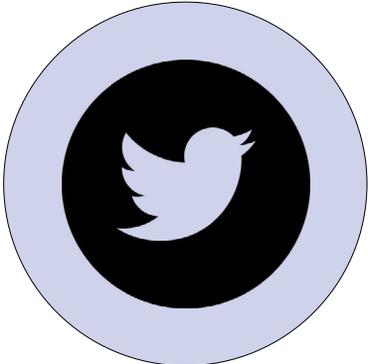
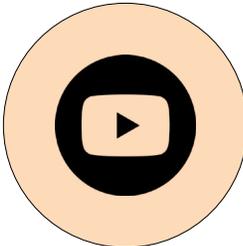
info@ageinc.ca

Check out our website:

www.ageinc.ca

Call us:

+1-905-521-3950



THANK YOU

Nearly one million Canadians
will be living with dementia by 2030*.

Thank you to everyone who works
with us to ensure Canada's care providers
will have the dementia-care knowledge,
skills and confidence to meet
the need.

* Alzheimer Society of Canada