



**BC CARE PROVIDERS
ASSOCIATION**

Advocating service excellence for seniors

BC CARES

BC Cares is a proven employment training initiative designed to boost post-secondary enrolment and promote retraining opportunities for Residential Care Aides, Home Support Workers and Licensed Practical Nurses within the seniors' health sector.

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*This report includes a recap of the 2008-09 **BC Cares** collaboration and a proposal for the Province of BC to allocate a portion of funding received from Canada's 2009 economic stimulus budget to extend the program for another year and create new employment training opportunities in the growing seniors' health sector.*

We will continue to build upon the successful partnership with BC Care Providers Association to expand training opportunities to work with seniors in community-based settings, including residential care aides and community health workers.

**– BC Premier Gordon Campbell,
March 2009**

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**Start your career in health care
as a Resident Care Aide
or Home Support Worker.
Ask us about financial aid –
details at bccares.ca.**



1. Introduction

Established 30 years ago, the BC Care Providers Association (BCCPA) represents more than 130 members who are responsible for more than one-third of all residential seniors' care beds across the province (more than 10,000). In addition to providing increasingly complex care to a rapidly aging population, our members employ more than 7,000 staff and care for an average of 4,000 home care clients each year.

Among other things, BCCPA collaborates with our members, government, health authorities and other care stakeholders to develop special projects that address challenges facing our sector.

In addition to the increasing complexities of seniors' care and the growing demand for services associated with an aging society, securing a sustainable supply of quality care aides and LPNs is one of the top issues our members face.

One of the most successful collaborations BCCPA has introduced is the 2008-2009 **BC Cares** campaign to attract new students to the continuing health care sector. Supported by generous student assistance from the provincial government, **BC Cares** worked to increase enrollment in 20 participating public and accredited private colleges. Interestingly, some students joined the care sector from the struggling forestry and trades industries.

Today, hundreds have just graduated from programs and most are expected to find quality employment with an average starting wage in BC of \$16 to 22/hour. While this recent increase in enrollment will help meet demand, more health care aides and LPNs are needed.

This proposal outlines how, with the support of an established coalition of BC stakeholders, BCCPA can extend this highly effective, province-wide education and awareness campaign for another year. **BC Cares II** will:

- use the recently announced federal budget investment to create rapid training opportunities in a growth sector during the economic downturn
- work to boost enrolment for accredited residential care aides, home support workers & licensed practical nurses with BC colleges and universities
- expand the focus of **BC Cares** to include Aboriginal communities, immigrants, youth & families impacted by the economic downturn
- support the goals and objectives of the 2009-10 Canada-BC Labour Market Development Agreement Annual Plan for BC (LMDA)

BCCPA welcomes the significant investments made by the federal government in the 2009 budget related to employment training. We want to ensure these national investments are effectively used in BC by requesting your continued support of our shared and proven **BC Cares** program.



2. BC Cares – Recap

BCCPA initially designed **BC Cares** as a pilot project with the Fraser Health Authority in July 2007 to address a labour shortage for health care workers within the seniors' care sector. Its success resulted in the development of a province-wide campaign the following year.

BCCPA took the lead in establishing the 2008-2009 collaboration with the following partners:

- BC Ministries of Health & Advanced Education
- 20 participating public & accredited private BC universities and colleges
- BC Career Colleges Association
- BC Health Education Foundation
- Student Aid BC
- Vancouver Island, Fraser, Interior & Northern Health Authorities
- Provincial Career Training Institutes Association

Most of the participating colleges in **BC Cares** were able to offer specially designed programs for Aboriginal persons and new Canadians where English was the second language.

In association with a generous student assistance program from the BC government, a province-wide awareness campaign worked to increase enrollment rates at participating colleges. As a result, more graduates were expected this spring.

BC Cares also:

- supported BC's commitment to add 5,000 new long term care & assisted living beds to the seniors' care sector
- received more than 100,000 website hits
- encouraged hundreds of eventual qualified residential care aides & home support workers into the seniors' care sector

As **BC Cares** was taking place in 2008, the BC Ministry of Health prepared a chart to help identify and target the number of care aides and home support workers needed to satisfy each region's seniors care needs based the provincial commitment to create 5,000 new care beds.

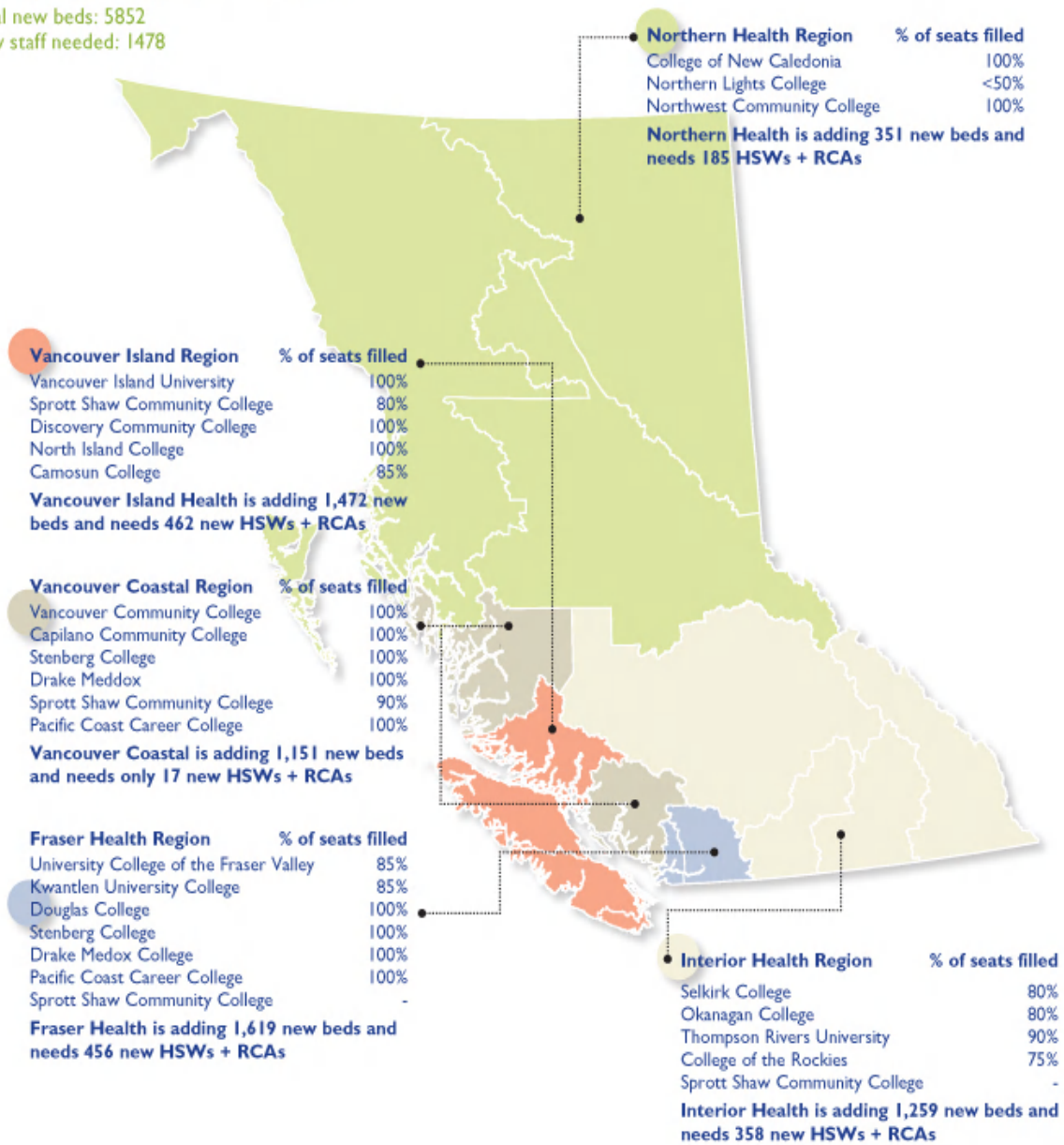
The review predicted demand, a function of utilization rate by age and size of population, the intensity of use in days/year/client and the number of direct care hours/day/client.

A summary of the results and related enrollment is on page three.

BC Cares Recap (cont)

Participating Colleges and their results

Total new beds: 5852
New staff needed: 1478



“Wanted: Health Workers”

- Vancouver Province headline,
March 22/09

Laid-off forestry workers entering health care field

- story by Amy O'Brian, Vancouver Sun, May 4, 2009

Jennifer Plewes used to work in a sawmill. Each day, the young mother donned protective gear and went to work surrounded by heavy machinery and swirling sawdust.

A couple of weeks ago, though, Plewes graduated from a six-month program in 100 Mile House that puts her in high demand at the many seniors' care homes throughout the province. Rather than working with lumber and machinery, the 28-year-old will soon be working with seniors.

Plewes is part of a new trend in B.C. that sees men and women who once worked in the forestry sector being retrained to work in seniors' care homes. The demand for health-care workers is high and, as the forestry sector shrinks, there are plenty of British Columbians looking for work. "100 Mile House is a logging town. You can't cut down trees now because no one wants them," Plewes said. "A lot of people are really scared."

Lois McNestry, president of Discovery Community College on Vancouver Island, said she's seen a tremendous influx of former forestry workers registered for the 27-week care aide program. "Our residential home-care programs have predominantly been filled with female students. But we have two classes, one in Nanaimo and one in Port Alberni, where there are at least 50 per cent men right now," she said Friday. "That's brand new. That's never ever happened before."

Care aide programs got a boost last year with the BC Cares pilot project, which was established to recruit and train new care aides and home support workers. It was a collaborative effort between 20 colleges and universities, local health authorities and the B.C. government. Advertising campaigns boosted interest in the programs, while a student loan forgiveness program allowed some students to pay less than \$300 in tuition.

The BC Care Providers' Association, which helped establish the pilot project, wants to see it extended for another year to further address continuing staffing shortages in seniors' care.

Anne MacDonald, coordinator of the home support resident care attendant program at Thompson Rivers University, said the need for more care aides is not as desperate as it was a year ago — partly because of the BC Cares program — but there is still a significant need for trained workers.

"We're really hoping that the B.C. student loan repayment will be reinstated or will carry forward for the next few years," she said. "This is an area where workers are really needed."

Remi Mavbanua and Kelly Eden are two men who spent years working in the forest industry before entering the care aide program at Discovery Community College in Campbell River. Mavbanua was a logging camp cook for about 15 years. Eden was a heli-logger and conventional logger for 25 years.

Both men appreciate the stability offered by seniors' care work, particularly after the uncertainty of the forestry sector for the past few years.

"I've been laid off since November. There is no logging whatsoever. It's the worst I've ever seen," Eden said. He hopes to use his experience as a care aide to move on to further education in the health care sector.

3. Canada-BC Labour Market Development Agreement

In January 2009, Canada introduced an economic stimulus plan to offset the economic downturn. One element of this plan was a significant investment in employment training and skills development estimated at more than \$7 billion.

In April 2009, as **BC Cares** was winding down, Canada announced the transfer of more than \$150 million to BC for the development of new employment training opportunities. Additional federal investments in BC have followed. This new funding builds on existing BC budgets and is expected to support the objectives identified in the 2009-10 Labour Market Development Agreement Annual Plan for BC (LMDA).



BC and Canada signed the LMDA in February 2008, transferring the responsibility for EI Part II services and programs to BC. The transferred programs include:

- job creation partnerships with well-established organizations for existing projects that provide work experience to job seekers, are incremental in their normal activities & provide community benefits
- partnerships with stakeholder organizations to conduct research for developing labour market trends & opportunities
- skills development for individuals with a lack of marketable skills
- services for organizations that help unemployed individuals

The LMDA is focused on increasing the labour market participation of under-utilized groups and detailing the:

- labour market issues BC intends to address
- array of programs and services to be offered
- projected expenditures for each program
- emerging trends that will impact the labour market reality

As part of the agreement, BC must complete an annual plan on how they intend to invest the federal funding they receive. The official transfer agreement came into effect in February 2009, making this the first year BC had to complete an annual LMDA plan. The lead BC agency for the LMDA is the Ministry of Advanced Education and Labour Market Development.

Health care and social services are identified in the LMDA annual plan as sectors that will have the most employment openings in BC over the next two years.

Canada-BC Labour Market Development Agreement (cont)

The Canada-BC LMDA 2009/10 plan identifies five funding priorities. They are:

- **Skills Development** – Support initiatives that focus on service sector skill shortages through:
 - targeted wage subsidies
 - collaborations with sector groups to identify scope of skills & training demand
 - vocational & apprenticeship training through skills development
 - project based training
 - assisting credential recognition (foreign & inter-provincial)
 - increased access to pre-employment skills training
- **Under-Represented Groups** – Analyzing and supporting successful programs that are currently underway and can increase participation from under-represented groups – including Aboriginal peoples, immigrants and youth by:
 - establishing mentoring, essential skills & language programs
 - assisting non-EI eligible clients in concert with BC programs & services
 - providing vocational training through federal Skills Development initiative
 - promoting industry & employer awareness of the value of employing under-represented clients
 - increasing work experience & skill enhancement opportunities
- **Labour Market Intelligence** – BC needs to work closely with labour market partners to ensure a coordinated response to local challenges. Increased and innovative use of the labour market partnership will identify skills shortage and fund action plans.
- **Access to Programs & Services** – Helping people make informed career choices and pursue training through:
 - regional economic and labour market initiatives & events
 - evaluations of community & employer labour market needs
 - job creation partnerships in communities impacted by deteriorating resource & commodity markets
- **Small & Medium-Sized Employers and Non-Profit Sector** – Develop human resource management skills for non-profit organizations and enterprises with less than 50 employees. This can include direct investments in sectoral research and action plans.

“This new funding will enable BC to expand services and extend opportunities for skills training into more communities, helping more British Columbians.”

**– Hon Murray Coell, BC Minister of Advanced Education and Labour Market Development,
April 9, 2009**

4. The Challenges

The government and BC's care providers share a number of common challenges which *BC Cares II* can help address. They include:

- rising unemployment associated with economic downturn
- an aging society
- labour shortages in health sector
- need to increase enrolment in training programs

Economic Downturn – Rising Unemployment

The labour market situation in BC is significantly impacted by economic events on the world stage more so now than in recent years. In April 2009, BC reported the worst job losses in Canada and an unemployment rate of 7.4%. This is an increase from 4.9% in November 2008.

“BC’s EI rates up sharply...The number of people in BC receiving EI benefits nearly doubled over the past year, the highest increase in the nation, according to survey results released Tuesday by Stats Canada.”

Vancouver Sun, March 25/09

The problem is most acute in rural BC, the site of most forestry and trade industry layoffs. In March 2009, Statistics Canada identified the following BC communities with the largest year-over-year increases in EI recipients -

- Chilliwack – 85.7%
- Kelowna – 82.2%
- Williams Lake – 79.5%
- Penticton – 77.35

Welfare cases up 47% in BC since last year
– **Vancouver Sun front page, May 22, 2009**

The Aging Society

In the 1920s, seniors made up 5% of Canada's population. In 1981, they comprised 9.6%. In 2005, the percentage reached 13% and by 2026 seniors will comprise 22% of the population.

The number of Canadians aged 70-89 will double by 2035 to 6.4 million and by 2055 – given life expectancy trends – a million of them will still be alive at 90. Within a decade, the number of seniors over 65 will outnumber children under the age of 15; an historic first.

“The study of demographics suggests the aging of Canada’s population will drive social and economic change, particularly as it influences the size and composition of the labour force and determines the level of spending on health care and wellness.”

Harvey Enchin, Vancouver Sun, April 16/09

The Challenges (cont)

Health Sector Labour Shortage

Labour shortages in the health care sector are well-documented. They are rooted in basic supply and

***Health care and service industries among the few
(employment) growth areas***

One sector in BC that is desperately seeking workers is health care. Christian St. Cyr, publisher of the BC LABOUR Market Report and career services manager for the Burnaby Resources Centre said most industries will need fewer workers as technology advances. "But with health care, because of the aging population, we'll need more workers. For every decade that people age, they consume twice as many health care dollars than the previous decade.

Vancouver Sun, March 11/09

demand imbalances and demographic trends.

The Canada-BC LMDA identifies health care as one of the sectors that will create the most job openings in BC over the next two years. It anticipated more than 7,000 job openings for nurse aides and orderlies between 2006 and 2011. The same is true for registered nurses.

This conclusion reflected the results of recent BCCPA member surveys. In April 2009, members responded to questions concerning their current staffing needs. Of those who responded, 65% reported a shortage of labour at their facility. Other results:

- the greatest shortages exist in the Interior & Vancouver Island
- 50% of Fraser & Vancouver Coastal respondents identified labour shortages
- 88% of respondents feel labour shortages will increase because:
 - aging workforce, more people entering retirement
 - increases in the demand for seniors' care services
 - increased safety standards

5. The Opportunity

Further to 2009 federal budget and Premier's Campbell's March pledge to build on care aide training partnership with BCCPA, our Association is proposing the BC government allocate a portion of funding received from Canada's 2009 economic stimulus budget to extend **BC Cares** for 2009-10 and create new employment training opportunities in the growing seniors' health sector.

More specifically, we are proposing to:

- re-establish the comprehensive campaign to increase student enrollment & introduce special emphasis on Aboriginal communities, youth, new Canadians and families impacted by the economic downturn (**BC Cares II**)
- provide financial incentives for participating students using various provisions of the 2009/10 Labour Market Development Agreement Annual Plan for BC (BC LMDA)
- expand scope of program to include training for LPNs
- lead a process with government to evaluate employment and training needs of the non-profit, private & denominational residential seniors' care sector in BC beyond 2010

The key messages proposed to be associated with **BC Cares II** are:

- Start your career in health care as a residential care aide or home support worker.
- Secure industry in uncertain times.
- Take opportunity to increase your earning potential by advancing your training from care aide to LPN.
- Being a care aide is more than a job. It's meaningful work with seniors and families.
- These are highly employable positions – work anywhere.
- Short study time to become an accredited worker.
- Go to www.bccare.ca for information on how to access opportunities today.

“Forget corporate bailouts and train our workers for the future...Focusing our vocational, trade and technology schools and our colleges and universities on delivering graduates with the knowledge needed for the jobs available is paramount if we are to preserve the privileged living standards Canadians have so long enjoyed.”

– Gwyn Morgan, retired, founding CEO of EnCana Corp, March 16/09

6. BC Cares II Goals

Like *BC Cares*, the 2009-2010 program would have a specific set of deliverables that can measure the success of the government's investment. These goals include:

- increase enrolment to 100% capacity for residential care aides (RCAs), home support workers (HSWs) & licensed practical nurses (LPNs)
- create opportunities for Aboriginal communities, immigrants, youth & families impacted by forestry downturn
- offer financial support for students entering the programs
- help public & accredited private educators create new class spaces
- create laddering incentives for RCAs and HSWs to pursue training as LPNs
- accelerate the recruitment process of recent graduates by increasing practicum and wage subsidy opportunities between employers & educators
- promote collaboration & labour market partnership between government and growth sector
- help deliver hundreds of graduates & successful Canada-BC partnership that highlights relevance of federal government investment
- increase understanding of the long-term skill needs of private, non-profit & denominational residential seniors care providers across BC
- promote industry & employer awareness of the value of employing under-represented clients
- celebrate success of graduates & education partners through pro-active media relations strategy

"Pretty much all of the classifications of employees that we have are in demand," said Rod O'Connell, VIHA manager of employment services. Even if these jobs were filled tomorrow, more openings are being created as programs grow and Baby Boomers age he says. 'Boomers are retiring and 'the demands for health care are rising and will continue to rise with the aging population', O'Connell says. Health care organizations team with education institutions where waiting lists exist for some programs. O'Connell says, 'If there were more seats available, we'd be able to fill them.'"

- Carla Wilson, Victoria Times Colonist, March 22/09

7. The Target Audiences

BC Cares II will build on the success of the previous initiative and expand its focus to include key target audiences identified in the Canada-BC LMDA. The following is a list of the demographic and social-economic groups that will be the focus of the 2009-2010 extension:

- individuals with a sincere regard for seniors who possess strong empathetic values and are respectful of family relationships
- under-employed & families impacted by forestry downturn
- care aides looking to upgrade their skills and become LPN
- high school students & youth aged 18-22
- new Canadians with relevant foreign credentials & outstanding ESL needs
- Aboriginal community – all ages
- single parents & stay-at-home parents - ages 30 to 55
- faith-based community
- family members with an elder in care, facility family council members
- educators & human resource consultants
- employers

“We are expanding our employment training services to help Aboriginal people, women in non-traditional occupations, immigrants and people with disabilities upgrade their skills. New federal support enables us to better respond to key labour market challenges facing the province.”

– Hon. Rich Coleman, BC Minister of Social Development, April 9, 2009

8. Funding

BC Cares featured two principle funding elements:

- BC student loan forgiveness with estimated benefit of \$2,500 per student
- Province-wide public awareness & marketing campaign

The BC Government managed the student assistance program with university partners. BCCPA managed the awareness campaign and led the coordination of the various organizations and stakeholders. The same approach is proposed for the 2009-2010 extension over a ten month period – starting August 2009 to May 2010.

Also, further to the goals and objectives of the Canada-BC LMDA 2009-10 plan, BCCPA is proposing to help lead a research action plan to identify the private, non-profit and denominational care providers' future employment and training requirements beyond 2010.

“Today, the Government of Canada and British Columbia signed an amended agreement that will see \$156 million in new funding distributed to the current Labour Market and Labour Market Development Agreements...Through Canada’s Economic Action Plan, the government is enhancing support to Canadians during the global recession and investing in Canada’s long-term growth.”

– April 9, 2009 Government of Canada press release

BCCPA and our post-secondary partners are proposing that the Minister of Advanced Education and Labour Market Development allocate a small portion of the \$150 million investment they received from the Government of Canada’s 2009 economic stimulus fund to extend **BC Cares** for 2009-2010 to promote and create much-needed employment training opportunities in the growing residential seniors’ health care sector.

Student Assistance

In 2008-2009 **BC Cares** featured loan forgiveness as the primary mechanism for student assistance. It may be that an alternate tool may be applied for 2009-2010 that is consistent with the terms of the LMDA and the conditions governing the \$150 million funding announced by Canada in April 2009.

The priorities identified in the LMDA are supported by this proposal. BCCPA would defer to federal and provincial officials to determine the appropriate form of student assistance and wage subsidy in consultation with post-secondary education partners.

With regard to scale and scope of funding, BCCPA recommends that the 2008-2009 estimated benefit of \$2,500 per student be maintained, be applied to at least 400 trainees and facilitate work experience opportunities upon graduation.

- **Student Assistance – Approximately \$2500 X 400 students = Approximately \$1 million**
- **Work Experience wage subsidy – Approximately \$2000 X 400 students = Approximately \$800,000**



Funding (cont.)

Public Awareness and Partnership Development

As in 2008-09, BCCPA proposes to administer the public awareness campaign and coordinate the participation of various project partners. The previous campaign principles would be applied and expanded to include direct communication with specific target audiences – particularly youth, new Canadians, Aboriginal communities and unemployed individuals impacted by the economic downturn.

- **BCCPA province-wide public awareness partnership - \$285,000**

The elements of the awareness and marketing budget would include newspaper & radio advertising, social online networking, brochures, posters, web-site enhancement, job fairs, transit advertising, special events, direct mail, administration and advertising in publications focused on Aboriginals, youth and new Canadians.

Long Term Needs – Evaluation of Non-Profit, Private and Denominational Residential Care Sector

BCCPA will work with its 130 members and all *BC Cares II* partners to evaluate the future skill needs of the sector in light of developing realities associated with an aging society and provincial government effort to increase access to residential seniors’ care across the province.

This research partnership will assess the anticipated labour market demand for care aides and LPNs beyond 2010 in the non-profit, private and denominational residential care sector. The results can help guide future training investments.

- **Research Evaluation Action Plan: Future Human Resource Requirements of BC non-profit, private and denominational residential care providers – estimated \$50,000**

Summary

The estimated investment being proposed from the \$150 million federal training fund is as follows:

• Student Assistance -	\$1 million
• Work Experience/Wage Subsidies -	\$800,000
• Public Awareness/Marketing to target groups/Project Management -	\$285,000
• <u>Research Action Plan –</u>	<u>\$50,000</u>
ESTIMATED TOTAL	\$2.135 million

A more detailed public awareness, marketing and administration budget would be prepared for review prior to final sign-off. The exact nature of student assistance and wage subsidies would be consistent with Canada-BC LMMA and subject to discussions with post-secondary education partners, federal and provincial officials.

9. Timeline

June 2009	Submit BC Cares II proposal to provincial and federal governments Follow-Up discussions with Ministry and other stakeholders
July 2009	Project approval and finalize budget
Aug 2009	Gather content, coordinate partners, community outreach, media buy
Sept 2009	Project Launch, media opportunities, campaign run, development of research action plan
Oct 2009	Campaign run, enrollment, job fairs
Nov 2009	Campaign run, enrollment, classes, finalize action plan
Dec 2009	Classes, mid-campaign report to partners
Jan 2010	Classes, job fairs, start of evaluation
Feb 2010	Classes, work experience, evaluation, Olympic break
Mar 2010	Classes, work experience, conclusion of research action plan
April 2010	Conclusion of classes, work experience, graduations, analysis of action plan
May 2010	Graduations, work experience, media opportunities
June 2010	Release of action plan, work experience

“Aging British Columbians are putting more pressure on the health care system by the day says Alan Davidson, associate professor of Health Studies at the University of BC’s Okanagan campus. But the Grey Wave need not bring health care catastrophe, Davidson says. Japan and European countries that experienced the surge earlier have coped without significant service reduction or economic damage. It just takes money and the public and political will to raise it and spend it on health care, he says.”

- Ethan Baron, The Province, April 13/09

“As recent census data shows, BC has the fastest growing population of seniors in Canada and Vancouver Island remains a popular destination for retired and elderly citizens. Finding motivated, qualified people to fill these positions to support this growing population is one of our biggest challenges.”

- Jac Kreut, Vancouver Island Health Authority Chair



**BC CARE PROVIDERS
ASSOCIATION**

Advocating service excellence for seniors

BC CARES Initiative 2009

APPENDIX

- About the BC Care Providers
- Previous Correspondence
- April 2009 Government of Canada news release & backgrounder
- March 2009 message from Premier Campbell
- BC Cares promotional material



About the BC Care Providers Association

Established 30 years ago, the BC Care Providers Association (BCCPA) represents more than 130 members who are responsible for more than one-third of all residential seniors' care beds across the province (more than 10,000).

In addition to providing increasingly complex care to a rapidly aging population, our members employ more than 7,000 staff and care for an average of 4,000 home care clients each year.

The Association supports members by:

- advocating on industry issues such as appropriate legislation, policy and funding
- promoting quality care through the adoption of recognized standards
- recognizing members as providers of high quality, cost effective care and services
- serving as a credible voice on behalf of the care sector
- facilitating timely communications and networking opportunities
- responding effectively to important issues affecting our care sector

The BCCPA membership represents the full continuum of care, including:

- long term care
- home support
- licensed private pay
- congregate & assisted living

BCCPA members have made more than \$1.4 billion in capital investment in the province and many members have been in operation for over 20 years