



THE

360°

NEWSLETTER

MARCH 2013
CELEBRATING SOCIAL WORK WEEK

Our Wonderful Social Workers



WATCH OUT YORK REGION, HERE WE COME!

by Lisa Levin, VP of Communications & Development



This spring, Circle of Care will be opening a branch office in Vaughan to serve its expanding York Region client base. Located in the Community Building of UJA Federation's Joseph & Wolf Lebovic Jewish Community Campus, the new office at 9600 Bathurst Street will be shared with three other agencies – Jewish Family & Child, JIAS Toronto and JVS Toronto.

"When planning for this new branch, we thought of the client first and how to improve their access to services," says Michael Scheinert, President and CEO of Circle of Care. He adds, "Under the new model, clients only have to visit one office to obtain service from all four agencies." According to Debbie Taylor, Circle of Care's Vice President of Client Services, "The goal of the four agencies is to deliver coordinated services wherever possible, so we can make the client experience as seamless as possible."

Circle of Care provides a range of services in southern York Region, and the new office will help to strengthen this offering, which includes: care management; personal support and respite care; transportation; individual and group counselling; and support for family caregivers. "The Lebovic Campus office will complement our other York Region services such as our Circle of Care/Baycrest Day Centre for Seniors with dementia, and our partnership with the Reena Residence," says Debbie Taylor. She adds, "It's a perfect fit for community needs."



UJA Federation's Joseph & Wolf Lebovic
Jewish Community Campus 9600 Bathurst Street



Support the Circle of Care Foundation

To make a donation or send an "Occasion" Card — call 416 635-2900 ex. 428 or 433

Our Volunteers

Engaging Boomers to Volunteer by Arnold Foss, Director of Communications

Early in October 2012, Circle of Care was one of 10 organizations selected to partake in a pilot project led by UJA Federation of Greater Toronto. This project was designed for non profit organizations to help them attract boomers, (individuals born between 1947 and 1964), to new volunteer roles within the organization.

Circle of Care volunteers Bari Zittel and Elizabeth Mintoft have taken on the leadership role to guide this project through to its completion. According to Elizabeth, "This initiative will redefine the volunteer department and help build capacity to inspire both the new and the old volunteer." Bari adds, "Our starting point was to look at the needs of volunteer department first and build on its capacity to attract volunteers and provide assistance to clients."

If you are a boomer and are interested in volunteering, please visit our website at www.circleofcare.com to see our opportunities, or call Lysa Springer at 416-635-2900, ext. 496 for more information.



Bari Zittel and Elizabeth Mintoft

Spotlight On Barbara Berman

by Lysa Springer, Volunteer Manager

Barbara is an award winning Circle of Care volunteer. She came to the agency looking for a rewarding way to spend her time. She found it in the Phone Pal & Let's Get Together Programs.

On average, Barbara calls close to 40 clients every week to remind them about the up-coming Let's Get Together Program or to just check in and see how they are doing. The clients



appreciate her calls and Barbara knows that she is providing much needed social contact. If that's not enough, she also volunteers at the Let's Get Together Program helping staff.

Barbara says she feels so good after the program. The clients all know her and when

they see her it is all hugs and kisses. Barbara received both the Phone Pal and Let's Get Together Awards at the Volunteer Recognition held last fall in recognition of her outstanding contribution to the agency.

Transportation Has A New Home

by Ross Sternberg, Transportation Assistant

Circle of Care van drivers are now working out of a shared space with Downsview Services for Seniors at 497 Wilson Avenue. This arrangement has strengthened the partnership between the two agencies and allows for more enhanced sharing of resources. Norm Zuckerman, Transportation Scheduler, is stationed at the new location. "The drivers meet here every morning to get organized for the day's runs. This place is also a resting spot for any down-time drivers may have," says Norm.

"It's a perfect arrangement for both agencies. It encourages us to do more than just share a space. We share ideas and resources as well," says Maria Campo, Transportation Supervisor.



Recognizing Our Staff



Rosario Balaquiao (centre) received the Homemaker of the Year Award from Teresa Walker (left) and Iren Lakatos (right)



Fryne Weisberg accepted the Eileen Morgan Customer Service Award on behalf of her late husband, Mort. Seen with son, Steven Weisberg and Debbie Taylor



Aniko Horvath recognized for 25 Years of Service

On February 27, more than 300 staff gathered to celebrate their achievements in 2012. A total of 76 individuals were recognized for completing 10, 15, 20, 25 or 30 years of service. Together they have given a total of **805** years of service to our clients.



Lisa Levin presents Arnold Foss with a special gift for 30 Years of Service



R.Rivkind, T. Parker, C. Daley, C. Beadle, E. Agbeke, H. Mehretab, E. Raguette & C. Thompson were acknowledged for 10 Years of Service



Rosemary Turner, Louvi Ilano & Rosario Balaquiao were among 15 staff celebrating 15 Years of Service

In the Community

South Hospice Hub: Leading The Way In Hospice Integration

By Arnold Foss, Director of Communications

Circle of Care has joined forces with Hazel Burns Hospice, Better Living Health and Community Services and the Jewish Hospice Program of Jewish Family and Child to provide integrated volunteer hospice services in the southern portion of the Central LHIN.

Volunteer Hospice Programs support people who are experiencing life threatening conditions. Volunteers and staff provide practical, emotional and spiritual support to the client and their family caregivers, and work in partnership with health care providers.



South Hub Partners: Standing: Karen Emsig and Lisa Levin. Seated: Robbie Rosenberg, Lysa Springer, Nadine Persaud, Dina Silverberg and Lisa Kronenberg.

"The Provincial Declaration of Partnership and Commitment to Action combined with the excellent work of the Central LHIN Hospice Palliative Care Network were a call to action for our agencies to work collaboratively and provide more accessible, higher quality Hospice Palliative Care services," says Lisa Levin, Circle of Care's Vice President of Communications & Development.

The hospice programs of the four agencies began their first joint training in February. They will also be working on shared advertising, promotion, bereavement groups, volunteer education and recruitment. Lysa Springer, Volunteer Manager with Circle of Care feels "This is not the beginning but a natural evolution of Hospice Palliative Care partnerships in the Central LHIN. The possibilities and benefits will be remarkable."

Health Equity: Partnering for Food Security

by Joseph Durand, Intake Specialist

Circle of Care is actively participating in a number of exciting food security initiatives intended to enhance access for seniors in the Bathurst-Finch neighbourhood. One key partnership has resulted in the joint hiring of Zahra Abdi by Circle of Care and the Bathurst Finch Network. For the next year, Zahra will be dividing her time between Volunteer Services at Circle of Care and the Second Harvest Outreach Program (SHOP) at the Bathurst Finch Hub.

SHOP is an innovative program in the Bathurst-Finch priority neighborhood that creates a market environment which provides fresh fruits and vegetables for free. Bathurst-Finch is in the heart of Circle of Care's service area. "It is a very unique community with the highest percentage of seniors in the City," says Diana Valdez, Bathurst Finch Network Coordinator.

The commitment to Health Equity has resulted in Circle of Care taking an active role in the implementation of SHOP, creation of a Food Bank located in Northview Secondary School, and the development of a subsidy calculator for those requiring Kosher Meals on Wheels or other Circle of Care services. These initiatives will provide greater opportunity for individuals to live healthy, active and independent lives in the community.



Innovation & Best Practice

Circle of Care Goes Social by Aron Katz, Digital Web & Marketing Coordinator

This past January, Circle of Care launched its brand new Facebook and Twitter accounts. The goal is to reach out to the greater public and create an online community that is interested in learning about our programs, services and best practices as well as staying informed on issues related to seniors and home care. Visitors to the Facebook page will learn about recent events or topical issues. There will also be updates on partnerships, service improvements and even the status of our programs on days when the weather is inclement. Since the launch there has been a great response, and our Facebook followers grow weekly.

Our Twitter following has also been growing. Similar to Facebook, we've been tweeting news, events and health tips, but in 140 characters or less.

We encourage everyone to visit our Facebook page at <http://www.facebook.com/CircleofCareOnt> and "Like" us. You can also follow us on Twitter @CircleofCareOnt (<http://www.twitter.com/CircleofCareOnt>) so you can stay up to date on everything that is going on at Circle of Care and in the health world around us. See you online!

Transforming the Client Experience

by Jamie Arthur, Director People & Organizational Development

What if we could truly understand where we add value to clients and their experience when they are being cared for by our staff? Would we be inspired to change how we work, how we communicate, and to go the extra mile to deliver compassionate high quality care? Would this allow us to focus on the things that truly make a difference?



We believe it would! By talking with clients, staff and experts in the field we have learned that enhancing the client experience improves outcomes and that this results in positive change for clients and staff.

To support us in this journey we are excited to announce that we have retained NRC+ Picker to help measure and better understand our clients' experience. Starting March 18 our clients will begin receiving calls from NRC+Picker surveyors. We look forward to hearing the feedback!

Circle of Care showcased its best practices and innovative approaches this winter in the following forums:

Ontario Long Term Care Association Applied Research Day

- Resources & Tools Presentation on: iCare; ALC (Acts, Looks, Copes) Checklist; and Safe Client Handling

American Society on Aging Aging in America Conference

- Using interRAI CHA Outputs to Determine Subsidized Community Support Services
- Collaborative Partnerships to Support Family Caregivers

Seneca College Criminal Justice Program

- Signs of Elder Abuse

Bernard Betel Centre Elder Abuse Conference

- Caregiver Workshop

Health & Safety

Preventing Musculoskeletal Disorders (MSDs) On The Job

by Virey McPherson, Personal Support Worker – Member of the Joint Health & Safety Committee

Everyday we use our muscles, tendons, ligaments and joints to carry, lift, sit, stand, walk, move and work in various ways. However, sometimes these tasks or the way we do them can put too much demand on our bodies, causing pain and discomfort. In addition, it may lead to a more serious injury called a musculoskeletal disorder (MSD).

MSD's develop due to the effects of repetitive, forceful or awkward movements on joints, ligaments and other soft tissues. Some MSD injuries include Low Back Strain, Neck Strain, Tendonitis, Carpal Tunnel Syndrome (CTS), Rotator Cuff Syndrome and Tennis Elbow (Epicondylitis).

TIPS FOR PREVENTION:

- Avoid twisting your back, turn your feet in the direction of your turn
- Use leg muscles, hips and knees while lifting
- Know your personal limits in terms of bending or lifting
- Push rather than pull objects
- Take rest breaks from repetitive or forceful tasks
- Stretching exercises can help prevent repetitive strain injuries



A Special Thank You To:

B'nai Brith Canada - Purim Gift Baskets

National Council of Jewish Women
Toronto Section - Passover Food Baskets

Both these programs make it possible for over 200 Circle of Care clients to keep the traditions of these holidays alive.



**Association of
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