

Northwood

COMMUNITY REPORT

2019-2020



2019 / 2020 Strategic Directions

Building Meaningful Relationships Everyday



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for additional resources

 Northwood - Live More



Halifax Campus,
Edward Roach Centre



Bedford Campus,
Ivany Place



Northwood Home Care,
In Your Home
Across Nova Scotia

www.northwood.care

Northwood's Strategic Directions

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Our Vision

People living life to the fullest, flourishing in a community of belonging, dignity and choice.

Our Mission

As a leader in continuing care, we build meaningful relationships with our clients every day and make a positive difference in the communities we serve.

Our Core Values

PEOPLE COME FIRST - We believe treating each other with respect and dignity builds the trust that is essential to our effective relationships. We foster the talent and potential in everyone.

Simple rule: seek to understand and act with kindness

EVERYONE PLAYS A PART - We value a vibrant and diverse community where contributions are recognized and celebrated. We are stronger together.

Simple rule: share what you know, ask for what you need, invite different views

WE PROMOTE SOCIAL JUSTICE - We believe in using our voice to influence positive change and fairness.

Simple rule: speak up for positive change, fairness and choice

WE ARE ALL ACCOUNTABLE - Each person is accountable for their actions in delivering service, proper use and respect of resources, and fostering healthy relationships.

Simple rule: own your responsibilities and the impact of your actions

WE CAN ALWAYS DO BETTER - Achieving excellence in all our programs and services is based on learning from our mistakes, applying the best evidence and setting the highest standards. We value our ability to challenge the status quo in pursuing new opportunities.

Simple rule: challenge thinking, learn more, do better

A Message from CEO & President, Janet Simm

Progress toward our established goals in the final year
of our Strategy to Action Plan 2014 - 2020

This year marks the final year of Northwood's current strategic plan. This report highlights our achievements toward the goals we set in our Strategy to Action Plan. As we are seeing the sunset on this Strategic Plan. The Board of Governors has begun looking to the future at how we strengthen our Campus model both in Halifax and Bedford and look for new unique housing models to meet the needs of Nova Scotians. The Board is looking to strengthen our work in the community to continue to support Nova Scotians to live independently in their own home. Watch for the launch of our new strategic directions in the coming months.

We have experienced several very unique challenges this year. On December 21, 2019, several of our key systems were impacted by a computer virus. We spent several weeks developing temporary solutions while our IT team worked with cyber security experts to get our systems back online. Then, early in 2020, we all began to hear reports of a global threat related to the Novel Coronavirus. In February, Public Health began sharing information with the health system and our Infection Control Team began reviewing our Pandemic Plan. As new information became available, we began to refine our Pandemic Plan to reflect the unique features of this virus in accordance with the Public Health information received.

With its global impact, COVID-19 has had a devastating effect on all of us. The Northwood team, with the tremendous support of our community, has responded to every challenge this virus has put in front of us. Our teams have been so creative in looking at ways to support our customers working within the Public Health Orders to guide us.

Our Long Term Care Program in Halifax was the hardest hit by this virus. Our residents and families were faced with fear, concerns, and questions – many of which, the answers were unknown. We so appreciate your patience, understanding, and support through these challenging times.

We were so fortunate at Northwood to have acute and health care colleagues from across the system who answered our call for help. I am so proud of how everyone worked together. We witnessed perseverance and resilience in caring for our residents. I know this hasn't been easy, but I continue to be in awe of the quality of care and services being provided every day and the support that our long term care program has received from across the organization.

The eyes of the province have been on Northwood and the spotlight has been intense. Our Northwood community is grieving with the loss of many residents. Our health care heroes continued to come to work despite their personal fears—their commitment to the residents and their care was unyielding.

Despite these challenges, our team and our community have demonstrated what I have always known—there's no place like Northwood. While we do not know when the pandemic will formally end or what the world will look like following the pandemic, we know that Northwood's commitment to our values will not waiver.

Sincerely,

Janet Simm



Cyber Incident

On December 21, 2019, Northwood identified its computer network was affected by a sophisticated virus. We responded to this incident promptly and disconnected all affected systems before the virus could spread. We worked closely with cybersecurity experts, the Department of Health, and the Nova Scotia Health Authority to investigate the incident.

We have received a final report from the cyber security team. We are happy to report that no client private or health related information has been compromised. The Northwood community is now back up and running as per usual.

As part of Northwood's commitment to protecting the privacy of clients and staff, we established a privacy hot line and sent out letters to keep clients informed. We would like to take this opportunity to thank all of our clients for their patience and understanding through this challenge.

COVID-19

The Northwood team, with the tremendous support of our community, has responded to every challenge the COVID-19 virus has put in front of us. Our health care heroes continued to come to work despite their personal fears and their commitment to the residents and their care was unyielding.

In February, Public Health began sharing information about COVID-19, we began heightened respiratory surveillance including testing, precautions/isolation, and the use of personal protective equipment.

As new information became available about the virus, we refined our Pandemic Plan to reflect the unique features of this virus in accordance with the Public Health information received. We communicated with families early with information received and we began implementing visitor restrictions.

On March 2, Northwood readied its Pandemic plan. Shortly after, we initiated access screening of staff for symptoms of COVID and we also added thermal cameras as an adjunct to staff screening efforts. We prepared isolation units in Halifax and Bedford and stepped up infection prevention and control training. With the guidance of the Nova Scotia Health Authority and the Department of Health and Wellness, we began to build supplies of personal protective equipment.

We looked ahead to respond to the challenges facing clients in care and community. Several initiatives were created to support our clients, tenants, and our community to manage the challenges of COVID-19.

Tenant Pantry

COVID-19 restrictions made tasks like going grocery shopping even more challenging for the tenant population. The Northwood Pantry was created to help bring necessities closer to our tenant population living on our Halifax Campus in response to food security challenges. With a call or email, orders can now be placed with contact-less delivery.

Adult Day Program special outreach

Although Adult Day was not able to operate during COVID-19, they established a dedicated outreach team to reach out to clients and their families. They contacted families/caregivers on a regular basis providing a connection and support through education; or linking families and caregivers to resources in the community. The program team developed interactive YouTube videos for families and clients.

Recovery Unit

A Recovery Unit was established in a hotel within HRM. The unit was for residents who were medically deemed to be recovered from COVID and it was to enable us to further cohort residents. We were able to accommodate 29 residents.

Home Support Role During COVID-19

During the COVID-19 pandemic, some Home Care workers volunteered to be reassigned to the Halifax Campus. Other Home Care workers, and some of our Home Care Supervisors, were reassigned to staffing the Recovery Hotel Unit. The remaining Home Care staff continued to deliver their services within the community. This was strategically done with prescreening questions for the clients, monitoring for any COVID symptoms, and donning and doffing of Personal Protective Equipment based best practice guidelines. In collaboration with our Health Services team, our Staff Educator and, LTC Staff Educators we continue to offer our NCA Program. This is The Northwood Care Aid Program, where individuals with many established skills and experience are offered additional classroom education, and clinical experience. This has had a huge impact on increasing our staffing for personal care within our long term care facility.

Program Development And Growth: Achieving excellence in care and services.

Northwood recognizes the reality of an aging society. Our programs reflect the changing needs of our clients and feature a flexible approach that puts the client at the centre of our efforts.

In 1970, we opened the Northwood Centre, an innovative new approach to long term care, and began reaching out to the community through its Multi-Purpose Centre. Since that time, Northwood has introduced Home Care, Intouch, and Adult Day to support seniors wishing to remain independent in their own homes.

Northwood was the first home for special care to offer in-house banking services and the first to provide a full-time pastoral care coordinator. We introduced hospice services and were the first to provide a full-time physiotherapist. In 1977, we became the first home for special care to open a dental clinic. Ed Roach retired in 1987, handing over a dynamic, caring organization committed to innovation and change.

**That legacy continues today.
Northwood is committed to
strengthening programs to improve the
quality of life and safety of our clients
and to developing new responsive
programs that address the changing
needs of our clients.**

Northwood Foundation

The Northwood Foundation plays a vital role in helping people Live More. In 2019, community donations provided funding to enable us to deliver programs that our clients look forward to each day. Programs that give purpose and meaning to their lives. Our gratitude and admiration go to each and every donor that reaches out to care for our Northwood community. Whether through corporate event sponsorships, monetary donations, gifts of shares, legacy gifts or staff payroll deductions, and in-kind donations – every single gift matters. Each donor has a lasting impact – their kindness and generosity is life-changing for those in our Northwood Community.

The programs and services that are unique to Northwood such as our dementia care program, (Kaye's Place) our Mental Health Program (Seeds of Success) and the Dignified Living Program could not be achieved without the support of our Northwood Foundation team and the Northwood Foundation Board. The Northwood Foundation raises the funds needed to support the development of programs and services that add to the quality of life for our clients and the Northwood community. The Foundation Board plays an important role in developing relationships with donors and partnerships within the business community to ensure that everyone at Northwood is able to Live More.

With annual fundraising initiatives like direct mail campaigns, the Live More Awards, and the Live More Walk, funding is provided for the special projects and initiatives that help us deliver on the Live More promise.

Funds Raised In 2019-2020

On June 1st., the 21st. Annual Live More Awards proudly honoured Joe Shannon with the Hedley G. Ivany Live More Award for his life history of giving back and making a lasting difference to our communities. As well, six awards were given to people who embrace Northwood with their knowledge and caring in the categories that help bring the Northwood experience to life.

A very special fund-a-need auction led by Layne, The Auctionista raised over \$40K for the True Door project at Northwood's Ivany Place. We raised over \$250,000 for Northwood.

The Live More Walk supports our Dignified Living Fund with proceeds purchasing items like dentures, glasses, walkers, pressure stockings, cleaning materials, etc. Over the last year, we have spent over \$30,000 on items purchased to allow our clients to live with dignity.

In November, Models for Mental Health, presented by Bell - raised over \$54,000 for Seeds of Success, Northwood's mental-wellness program. Models walked the runway showcasing local designer consignment from HRM and shared their personal, mental health journeys.

In December, we collected approximately 4,000-holiday cards for our residents, tenants, and home care clients through the annual Holiday Card Campaign – sponsored by JACK 92.9. These cards bring many smiles for all residents as they do all enjoy them.

The Giving Tree Campaign also takes place in December and is a chance for families and friends of Northwood to take a tag off a tree and purchase an item for a resident. This year over 11 organizations from our Halifax Regional Municipality took part in this giving program and raised over \$2400. The Live More Toonie Draw is a 50/50 weekly lottery that raised a total of \$29,893 in 2019 – with half of this amount being awarded to the weekly winners. This is a dedicated fundraiser for our mental-wellness program, Seeds of Success.

The Northwood Foundation gives grants to those living in long-term care at Northwood – and throughout rural Nova Scotia with the help of the Jean MacLean & Zillah Bragg Wish Fund. The past year we received several wishes that gave long-term care residents reasons to smile.



Adult Day Expansion

In the Fall of 2019, the NW Adult Day Program had the opportunity to return to Lower Sackville. We opened a new location in the Sackville Sports Stadium. The kindness shown to us was truly overwhelming, by both families and community stakeholders. We are honoured to be part of the Sackville community once again.

Donna MacDonald: Director of Adult Day

Adult Day works with clients who have been diagnosed with moderate to advanced levels of dementia, giving them the opportunity to participate in meaningful programming while giving their caregivers a day of respite. Carrying on the success of our Adult Day programs in Halifax and Bedford, we've opened a new Adult Day location in Sackville. The new location officially opened in late October 2019.

An open house was hosted on October 20th, 2019 and was attended by many industry stakeholders, board members, and politicians including Mayor Mike Savage who received a tour of the facility and met Northwood staff. The program has continued to grow with very positive feedback from the community and caregivers.



Intouch

Northwood is committed to providing services that add to the quality of life and safety of those we serve. Our Northwood Intouch service gives peace of mind to our clients and their families and strengthens their independence. This program also generates revenue to support us in delivering charitable programs such as Adult Day.

The landscape for this program is changing dramatically with advancements in technology and increased competition in this industry. We continue to explore models to ensure this program continues to serve Nova Scotians well into the future.

Intouch has continued work to raise their profile, aiming to become the service of choice for Nova Scotians looking for fall alert and assistive technologies:

- Continuing work with an external marketing agency, Intouch has invested in promotional campaigns on social media and print.
- A quarterly mail-out newsletter continues to be sent to industry stakeholders and complements their existing online monthly newsletter.
- Intouch continues to see growth on its Facebook page and most recently it has been noted by followers that there is a recognition that Intouch is part of the broader Northwood brand.



Caring Canines

For the past year, we have been participating in an innovative research project called Caring Canines. This project is being run by Dr. Ardra Cole of Mount Saint Vincent University. The project started with Dr. Cole bringing Bella, a rough collie, to the Bedford Campus for regular visits while she observed Bella's interactions with residents, aiming to learn how dogs in care settings might positively impact the well-being of the people who live there. The project expanded to bring in another dog, a pug and beagle mix, named Shilo, and to have an artist Susan MacLeod join the research team. Susan has been sketching the visiting dogs as they make friends with the residents and staff.

Dr. Cole has also been spending time at the Halifax campus observing, Itsy, a tiny dog which calls Pine Bay home while her owner Maria Burgess LPN is working. The initial feedback from all three dog observations and interactions has been profoundly positive.

Elderdog is supporting this research and is looking at expanding its mandate to be able to continue to support these newly established relationships with Bella & Shilo beyond the end of the research.

In January Ardra facilitated several focus groups with staff to provide an opportunity to hear about and learn from their experience with Bella & Shilo. We're proud to have partnered with Dr. Cole on this project and hope this research makes a difference for people and their dogs in long term care.



Long Term Care

Learning Essential Approaches to Palliative & End of Life Care (LEAP) is an interprofessional course that provides an in-depth learning experience on essential skills and competencies of the palliative care approach. Mary Wylde & Pam Slobodesky are Northwood's Hospice nurses. They are experienced palliative care clinicians and educators and are the provincial LEAP facilitators. LEAP is a two-day course that provides face-to-face learning with group discussion and case studies, an interprofessional approach, and was built by Canadian palliative care experts. Northwood worked in collaboration with Pallium Canada.

The **"Living History Program"** is a process for engaging residents to share their stories. It enables healthcare workers to provide person-centered care and to connect beyond their health information. We have trained volunteers to interview residents or resident families to capture basic life history and turn it into a one-page story. In addition, this becomes a treasured memento for the resident and family, the story is also available for all who interact with the resident to facilitate connections on new and exciting levels.



Age-Well Research Program

Like most Canadians, Jacklyn has been using SMART tech solutions in her home. Her home just happens to be at Northwood where she can now, for the first time in 21 years, regain control over her world after an accident left her paralyzed.

“The most exciting thing for me has been being able to turn on my TV for myself,” says Jacklyn, “I don’t have to wait for a nurse to walk by – I hate using my call bell and the reality for me is I can’t do anything without assistance.”

Northwood, the NSHA, and national and international partners, have received funding through AGE-WELL, Canada’s Technology and Aging Network, to advance research on SMART assistive technology and person-centred care solutions in continuing care. Using off the shelf devices and Canadian start-up Novalte’s breakthrough Emitto technology, the research will explore how to enable older people aging with complex mobility needs to live with greater independence and dignity. From changing the channel to bed control, Emitto allows clients to take care of tasks independently and caregivers to ensure relationships and complex care needs come first.

The research team is led by Dr. Susan Kirkland, Professor and Head of the Department of Community Health and Epidemiology, at Dalhousie University and Central Zone NSHA. Research participants will self-report the impact of the technology on their well-being, independence, social connectedness and health supported by Age Care Technologies (ACT) of Scotland. Working to improve the lives of older people, globally, through development of tools and training in person-centred care, the ACT tool was recently recognized by the International Longevity Center-UK as a one-of-seven high-impact innovations for affordable and sustainable healthcare in the 21st century.

The project uses state of the art knowledge based tools to drive care planning, empowering staff where it matters most. Think Research, project partner and leading provider of evidence-based clinical decision support tools, will build standard, innovative and easy-to-use solutions. These digital tools will incorporate SMART tech into clinical workflows and help measure impact on health outcomes.

This project, first of its kind in North America, seeks to restore the “power of choice” to people, so that they can truly live more.

“Northwood will act as a Living Innovation Lab helping to drive action-oriented research that directly helps older adults to live more”, says Margaret Szabo, Northwood’s Director of Business Development and Project Co-lead.

For Jacklyn, this technology means she has a voice to make those choices for herself.

“The nurses used to have to help me with everything,” explains Jacklyn, “Now when they come to check on me, I tell them that I don’t need help and that feels so good.”



Human Resources: An Employer Of Choice

Northwood's vision speaks to a commitment that grew out of a journey dedicated to helping older adults and people at risk live more. Today, we are recognized both here at home and across Canada as an extraordinary example of social justice. Northwood is justifiably proud of its person-centred approach to care that puts the client at the centre of our efforts.

It's an approach that relies on a committed and dedicated staff working together to deliver service to the client. Whether working at the bedside, in the community, or providing support services, Northwood staff not only care for people but also care about people. That kind of philosophy doesn't just happen, it requires investment in our people.

Interesting Facts

- Number of jobs posted externally240
- Number of summer students hired35

Long Service Awards

We honored 127 long-service employees in
November 2019

- | | |
|-------------|--------------|
| • 10 years | 36 employees |
| • 15 years. | 22 employees |
| • 20 years. | 33 employees |
| • 25 years | 11 employees |
| • 30 years | 16 employees |
| • 35 years | 6 employees |
| • 40 years | 3 employees |

Looking Forward

As Human Resources looks to the next year we have some exciting initiatives happening:

1. Implementation of a new Payroll System that includes HR functions such as Recruitment, Onboarding, and Performance Management. The system will offer employee self-service and will streamline the hiring process; the payroll software component will manage salary, benefits, and employee data.
2. We are updating our education programs and will be offering monthly intercultural training sessions, anti-harassment, sensitivity, and Af-ricentric training to increase diversity awareness within the Northwood community.
3. The recruitment strategy will include fresh and innovative ways to recruit new graduates and continue our international recruitment partnership to hire new staff through the Atlantic Immigration Pilot.
4. We are building internal capacity and processes to continue training and education for internationally educated staff and those wishing to enter frontline healthcare professions.



Heat Stress Project

The Halifax Campus has been most significantly affected by heat and humidity. Over the past several years, a heat stress working group has developed different ways to mitigate risk associated with heat stress. Some initiatives include fans and portable air conditioners, blackout curtains, reflective window coverings, ice and water dispensers, cooling neck wraps, evaporative vests, air conditioning in selected areas, and reducing the use on dishwashers in warmer periods of the afternoon. We also complete “popsicle runs” to care areas for residents and staff on hot and humid days.

An engineering firm was engaged to provide a quote on further air conditioning options. This project was approved by Northwood’s Board of Directors, work began in the Fall of 2019.



Cultural Competence

Because We Matter Sessions

The past year has seen the development of a wonderful relationship with the Association of Black Social Workers (ABSW). The relationship began when concerns of racism in the workplace were brought to the attention of one of our Social Workers, Sylvia Colley-Ewing, by African Nova Scotian and African Canadian staff. Sylvia contacted the ABSW on behalf of Northwood and after several meetings between Veronica Marsman and Vivian Dixon ABSW and the Northwood Management Team, it was suggested that a program called “Because We Matter” be offered to staff members of African descent.

During the four-day sessions topics included, African Nova Scotian History; healing from and the impact of the trauma from racism on the health and well-being of black staff; psychological responses to trauma and racism; Africentric Theory and Principles; sharing and analyzing the experiences of racism; best practices in dealing

with race-based trauma; and Impacts of racism and action planning.

The outcome of the sessions was very positive and provided recommendations for future planning including the need for more training for all staff members on diversity, cultural sensitivity, racism, and bullying; We continue to work with the Association of Black Social Workers to ensure that Northwood is providing a safe and supportive environment for all staff members.

Hosted talk with Kim Papillon

In January 2020 Northwood hosted a lecture with Kim Papillon. Kim is a nationally recognized expert on medical, legal, and judicial decision-making. She has hosted several Ted Talks that focus on issues of racism, and microaggression. She hosted a talk at our Halifax and Bedford campus for all staff to attend, about implicit bias. There was also a talk hosted for Northwood Leadership Convention.

Brand Awareness: Getting To Know Us

Northwood has always played a key role, not only as a provider of essential services but also as a leader in the continuing care sector. More than a service provider, people have come to look at us as a helping hand and support to those in need. It's a story that traces its beginnings to Ed Roach, Northwood's founder and first President. We are proud to continue that journey, ever mindful of his 'live more' philosophy and his commitment to change. It is a legacy we live every day and pass onto future generations.



Northwood's founder
Edward L. Roach
1928 - 2012

"Northwood's innovations have always been guided by Ed's conviction that seniors should be lifted out of the 'loneliness, lovelessness and isolation' he witnessed in the 1960s.

We are proud to continue the journey of our founder, ever mindful of the 'live more' philosophy that is our legacy and honour to pass to future generations."

CEO & President, Janet Simm,
on the impact of Northwood's
founder, Edward L. Roach.



Northwood Newspaper

Northwood strives to create a better understanding of our philosophy and reputation to promote a better understanding of our continuum of services. The Northwood community newspaper is our newest tool in doing that, aiming to bring everyone across all of Northwood's locations and program areas together.



Social Media Update

An active, daily social media presence allows the community to get to know Northwood and connect with us every day. Our social media presence continues to grow as we gain more followers and engagement on all platforms. The number of people who "like" our Northwood Facebook page has grown from 2,161 to 2,705 this fiscal year, and we've garnered 71.6k impressions on Twitter.

We are striving to be top of mind for candidates looking for work in Nova Scotia.

Our Instagram account has been active for an entire year now and it has quickly become a space to share the personality of Northwood as well as highlight the innovation happening at Northwood. Our recruitment ads posted on Facebook are also displayed on Instagram, allowing us to be more visible in recruitment.



Brand Awareness Highlights

April 2019

- Mayor Mike Savage visited NWBC and received a tour of the recently renovated space.

May 2019

- Northwood resident Judi Quann was honored at the Bell Let's Keep Talking event with the Outstanding Senior Award, sponsored by Northwood Intouch.

June 2019

- CARPNS invited Northwood to attend its conference in Halifax and set up a booth at no cost.

July 2019

- Pride flag was raised at each Northwood Campus. Pride parade with children and staff of A Tiny Lab daycare.

September 2019

- A bus tour of HRM Councillors dropped into Northwood to talk to us about food security programs, specifically the frozen food pilot project and Mobile Food Market.
- Our Smart Rooms technology was profiled at the Aging 2.0 Conference in Halifax in September and was live-streamed.
- Included in the shortlist for the 2020 edition of Canada's Top 100 Employers.
- Our Wound Care Specialist had an abstract accepted for the National Conference in Niagara Falls.
- Northwood hosted an announcement by the Minister of Health regarding changes to the CCA Entry to Practice-allowing some flexibility in their hiring qualifications to improve the supply of CCAs in the industry.
- Northwood Flag was raised at Grand Parade and Mayor Mike Savage proclaimed the month of September Dignified Living Month.

October 2019

- Our Smart Rooms technology was profiled in Hospital News- a National Publication.
- Josie Ryan was interviewed by CBC for feature title "The final closet": Researcher seeks solutions for long-term care for LGBTQ seniors.
- CCA Registry Newsletter featured a profile of a Northwood CCA.
- Health Association of NS launched Share the Care website and invited Northwood to share stories to populate the page, pre-launch.
- The Bedford Campus provided a room as a volunteer venue for the Rogers Hometown Hockey event held at the BMO Centre.
- Northwood hosted their first Clinical Care Conference that welcomed care staff from organizations across the province who listened to our very own experts in areas ranging from Pressure Injury Prevention, Mental Health to Infection Prevention and Control.

- The Bedford Campus provided a room as a volunteer venue for the Rogers Hometown Hockey event held at the BMO Centre.

November 2019

- The Northwood Foundation has purchased a Bronze Sponsorship for the Liberation of the Netherlands event. This will allow a number of our residents to take part in this event.
- The Thunderbirds (Halifax Lacrosse team) visited the Halifax Campus to interact with the residents.
- Global News ran a story on our Emergency Evacuation exercise that we performed in early November.
- We submitted an abstract for our Smart Rooms project that received Age Well research funding to the e-Health 2020 Conference in Vancouver: We have been accepted.
- A Northwood resident utilizing Smart Room Technology presented to the Fall Forum of the biannual gathering of government, NSHA, Long term care procedures, and Home Support providers on the impact of this technology.
- CBC did an onsite interview with Paraglide. The interview included feedback from residents who have used the prototype of this device.

December 2019

- CBC filmed a feature on the Caring Canines Research project at Ivany Place.
- The Northwood/Jack FM Christmas Card Campaign was once again very successful with 1000's of cards being delivered by a number of organizations, including Andy Fillmore, MP.
- On Dec 24, CTV news aired a sing-along hosted by CTV news staff and residents/tenants at the Halifax Campus.

January 2020

- President and CEO has been nominated for the RBC Canadian Women Entrepreneur Awards – Social Change Award.
- The ED of LTC was interviewed by the Chronicle Herald to provide an update on government's progress toward the implementation of the recommendations provided by the Long Term Care Expert panel.

February 2020

- The Honorable Minister Ahmed Hussein announced funding related to Northwood Care Realty Inc.'s project at 185 Gary Martin Drive in Bedford NS (Northwood Place) on February 28th, 2020 at 9am. Geoff Regan, MP for Bedford was present.
- Northwood team members received an invitation to present on Caring Canines Project and High Tech with Heart at the NSNHA Designing the Future of Care Conference which was scheduled April 23/24, 2020 but was postponed due to Covid-19.

March 2020

- The Curious Life of Bill Mont film was chosen to premiere in Austin Texas at the SXSW Film Festival before it was cancelled.

Glow Pop Strategy

Northwood promotes a work-life balance; just because you have a serious and important job does not mean you can't have fun. In fact, that sense of playfulness is what Northwood looks for in its staff members.

Often recruitment ads for CCAs and various other “scrubs” jobs are cold and distant, this is bringing them to life in a dynamic way to appeal to the upcoming generation of people becoming CCAs.

Looking Forward: New Website

This is currently the top priority for our Communications team. In late January of 2020, our Communications team met with Media Mechanics. Since that meeting, we have seen a detailed project map with timelines. The new delivery date was set to be the end of April 2020. Our Communications Team completed web training with Media Mechanics in late February 2020.

Unfortunately, the project has been slowed due to COVID but we still hope to go live at the end of June 2020. We will do a soft launch of the new website and leave the old website active for two months after the launch; in doing this we can make a clean transition.



Urban Report

The Urban Report was conducted in October 2019 by telephone to over 400 randomly selected adults from October 23 – November 6, 2019. From this data, we see that HRM residents and their families have received continuing or seniors care. The most common is Home Health Care. Northwood continues to remain the best known continuing care or seniors care organization in HRM. The overall opinion of Northwood is favorable.



Second Dalhousie Leadership Cohort

At Northwood, we believe in continually investing in our people. We have continued to provide leadership training to our staff through the Dalhousie Leadership Development program.

The second cohort of Northwood staff graduated from the program in the Fall of 2019. Leaders from across the organization applied and were selected to participate in this program which was modular in design and customized to our organizational needs and contextualized for our industry.

This significant investment in our Northwood leaders is an example of us living our core values: People Come First. Northwood and its Board of Governors are committed to fostering the talent and potential from within the organization. As part of our commitment to being an employer of choice, we are supporting our people in reaching their full potential.

The goal of this program is for staff to return to work prepared to implement change, make an impact through the application of strategies, and to lead Northwood to success in the years to come. A third cohort is being planned.

Housing: Building For The Future

In 1967, Northwood opened Halifax's first affordable retirement option for seniors. The Towers was the crowning achievement of Ed Roach's five-year effort to address the urgent need of many seniors living in isolation and without adequate housing throughout Halifax. The seven-story, 73-unit, apartment building offered more than just affordable housing.

Northwood created an innovative new approach that recognized the unique makeup of the community within the building. Tenants took responsibility for themselves and each other. They participated in decision making and developed their own meaningful activities to improve their own lives and foster a sense of belonging. The Tower's first caretaker, Harold Harris, kept a list of residents' names, doctors' phone numbers, clergy, and next of kin. He also began an ad hoc information centre and dispensed information on services available to deal with sickness, accidents, and other emergencies. A "buddy" system was established where neighbour looked after neighbour and checked in every day.

That commitment to helping others live more continues today. Northwood is developing a new vision for housing that responds to the needs of the population we serve and addresses perceived gaps within the system. It's called the power of love.

Looking Forward:

Northwood Place

A 73 unit apartment building which will provide independent living for older adults. Construction is being financed through the Rental Construction Financing Initiative, a program by the Canada Mortgage and Housing Corporation, and will offer below-market rents to assist with the current shortage of affordable housing. The building will provide an offering of studio, one-bedroom, and two-bedroom apartments, with a Community Room and Community Centre also located within the building. Located in the West Bedford subdivision and adjacent to Northwood's Ivany Place long term care facility, Northwood Place is part of Northwood's growing Bedford Campus.

Bedford Community Centre

Northwood is opening a Community Centre in the new Northwood Place building. This space will provide fitness and wellness programs, ability to provide ongoing Community Recreation and Wellness programming with the addition of a fitness centre and studio space. The new space is just under 3,000 square feet. Fully accessible, and dementia-friendly.

Specialty Units in LTC

A project team has been established to begin the construction of the new 1 Centre Solarium and private garden for this population. Creating all single rooms on this unit is also important to create a therapeutic environment for this population. We have begun exploring some renovations which would allow us to create all private rooms for this unit.

SMART Rooms & Campus Updates

Residents living in 10/11 Manor Halifax Campus continue to provide positive feedback regarding the pilot to develop the capacity to utilize cutting-edge SMART technology. Using off the shelf devices and Novalte's voice/switch activated technology, these older people aging with complex mobility needs, can live with greater independence and dignity. We have begun to receive requests from other residents and families to access this technology. The pilot is intended for us to understand the opportunities, identify the target population, and address the barriers to implementation.

Main Street Halifax Campus

Internal Signage- We are working with a consultant to develop a signage and wayfinding strategy for the Halifax Campus this will carry through to our Bedford location.

Recreation Area

We have updated the façade of the Recreation Therapy department to be consistent with our overall plan and design for Main Street.

Courtyard

The surface is complete. The only outstanding items are completion of deficiencies, completion of furnishings (shade, chairs), and decorative items. The gardens are planted, the courtyard is in use.

Northwood Broadcasting Club

We have moved and renovated the NWBC station to be in a more prominent area on Main Street providing more awareness of NWBC to the Northwood community. Being visible, the broadcasters are able to interact with residents in the hallways.

Harbourview Lounge and New Link Area

The link renovations have been completed providing a bright sunny place that brings the outdoors inside. Community dances are now being held in the Activity Centre, allowing more residents to attend and more space for safety.

Bedford Campus Solarium

The Solarium was completed at our Bedford Campus, it is located on the second floor and will be the entrance to the future Pedway project that will link Ivany Place our Long term care facility to Northwood Place- our new affordable Retirement Living building being constructed in Bedford. This space gives residents more room for socializing and another place to host activities. Planning is underway for a Grand Opening that will also highlight the vision for the remainder of the Campus.



Advocacy: Using Our Influence

The 1960s were a time of great change. While we think of the 60s as a decade belonging to the youth, it also exposed a growing gap in services for older adults. Many seniors lived below the poverty line. They lived in quiet desperation, in substandard housing, often living in isolation, loneliness, and helplessness. They had no voice and no means to advocate for change. In 1961, they found a champion in Edward L. Roach.

On the way to work, Ed happened to be listening to an open mike radio show on CHNS when an interview came on that changed his life and the lives of seniors living in Nova Scotia. He listened with growing anger as a 70-year woman spoke of having to go into an “old ladies’ home” while her husband was being moved to an “old men’s home” because no facilities were available for couples in Halifax. Her story touched Ed deeply. Motivated to act, Ed embarked on a 30-year crusade to change the face of continuing care in Nova Scotia. He did it by creating Northwood.

So began a journey that saw Northwood become a voice for seniors and people at risk and their determination to live life to the fullest. We took up his passion for change and social justice, creating a network of support for those most at risk in our society.

Northwood is committed to speaking up on issues that are critical to us in carrying out our mandate, to influence discussion at a system level and, when appropriate, take public positions on issues that are important.

Like our founder, Edward Roach, Northwood continues to represent the needs of the population served by Northwood and influence the system/policy through our knowledge, expertise, and support through research. This involves identifying issues that are important to us and those we serve and those issues where our voice can make a difference and have a positive impact on our brand. This may involve taking public positions on issues that are important to us and those we serve and that we have expertise.

Client & Family Advisory

Client and Family advisors are a very important part of the Northwood team. They volunteer their time to assist the organization in making sure we always have the voice and experience of those who have had the experience at our decision making tables.

The Northwood Client & Family Advisors assist us by:

- Empowering clients and family members to be active participants in their care/provided services.
- Working with teams by sharing their stories/ experiences.
- Being an active member of committees that help affect change, such as Policy, Occupational Health, and Safety, Ethics, Research, Quality, and Risk etc.
- Taking part in focus groups.
- Contributing to the development of client and family education and communication material.
- Demonstrating mutual respect and open communication.
- Participating in the development and planning of client and family satisfaction initiatives.
- Assisting in generating new program ideas to benefit clients, family members and, caregivers.

Long Term Care Housing Strategy

Most of our advocacy efforts for this fiscal year have been focused on our Housing Strategy for Long Term Care Halifax. Infection control, privacy, and dignity for our residents has made this a priority for the organization for a number of years. The amount of living space and leisure space is no longer consistent with the long term care standards in Nova Scotia. Our Bedford long term care facility, Ivany Place, is a state of the art design- this facility does have several shared accommodations intended to meet the needs of couples or those who would prefer to have a roommate. This allows choice for individuals.

The Board and staff have been exploring a number of solutions to reduce the number of shared rooms in Halifax long term care. Our Halifax long Term care program currently has 485 LTC Beds.



Looking Forward: Halifax Campus

COVID-19 has certainly shone the light on the urgency of this situation. We have discussed several opportunities with the government over several years. We look forward to our future discussions with the government as we refine our plan based on the lessons learned from COVID-19.



Home Care

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Northwood

LIVE MORE

Northwood is Nova Scotia's original senior citizen advocate, dating back to 1962. As a not-for-profit organization, we re-invest our surpluses back into a system of care that helps our community. We are recognized both here at home and across Canada as an extraordinary example of the power of social justice.

We like to call it the power of love.

Northwood is a full spectrum health, lifestyle and continuing care organization.

- Health, Fitness & Lifestyle Programs and Services in your community
- Home Care
- Fall Alert & Other Assistive Technologies
- Adult Day, specializing in memory loss
- Affordable Retirement Living
- Assisted Living
- Long Term Care
- On Campus Health, Fitness, Lifestyle and Wellness Programs and Services
- Northwood Foundation



Halifax Campus (Ed Roach Centre)



Bedford Campus (Ivany Place)



In your home (across Nova Scotia)

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