

# BAYCREST BULLETIN

*A snapshot of Baycrest news and events - December 2021*

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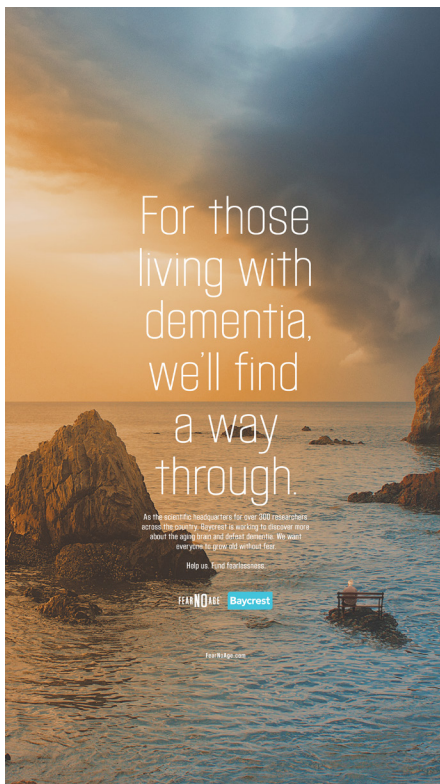
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## Baycrest's Fear No Age™ Campaign Addresses Canadians' Key Aging and Brain Health Concerns



Dementia and declining brain health are key concerns for Canadians aged 45+, and almost all (94 per cent) believe it is important to improve dementia care.

Baycrest is revolutionizing how people think about aging through its new **Fear No Age™** campaign to mitigate these concerns and educate Canadians on the importance of brain health.

"Almost 80 per cent of our long-term care residents are living with dementia. Through Baycrest's groundbreaking research and innovations, compassionate care and renowned educational programs, we are striving to take critical steps forward in paving the way towards a dementia-free world, so we can all grow old without fear," says Dr. William Reichman, President and CEO of Baycrest.

A recent survey conducted by Baycrest found that:

- Less than one in five people are confident in their knowledge about preventing dementia (23 per cent).
- One in four Canadians aged 45+ don't know when they should start taking steps to prevent dementia.
- Only 16 per cent reported having a plan for aging in place.
- Almost half of Canadians anticipate needing clinical services to age in place (48 per cent).

Baycrest's Fear No Age brand campaign aims to reimagine how Canadians approach aging and brain health, while inspiring hope and urgency to encourage donations to defeat dementia.

Funds raised will unlock breakthrough research into dementia and ensure that all Canadians can access Baycrest's services and resources that empower

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them to enjoy a life of purpose, inspiration and fulfilment. "The support and funding from our donors and partners paves the way for Baycrest's crucial work to discover a new world full of possibilities, free of fear. But we need your

help," says Josh Cooper, President and CEO of the Baycrest Foundation. To help fund fearlessness and support Baycrest, visit **FearNoAge.com** to donate and learn more.

## Baycrest's Catalogue of Caring

### CATALOGUE of CARING

Meaningful gifts meeting unique needs



FEARNOAGE Baycrest

Baycrest's **Fear No Age™** campaign is our call to action to end dementia and give everyone the tools they need so their later years are the best of their lives.

Answering the call, the Baycrest Foundation has launched the Catalogue of Caring, a symbolic giving catalogue with gifts that are representative of the programs and services that meet the unique needs of our older adult community.

Baycrest's Catalogue of Caring is filled with tangible examples of items used every day

to ease feelings of isolation and loneliness, help our older adults stay connected in our digital world, empower independent living, and provide funding for groundbreaking research into the mysteries of the aging brain.

To help Baycrest provide the tools our older adults need to live their best lives, visit **baycrest.org/catalogue** to select your symbolic gift online. And, thanks to the generosity of long-time Baycrest supporters Charlotte and Lewis Steinberg, every gift made through the Catalogue of Caring will be matched to double the impact.

## Congratulations to Dr. Feldman



Dr. Sid Feldman, Baycrest's Chief of the Department of Family and Community Medicine, Medical Director of the Apotex, and Executive Medical Director of Residential Programs, has been selected as the 2021 recipient of the Lindy Fraser Award by Osteoporosis Canada.

This prestigious award recognizes Dr. Feldman's sustained efforts and

contributions in research and education in the field of osteoporosis.

Earlier this year, Dr. Feldman also received the University of Toronto's Department of Family and Community Medicine Award of Excellence as Academic Family Physician of the Year.



Date	Time	Number of Candles
Sunday, November 28	4:30 p.m.	1 + Shamash
Monday, November 29	4:30 p.m.	2 + Shamash
Tuesday, November 30	4:30 p.m.	3 + Shamash
Wednesday, December 1	4:30 p.m.	4 + Shamash
Thursday, December 2	4:30 p.m.	5 + Shamash
Friday, December 3	3:00 p.m.	6 + Shamash
Saturday December 4	6:30 p.m.	7 + Shamash
Sunday, December 5	4:30 p.m.	8 + Shamash

\*Candle lighting services are available on Channel 988 and unit YouTube playlists

\*Candle lighting is earlier than required to facilitate participation and to accommodate client meal times.



# Baycrest Health Information Portal

The Baycrest Health Information Portal is an emerging online health education resource for older adults. The portal aims to educate patients, caregivers and community members about aging and brain health through reliable online health education resources. Research shows that approximately 60 per cent of Canadians and up to 88 per cent of seniors have low health literacy – the ability to access, understand, communicate and evaluate health information, and then use it to make informed health decisions for an improved quality of life.

The Health Information Portal offers high quality educational material in various formats, such as brochures, booklets, guides, videos, web-based programs and eLearning modules. This user-friendly portal was developed with content from Baycrest clinical and interprofessional experts and is accessible through desktop and mobile devices. The Health Information Portal also links you to valuable external health information.

Providing curated, reliable health information through the Portal is a way to ensure patients, caregivers and community

members can understand important components of their overall healthcare journey, diagnosis, treatment and prevention plans. They will also have the tools to ask relevant questions to their healthcare providers and understand their health outcomes.

With input from the Baycrest Client and Family Partners, the portal subject headings were designed to include the following:

- Caregiving
- Dementia and Memory
- End of Life and Palliative Care
- General Health and Wellbeing
- Mental Health
- Safety

To learn more about the Baycrest Health Information Portal, visit: **[www.baycrest.org/Baycrest/Health-Information](http://www.baycrest.org/Baycrest/Health-Information)**.

To offer feedback or ask a question about the Health Information Portal, **please email: [SPede@baycrest.org](mailto:SPede@baycrest.org)**



Caregiving



Dementia and Memory



End of Life and Palliative Care



General Health and Well-Being



Mental Health



Safety

## Updates, Questions and Comments

The health and well-being of everyone at Baycrest is our priority, and we are doing everything we can to serve the needs of our residents and patients during this time. Baycrest is committed to communicating with you about COVID-19. For the most up-to-date information, please visit the intranet

or [www.baycrest.org](http://www.baycrest.org) and sign up to get email notifications when there are COVID-19 updates. Please also refer to the list of Frequently Asked Questions, which we continue to update. If you have questions or comments, please email [covidquestions@baycrest.org](mailto:covidquestions@baycrest.org)

# Innovation Updates - Upcoming Webinars



## Upcoming Caregiver Webinar - Wednesday, December 15, 2021

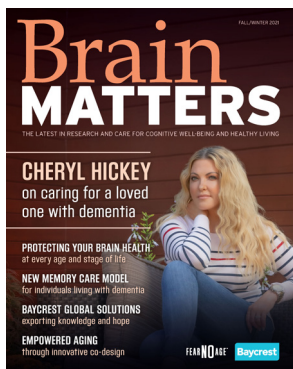
With the world opening back up, Baycrest@Home wants to ensure that older adults in the community have the tools and resources they need to age well. For Baycrest@Home's next caregiver webinar, Sheldon Parker, founding partner of Parker & Zener LLP, will share 10 actionable tips for leading a happy and fulfilling life. This insightful webinar is a great way to wrap up the year and set resolutions for the New Year. This event will be held on Wednesday, December 15, from noon to 1 p.m. **To register, go to [bit.ly/SheldonParkerWebinar](https://bit.ly/SheldonParkerWebinar).**



## Upcoming Discover Dance Event with Baycrest@Home - Thursday, December 16, 2021

Our colleagues at Baycrest@Home, in partnership with TO Live and Nova Dance, will host the next installment of their Discover Dance series on **Thursday, December 16, from 3 to 4 p.m.** It will feature Andrea Nann, a local choreographer and producer. Andrea choreographs, performs, produces and presents dance to reach across distance, to experience herself and others in celebration of possibility, diversity, connection and belonging. All are welcome to take part in these events and are encouraged to share this information with families, friends and clients who may benefit from these programs. **To register go to [bit.ly/DiscoverDanceDec2021](https://bit.ly/DiscoverDanceDec2021).**

## A New Edition of BrainMatters Magazine is Now Available



The Baycrest Foundation is pleased to share the Fall/Winter 2021 edition of BrainMatters Magazine.

Included in this issue:

- A feature article with ET Canada host Cheryl Hickey, who opens up about her father's battle with a rare brain disorder.
- Baycrest's new Possibilities™ memory care model.

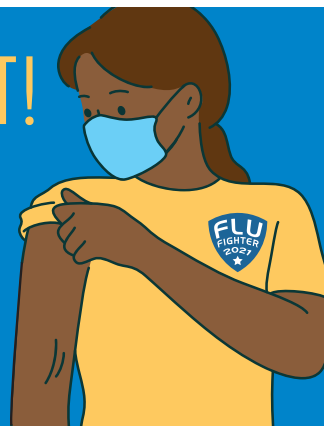
- How innovative co-design leads to empowered aging.
- Training the next generation of leaders in brain health and aging.
- A story about a couple who discovered how life at the Baycrest Terraces helps ensure they will **Fear No Age**.™

**Read the full issue of BrainMatters at <https://bit.ly/BrainMattersFall2021>.**

## BE A FLU FIGHTER. GET YOUR FLU SHOT!

Get your flu shot in Loftus Hall or from the Flu Buggy when it comes to your floor or unit. The flu ends with you!

**PROTECT YOURSELF | PROTECT OUR CLIENTS | PROTECT YOUR LOVED ONES**



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Baycrest is fully affiliated  
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3560 Bathurst Street  
Toronto | ON | M6A 2E1  
416 785 2500 | [www.baycrest.org](http://www.baycrest.org)

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[marketing@baycrest.org](mailto:marketing@baycrest.org)**