Providing the world with innovations in aging

This year’s Annual General Meeting (AGM) celebrated Baycrest’s accomplishments over the last year, officially elected new members to the boards, and paid tribute to individuals and teams for their outstanding contributions to the organization. The event was held on Monday, June 28.

Dr. Tony Melman, chair of the Baycrest Board of Directors, reflected on strategic plan initiatives which further establish Baycrest’s leadership position as the innovator in aging, specializing in cognition and mental health. “We are currently embarking upon a major strategic initiative that will establish Baycrest as the global centre of excellence in aging and brain health. Baycrest’s exceptional and distinctive expertise in care, research and education makes it uniquely qualified to be the global leader in its field,” said Dr. Melman.

“We had many significant accomplishments and so much to be proud of thanks to the incredible work by an incredible team of staff, board members, volunteers and our supporters. There is no place in the world that has a team like this…and that is why there is no place in the world with the potential of Baycrest,” added Dr. Bill Reichman, Baycrest president and CEO. “We have a history of innovation and strong leadership and we will continue to draw on those strengths to build on our successes.”

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Providing the world
...continued from page 4

Warren Kimel, Board of Directors, Baycrest Foundation Chair, reported that the Foundation had the best fundraising results ever, in spite of economic challenges that impacted all health care facilities. “When I accepted this position last year, I was unsure of the success we would have. Not only did we have great success with well-established fundraising events like Aces for Alzheimer’s and Strokes for Strokes, and we even took our signature Scotiabank Pro-Am Hockey Tournament across Canada, but we were able to create new initiatives like Dancing With Baycrest Stars and Women of Baycrest,” he said.

“We want to be the charity of choice for people, and our fundraising endeavours have gone well beyond the Greater Toronto Area,” said Mark Gryfe, Baycrest Foundation president. “In the past years, we have reached into new markets and created a doorway into Baycrest for people who never would have come to us.”

The highlight of the AGM was the presentation of awards to Baycrest staff and partners. This year’s recipients are:

Chair Proud Partner’s Award: Canadian Coalition for Seniors Mental Health.

This award is given to an organization that has helped advance Baycrest towards its mission and vision. The Coalition is dedicated to promoting the mental health of seniors by connecting people, ideas and resources and collaborates with partners across Canada in advocating for policies and programs to ensure high quality care for those over age 65. Baycrest staff have worked closely with CCSMH on national projects and collaborated on several projects aimed at positively impacting residents’ quality of life.

Mary Lou Ip is one of the recipients of the President’s Award for Leadership Excellence.

Stephen W. Herbert Award for Excellence in Education: Public Affairs Team

This award recognizes the significant contribution of staff in the area of education—either of students or the public. The Public Affairs team received the award for the speaker series, Aging, Innovation and the Mind, which focuses on healthy aging and brain fitness. There have been eight talks in the series, each attracting close to 400 attendees. More than 3,800 viewers, from British Columbia, Alberta and beyond, have watched the talks on-line.

Staff from the Public Affairs team received the Stephen W. Herbert Award of Excellence in Education.

Dr. Bill Reichman, president and CEO, presented Manson Locke (right) with the President’s Award for Leadership Excellence.

President’s Award for Leadership Excellence: Mary Lou Ip; Manson Locke

This award recognizes staff members who have demonstrated leadership excellence through effective teamwork and commitment to Baycrest’s mission, vision and values. Mary Lou Ip, program director, Complex Continuing Care/Palliative Care, has effectively led her team in improving the admissions and patient screening processes and in increasing occupancy, the development of a comprehensive plan to make the end of life experience the best possible for patients and their families.
Manson Locke, director, Human Resources, is known for working closely with other leaders to ensure that HR policies, programs and interactions are aligned with Baycrest’s vision and mission and for finding creative and effective solutions that benefit employees.

**President’s Award for Innovation: eHealth**

This award is presented to a staff member or team for developing innovative strategies that assist Baycrest in introducing new knowledge and best practices to be shared and adopted at Baycrest and in the health care sector. The eHealth team has developed the Operational Dashboard, the Dashboard for the Program & Quality Committee of the Board of Directors, and MyScore. The team is also collaborating with Sunnybrook Health Sciences Centre on MyChart, a website where patients create and manage their own health information based on clinical and personal data.

**Donald T. Stuss Research Excellence Award: Dr. Cheryl Grady**

This award recognizes the impact of research conducted by a Baycrest scientist. Dr. Cheryl Grady, senior scientist and associate director, Rotman Research Institute, is acknowledged for her study “A multivariate analysis of age-related differences in default mode and task-positive networks across multiple cognitive domains” which identified changes in brain activity that begins in middle age. This study may explain why older adults find it difficult to concentrate in busy environments and filter out irrelevant information.

**The Wilfred Posluns Award for Foundation Leadership: Lynn Posluns**

Lynn Posluns is the first recipient of this award which honours a Baycrest Foundation board member who has demonstrated outstanding leadership. Ms. Posluns established Women of Baycrest, a network of 300 women who are involving women of all generations to raise funds, increase public knowledge, and support leading edge research. In its first year, Women of Baycrest has raised over $1 million towards a $3 million goal to fund a research chair at Baycrest in Women’s Brain Health & Aging. The funds will also support female brain scientists who engage in work that is relevant and sensitive to women's brain health concerns. *BM*

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**The Boardwalk**

followed the AGM. See page 10
Worth Repeating: Here is the latest edition of Bill’s Journal

June 25, 2010

Dr. William E. Reichman, Baycrest president and CEO

Last month I wrote to you about our efforts to increase employee engagement, especially given the new public sector compensation restrictions and the impact they have on our ability to reward and recognize your efforts. Step one was the decision of our Leadership Steering Committee to create a task force that would identify a variety of campus-wide options to enhance our work life experience here at Baycrest.

As you know, Faith Malach, program director, Community Services, accepted our request to lead the group. Faith and the members of the task force have done an amazing job and I want to thank them on behalf of all Baycrest staff. In just the past few weeks, they have created a comprehensive menu of suggestions under the categories of Rewards and Recognition; Relationships; Work-Life Balance; Wellness; Values and Trust; Learning and Development; and, Communication. They have also prioritized their recommendations to help us to focus on next steps.

The Leadership Steering Committee feels that there are some truly excellent ideas that have been generated by the task force – some will require significant resources and more time to implement and others we can move ahead on swiftly, which is exactly our intention.

Immediate actions we are now taking from the task force's recommendations include:

• designating discretionary funds for management to use at the program level for staff rewards and recognition;
• creating recognition cards that managers can have at their disposal to send to staff to celebrate special occasions;
• setting up a system to recognize staff on their annual anniversary at Baycrest;
• enhancing the years of service recognition event to include a full meal in a more formal setting – you will see this come into effect in the fall when we hold the next event;
• investing more funds in the overall Rewards and Recognition Program – for starters, we are holding the Canada Day staff recognition barbeque next week;
• investing more funds in the December holiday party to enhance the food offerings and the experience for all; and,
• improving overall communication with staff including the Executive Team (the VPs and me) being more visible and accessible – the Executive Team has chosen improving visibility with staff as our primary Wildly Important Goal (WIG) to be reported on each week in our team meeting.

As you know, all of this is in addition to our earlier steps to freeze parking rates at the 2009 level and to significantly enhance the staff lunchroom to make it more comfortable and inviting.

But all of this is just the beginning. The task force has given us other ideas to focus on such as developing an employee recognition wall; expanding the Rewards and Recognition Program; creating an employee discount plan for services and stores; planning a wellness program; and, enhancing food services and offerings for our staff.

We will be putting the menu of items recommended and adopted for action on the intranet so you can see exactly what efforts are underway and their status. This information may also prompt other ideas from staff and there are new cards in the Speak Your Mind boxes for just this purpose.

We cannot change the Ontario legislation and the restrictions it puts on us in terms of staff

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compensation, but we can use this adverse challenge as an opportunity to make Baycrest a better place to work through initiatives like the ones the task force has recommended. Their ideas, in addition to many other contributions by our Quality of Worklife Committee and our Organizational Effectiveness Department, have finally pushed us to take steps that are really important to our wellbeing. We must ensure that these efforts are sustained and become as much a part of the regular work life of Baycrest as the other very important things we do each and every day.

Special thanks to the task force members: **Nigel Applewhaite,** **Carla Delvecchio,** **Loraine Fellows,** **David Grimby,** **Julie Grossman,** **Leslie Lancovitz,** **Jean Lazarus,** **Maria Lereu,** **Faith Malach,** **Ruth Morayniss,** **Luis Rendon,** **Amy Rothwell,** and **Whitney Sherman.**

**Bill**

http://intranet/ceo/

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**Worth Repeating...continued from page 4**

On June 25, I wrote to you about ongoing efforts across Baycrest to address the excellent ideas that have been generated by the Staff Engagement Task Force. I would now like to provide you with more up-to-date information on Baycrest’s Service Recognition event.

First of all, I am pleased to let you know that the event will be held on Friday, October 22, 2010. The format will return to a full sit-down meal in a more formal setting. Our goal is to ensure this event is truly an annual celebration.

I look forward to continuing to provide you with more updates on our efforts to make Baycrest a workplace of choice.

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**Bill’s Journal: New Update**

You can fill out a comment card online on the intranet (baycrest@work) or pick one up on all units and in all program areas. Drop your card off in any Speak Your Mind box located throughout Baycrest.

**You** are part of what makes Baycrest great. Let’s make it even greater, together.
Offering clients reading material and other activities has made waiting for appointments in Saul and Rae Saltzman Day Treatment program more enjoyable for clients.

“Making client waiting time more enjoyable was a lead measure the Day Treatment staff thought would make a big difference to clients and help us meet our WIG of increasing client satisfaction,” says Isobel Manzer, program director, Ambulatory Services, RGP Day Treatment and Community Outreach. “They identified what would be of interest to clients and made those activities such as reading materials or cross word puzzles available. Before implementing this, clients sat quietly and kept to themselves or wandered around, and now we notice clients reading, working on puzzles and talking to one another. Some clients have commented on how this has made their visit better.”

Isobel adds that all Community and Ambulatory Programs worked hard at developing lead measures for their areas and staff members are already seeing the positive impact of their actions for clients and themselves.

Here are some examples of their initiatives that are making a big difference:

- The Day Treatment and Community Outreach Team (COT) started to ask clients “is there anything else I can do for you?” at the end of every encounter. This opened up the dialogue with clients, which leads to more trusting relationships and a more customer focused approach to client care.
- In The Reuben and Helene Dennis Ambulatory Care Centre, staff updated clients as they were waiting for appointments on when they would be seen, ensured that they were comfortable and offered them reading materials. The team also established a “no pointing” rule, and instead only escort clients and family members to their destination in the clinics.
- The Dr. Reuben Brown Dental Clinic now sends a “Patient Information Form” to new clients in advance of their appointment so they can fill it out at home and reduce their appointment time. The practice saves time and reduces the clients’ stress level. They also make follow-up phone calls to clients to see how their appointment went, and ask how they can make the improve client’s experience.
- The Audiology Clinic began making follow-up phone calls to clients within a week of the person being fitted with assistive devices. The information gathered from these phone calls has stimulated team discussion about how they can improve their service.
- Isobel also encouraged teams to set lead measures for employee engagement that could also enhance client satisfaction.

Here are some examples:

- The Swallowing and Nutritional Assessment – Community Service (SNA-CS) team ensure that when they go to the Apotex they introduce themselves the Apotex staff and explain their role. This helps Apotex staff become more familiar with the Speech-Language Pathologists on the SNA-CS team and their role.
- The Day Treatment and Community Outreach teams increased the number of “WOW” and “clear the path” recognition moments given and received by staff members by becoming more tuned to each other’s positive, supportive and extraordinary actions, and acknowledging them at the WIG meetings.
- The Dental Clinic increased employee participation by initiating 15-minute staff huddles, and decided to congregate together as a team for lunch on a weekly basis.
- The Reuben and Helene Dennis Ambulatory Clinics created more opportunities for staff to share knowledge and experiences each month and have set a goal to increase staff participation in the October United Way CN Tower Climb.

Some fun and unique scoreboards:

The Day Treatment and Community Outreach Teams created a tree scoreboard with symbols such as fruits, flowers and stars that represents a lead measure. Staff members add the appropriate symbol to the tree each time they contribute to a lead measure.

The Ambulatory Care Clinics use a 750-piece puzzle of a box of chocolates as their scoreboard. Staff members place a puzzle piece in a jar each time they have made a contribution to a lead measure. When all the puzzle pieces are in the jar, staff members will work together to build the puzzle and display it in their staff room to recognize their accomplishment.

The Dental Clinic made their scoreboard out of a 1000-piece blank puzzle in the shape of a tooth. Each time staff members contribute to a lead measure, they colour in a piece of a puzzle (different colours represent different lead measures).
Father’s love of music endures with Baycrest music library

When Allen Copnick was at Baycrest in the late 1990s, he enjoyed sharing his collection of beautiful music with other clients.

“My dad would always have people around him listening to his music and borrowing CDs,” recalls his son, Warren Copnick. “He knew how soothing and uplifting music could be for people.”

The Copnicks established the Allen G. Copnick Family Endowment Fund, which is directed to program enrichment and music, but they wanted to do more for Baycrest clients.

Last year, Warren and his mother, Carole Copnick, established a music library at Baycrest in Allen’s father’s name. “Music relaxes people and encourages them to socialize when they go to a concert or discuss music,” notes Carole Copnick, who worked in research at Baycrest from 1994 to 2006.

Warren, who is the director of national promotion for Sony Music Entertainment Canada, provides the CDs for the music library. “It keeps the spirit and memory of my father alive,” he says.

Amy Clements-Cortes, Baycrest music therapist, explains, “The clients and residents of Baycrest benefit greatly from the generous donations of the Copnick family. Each week, they can have a different CD brought to their room, and their families are able to play the CD while they visit … reminiscing, relaxing, and simply enjoying the pleasures of the music. Music has so many benefits, it can reduce pain perception, stimulate cognitive function, provide sensory stimulation for those with limited abilities and facilitate social interaction.”

For more information about endowment funds, contact Lyn Ben-Dat at lbendat@baycrest.org or Joanne Gittens at jgittens@baycrest.org.

(l-r) Warren Copnick, Baycrest music therapist Amy Clements-Cortes, Carole Copnick and her sister Valerie Packer at a special Baycrest Foundation reception, where Warren and Carole received personal certificates of recognition.
Stay safe in the sun

With the summer months now upon us, Baycrest clients need to take extra care when they venture outside, because they can suffer from stress and illness from the heat. It takes time to adjust to hot temperatures, but we can all beat the heat by these minor precautions:

- Healthy perspiration can be hampered by high heat and humidity. On those days, avoid strenuous outdoor activity, particularly during hours of peak sunshine. If the activity cannot be delayed, try to schedule it during the early morning or evening when it’s cooler. Those at high-risk of heat related problems such as heat exhaustion and heat stroke should stay in areas where there is plenty of air conditioning and air circulation.

- Thirst declines with age, and older sweat glands don’t produce as much sweat as they used to. The sweat that is produced tends to contain more salt, and lack of salt in the body can lead to sudden drops in blood pressure. Drinking plenty of water, juice or beverages with electrolytes throughout the day, as often as every 15 to 20 minutes, will help to keep you cool. Alcohol and caffeinated drinks can hamper the body’s ability to moderate temperature and should be avoided. Clients should be appropriately dressed for summer when outdoors, wearing lightweight, light coloured clothing.

- Cool cloths applied to the face, neck and arms, as well as short baths and showers, are other good ways to beat the heat. Be aware of signs of illness due to excess heat. Muscle cramps, fatigue, weakness, impaired concentration, confusion, lightheadedness, nausea, labored breathing, chest discomfort, and a rapid or erratic pulse can all be signs of trouble. BM

Client safety tips for the summer

Smog and heat alerts
When you see these signs posted at Baycrest, please do not take clients outdoors.

Sunscreen and insect repellent
Nursing staff at the Apotex Centre, Jewish Home for the Aged, will apply a recommended sunscreen (SPF 30) and a recommended insect repellent to clients prior to Baycrest-sponsored events. Families and/or private companions are responsible for providing and applying sunscreen and insect repellent for any outings that are not sponsored by Baycrest, and families and/or private companions of Baycrest Hospital patients are responsible for providing and applying sunscreen and insect repellent at all times that patients are outdoors. These products cannot be left in clients’ rooms or on the units and must be stored in a safe place.

Tips for everyone’s protection
- Wear a hat with a wide brim; this will help shield your skin from the sun’s UV rays.
- Sunglasses should also be worn to help protect the eyes from UV rays.
- When possible wear long-sleeves, long pants and socks when you are outdoors.
- Avoid or take extra care when you are outdoors between dusk and dawn.
- Avoid areas where there is standing water, which attracts mosquitoes.
- Try to stay in shaded areas when outdoors and avoid outdoor activities during midday, when the sun’s rays are strongest.
- Check the expiry date of protective products you are using.
Tisha B’Av – a time of mourning

From Tuesday, June 29 (the 17th day of the Hebrew month of Tammuz) to Tuesday, July 20 (Tisha B’Av – the ninth day of the Hebrew month of Av), Jews around the world enter a time of mourning and reflection known as “the Three Weeks.” During this period, Jews focus on disasters that befell their people throughout history.

Tisha B’av has historically been days of misfortune and calamity for the Jewish people. During this time, both the First and Second Temples of Jerusalem – the spiritual centre – were destroyed. Today, Jews reflect on the meaning of the Temple in Jewish life, read the book of laments of Tisha B’av and hope and pray for the rebuilding of Jerusalem and the Temple, its spiritual centre. The period of mourning concludes on July 20 after a 24-hour fast.

In commemoration of this period and respect to Baycrest clients, large concert venues are replaced with other participatory events. Regular therapeutic activities that happen on the unit are permitted and encouraged. Therapeutic music programs and sing-alongs will continue.

Alternative Programming during the “Three Weeks”

There will be alternative programming on some Sundays, Wednesdays and Thursdays.

There will be NO programs on:

- Thursday, July 15
- Sunday, July 18
- Tuesday, July 20

Please check program schedules for details. For more information please call Bobbie Cohen, Culture and Heritage coordinator, at 2546.

Just Clean Your Hands

On Monday, July 19, Baycrest will launch Just Clean Your Hands, a comprehensive program created by the Ontario Ministry of Health and Long-Term Care to help health care facilities and individuals overcome the barriers to proper hand hygiene and improve compliance with hand hygiene best practices.

This program will be rolled out by the Infection Prevention and Control team in the coming months and will be fully implemented at Baycrest by February 2011, but immediate actions are being put into place to reinforce the importance of hand hygiene on a daily basis.

Hand hygiene is the single most important method of preventing infections in health care settings. During the week of July 19, look for these activities that will help make hand hygiene easier for health care providers:

- Informal education sessions on clinical units.
- Videos and other educational materials on the intranet and internet.
- Display outside the Cafeteria.
- Mobile hand washing cart.
- Giveaways, prizes and surprises!

Did you wash them?
Apotex Family Advisory Council thanks all Apotex Staff

Members of the Apotex Family Advisory Council (FAC) recently delivered plants to all the units as a thank you to staff for the excellent care they provide to residents throughout the year. “On behalf of all Apotex residents’ family members, the Apotex FAC wanted to do something special to let staff know that we appreciate their hard work and dedication, and recognize their efforts, which often go above and beyond their role each day,” said Wendy Wright, Apotex FAC co-chair.

The members meet regularly to consider issues which are relevant to Apotex residents, and to offer feedback on how to improve life for both residents and staff. The council is currently recruiting new members.

If you are interested in joining please contact George Keri, incoming chair, or Francie Kendal, incoming vice-chair, by calling Karen Rue at extension 2162. BM

Boardwalk raises over $100,000

Over 400 Baycrest clients and their families, friends, staff, and volunteers participated in the Baycrest Boardwalk on June 28, which raised more $100,000. The event’s 2010 co-chairs were Faye and David Markowitz, long-time supporters of Baycrest, together with their dog Mookie. Top staff fundraising team was Research Rocks, who raised $2,587. This was the sixth annual year for the two-kilometre walk around the Baycrest campus, which has raised $803,000 since 2005. The event featured a lively klezmer band, stiltwalker, magician, and concluded with a barbecue and great prizes for participants at the Terraces of Baycrest. Proceeds from the Boardwalk support care and research at Baycrest, focusing on innovations that will transform the journey of aging.

Boardwalk co-chairs Faye and David Markowitz, with their family.
Resident/Client Library Survey

Monday, July 5 to Friday, July 9
11:00 am to 3:00 pm

We would like to develop the Baycrest Resident/Client Library service to better meet your needs, interests and preferences.

WE NEED YOUR INPUT!

All residents and clients are invited to participate

The survey should only take a few minutes to complete. If needed, a volunteer can assist you in completing it.

For more information, please contact Melissa Cohen at 416-785-2500 x2705
Announcements

• Congratulations to Baycrest’s “Memory Intervention for Mild Cognitive Impairment Program”, which was awarded with the Alzheimer Society of Canada 2010 Program Excellence Award. The program, which is part of the Cognitive and Behavioural Health Program, consists of an interdisciplinary team (pictured here) including Dr. Kelly Murphy, psychologist, Dr. Angela Troyer, psychologist, Renee Climans, social worker, Cheli Barokas-Agate dietitian and Janet Murchison, occupational therapist.

• Congratulations to Dr. Thiru Yogaparan, program director, Complex Continuing Care, who has received the Teacher of the Year Award from the geriatric subspecialty residents.

• Baycrest welcomes Maria De Leon, RN,BScN, clinical manager, 6 West – Phillip and Shirley Granovsky Palliative Care Unit. Maria has devoted the past five years of her career to the needs of palliative care patients and their families as palliative care case manager with the Central East CCAC and held a casual position as a clinician on one of the general medical units at St. Joseph’s Health Center in Toronto.

  She holds a certificate in palliative care and is passionate about building upon Baycrest’s current program’s stellar reputation as a welcoming place that affords comfort and dignity to those at end of life. Maria joins Baycrest on July 12. Her office will be on 6 West, Baycrest Hospital.

• Baycrest welcomes Hannah Oksemberg to the Support Services team as director, Food and Nutrition Services, who joined the organization on Monday, June 28. Hannah comes to Baycrest with extensive management experience in food service, most recently as a director in a large retirement residence. She holds a BSc in Nutritional Sciences as well as a CGA designation. Hannah’s responsibilities include leading clinical nutrition, production and service of client food, catering, retail, and food service at the Terraces. She is located in the Food and Nutrition Services Administration area, second floor of the Posluns building.