



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

**2020**

**2021**

# **ANNUAL REPORT**

Canadian Hospice Palliative Care Association

**“That all Canadians have access to quality hospice palliative care”**



**[www.chpca.ca](http://www.chpca.ca)**  
**[www.advancecareplanning.ca](http://www.advancecareplanning.ca)**  
**[www.qelccc.ca](http://www.qelccc.ca)**

## VISION STATEMENT

“That all Canadians have access to quality hospice palliative care.”

## MISSION STATEMENT

CHPCA is the national leader in the pursuit of quality hospice palliative care in Canada through: public policy, education, knowledge translation, awareness, and collaboration.

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Charitable Registration Number: 13760 4195 RR 001

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## PRESIDENT'S REPORT

Dear CHPCA colleagues, partners, and supporters,



It has been my privilege to support the Canadian Hospice Palliative Care Association's (CHPCA) Board of Directors as President again this past year. Throughout the year, the Executive Director, CEO, and CHPCA staff have worked hard to successfully complete several significant accomplishments.

Due to the COVID-19 pandemic, CHPCA staff began to work remotely in March 2020 and had to pivot their plans for campaigns to go virtual. With the outbreak of COVID-19 came a lot of hardship for Canadians, especially those in long-term care settings and their families and friends. Efforts to bring Canadians together virtually over these hard times began with National Hospice Palliative Care Week in May and continued throughout the year with the first-ever Saying Goodbye Concert, honouring Canadians experiencing grief during the pandemic.

CHPCA continued to manage both Canadian editions of ehospice (French and English), disseminated monthly eblasts, and maintained AVISO, the bi-annual newsletter. The quality and calibre of information distributed by the CHPCA continues to be integral for those around the world who are interested and/or involved in hospice palliative care.

The calendar of CHPCA events and campaigns throughout the year included: National Advance Care Planning Day on April 16th along with the National Caregivers Day campaign, also in April. In May, the Hike for Hospice Palliative Care kicked off the National Hospice Palliative Care Week, which was themed around debunking the popular myths about hospice palliative care. A very busy fall 2020 saw the 1st ever National Hospice Palliative Care Day for Children, the 4th annual National Bereavement Day, and the 1st ever Saying Goodbye Concert. Each of these events and campaigns' success is measured in the participation and positive impact which ultimately exemplifies CHPCA's ongoing essential role and value for Canadian citizens.

In addition to the awareness campaigns and events, CHPCA worked closely with the QELCCC to encourage the federal government to make significant investments in hospice palliative care, ultimately towards achieving our vision: "That all Canadians have access to quality hospice palliative care."

In closing, I would like to thank the Board of Directors—each and every member is dedicated to their cause and has left a positive impact on the field of palliative care from across the country. I must also offer my appreciation to the Executive Director, the CEO, and CHPCA staff. You are all remarkable and must be acknowledged for your tireless work throughout the pandemic. You are all making a positive difference for those Canadians in need of hospice palliative care, services, and advocacy.

Sincerely,

A handwritten signature in black ink that reads "Margaret Milner". The signature is written in a cursive, flowing style.

Margaret (Meg) Milner,  
President, Canadian Hospice Palliative Care Association

## ANNUAL REPORT 2020-2021 | MAJOR ACCOMPLISHMENTS

- April 2020: Advance Care Planning Day
- May 2020: 18th Hike for Hospice Palliative Care
- May 2020: National Hospice Palliative Care Week
- May 2020: Launched the Saying Goodbye Campaign
- October 2020: The 1st National Hospice Palliative Care Day for Children
- November 2020: CHPCA Learning Institute
- November 2020: The 4th annual National Bereavement Day
- November 2020: The 1st Saying Goodbye Concert
- December 2020: Giving Tuesday



+ Follow

Follow us on our

# Social Media

CHPCA is on Facebook and Twitter. Find our social media at the URL's below:



**Facebook:**

[www.facebook.com/CanadianHospicePalliativeCare](http://www.facebook.com/CanadianHospicePalliativeCare)

**Twitter:**

[www.twitter.com/CanadianHPCAAssn](http://www.twitter.com/CanadianHPCAAssn)



# ADVOCACY, PUBLIC POLICY AND EDUCATION

## INFLUENCING NATIONAL POLICY DECISION MAKERS

The Advocacy, Public Policy and Education work of the CHPCA is led by the Chief Executive Officer, the Communications Officer, members from the Quality End-of-Life Care Coalition of Canada (QELCCC) and representatives from provincial hospice palliative care associations. The CHPCA continues to advocate for key hospice palliative care issues at the federal level throughout 2020-2021.

The CHPCA has engaged government agencies such as Health Canada, Employment and Social Development Canada (ESDC), and other departments that play a pivotal role in health and social services advocating for quality hospice palliative care in Canada. Notable achievements include submissions requesting funding for the Framework on Palliative Care in Canada Act (fall 2017). This Act led to the development of a Framework on Palliative Care in Canada that assented to parliament in December 2018. Subsequently the government launched a national Action Plan to accompany the Framework.

The CHPCA and the QELCCC published a key messages document in the spring of 2018 which summarizes their advocacy platform. This can be found on the QELCCC website. The QELCCC also produced a guiding principles document to guide the implementation of the national framework also found on our website.

With a approaching election, the QELCCC and CHPCA launched an election kit prior to the fall federal election. The election kit may be found here: <https://www.chpca.ca/projects/the-quality-end-of-life-care-coalition-of-canada/>

Communications and Awareness will continue to be a priority for the QELCCC as well as exploring potential funding models for sustainability and growth in communications and messaging.

## KNOWLEDGE TRANSLATION (KT)

Knowledge Translation has been an area of growth for CHPCA as we continued to write letters of support and collaboration for several knowledge translation (KT) initiatives in 2020-2021. Several applications have resulted in partnerships where CHPCA utilized its expertise to contribute to several ongoing projects as well as new research projects. The CHPCA contributes time and effort to these projects as they align well with the CHPCA's belief that providers in all settings — including physicians, nurses, social workers, nursing aides, personal support workers and pharmacists — must have the knowledge and skills to provide quality hospice palliative care, as well as the emotional and spiritual support to provide this care.

CHPCA's research initiatives include work in long-term care, caregiver issues, Advance Care Planning (ACP) and primary care. We continue to write KT pieces for ehospice, various CHPCA websites or other partner communication pieces, and host webinars on relevant research topics. The CHPCA also continues to promote KT through our various social media channels to broaden the reach of information. New contracts were created with the University of British Columbia, Waterloo University and University of Calgary in addition to some of the ongoing contracts such as McMaster and the Canadian Frailty Network.

# QUALITY END-OF-LIFE CARE COALITION OF CANADA (QELCCC)

CHPCA continued serving as the Secretariat for the QELCCC that includes member representatives from over 30 different organizations with an interest in hospice palliative care. CHPCA's role includes administrative support, work plan supporting, meeting coordination, minute-taking, website updates and report writing.

The annual QELCCC meeting was held in online January 2021. The Coalition members met for a fruitful and inspiring meeting. This meeting included representatives from Health Canada. During this event the Honourable Sharon Carstairs Award of Excellence in Advocacy for 2020 was presented to Helena Sonea, Senior Manager, Advocacy at the Canadian Cancer Society. Alexandra Zannis from the Canadian Association of Social Workers gave a short speech in her honor highlighting her multitude of contributions to the field.

The Coalition members worked in plenary sessions and individual committee groups (Advocacy, Education, and Research and Knowledge Translation) to review the valuable work done by the QELCCC in 2020 and set committee work plans for 2021.

The Advocacy Committee continued to leverage opportunities to develop and execute advocacy strategies to ensure access to quality hospice palliative care in Canada, in every setting. The Committee developed key messages for the coalition to present to elected officials, key messaging highlighted the proposed Compassionate Care Benefit, palliative care research, and funding for the Action Plan on Palliative Care. To further these messages Helena Sonea and Sharon Baxter met with the Federal Health Minister, Honourable Patty Hadju regarding the coalition's recommendations to the Standing Committee on Finance. In connection with Health Canada the QELCCC led a holiday campaign surrounding grief and loss during the pandemic, specifically targeting adolescent men. The committee also submitted a brief submission to the standing committee on finance for the pre-budget consultations as part of budget 2021, the submission received support from most QELCCC member organizations. The committee also provided support to extend Matt Jeneroux's Private Member's Bill to Amend Compassionate Care Leave. Due to COVID-19 the committee had to re-orient efforts and priorities as the government dealt with the issues emerging as a result of the pandemic.

The Education Committee continued to promote hospice palliative care

education across the learning continuum from undergraduate to post graduate, and continuous professional development. The Committee conducted a national survey aiming to determine palliative care education and training needs in Canada. The survey sought to identify the gaps of knowledge and information and the barriers inhibiting professionals from receiving education on palliative care. There were over 120 responses to the survey, which have been compiled and analyzed in the form of a report titled *Taking Stock: Determining Palliative Education Needs in Canada*. The Committee also continues to actively monitor the National Core Competencies through engaging with a multitude of stakeholders to ensure the core competencies are being upheld in the development of new resources and frameworks.

The Research and Knowledge Translation Committee continued to facilitate research and knowledge translation toward the QELCCC and its member organizations and engage in broader stakeholder consultations in the area. The manuscript of the scoping review on Gaps in Hospice Palliative Care Research was published in the *Journal of Aging Research* in November 2020. The review was also presented at the EAPC Conference held virtually in October 2020 and the CHPCA Learning Institute in November 2020. In consultation with the Minister of Health's Office the Committee developed an HPC Research strategy in the context of the COVID-19 pandemic, which resulted in meeting with potential funders for seed/proof-of-concept funding. The first scoping review on Caregiving in HPC in Canada was accepted for publication through the *Journal of Palliative Care* and its content was presented at various conferences and expos throughout the year. Similarly, the first scoping review on Grief and Bereavement was submitted for consideration to the *Journal of Palliative Care*, and preliminary findings were shared at conferences and expos.

Collectively, the Coalition continues to build public awareness and engagement about hospice palliative care using existing and new materials for awareness campaigns like National Hospice Palliative Care Week, National Bereavement Day, ACP Day, and National Caregivers Day. For more information about the QELCCC and to view the complete work plan, please visit [www.qelccc.ca](http://www.qelccc.ca).

Please refer to the QELCCC annual report 2020 for more details.

## THE WAY FORWARD: AN INTEGRATED PALLIATIVE APPROACH TO CARE

The Way Forward initiative formally ended in 2015, yet its momentum continues. The Way Forward initiative is referenced in the final iteration of the Framework on Palliative Care in Canada (2018) and its accompanying resources. The Way Forward continues to be disseminated to stakeholders, provinces and agencies advocating the adoption of the palliative approach into different care settings.

The Way Forward initiative will continue to resonate as people across the country work to integrate a palliative approach into different care settings.

The CHPCA and the QELCCC will continue to be a catalyst for change until all Canadians have access to an integrated palliative approach to care across settings and feel comfortable having conversations about the kind of care they want towards the end of life. The final iteration of The Way Forward National Framework: A Roadmap for the Integrated Palliative Approach to Care and all new resources are available on The Way Forward website at <http://hpcintegration.ca/>.

## ADVANCE CARE PLANNING (ACP) IN CANADA

This year, the ACP in Canada project launched a redesigned [advancecareplanning.ca](http://advancecareplanning.ca) web site with improved usability and new features, including an interactive map of Canada for anyone to easily access ACP resources in their area. New ACP resources included the Advance Care Planning in Canada Resource Guide for Home and Community Care Providers, developed by the Canadian Home Care Association, and Essential Conversations A Guide to Advance Care Planning in Long-Term Care Settings. The national pilot phase of the ACP Workshop in a Box project was launched, with a comprehensive suite of materials developed for the project.

We expanded our engagement activities with the launch of the Palliative Approach in Long-Term Care Community of Practice. Along with our National Community of Practice for Advance Care Planning Educators, these groups provide valuable learning opportunities for its members.

We are grateful for the ongoing support and guidance of our advisory and working group members, comprised of ACP champions from across Canada. These groups include the National Advance Care Planning in Canada Task Group, Capacity Building Project Advisory Committee and the Long Term Care (LTC) Resource Development & Implementation Task Group.

Our campaign for ACP Day 2020: A life Well Lived is a Life Well Planned, successfully engaged community partners and the general public. In addition, the song 'SAY', performed by Ottawa singer Tara Shannon for the Advance Care Planning in Canada project, was released, along with

an animated video. A French-language version and video, 'Dis-moi', followed later in 2020. Both versions of the song proved to be very successful on social media. Other campaigns included Life Milestones (Fall 2020) and the December holiday-themed campaign What Brings You Joy? Our Speak Up audio podcast and In Conversation With... video series featured engaging guests on various topics around advance care planning.

### WHAT IS ADVANCE CARE PLANNING?

Advance Care Planning is a lifelong process of thinking and talking about the kind of health and/or personal care you would want if — at some point in your life — you cannot speak for yourself. The process should include the people you have chosen to speak for you — your Substitute Decision Maker(s) — and may also include health care providers, lawyers, and/or other professionals helping you with your life and care planning. During the conversations that are part of Advance Care Planning, you share your values, beliefs, and wishes, and make sure the people you've chosen to speak for you understand what matters most to you. Learn more at [advancecareplanning.ca](http://advancecareplanning.ca)

# COMMUNICATIONS / AWARENESS

## COMMUNICATION STRATEGY

This past year, the CHPCA Communications team has worked hard to plan and execute many successful campaigns to raise awareness and advocate for hospice palliative care in Canada.

- April 6th, 2020, marked National Caregiver Day. CHPCA recognized the dedication and devotion of caregivers through social media campaigning.
- April 16th, 2020, marked National Advance Care Planning Day in Canada. CHPCA assisted the Advance Care Planning (ACP) team to promote the “A Life Well Lived is a Life Well Planned” through contacts and social media.
- May 4th—10th, 2020, marked the twentieth annual National Hospice Palliative Care Week. The theme for this year was also “Busting the Myths on Hospice Palliative Care,” which aimed to debunk popular myths about hospice palliative care.
- October 13th, 2020, marked the first National Hospice Palliative

Care Day for Children and focused on busting the myths surrounding pediatric hospice palliative care.

- November 15th, 2020, marked the first Saying Goodbye Concert, an online concert to honour loved ones and family members who have passed during COVID-19
- November 17th, 2020, marked National Bereavement Day and centered on the theme “Grief is a shared journey.”

Aside from regular awareness campaigns, CHPCA and the Champion’s Council announced the launch of the “Saying Goodbye” campaign where we called on health authorities to implement a more compassionate approach to end-of-life visitations across Canada during the COVID-19 pandemic. With three key asks, the goal was to help Canadians say goodbye and deal with their loss in a way that protects the safety of frontline health care workers and prevents transmission of COVID-19.

## MEDIA AND PUBLIC RELATIONS

Aside from promoting the awareness campaigns detailed above, CHPCA was quoted in several Canadian news articles promoting key hospice palliative care issues. CHPCA continues to be a valued reference and source of guidance for information on hospice palliative care in Canada for health care professionals, volunteers, educators and those receiving care.

- The Ottawa Citizen — ‘Saying Goodbye’ virtual concert to offer solace for those grieving in isolation - <https://ottawacitizen.com/news/local-news/saying-goodbye-virtual-concert-to-offer-solace-for-those-grieving-in-isolation>
- Alberta Primetime - Bereavement Day concert to honor Canadians who’ve died from COVID-19 - <https://www.albertaprimetimes.com/alberta-news/bereavement-day-concert-to-honour-canadians-who-died-from-covid-19-2563306>

- Discover Airdrie - Go for a virtual hike during National Hospice and Palliative Care week - <https://www.discoverairdrie.com/local/go-for-a-virtual-hike-during-national-hospice-and-palliative-care-week>
- Intelligencer - Hospice Quinte celebrating the 20th annual HPC week - <https://www.intelligencer.ca/news/local-news/hospice-quinte-celebrating-palliative-care>
- CTV News Ottawa - Coping with grief during the pandemic - <https://ottawa.ctvnews.ca/coping-with-grief-during-the-pandemic-1.5192821>
- Times Colonist - Meet pandemic of grief with kindness and connection - <https://www.timescolonist.com/opinion/op-ed/comment-meet-pandemic-of-grief-with-kindness-and-connection-1.24240443>

## SOCIAL MEDIA AND ONLINE ENGAGEMENT

CHPCA’s online presence continues to grow, furthering the reach and impact of mandate “that all Canadians have access to quality hospice palliative care”. Using social media such as Facebook, Twitter, Instagram and LinkedIn, CHPCA is able to communicate a variety of content, from promotional material, recent academic publications and research, as well as share local hospice palliative care initiatives around Canada.

CHPCA continues to utilize the google ads grant for non-profits, which allows CHPCA to run targeted Ads on google search engine with the value of 10,000 USD monthly (renewable each month).

CHPCA continues to promote Marketplace Resources that are updated regularly with new content and our #MarketplaceMonday posts continue to be popular weekly post on CHPCA’s social media pages.

## CHPCA ADMINISTRATED WEBSITES

CHPCA.ca has sections dedicated to knowledge; public awareness campaigns and hospice palliative care projects. The directory of services provides information on hospice palliative care services available based on geographical proximity. The website offers free downloadable material on the Marketplace and a resource library designed for health care providers, caregivers, researchers and policy makers. The CHPCA team continues to maintain the new CHPCA website and ensure it's user-friendly, bilingual, accessible and up-to-date.

- [www.advancereplanning.ca](http://www.advancereplanning.ca)
- [www.chpca.ca](http://www.chpca.ca)
- [www.ehospice.com](http://www.ehospice.com)

The CHPCA is the editor of ehospice, an international hospice palliative care news website in English and French. ehospice keeps Canadians and the broader international community updated about news, views, opinions and profiles on hospice palliative care in Canada.

## MONTHLY UPDATE AND E-BLASTS

The CHPCA continued to distribute monthly update in both official languages, with new editions circulated the first Wednesday of each month and special updates and alerts are circulated on occasion. The CHPCA uses their monthly updates as an opportunity to highlight information for the hospice palliative care community. Regular features of the CHPCA monthly updates include:

**CHPCA News:** Anything new and exciting happening at CHPCA such as conferences, upcoming online learning events, or awareness campaign materials.

**Policy and Advocacy Snapshot:** All updates regarding policy and advocacy across the entire Hospice Palliative Care sector.

**Marketplace Feature:** An item from the marketplace CHPCA feels is pressing to the current trends, or a popular or new item CHPCA feels is important to share with its contacts.

**Events:** hospice palliative care events across Canada, we often use this to

showcase the conferences from national and provincial groups.

**ehospice:** featured Canadian based English and French ehospice articles that have been shared on the ehospice platform.

**Support CHPCA:** ways to get involved and stay informed, this section also includes information about associates and affiliates with CHPCA and the provincial associations.

**Friends and Partners:** New resources, relevant events, and opportunities brought forward by associate members including third-party webinars, surveys, KT partnerships, and research news.

Monthly updates continue to provide valuable and timely information for the palliative care community across Canada and are available to any interested individual or group wishing to sign up by clicking here: <https://chpca.us5.list-manage.com/subscribe?u=2092b474a46d129f11f0a98b7&id=cfe631f9>

## AVISO

A spring edition (May 2020) and a fall edition (October 2020) of AVISO were released that featured a spread of thought-provoking articles and resources disseminated electronically to all associates and affiliates of the CHPCA. AVISO highlights work being done across Canada to promote hospice palliative care by individuals, organizations, and residential hospices.

Some featured article highlights include the following:

- Suggestion from a Critical Care Doctor: The dialogue needs to

include more around the alternatives to critical care services by Daren Heyland

- Hospice Palliative Care Goals of Care Discussion: A Perspective from a Social Worker by Karen Lok Yi Wong
- Health Care Discussion for LGBTQ Persons: Hard Conversations Made Harder by Brian de Vries
- What are We Willing to Pay for the Type of Death We Want? by Amy T. Hsu and Sanna R. Isenberg

## POLICY CHAMPIONS AND POLICY ALERTS

The CHPCA continues to send information and breaking news regarding hospice palliative care issues to an email list of policy champions. This email list is designed to quickly contact key individuals interested in hospice palliative care advocacy and public policy issues. In 2020-2021, the CHPCA continued to send all policy alerts to the full membership, expanding the distribution to CHPCA's full communications list, reaching almost 9000 individuals with an interest in hospice palliative care policy and advocacy information.

Bill C-220, a private member's bill from the office of Member of Parliament Matt Jeneroux passed second reading. The bill amendments to the Canadian Labour Code extends bereavement leave by an additional five days. More details may be found here:

<https://openparliament.ca/bills/43-1/C-220/>

## CHAMPIONS COUNCIL

The Champion's Council has a mandate to improve the profile of hospice palliative care across the country. The Champion's Council is comprised of industry leaders from non-profit and private sectors and current/retired Member of Parliament and Senators. The Champion's Council continues to show leadership on the issues by changing the face of hospice palliative care in Canada and providing strong advocacy especially within corporate Canada and various levels of government. The Champion's Council will provide further opportunities to interface with an even wider range of expertise, to harness new energies and to reflect the diversity that is Canada. The Champion's Council believes it is the responsibility of Canadian companies to ensure that their employees are well supported through employer-driven compassionate care leave benefits. The Champion's Council Canadian Compassionate Company designation (CCC) which recognizes companies that support their employees with formal human resource policies. The designation follows an application process consisting of five (5) criteria whereby a qualifying organization must meet three (3) of these criteria and they

will be awarded the CCC designation which they may proudly display as support for their employees and potential recruits.

Since the official launch of the CCC at the September 2017 Canadian Hospice Palliative Care Conference, CHPCA and the Champion's Council has been working hard to target leading companies to explore the benefits of the CCC designation. CHPCA launched a marketing campaign in 2021 to get the CCC in front of human resources professionals. This included participation at the Human Resources Professionals Association conference, and a paid article in the Canadian HR Reporter publication. There have been quite a few applications as a result, and it continues to grow momentum we search out networks to share the designation with such as the Canadian Association of Municipal Administrators. There are currently 21 Canadian Compassionate Companies which can be found on the CHPCA website.

## CHPCA MARKETPLACE

The CHPCA Marketplace continues to source out new, interesting, and relevant resources to enhance its online presence. The categories were again reexamined to fully capture the scope of the available resources. There were two new consignment books added to the newly updated category of 'Grief and Wellbeing' section of the Marketplace. One offering was the book by author Katherine Arnup, PhD, called, 'I don't have time for this' – A Compassionate Guide to Caring for Your Parents

and Yourself. We were also pleased to introduce the resource by Book Excellence Award Winner, Yvonne Heath, 'Love Your Life to Death', How to Plan and Prepare for End of Life so You Can Live Fully Now. The most popular resource that the CHPCA Marketplace offers continues to be 'A Caregiver's Guide: A Handbook About End-Of-Life Care'. Resources from the CHPCA Marketplace were featured in AVISO, monthly updates, on the CHPCA Facebook page and our virtual conferences.



Canadian Hospice Palliative Care Association  
Association canadienne de soins palliatifs

## WHAT is the Canadian Compassionate Companies program?

The Canadian Compassionate Companies (CCC) program encourages employers to provide more compassionate care for their employees.

"It is a very stressful and difficult time when a loved one is dying and/or near death. The financial security of an employee's family may be jeopardized while caring for a gravely ill family member."

## WHY?



### POSITION YOUR ORGANIZATION TO SUPPORT EMPLOYEES DURING TIMES OF NEED

**92%** of employees say showing empathy is an important way to advance employee retention. (Businessolver)



### ATTRACT AND RETAIN TOP TALENT

**83%** of employers believe attracting and retaining talent is a growing challenge. (Allegis Group)



### INCREASE YOUR EMPLOYEE SATISFACTION

**21%** of employees would leave their jobs due to lack of support with work-life balance and unsatisfactory compensation and benefits. (Work Institute)



### STRENGTHEN EMPLOYEE ENGAGEMENT THROUGH CHPCA'S AWARENESS CAMPAIGNS

Companies with engaged employees see **233%** greater customer loyalty and a **26%** greater annual increase in revenue. (Aberdeen)



### KICKSTART THE CHANGE IN YOUR ORGANIZATION

**52%** of employees report that the culture of their organization is not as supportive as it could be around the career progression of caregivers. (Harvard Business School)



**BE A LEADER** in work-life balance policies and practices and **ADVERTISE YOURSELF** as a CCC employer.

## HOW?



**1.** You have a HR policy that endorses the Compassionate Care Benefit (CCB).



**2.** Your employees' jobs are protected while they access the CCB.



**3.** You have top-up benefits over and above the CCB.



**4.** You have a flexible and supportive caregiver accommodation policy.



**5.** You promote Advance Care Planning (ACP) using resources and tools available at [advancecareplanning.ca](http://advancecareplanning.ca) or you have your own materials.

@CanadianHPCAssn

@cdnhpcassn

@CanadianHospicePalliativeCare

May 2019

**APPLY NOW!**  
get your CCC designation

For more information visit:  
[chpca.net/CCC](http://chpca.net/CCC)

To apply:  
[chpca.net/cccapplynow](http://chpca.net/cccapplynow)

Contact us at:  
[sponsorship@chpca.net](mailto:sponsorship@chpca.net)  
1-800-668-2785 x 224

## HIKE FOR HOSPICE PALLIATIVE CARE

Sunday, May 3rd, 2020 marked the 18th year of the Hike for Hospice Palliative Care. The Hike functions to raise both much needed funds for hospice palliative care programs and services across Canada as well as to bring awareness to some of the many challenges within the hospice palliative care field.

The 2020 Hike for Hospice Palliative Care was impacted heavily by the COVID-19 pandemic. As a result of public health guidelines Hike Sites across Canada were unable to hold their traditional large gatherings. As a result, many Hike Sites postponed or cancelled Hikes, however,

several Hike Sites altered the format of their events to accommodate for “Virtual” Hike formats. Virtual Hikes were held across the country and were a new and successful venture. Many Hike Sites reported that a Virtual format will be an ongoing component of their Hikes moving forward.

The CHPCA would once again like to sincerely thank and recognize the national sponsor for their commitment to this important event. This year’s national sponsor was GSK.

## NATIONAL HOSPICE PALLIATIVE CARE WEEK

Every year, National Hospice Palliative Care Week, takes place during the first full week of May, showcasing hospice palliative care programs and services across Canada and encouraging people to discuss issues related to the end of their lives. Held from May 4th to 10th, CHPCA celebrated National Hospice Palliative Care Week using the theme: “Together we are busting the myths about hospice palliative care”. Using social media as a platform and also providing informational resources, the #BustingtheMyths campaign aims to empower Canadians through education by identifying and clarifying misperceptions about Hospice

Palliative Care in Canada. CHPCA also hosted a free online fireside chat with CHPCA CEO Laurel Gillespie and guests Yvonne Heath (Founder, Love Your Life to Death) and Robert Hawke (Speaker, Author and Comedian), which featured information about where to find hospice palliative care and advance care planning resources as well as a fresh perspective on grief, and a light comedy that debunks some of the myths around hospice palliative care. View CHPCA’s National Hospice Palliative Care Week 2020 resources here: <https://www.chpca.ca/campaigns/national-hospice-palliative-care-week-2/>

## NATIONAL BEREAVEMENT DAY

On November 17th, 2020, CHPCA recognized National Bereavement Day by inviting Canadians on a shared journey that fosters compassion and encourages them to cope with their grief by supporting each other through living and grieving. Though we were physically distant, grief brought us together as highlighted in the campaign theme “Grief is a Shared Journey”. On November 15th, 2020, CHPCA acknowledged the grief so many Canadians experienced during these unprecedented times with an online concert, Saying Goodbye, (<https://www.chpca.ca/projects/>

sayinggoodbyeconcert/) to honour loved ones and family members who passed during COVID-19. The concert featured an array of Canadian talents including John McDermott, Tara Shannon, Alan Doyle, George Canyon, Gowan and many others, bringing folks together virtually from coast to coast to coast. View CHPCA’s National Bereavement Day 2020 resources here: [https://www.chpca.ca/resource\\_group/campaigns/?filter=&cate%5B%5D=167#results](https://www.chpca.ca/resource_group/campaigns/?filter=&cate%5B%5D=167#results)

## NATIONAL CARERGIVER DAY

The Canadian Hospice Palliative Care Association (CHPCA) in partnership with Canadian Home Care Association and Carers Canada, developed an awareness campaign around National Caregiver Day, on April 7th, 2020. A Caregiver is an individual who provides ongoing care and assistance, without pay, for family members and friends in need of support due to physical, cognitive, or mental health conditions. We believe that all

Canadians have the right to die with dignity, free of pain, surrounded by their loved ones, in a setting of their choice. For many, caregivers play a vital role in providing or ensuring access to the quality end-of-life care that Canadians need, especially as they navigate the impacts of the COVID-19 pandemic.

## NATIONAL HOSPICE PALLIATIVE CARE DAY FOR CHILDREN

Together with the Canadian Network for Palliative Care for Children (CNPCC), CHPCA was proud to mark October 13th, 2020, as the inaugural National Hospice Palliative Care Day for Children in Canada. The campaign aims to raise awareness about the importance of pediatric hospice palliative care and improve the quality of living and dying for infants, children and youth with life-threatening conditions and their families.

Through the campaign, CHPCA affirmed that hospice palliative care is provided to people of all ages by debunking some of the popular myths about pediatric hospice palliative care. To answer some of the questions about pediatric hospice palliative care, CHPCA created a downloadable poster and FAQ sheet that were shared throughout various networks and on social media.

## CANADIAN HOSPICE PALLIATIVE ASSOCIATION'S CONFERENCES AND LEARNING INSTITUTE

In November 2020, the Canadian Hospice Palliative Care Association presented the biennial Canadian Hospice Palliative Care Learning Institute. The 2020 Learning Institute was postponed from June until November to accommodate for the public health recommendations around the COVID-19 pandemic. Taking place virtually for the first time ever, the Learning Institute was attended by over 300 health professionals, comprised of physicians, nurses, administrators, social workers, therapists, pastoral care providers, and academics.

The Learning Institute featured four intermediate to advance level learning streams and two plenary sessions.

The sponsors of the 2020 Canadian Hospice Palliative Care Association's Learning Institute were:

- Bayshore HealthCare
- Arbor Memorial

Throughout 2020-2021, CHPCA also worked on planning and preparation for the next Canadian Hospice Palliative Care conference. The Canadian Hospice Palliative Care Conference is taking place virtually from October 21st – October 22nd, 2021.

For more details, go to [www.chpca.ca/conference](http://www.chpca.ca/conference).

## NATIONAL ONLINE DIRECTORY OF HOSPICE PALLIATIVE CARE PROGRAMS AND SERVICES

In 2002, the Canadian Directory of Hospice and Palliative Care Programs and Services launched with the vision to provide access to information regarding the availability of hospice palliative care programs and services in every province and territory in Canada. At the end of the last fiscal year the new CHPCA website went live and included an updated, easily searchable, Directory of Services. The searchable directory contains contact information for approximately 600 hospice palliative

care programs and services in Canada. The CHPCA continues to strive to ensure that the most update to date information is available on our directory of services. The programs and services that are registered on the directory receive special communications, surveys, and other information from the CHPCA. Programs and Services can register or update their existing information on the CHPCA website.

## CHPCA INTEREST GROUPS

The CHPCA Interest Groups were created as a forum for members to network, share information, and best practices both in Canada and abroad. The CHPCA encourages individuals to join and utilize these groups to as an opportunity to network with others who are working or volunteering in hospice palliative care. The members of the interest groups meet biannually at the CHPCA's national conference. The forums for the interest groups are on a Facebook Group platform to help increase awareness, simplify dialogue and showcase their presence in the hospice palliative care community. Information about the Interest Groups is shared through the CHPCA's bi-annual newsletter AVISO, through CHPCA's Associate/Affiliate correspondence and through CHPCA monthly updates.

The CHPCA team has been undertaking several strategies to engage the interest groups and recruit new members to join the CHPCA community. The team continues to work on developing a communications plan

moving forward. The seven interest groups continue to grow with more members reaching an average of 80 members per group.

The Interest Groups are listed on the CHPCA website under the Join US section. The links listed below will direct you to the Facebook page of each group:

- Aboriginal Issues
- Long Term and Continuing Care
- Pediatric Issues
- Rural and Remote Issues
- Social Workers and Counsellors
- Spiritual Advisors
- Volunteer Issues

## NATIONAL/PROVINCIAL ASSOCIATION RELATIONSHIP

The CHPCA maintains close partnerships with the provincial hospice palliative care associations. Throughout 2020-2021 the CHPCA's Chief Executive Officer began a series of meetings with staff from each of the provincial associations across the country to discuss issues of importance at both the national and provincial levels. The intent of each meeting was to continue to emphasize the valuable relationships and to find synergies between the organizations to continue to advocate and promote access to good quality hospice palliative care across Canada.

The CHPCA continued to host teleconference meetings with the executive staff of the provincial associations, in an effort to discuss initiatives of benefit towards strengthening all associations. Initiatives that were

worked on throughout the year were primarily around areas of joint advocacy, education, and information sharing.

The CHPCA, under the direction of the CHPCA's Membership Committee, also continued to host semiannual teleconferences with representatives from the provincial associations. These calls functioned to discuss topics on membership initiatives, information and data sharing, membership growth strategies, and transfer of data between the national and provincial associations. These meetings continue to be a great way for the provincial associations to network and build upon each other's strengths.

## CANADIAN NETWORK OF PALLIATIVE CARE FOR CHILDREN (CNPCC)

The Executive Committee of the Canadian Network of Palliative Care for Children (CNPCC) is an active committee comprised of professionals from across Canada with a focus on pediatric issues. Their purpose is to provide leadership in pediatric hospice palliative care and to advocate for greater and more equal access for children of all ages, along with their families to high quality palliative care programs regardless of their geographic location. The CNPCC promotes education initiatives while monitoring and responding to pediatric palliative care issues across the country. The CNPCC has put together working groups to review and update the Pediatric Norms of Practice document and has further developed

the CNPCC website, housed on the CHPCA Website. On October 13th, 2020 the CNPCC, in conjunction with the CHPCA, held the first National Hospice Palliative Care Day for Children. The campaign's aim was to raise awareness about the importance of pediatric hospice palliative care and improve the quality of living and dying for infants, children and youth with life-threatening conditions and their families. The CNPCC remains involved with the International Children's Palliative Care Network (ICPCN) and the Quality End-of-Life Care Coalition of Canada (QELCCC) and has representation on these committees.

## INTERNATIONAL ISSUES

The CHPCA is very involved in international issues and promotes advocacy, twinning/partnering and education both within Canada and internationally. The CHPCA is also an active member of the Worldwide Hospice Palliative Care Alliance (WHPCA) and the International Children's Palliative Care Network (ICPCN). The mandate of WHPCA is to promote hospice palliative care worldwide, including pain and symptom management. The ICPCN's mission is to achieve the best quality of life and care for children and young people with life-limiting conditions, their families, and caregivers worldwide, by raising awareness of children's palliative care, lobbying for the global development of children's palliative care services, and sharing expertise, skills and knowledge.

Laurel Gillespie, CEO at CHPCA sits on the board of trustees of the WHPCA. The WHPCA is active in international, regional and national

advocacy. The WHPCA is the secretariat for World Hospice Palliative Care Day held in early October each year. The upcoming world day information can be found at: The Worldwide Hospice Palliative Care Alliance (<https://thewhpca.org/>).

ICPCN is a UK registered charity and is charged with raising issues around children's hospice palliative care worldwide. Dr. Chris Vadeboncoeur is the official Canadian representative to ICPCN. International Pediatric Palliative Care Day takes place October 8th each year.

CHPCA has also increased its international collaboration through its work on ehospice, for which an individual report can be found under the CHPCA websites and ehospice section: <http://www.icpcn.org/>

# SUSTAINABILITY AND GOVERNANCE

## BOARD OF DIRECTORS

The CHPCA is led by an active, dedicated board of directors who are made up of the CHPCA's two classes of members. The members and directors of the association consist of one representative of each of the ten provincial palliative care associations\* and up to six member-at-large positions.

The board has six main committees that help support the association in effective operation:

- Executive Committee
- Finance Committee
- Policy Committee
- Nominations/By-Laws Committee
- Membership
- Audit

## BOARD OF DIRECTORS 2020-2021

Effective March 31, 2021

### EXECUTIVE COMMITTEE:

President — Meg Milner  
 Past President — Val Paulley  
 Vice President — Vivian Papaiz  
 Secretary / Treasurer — Paulo Martins  
 Executive Committee Member and Manitoba Provincial Member — Jennifer Gurke

## CHPCA BOARD COMMITTEES

Effective: March 31, 2021

### EXECUTIVE COMMITTEE

Chair: Meg Milner

### POLICY COMMITTEE

Chair: Jennifer Gurke

### NOMINATIONS/BY-LAWS COMMITTEE

Chair: Val Paulley

The Board of Director's meets twice annually\*\* and meets regularly by teleconference throughout the remainder of the year. The CHPCA Executive Director and Staff would like to sincerely thank the CHPCA's Board Members for their dedicated service and guidance to the organization.

\*The CHPCA currently does not have representation from Prince Edward Island, however, allowances remain for one member of each provincial association to be a member and director of the CHPCA.

\*\* In light of the COVID-19 pandemic, the face-to-face board meetings were held virtually.

### PROVINCIAL MEMBERS:

British Columbia — Donna Flood  
 New Brunswick — Lana Hebert  
 Newfoundland — Debbie Squires  
 Nova Scotia — Marianne Arab  
 Manitoba — Jennifer Gurke  
 Ontario — Rick Firth  
 Quebec — Justine Farley  
 Alberta — Elaine Klym  
 Saskatchewan — Cameron Choquette

### MEMBERSHIP COMMITTEE

Chair: Donna Flood

### FINANCE COMMITTEE

Chair: Paulo Martins

### AWARDS COMMITTEE

Chair: Rotating Chairs

### AUDIT COMMITTEE

Chair: Rick Firth

## CHPCA BOARD COMMITTEES

The CHPCA has three committee reporting directly to the Executive Committee. Each Board Committee is charge with overseeing and completing the work of the CHPCA in three specific areas: Policy, Nominations/By-Laws, and Membership.

In addition, the CHPCA also has four other committees of the Board of Directors charged with overseeing the ongoing development and governance of the CHPCA. These committees are the Executive Committee, Finance Committee, Audit Committee, and the Awards Committee.

Each committee functions to do the following:

- **Policy Committee:** The Policy Committee oversaw the annual perpetual calendar ensuring that current policies were reviewed and affirmed as per the perpetual calendar.
- **Nominations/By-Laws Committee:** The Nominations/By-Laws Committee oversaw the members of the Board of Directors including managing provincial member's term dates. The Nominations/By-Laws Committee also reviewed Board Directors appointments onto committees and reviewed the skills matrix to determine any identified gaps not represented from within the current Board's membership.
- **Membership Committee:** The Membership Committee oversaw the joint membership initiatives occurring between the CHPCA and the provincial Associations, including the review and renewal of the Memorandum of Understanding.
- **Executive Committee:** The Executive Committee oversaw the business of the board and carried out tasks according to the Action List which is derived from discussion during the Board of Director's semiannual board meetings. The Executive Committee oversaw the activities of the Executive Director and heard reports from the Finance, Policy, Nominations/By-Laws, and Membership Committees. The Executive Committee also oversaw any activities required to ensure continued operations of the CHPCA and the Board of Directors, including but not limited to, identifying required topics for board education, governance, and joint advocacy initiatives.
- **Finance Committee:** The Finance Committee oversaw the production and review of the monthly, quarterly, and annual financial statements, including preparations for and management of the annual audit. The Finance Committee also oversaw the creation of the annual budget and presented to the CHPCA Board of Directors.
- **Audit Committee:** The Audit Committee oversaw monitoring the integrity of the association's financial statements and ensured the effectiveness of internal financial controls of the association. The committee also monitored the performance and objectivity of external and internal (if any) audits of the CHPCA.
- **Awards Committee:** The Awards Committee functions biennially, in years when there is a CHPC conference, to oversee the nomination process of the Award of Excellence and the Balfour Mount Champions Award.

# ORGANIZATIONAL INFORMATION

## CHPCA TASK GROUPS / COMMITTEES

### CHPCA TASK GROUPS / COMMITTEES

CANADIAN NETWORK OF PALLIATIVE CARE FOR CHILDREN (CNPCC)

Chairs: Chris Vadeboncoeur & Gurjit Sangha

HASTENED DEATH COMMITTEE

Chair: Laurel Gillespie

CHPCA VOLUNTEER CHAMPIONS COMMITTEE

Chair: Jodi Swan

## NATIONAL OFFICE STAFF

Effective March 31, 2021

Laurel Gillespie  
Chief Executive Officer

Cheryl Spencer  
Office Manager

Laureen Mignault  
Marketplace and Membership Coordinator

Danielle Boucher  
Communications Officer

Nicole Rickard  
Fundraising and Events Assistant

Kelly MacLaren  
Partnership and Development Officer

Sandie Lessard (part-time contractor)  
Finance Officer

Karine Diedrich  
Director, ACP in Canada

Michael Powell  
Communications Officer, ACP in Canada

Caitlin Reesor  
Communications and ACP Administrative Assistant

## CHPCA CHAMPION'S COUNCIL

Mr. Russell Williams  
Senior Vice President, Mission, Diabetes Canada

Ms. Kathryn Butler  
Chief Human Resources Officer (retired), The House of Commons Canada

Mr. Rob McCulloch  
Chief Development Officer, University of Ottawa

Mr. William (Bill) Greenhalgh  
President and Chief Executive Officer, Stratx Inc.

Ms. Crisoula Nikidis, B.A LL.L  
Head of Ethics and Compliance, Takeda

Ms. Shirlee Sharkey  
President and Chief Executive Officer, SE Health

Dr. Balfour Mount  
Emeritus Professor of Medicine, McGill University

# SUPPORTERS AND FINANCIAL STATEMENTS

## 2020-2021 SUPPORTERS

The CHPCA relies heavily on the support that we receive from our generous partners and funders whose financial assistance keeps us in operation. We would like to acknowledge our current partners and thank them for their ongoing support.

### PARTNER LEVEL (\$50,000+)

- GSK
- Health Canada

### COMPASSION LEVEL (\$25,000 - \$49,000)

- Purdue Pharma

### DIGNITY LEVEL (\$10,000 – \$24,999)

- Innovative Medicines Canada (IMC)
- CBI We Care
- Arbor Memorial
- McMaster University
- CYAN Solutions
- BunnyGee Music

### SPONSORS (\$2,500 - \$5,000)

- Amgen
- St. Lazarus
- Clarius Home Health

## FINANCIAL STATEMENTS

The Canadian Hospice Palliative Care Association is pleased to present the Financial Statements for the period of April 1, 2020 – March 31, 2021.

The Board of Directors each year reviews the audited statements as prepared by our external auditor, Ouseley Hanvey Clipsham Deep LLP,

and the results of that review are the approved financial statements as seen here in this report. We are pleased to be able to share with you our Statement of Financial Position and Statement of Revenue and Expenditure.

# STATEMENT OF FINANCIAL POSITION

**CANADIAN HOSPICE PALLIATIVE CARE ASSOCIATION**

 STATEMENT OF FINANCIAL POSITION  
 AS AT MARCH 31, 2021

**ASSOCIATION CANADIENNE DE SOINS PALLIATIFS**

 ÉTAT DE LA SITUATION FINANCIÈRE  
 AU 31 MARS 2021

	2021	2020	
<b>CURRENT ASSETS</b>			<b>ACTIF À COURT TERME</b>
Cash	\$ 417,640	\$ 129,897	Encaisse
Investments (note 3)	152,272	202,492	Placements (note 3)
Accounts receivable	54,477	109,428	Compte débiteurs
Prepaid expenses	18,426	3,079	Frais payés d'avance
	642,815	444,896	
<b>CAPITAL ASSETS (note 5)</b>	-	-	<b>IMMOBILISATIONS (note 5)</b>
	\$ 642,815	\$ 444,896	
<b>CURRENT LIABILITIES</b>			<b>PASSIF À COURT TERME</b>
Accounts payable and accrued liabilities	\$ 324,774	\$ 97,541	Comptes créditeurs et frais courus
Deferred revenue (note 4)	173,039	234,270	Revenu reporté (note 4)
	497,813	331,811	
<b>NET ASSETS</b>			<b>ACTIFS NETS</b>
Unrestricted	145,002	113,085	Non affectés
	\$ 642,815	\$ 444,896	

# STATEMENT OF OPERATIONS

## CANADIAN HOSPICE PALLIATIVE CARE ASSOCIATION

## ASSOCIATION CANADIENNE DE SOINS PALLIATIFS

STATEMENT OF OPERATIONS  
FOR THE YEAR ENDED MARCH 31, 2021ÉTAT DES OPÉRATIONS  
POUR L'EXERCICE TERMINÉ LE 31 MARS 2021

	2021	2020		2021	2020
<b>REVENUE</b>					
Conference	\$ 111,806	\$ 250,424	REVENU		
Education	8,244	1,702	Congrès		
Donation	203,467	236,308	Éducation		
Grants	765,793	716,216	Dons		
Interest	447	2,492	Subventions		
Membership fees	17,144	50,064	Intérêt		
Administrative services	71,000	93,500	Cotisations des membres		
Resource material	9,021	22,989	Services administratifs		
Miscellaneous	15,768	4,196	Documentation		
			Divers		
	1,202,690	1,377,891			
<b>EXPENDITURE</b>					
Advertising and promotion	2,520	88	DÉPENSES		
Amortization	-	2,387	Publicité et promotion		
Bad debt	0	6,672	Amortissement		
Bank charges	3,057	7,693	Créances irrécouvrables		
Communications	44,848	12,706	Frais bancaires		
Contracted services	550,468	304,913	Communications		
Dues and subscriptions	3,538	5,614	Services impartis		
Facility rentals	-	139,703	Cotisations et abonnements		
Human resources (note 5)	457,030	648,103	Location des installations		
Insurance	2,709	2,412	Ressources humaines (note 5)		
Meeting costs	37	26,227	Assurance		
Office supplies	4,788	12,849	Coût des réunions		
Postage	2,579	8,344	Fournitures de bureau		
Printing	8,142	35,926	Affranchissement		
Professional fees	6,184	6,548	Impression		
Rent	47,797	48,456	Honoraires professionnels		
Teleconferences	806	3,128	Loyer		
Telephone and facsimile	10,474	10,610	Téléconférences		
Training and professional development	2,781	897	Téléphone et télécopie		
Translation	22,311	37,810	Formation et perfectionnement professionnel		
Travel	555	37,464	Traduction		
Voluntary recognition and honoraria	149	622	Déplacements		
			Honoraire et reconnaissance des bénévoles		
	1,170,773	1,359,172			
<b>NET REVENUE FOR THE YEAR</b>	<b>\$ 31,917</b>	<b>\$ 18,719</b>	<b>REVENU NETES POUR L'EXERCICE</b>		

Full audited statements are available upon request. Please contact Cheryl Spencer at [cspencer@chpca.ca](mailto:cspencer@chpca.ca)



