

**2017**

**2018**



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

# **ANNUAL REPORT**

**Canadian Hospice Palliative Care Association**

**“That all Canadians have access to quality end-of-life care”**

[www.chpca.net](http://www.chpca.net)  
[www.advancecareplanning.ca](http://www.advancecareplanning.ca)  
[www.eolcaregiver.com](http://www.eolcaregiver.com)  
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[www.ehospice.com](http://www.ehospice.com)  
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[www.qelccc.ca](http://www.qelccc.ca)  
[www.cnpcc.ca](http://www.cnpcc.ca)

## VISION STATEMENT

“That all Canadians have access to quality end-of-life care.”

## MISSION STATEMENT

The Canadian Hospice Palliative Care Association (CHPCA), a national health charity, is the national association which provides leadership in hospice palliative care in Canada.

CHPCA offers leadership in the pursuit of excellence in care for persons approaching death so that the burdens of suffering, loneliness and grief are lessened.

CHPCA will strive to achieve its mission through:

- Collaboration, leadership and representation;
- increased awareness, knowledge, and skills related to hospice palliative care of the public for health care providers, volunteers, and others;
- development of national norms of practice for hospice palliative care in Canada and the advancement of the palliative approach to care across all settings;
- support of research and knowledge translation on hospice palliative care;
- advocacy for improved hospice palliative care policy, resource allocation, and supports for caregivers.

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Charitable Registration Number: 13760 4195 RR 001  
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# PRESIDENT'S REPORT

Dear CHPCA Colleagues, Partners and Supporters,



This has been another exceptional year for the Canadian Hospice Palliative Care Association (CHPCA) and also my first year as President of the Board of Directors. I am proud to highlight just a few of the successful endeavours accomplished throughout this period.

The month of May once again proved to be very busy for CHPCA with the Hike for Hospice Palliative Care kicking off the National Hospice Palliative Care Week. The 2017 Hike was hugely successful in raising awareness and funds for hospice palliative care, surpassing the 3 million dollar mark for the first time. The Week saw strong pick up as well with a very appealing social media campaign, #Top5WhileImAlive. New this year was the first ever National Grief & Bereavement Day on November 21st which provided an opportunity to highlight important issues on grief and bereavement in Canada. Other campaigns and events of note included National Carer's Day, Advance Care Planning Day, the CHPC Conference, and the 5th International Public Health and Palliative Care conference, in which the CHPCA was a partnering organization. 2017 also saw the launch of the exciting new Canadian Compassionate Company designation, an important new initiative led by the CHPCA's Champion's Council that focuses on recognizing companies with formal HR policies on compassionate care leave benefits.

In addition to the many great awareness campaigns and events coming from the CHPCA, the team continued to produce and distribute policy

alerts, monitored the agreements between federal and provincial governments as part of the 2017 Health Accord, submitted a brief to the House of Commons Standing Committee on Finance for pre-budget consultation for 2018, and appeared as a witness in support of MP Marilyn Gladu's Private Member's Bill C-277 (Palliative Care Framework Act).

2017-2018 continued to see attention around Medical Assistance in Dying (MAiD). The CHPCA maintained a distinction between Medical Assistance in Dying and hospice palliative care, and to our credit, helped to keep a clear distinction between the two issues.

Our board continues to work hard on behalf of all its affiliates and associates, continuing to show outstanding leadership and strong representation from across the country. We commend and congratulate the national office staff in Ottawa and our various partners across the country including the members of the Quality End-of-Life Care Coalition of Canada (QELCCC) as all members and associates continue to work together to promote better access to and quality of hospice palliative care across our great country. Together, our accomplishments are working towards making hospice palliative care more accessible to Canadians who need it.

Sincerely,

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

Val Paulley,  
President, CHPCA Board of Directors

# ANNUAL REPORT 2017-2018

The Canadian Hospice Palliative Care Association (CHPCA) is pleased to provide you with highlights of the CHPCA's activities throughout the 2017-2018 fiscal year.

The CHPCA Strategic Plan developed in 2015 guides the work of the association. The Strategic Plan 2015-2018 can be found at [www.chpca.net](http://www.chpca.net). Our strategic plan has five new strategies:

- Strategy #1: Promote the integration of hospice palliative and end-of-life care principles and practices into all community and health settings.
- Strategy #2: Support education of care providers across all settings.
- Strategy #3: Promote evidence-informed policy.
- Strategy #4: Promote sustainable partnerships.
- Strategy #5: Build the capacity and sustainability of the Canadian Hospice Palliative Care Association.

The CHPCA focused most of its work in the five main areas above, but continued to work on the following key areas in 2017 - 2018:

Advocacy, Public Policy and Education  
 Communication and Awareness  
 Sustainability and Governance

2017-2018 was a busy year for CHPCA and the hospice palliative care field. The passing of federal Bill C 277 on December 12th, 2017 was seen as a milestone although more comprehensive and integrated hospice palliative care and a palliative approach to care across all settings are much needed.

The following are short captions of some of the work of the CHPCA. For more detailed information, please contact our office at [info@chpca.net](mailto:info@chpca.net) or visit our website at [www.chpca.net](http://www.chpca.net).

Best wishes,



Sharon Baxter  
 Executive Director



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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/CanadianHPCAssn](http://www.twitter.com/CanadianHPCAssn)



# ADVOCACY, PUBLIC POLICY AND EDUCATION

## INFLUENCING NATIONAL POLICY DECISION MAKERS

The CHPCA's advocacy team comprised of the Executive Director and the Communications and Policy Advisor and others as recruited often from the Quality End-of-Life Care Coalition of Canada (QELCCC), and the provincial hospice palliative care associations advocated for hospice palliative care issues throughout 2017-2018.

The CHPCA 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 to continue to advocate for quality hospice palliative care in Canada. The CHPCA submitted a pre-budget brief to the House of Commons Standing Committee on Finance (FINA) and appeared as a witness in support of MP Marilyn Gladu's Private Member's Bill (PMB) C-277: An Act providing for the development of a framework on palliative care in Canada in the fall of 2017. The bill received final assent on December 12, 2017. Health Canada is conducting a consultation on what should be included in the national framework/strategy and CHPCA is currently an advisor. Health Canada is to submit their document to Parliament before December 12th, 2018.

In January 2018 four groups came together to form Palliative 4 Canadians or P4C which includes the Canadian Hospice Palliative Care Association; Canadian Society for Palliative Care Physicians; Canadian Virtual Hospice and Pallium Canada. The main goal of this group is to represent the QELCCC members and the palliative field with the government and other bodies.

The CHPCA submitted a brief to the House of Commons, Standing Committee on Finance for the pre-budget consultation for 2018. This brief brought attention to the issue of access to hospice palliative and end-of-life care in Canada and the need for better awareness of Advance Care Planning (ACP) for Canadians.

CHPCA and the QELCCC published a key messages document in the spring of 2018 which forms the basis of our advocacy. This can be found on the QELCCC website at <http://qelccc.ca/>.

Also, the CHPCA is monitoring the agreements between the federal and provincial governments as part of the 2017 Health Accord and continues to advocate for expansion of an integrated palliative approach to care.

## KNOWLEDGE TRANSLATION (KT)

The CHPCA continued to write letters of support and collaboration for both the Canadian Frailty Network (CFN) and the Canadian Institutes of Health Research (CIHR) knowledge translation initiatives in 2017-2018. A few of our applications have resulted in partnerships, and we look forward to contributing to several projects throughout 2017-2018 and beyond.

The CHPCA contributes their time and efforts 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 and end-of-life care, as well as the emotional and spiritual support to provide this care.

The research initiatives we are involved in include work in long-term care, caregiver issues and advance care planning and primary care. We continue to write KT pieces in ehospice, on various CHPCA websites or in other partner communication pieces, and host webinars on specific research topics. The CHPCA also continues to promote KT through our various social media channels including Twitter and Facebook, in order to broaden the reach of information.

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

The CHPCA continued its role serving as the Secretariat for the Quality End-of-Life Care Coalition of Canada (QELCCC), including work plan support, meeting coordination, minute-taking, report writing, website updates, and any other organizational needs as they arose. The annual QELCCC face-to-face meeting was held in Ottawa on January 26, 2018 during which new coalition members were welcomed, the previous year's work reviewed and work plans for the upcoming year were developed. All four committees (Executive, Advocacy, Education and Research and Knowledge Translation) continue to focus on a number of key areas including influencing public policy, communication around caregiver issues, follow up with federal and provincial governments about expanding on Bill C-277, promoting palliative care for inclusion in core competencies across professions, working on the all of CHPCA's and ACP's advocacy days, finding new funding opportunities, finding and influencing research bodies, and of course, continuing to broadly advocate for hospice palliative care at every opportunity.

The QELCCC continued to use the second iteration of the Blueprint for Action: 2010-2020 report to guide its policy and advocacy efforts. The

group also undertook the task of creating two new valuable resources. The first was a new key messaging document. This key messaging document was intended for use by all the coalition members as well as external organizations during the Health Canada online public consultation on palliative care in Canada. The second new resource was a poster and one page research document on the findings from the Coalition's environmental scan. Both documents are actively being used by coalition members and external organizations alike.

The diversity of QELCCC member organizations continues to contribute to a rich variety of experience, skills and areas of focus to the QELCCC as a whole and among individual committees. The QELCCC will continue to work with all member organizations in the coming year to more effectively influence public policy and federal leadership on the palliative care file at this critical juncture.

For more information about the QELCCC and its activities — including the QELCCC semi-annual and annual reports — please visit [www.qelccc.ca](http://www.qelccc.ca).

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

The Way Forward initiative formally ended in 2015 but promotion and dialogue continues. The initiative completed all knowledge transfer products and tools, most importantly the final iteration of the National Framework and its accompanying resources and continued dissemination and outreach to identified stakeholders, several provinces and agencies on the adoption of the palliative approach, and the national Advance Care Planning (ACP) in Canada initiative all being central to outreach efforts.

A Letter of Intent (LOI) was submitted to Health Canada in February 2018 outlining a proposed "Phase II" of The Way Forward, to help provinces and territories further implement recommendations. This LOI was not selected to move forward to the full proposal stage and continued

funding is being sought.

The Way Forward initiative will continue to be felt 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 people are comfortable having conversations about the kind of care they want towards the end of life, these organizations will keep pushing the initiative.

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

The Advance Care Planning Project in Canada raises awareness about the importance of advance care planning and helps Canadians — individuals, families, communities and health care professionals with the tools they need to effectively engage in the process. This project was launched in Canada in 2008 with funding from founding partner GSK.

Since 2012, April 16th has marked the day for National Advance Care Planning in Canada, serving as a reminder not only to start these important conversations with your substitute decision maker(s), but to review your wishes annually. Each year, as part of Advance Care Planning (ACP) day, the ACP team chooses unique campaign themes which guide the development of materials and resources for the ACP day toolkit. This year, ACP in Canada developed resources for the theme “My ACP Team,” highlighting the people close to you and involved in your personal life and healthcare. A number of new tools were created, including videos, news releases and blogs, and the ACP team leveraged traditional and social media to promote conversations about advance care planning. Over 70 community organizations and agencies across Canada conducted National Advance Care Planning Day activities in their communities.

ACP in Canada had a presence at several conferences throughout the last year. We presented on our work at the ACPEL International Conference on Advance Care Planning and End of Life Care in September 2017. We also held a booth at the 2017 Family Medicine Forum, handing out hundreds of our primary care resources and our infographic made in partnership with the College of Family Physicians of Canada. With funding from Health Canada, we hosted a Satellite on Community-based ACP Programs at the 2017 Canadian Hospice Palliative Care Conference and conducted a national survey of ACP and HPC professionals about their priorities in public awareness, community engagement, and system integration of ACP.

ACP in Canada has also continued to be an engaged stakeholder within a number of networks. We aided in scheduling 6 teleconferences for the National ACP Community of Practice, focusing on topics ranging from ACP process frameworks for health professionals to cultural considerations to having ACP conversations. We have a renewed partnership with the College of Family Physicians (CFPC), Pallium Canada, and the Canadian Society of Palliative Care Physicians to promote ACP among family physicians. To date, we have developed two ACP PowerPoint templates for use with family physicians (one for physician-to-physician education

and one for public-facing education). We also have run ads in CFPC's newsletters directing physicians to the Speak Up website for resources.

We also attended two meetings of the CPAC Palliative and End of Life Care National Network (PEOLCANN). Over the course of the 2017-2018 year, ACP in Canada and the ACP/GOC Working Group assisted CPAC in conducting an environmental scan of provincial/territorial, national, and international policies around advance care planning. CPAC synthesized the scan into a table outlining the core components of the various policies. The PEOLCANN intends to use the synthesis to identify and promote best practices in ACP policy development within governments and other stakeholders.

ACP in Canada frequently collaborates with CARENET (The Canadian Researchers at End of Life Network) as their knowledge translation (KT) partner. This evidence forms the basis of the tools. ACP in Canada is a partner in the i-GAP study which is a research project that is intended to increase the participation of patients and families in Advance Care Planning (ACP) in primary care settings. ACP in Canada is also supporting the research and knowledge translation projects of Dr. John You and colleagues toward improving advance care planning within primary care, long term care, and hospital settings (see section on Knowledge Translation).

The Advance Care Planning website ([www.advancecareplanning.ca](http://www.advancecareplanning.ca)) continues to reach Canadians, professionals and community members to raise awareness about the importance of advance care planning on the national stage. An online interactive workbook was launched ([www.myspeakuplan.ca](http://www.myspeakuplan.ca)) and provides an easy way for patients and families to think about their values and wishes and complete their advance care plans. To date, Speak Up provincial resources have been adapted for Newfoundland and Labrador, Prince Edward Island, Nova Scotia, Ontario, Manitoba, and British Columbia, some of whom have created online interactive versions of the workbook (PEI, ON, BC). The websites and social media accounts continue to grow and engage both health care providers and the general public. ACP in Canada conducted a number of webinars to education professionals and the public across the country to provide them with information and skills to engage in advance care planning.

The project funders for this project were GSK, Prostate Cancer Canada and the Canadian Partnership Against Cancer.



# COMMUNICATIONS / AWARENESS

## COMMUNICATION STRATEGY

2017-2018 was a busy year for the CHPCA communications team. Major communications campaigns included continued promotion of the National Caregivers Day in early April; ACP Day in Canada on April 16th; Hospice Palliative Care Week campaign in early May of 2017, the National Canadian Hospice Palliative Care Conference which was held along-side the International Public Health and Palliative Care Conference in September 2017 and our first ever National Bereavement Day on November 21st, 2017.

The CHPCA's communications team was also involved in the creation and distribution of policy alerts and submissions to parliamentary committees related to the federal House of Commons Standing Committee on Finance (FINA) pre-budget consultations for Budget 2018, and the House of Commons Standing Committee on Health (HESA) study of Private member's Bill C-277 around the creation of a national palliative care framework.

Targeted media engagement for specific campaigns is detailed below.

## MEDIA AND PUBLIC RELATIONS

The CHPCA actively promoted planned communications initiatives such as those detailed above. Targeted groups include local and national media and journalists with an interest in health policy and palliative care issues in particular. Further focus of the CHPCA in 2017 was a result of

continued attention on hospice palliative care due to Medical Assistance in Dying (MAiD) legislation at all levels. The CHPCA also continued to be a source of information on hospice palliative care in Canada for members of the public looking for more information.

## SOCIAL MEDIA AND ONLINE ENGAGEMENT

The CHPCA's burgeoning social media presence continues to reaffirm our central mandate — the growing need for access to quality hospice palliative care. Twitter and Facebook accounts are used to promote events and awareness campaigns, share statistics and research, stimulate discussion, and keep followers updated on CHPCA news, like the availability of resources and upcoming events.

The CHPCA's Online Event (webinar) Series continues to be popular. Some popular information-based topics this year included: "Palliative Care for Patients with Dementia" and "Social Determinants of Health".

Over the past six years, the CHPCA has been working with an interdisciplinary team of hospice palliative care professionals to develop a program of education-based accredited online events. In 2017-2018 the CHPCA hosted seven events. These hour and a half long webinars were accredited by the College of Family Physicians Canada and recognized by the Canadian Nurses Association. Tickets to these events are purchased through Eventbrite, and past events are also available for purchase on the CHPCA Marketplace.

## CHPCA WEBSITES

The CHPCA's website is updated on a continual basis and includes several components:

- The CHPCA Marketplace website at <http://market-marche.chpca.net/> continues to provide relevant hospice palliative care materials to the general public. This site allows shoppers to easily browse and purchase great resources available for sale or download, including brochures, books, and past accredited webinars. Resources are available in both official languages.
- The CHPCA's online directory at <http://www.chpca.net/family-caregivers/directory-of-services.aspx> features over 625 hospices/palliative care organizations across the country (current as of August 2018). This online directory has been designed to provide information on the availability of hospice palliative care services across Canada. It includes a listing of programs and services, their contact information, and where they provide care.
- The News and Events page of the website features the CHPCA's latest press releases and information about major CHPCA and partner campaigns such as National Carer's Day, Advance Care Planning Day, and Hike for Hospice Palliative Care, National Hospice Palliative Care Week, and National Bereavement Day. CHPCA's policy updates are also housed on this section of the website, as are all previous (non-accredited) CHPCA Online Learning Events.

CHPCA-administrated websites include:

[www.advancecareplanning.ca](http://www.advancecareplanning.ca)  
[www.eolcaregiver.com](http://www.eolcaregiver.com)  
[www.hpcintegration.ca](http://www.hpcintegration.ca)  
[www.chpca.net](http://www.chpca.net)  
[www.ehospice.com](http://www.ehospice.com)  
[www.market-marche.chpca.net](http://www.market-marche.chpca.net)  
[www.qelccc.ca](http://www.qelccc.ca)  
[www.conference.chpca.net](http://www.conference.chpca.net)  
[www.qelccc.ca](http://www.qelccc.ca)  
[www.cnpcc.ca](http://www.cnpcc.ca)

The CHPCA is the editor of the bilingual Canadian editions of ehospice, an international hospice palliative care news website. There are now a total of 11 active editions, with each edition being managed by its' own national editor. Ehospice keeps Canadians and the broader international community updated about news, views, opinions and profiles about the current state of hospice palliative care in Canada.

The CHPCA staff writes many of the original articles for the site and is always looking for new collaborators. Submit an article about what is happening in your community by emailing [ehospice@chpca.net](mailto:ehospice@chpca.net).

## MONTHLY UPDATE AND E-BLASTS

The CHPCA continued to distribute monthly update emails in both official languages. The CHPCA used the regularly scheduled eblasts as an opportunity to highlight information of note for the palliative care community, available resources, relevant events, and opportunities brought forward by associate members including third-party webinars, surveys, KT partnerships, and research news. Regular features of the CHPCA monthly updates included featured Canadian based English and French ehospice articles, upcoming online learning events hosted by the

CHPCA, new/popular marketplace features and information about the CHPCA conferences and other learning events.

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: <http://chpca.us5.list-manage.com/subscribe?u=2092b474a46d129f11faa98b7&id=cfefa631f9>

## AVISO

Two editions of AVISO were released in 2017-2018 in May 2017 and October 2017. AVISO was sent electronically to all associates and affiliates of the CHPCA, providing original associate/affiliate-only content and articles highlighting work being done across Canada to promote hospice

palliative care by individuals, organizations and residential hospices. The CHPCA continues to use AVISO as a means to disseminate the most relevant information in hospice palliative care.

## POLICY CHAMPIONS AND POLICY ALERTS

The CHPCA maintains an email list of policy champions who are periodically sent information and breaking news regarding hospice palliative care issues. This email list is designed to quickly contact key individuals interested in hospice palliative care advocacy and public policy issues. In 2017-2018, 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.

CHPCA continues to send out multiple policy alerts on current issues such as Medical Assistance in Dying (MAID) and Private Member's Bill C-277 and the federal government consultation.

## CHAMPION'S COUNCIL

The Champion's Council has been very busy! The Champion's Council is comprised of a group of dedicated key leaders in Canada who have offered to improve the profile of hospice palliative care across the country. They include industry leaders and current/retired MPs and Senators. The Champion's Council continues to show leadership on the issue by changing the face of hospice palliative care in Canada and providing strong advocacy.

Simply put, the mandate of the Champion's Council is to advance the cause of hospice palliative care in Canada. One way they do this was through several letter writing campaigns which this year included a letter to the Federal Finance Minister asking for not only a national strategy on hospice palliative care but funding to support that as well, this letter resulted in a meeting with several of the Minister's policy advisors. Following the passing of Bill C-277 the CC also sent letters to all of the provincial ministers responsible for health requesting that they push for funding as well. In addition letters were sent to all the members of the Quality End of Life Care Coalition of Canada (QELCCC) asking them to support our request for funding attached to the national framework as well.

The Champion's Council believes it is the responsibility of corporate Canada to ensure that their employees are well supported through employer-driven compassionate care leave benefits. The Champion's Council has created a Canadian Compassionate Company designation (CCC) that recognizes companies that support their employees with formal HR policies. The designation follows an application process consisting of 5 criteria whereby a qualifying organization must meet 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. The bilingual logo was designed for this purpose:



The CCC was officially launched at the September 2017 Canadian Hospice Palliative Care Conference in Ottawa at a reception hosted by the Champions. It was a very special event as several of the CCC member companies sent a representative to speak at the reception and to share their personal stories as to why they believe so strongly in the CCC program. In attendance was Rhonda O'Gallagher from Pfizer, Chris Larsen representing HRPAC and Sarah Douglas from IMC. Members present from the CC were Russell Williams, Kathy Butler-Malette and Senator Sharon Carstairs (retired) who also spoke as to their experience with hospice palliative care.



From L to R; Kathy Butler-Malette, Chris Larsen, Rhonda O'Gallagher, Sarah Douglas, Sharon Carstairs, Sharon Baxter and Russell Williams

Current Canadian Compassionate Companies:

GSK - CCC since November 2016

Human Resources Professionals Association (HRPA) - CCC since January 2017

Pfizer Canada - CCC since April 2017

Fidelity Canada - CCC since April 2017

Innovative Medicines Canada - CCC since September 2017

Canadian Diabetes Association - CCC since November 2017

Saint Elizabeth Health Care - CCC since December 2017

West Island Palliative Care Residence (WIPCR) - CCC since January 2018

Waterloo Wellington Local Health Integration Network (WWLHIN) - CCC since March 2018

In other exciting Champion's Council news, the CHPCA offered its heartfelt congratulations to the Honourable Sharon Carstairs, on her investiture as

a Member of the Order of Canada. The retired Senator from Manitoba and current member of the Champion's Council has championed the cause of hospice palliative care for over three decades, and continues to invest considerable time and resources into advocating for greater quality and access to hospice palliative care services for all Canadians.

The Champion's Council also welcomed two new members; Ms. Chrisoula Nikidis, Senior Principal at IQVIA and Mr. Chris Larsen, Vice President of the Human Resources Professionals Association (HRPA) was officially made a member of the Champion's Council following Bill Greenhalgh's retirement from the HRPA. Bill continues to serve on the council.

To see a list of the Champion's Council members, please see page 16 or you can also view it online at <http://www.chpca.net/about-us/our-team/champion's-council.aspx>

## CHPCA MARKETPLACE

The 2017 – 2018 fiscal year saw the continued expansion of our 'Personal Interest' section, with the newest addition 'Talking about Death Won't Kill You' by Dr. Kathy Kortez-Miller. We continue to review new and interesting books for the Marketplace that are outside the scope of our regular training, caregiving and educational resources.

The 'Caregiver's Guide: A Handbook About End-of-Life Care' is still the most sought after resource on the CHPCA Marketplace. This comprehensive book remains the most popular resource for family, informal and formal caregiver's because of its practical insight and experiences of supporting caregivers.

The Online Event Series of archived accredited webinars remain a relevant source of education and general knowledge, even though we cannot provide accreditation for those accessing the recordings. At the

end of the fiscal year there was a total of thirty two recorded webinars that date back to May 2013.

The 'Featured' page of the CHPCA Marketplace showcases new resources as well as a variety of other popular items. We continue to offer our familiar resources which include the Pallium Palliative Pocketbook, Advance Care Planning (ACP) resources, Living Lessons resources and an array of books and manuals, research documents, information brochures and CDs and DVDs.

Items can be viewed and ordered through our online marketplace at [www.market-marche.chpca.net](http://www.market-marche.chpca.net). The CHPCA Marketplace had a booth at the September 2017 National Canadian Hospice Palliative Care Conference and will continue to be represented at national and provincial conferences when at all possible.

## LIVING LESSONS PARTNERSHIP

The Living Lessons® – Hospice Palliative Care Information Service is a legacy resource that provides hospice palliative care information to all Canadians. This information is accessible via the national directory of services, the toll-free telephone service, fax, surface mail, e-mail and online through the CHPCA website.

Through The Living Lessons® Campaign, CHPCA responds to information

requests and provides assistance to inquiries regarding:

- Resources for patients, caregivers, volunteers, family members, doctors, nurses, other health care professionals, educators, students and the general public on how to access available hospice palliative care;
- Currently available hospice palliative care programs and services;
- Resources on how to care for loved ones;

- Resources and information for bereaved caregivers, volunteers, family members and friends; and
- Information, policy statements, statistical data for researchers, as well as practical assistance

The service also includes resources for specialized sectors such as

pediatrics, rural health workers, and alternative medical care providers. The Living Lessons® Information Line continues to serve as valuable resource for anyone seeking information about the need for and availability of palliative and end-of-life care in Canada. It is the ongoing support from GSK that allows this program to continue.

## HIKE FOR HOSPICE PALLIATIVE CARE

The 2017 Hike for Hospice Palliative Care took place on Sunday, May 7th and marked the fifteenth year for the event. The hike was successful in raising in excess of 3 million dollars with a reported amount of over \$2,910,098. This exceeded the totals from the 2016 hike and put the Hike's annual fundraising revenue to over 3 million dollars for the first time!

Taking place in over 100 communities across Canada, the hike aims to raise much needed funds and awareness for hospice palliative care. The

hike helps bring attention to some of the many challenges within the hospice palliative care field. Every dollar raised for the hike stays within the community in which it was raised. The hike is a wonderful way to highlight both volunteers and professionals working in hospice palliative care.

The CHPCA would once again like to sincerely thank and recognize the national sponsors for their commitment to this important event. This year's national sponsors were: GSK, Bayshore HealthCare, and Amgen.

## NATIONAL HOSPICE PALLIATIVE CARE WEEK

Generously sponsored by CBI Health Group, Innovative Medicines Canada, GSK and Purdue, May 6-12, 2017 marked National Hospice Palliative Care Week, which showcased hospice palliative care programs and services across Canada and encouraged people to discuss issues related to the end of their lives. The communications team, under the guidance of the Advisory Committee, created a bucket list campaign called #Top5WhileImAlive aimed at getting people actively thinking about their end of life, and what they would like to do before they die. A series

of posters were created following the bucket list theme with pictures representing some of the most popular items found on bucket lists. To encourage sharing of resources, CHPCA created a number of template tweets, Facebook posts and a national press release, along a bucket list selfie template. Finally, posters and other resources were sent to CHPCA's Directory of Services electronically and kits were produced and mailed to Members of Parliament and Senators outlining the initiative.

## NATIONAL BEREAVEMENT DAY

Generously sponsored by CBI Health Group, Innovative Medicines Canada, GSK and Purdue, November 21, 2017 marked the very first National Bereavement day, which showcased bereavement resources and initiations across Canada and encouraged all Canadians to reflect on the importance of relationships past and present, to think about those who have passed from our lives, and to help advocate for support at the provincial and national levels for grieving Canadians. The

communications team, under the guidance of the Advisory Committee, created an information based series of bilingual posters, resources, and an FAQ document geared toward medical professionals as well as the general public. To encourage sharing of resources, CHPCA created a national press release template for organizations to customize. Finally, the poster and other resources were sent electronically to CHPCA's Directory of Services and monthly email lists.

## NATIONAL CARER'S DAY

The Canadian Hospice Palliative Care Association celebrated National Carer's Day on April 3, 2017. Since 2010, family caregivers have been nationally recognized by the Parliament of Canada and National Carer's Day aims to raise awareness and acknowledge the efforts of all caregivers across the country.

In 2017, CHPCA provided support to Carer's Canada by spreading the messaging of its campaign titled, "Caring at Home" aimed to raise

awareness of the invaluable role carer's provide to support older adults with frailty, individuals with complex, chronic disabling conditions, and those at end-of-life to stay safely at home. The CHPCA shared Carer's Canada posters and messaging on ehospice, Facebook, and Twitter in the days leading up to the event. Each year, National Carer's Day is a day for family and informal caregivers — family, friends, neighbors — to be acknowledged and celebrated. This year Prime Minister Justin Trudeau helped mark the day with a video message and his support.

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

In September 2017, the Canadian Hospice Palliative Care Association co-presented the 5th International Public Health and Palliative Care (IPHPC) Conference, in conjunction with Public Health Palliative Care International, the International Association for Hospice & Palliative Care, McMaster University, and Pallium Canada. The conference featured both Canadian and international experts presenting on a wide variety of topics in the field of public health and palliative care. The conference featured concurrent abstract driven workshop and oral presentation sessions, five plenaries, facilitated poster sessions, and many wonderful networking opportunities with Canadian and international guests.

Immediately following the IPHPC Conference from September 20th — 23rd the CHPCA hosted the 2017 Canadian Hospice Palliative Care Conference (CHPCC). The two conferences took place in beautiful Ottawa, Ontario amidst the 150th anniversary celebrations of Canada's confederation.

The Canadian conference featured three plenaries, eight challenge panels, over 38 workshop presentations, 64 oral presentations, and more than 50 poster presentations. Attended by over 500 hospice palliative care professionals, volunteers, family and informal caregivers, and other allied health care providers, the conference provided a key opportunity to share their experience and expertise on a national platform.

The sponsors for the 2017 Canadian Hospice Palliative Care Conference were:

**Partner Level:**

Canadian Partnership Against Cancer  
Canadian Foundation for Healthcare Improvement  
CBI Health Group  
Purdue

**Dignity Level:**

Bayshore Healthcare  
Baxter  
Innovative Medicines Canada

**Special Thanks:**

The Order of St. Lazarus  
Health Canada  
Saint Elizabeth

Through 2017, the CHPCA also worked on planning and preparation for the 4th biennial Canadian Hospice Palliative Care Learning Institute held in the lovely Brookstreet Hotel in Ottawa, Ontario from June 14-16, 2018.

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

## 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 concerning the availability of hospice palliative care programs and services in every province and territory in Canada. The searchable directory currently contains contact information for more than 625 hospice palliative care programs and services in Canada.

Each year the CHPCA's task, with the aid of a summer student, is to contact the 625+ programs, to ensure that the most update to date information is available on our directory of services. This ensures that the directory

contains the most current information for those utilizing the site and those registered on the directory receive special communications, surveys and other information from the CHPCA.

Programs and Services can register at: [www.chpca.net/family-caregivers/directory-of-services/add-a-service](http://www.chpca.net/family-caregivers/directory-of-services/add-a-service)

Programs and Services can update their existing information at: <http://www.chpca.net/family-caregivers/directory-of-services/update-a-service.aspx>

## CHPCA INTEREST GROUPS

The CHPCA Interest Groups were created as a forum for members to 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 biennially at the CHPCA's national conference.

The forums for the interest groups were previously housed through Yahoo Groups and were being underutilized. The CHPCA felt that changing the

groups over to closed Facebook groups would simplify their use and encourage members to participating in new and fresh dialogue.

Information can still be shared through the CHPCA biannual newsletter, Aviso and through space on the CHPCA website that is devoted to each of the interest groups.

For more information about the CHPCA interest groups, please visit: <http://www.chpca.net/join-us.aspx>

## NATIONAL/PROVINCIAL ASSOCIATION RELATIONSHIP

The CHPCA continues to work in close partnership with the provincial hospice palliative care associations. Throughout 2017-2018 the CHPCA and the provincial hospice palliative care associations continued to work according to the terms of a joint Memorandum of Understanding to further strengthen the valuable relationship between the organizations.

The main joint initiatives occurring throughout the year were in areas of information sharing, education and advocacy, and memberships.

The membership committee, which meets twice annually, consists of CHPCA representatives and provincial association representatives. The calls focused on information sharing, membership growth strategies, and transfer of membership data between the national and provincial organizations. 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 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, whatever their geographic location.

The CNPCC continues to be 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. During the 2016 – 17 fiscal year, Dr. Hal Siden, from Canuck Place Children's Hospice, and Dr. Marli Robertson, from Rotary Flames House (Children's Hospice), stepped down as co-chairs of the CNPCC. The committee was

pleased to welcome Dr. Chris Vadeboncoeur, from Roger Neilson House, and Gurjit Sangha, from Trillium Health Partners, as the new co-chairs.

The CNPCC continues to work with the CHPCA to populate information on the CNPCC website and as such, has struck a committee to help expedite this process. The CNPCC's objective is to enable content to be updated in a timelier manner and to help expand its function as a Community of Practice. The end result is shared knowledge, experience and providing support to improve the overall quality of the delivery of hospice palliative care for children.

The CNPCC continues to promote education initiatives while monitoring and responding to pediatric palliative care issues across the country.

## CANADIAN HOSPICE PALLIATIVE CARE NURSES GROUP

The Canadian Hospice Palliative Care Nurses Group (CHPC NG) elected executive is made up of palliative care nurse leaders from across the country. These inspirational palliative care nurses volunteer their time and energy to fulfill the group's mandate. The Nurses Group (NG) has

been unified and strong, has worked collaboratively as a team and had another successful year supporting the enhancement of hospice palliative care nursing in Canada. They look forward to working for and with their members in the coming year.

## INTERNATIONAL ISSUES

The CHPCA is very involved in international issues and promotes advocacy, twinning/partnering and education both within Canada and on the international scene.

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 carers 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.

The CHPCA Executive Director, Sharon Baxter chairs the WHPCA Advocacy

Committee. 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 [www.thewhpc.org](http://www.thewhpc.org).

Sharon Baxter also sat on the board of trustees of the ICPCN until July 2018. ICPCN is a UK registered charity working out of South Africa and is charged with raising issues around children's hospice palliative care worldwide. Dr. Chris Vadeboncoeur is the official Canadian representative to ICPCN.

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.



# 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 10 provincial palliative care associations and up to 6 member-at-large positions.

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

- Executive Committee
- Organizational Development Committee (and its three sub-committees)
- Finance Committee

The Board of Director's meets face-to-face twice annually and meets regularly by teleconference throughout the remainder of the year to discuss and conduct the business of the board.

The CHPCA Executive Director and Staff would like to sincerely thank the CHPCA's board members for their dedicated service to the organization.

## ORGANIZATIONAL DEVELOPMENT COMMITTEE (ODC)

The Organizational Development Committee (ODC) is a committee of the Board of Directors charged with overseeing the ongoing development and governance of the CHPCA.

The ODC operates with the following three sub-committees:

- Policy Subcommittee: The Policy Subcommittee oversaw the annual perpetual calendar ensuring that current policies were reviewed

and affirmed as per the perpetual calendar.

- Nominations/By-laws Subcommittee: The Nominations/By-laws Subcommittee oversaw the members of the board of directors including managing provincial member's term dates.
- Membership Subcommittee: The Membership Subcommittee oversaw the joint membership initiative occurring between the CHPCA and the provincial associations.

## HASTENED DEATH COMMITTEE

The Hastened Death Committee (Formerly The Physician Assisted Death Working Group) continued to meet throughout 2017-2018. The Hastened Death committee held a number of calls to discuss strategies on how to disseminate correct information about hospice palliative and end-of-life care in the context of newly-legalized MAiD.

The committee formed a smaller sub-committee to create a Q&A booklet for medical and HPC professionals including hospice volunteers about navigating conversations about MAiD with patients and their families who ask about their options. The document is free to download from

CHPCA's Marketplace website at <http://www.market-marche.chpca.net/>.

The committee also lead a national survey around MAiD and presented the results at the 2017 National Hospice Palliative Care Conference. A final report is coming soon.

CHPCA's ongoing goal is to ensure the government is focused on delivering quality hospice palliative care services along a full spectrum of illness trajectories options.

# CHPCA TEAM MEMBERS

## OFFICE STAFF

**Effective March 31, 2018**

Sharon Baxter  
Executive Director

Cheryl Spencer  
Administrative and Events Coordinator

Laureen Mignault  
Administrative Assistant/Marketplace & Resources

Sarah Levesque (Until October 2017)  
John Papadimas (Contracted from November 2017 – March 2017)  
Communications/Policy Advisor

Nicole Rickard  
Fundraising and Communications Assistant

Kelly MaLaren  
Partnership and Development Officer

Sandie Lessard (part-time contractor)  
Finance Officer

Chad Hammond  
Program Manager, ACP in Canada

## BOARD OF DIRECTORS 2017-2018

**Effective March 31, 2018**

### EXECUTIVE COMMITTEE:

President – Val Paulley  
Past President – Rick Firth  
Vice President – Meg Milner  
Secretary / Treasurer – Jeff Christiansen  
Executive Committee Member and Alberta Provincial Member – Terri Woytkiw

### PROVINCIAL MEMBERS:

British Columbia – Donna Flood  
New Brunswick – Shirley Vienneau  
Newfoundland – Linda Abbott  
Nova Scotia – Carolyn Marshall  
Ontario – Vivian Papaiz  
Quebec – Justine Farley  
Saskatchewan – Jean Morrison  
Prince Edward Island – Linda Callard  
Manitoba – Kim Grant

## CHPCA BOARD COMMITTEES

### EXECUTIVE COMMITTEE

Chair: Val Paulley

### ORGANIZATION DEVELOPMENT COMMITTEE

Chair: Rick Firth

### POLICY SUB-COMMITTEE

Chair: Carolyn Marshall

### NOMINATIONS/BY-LAWS SUB-COMMITTEE

Chair: Rick Firth

### MEMBERSHIP SUB-COMMITTEE

Chair: Rick Firth

### FINANCE COMMITTEE

Chair: Jeff Christiansen

## CHPCA TASK GROUPS / COMMITTEES

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

Chairs: Hal Siden & Marli Robertson

### HASTENED DEATH COMMITTEE

Chair: Sharon Baxter

### VOLUNTEER ISSUES TASK GROUP

Chair: Joan Williams

### AWARDS COMMITTEE

Chair: Donna Kavanagh

### LEGAL AND HUMAN RIGHTS COMMITTEE

Chair: Sharon Baxter

## CHPCA CHAMPION'S COUNCIL

Mr. Russell Williams, (Chair) Vice-President, Government Relations and Public Policy Canadian Diabetes Association

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

Hon. Sharon Carstairs (retired)  
The Senate of Canada

Mr. William (Bill) Greenhalgh, President & CEO  
Stratx Inc

Mr. Michael Sangster, Interim Executive Director  
Hospice Care Ottawa

Ms. Shirlee Sharkey, President and Chief Executive Officer  
Saint Elizabeth

Mr. Rob McCulloch, Vice-President, Fundraising Strategy  
United Way Centraide Canada

Dr. Balfour Mount, Emeritus Professor of Medicine  
McGill University

Ms. Chrisoula Nikidis  
Senior Principal, IQVIA

Mr. Chris Larsen, Vice President  
Human Resources Professionals Association (HRPA)

# SUPPORTERS AND FINANCIAL STATEMENTS

## 2017-2018 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  
McMaster University

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

CBI HealthGroup  
Pallium Canada  
Purdue Pharma

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

Bayshore Home Health Care  
Baxter  
BC Centre for Palliative Care  
Canadian Foundation for Health Improvement (CFHI)  
Canadian Partnership Against Cancer (CPAC)  
Innovative Medicines Canada  
Saint Elizabeth Health Care

### COMFORT LEVEL (\$5000 - \$9,999)

Amgen Canada  
Heritage Canada  
The Military & Hospitaller Order of St. Lazarus

The CHPCA would like to acknowledge the considerable in-kind donation of time made by our dedicated and hard-working board of directors. Without their efforts, CHPCA would not be able to accomplish so many of the important activities outlined throughout this report.

We would like to offer a special “thank you” to our lawyer John Peart of Nelligan O’Brien Payne who has given tirelessly of his time for many years. John has now retired from his position and we wish him much health and happiness on his newest venture. We also wish to sincerely thank David Stout who has graciously agreed to take over for John as the CHPCA’s new lawyer. We look forward to working with David in the future. Thank you John and David!

## FINANCIAL STATEMENTS

The Canadian Hospice Palliative Care Association is pleased to present the Financial Statements for the period of April 1, 2017 — March 31, 2018.

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**
**ASSOCIATION CANADIENNE DE SOINS PALLIATIFS**

 STATEMENT OF FINANCIAL POSITION  
 AS AT MARCH 31, 2018

 ÉTAT DE LA SITUATION FINANCIÈRE  
 AU 31 MARS 2018

	2018	2017	
<b>CURRENT ASSETS</b>			<b>ACTIF À COURT TERME</b>
Cash	\$ 241,988	\$ 153,490	Encaisse
Investments	-	100,000	Placements
Accounts receivable	112,275	184,242	Compte débiteurs
Prepaid expenses	13,762	44,706	Frais payés d'avance
	<b>367,925</b>	<b>482,438</b>	
<b>CAPITAL ASSETS (note 4)</b>	<b>-</b>	<b>180</b>	<b>IMMOBILISATIONS (note 4)</b>
	<b>\$ 367,925</b>	<b>\$ 482,618</b>	
<b>CURRENT LIABILITIES</b>			<b>PASSIF À COURT TERME</b>
Accounts payable and accrued liabilities	\$ 48,583	\$ 51,505	Comptes créditeurs et frais courus
Deferred revenue (note 3)	230,209	312,372	Revenu reporté (note 3)
	<b>278,792</b>	<b>363,877</b>	
<b>NET ASSETS</b>			<b>ACTIFS NETS</b>
Unrestricted	89,133	118,741	Non affectés
	<b>\$ 367,925</b>	<b>\$ 482,618</b>	

# STATEMENT OF OPERATIONS

## CANADIAN HOSPICE PALLIATIVE CARE ASSOCIATION

## ASSOCIATION CANADIENNE DE SOINS PALLIATIFS

STATEMENT OF OPERATIONS  
FOR THE YEAR ENDED MARCH 31, 2018ÉTAT DES OPÉRATIONS  
POUR L'EXERCICE TERMINÉ LE 31 MARS 2018

	2018	2017	
<b>REVENUE</b>			<b>REVENU</b>
Conference	\$ 472,804	\$ 225,859	Congrès
Education	7,980	19,727	Éducation
Donation	335,013	324,756	Dons
Grants	79,100	300,803	Subventions
Interest	506	1,130	Intérêt
Membership fees	45,411	52,094	Cotisations des membres
Administrative services	35,750	44,649	Services administratifs
Resource material	39,429	36,253	Documentation
Miscellaneous	2,040	-	Divers
	<b>1,018,033</b>	<b>1,005,271</b>	
<b>EXPENDITURE</b>			<b>DÉPENSES</b>
Advertising and promotion	140	3,635	Publicité et promotion
Amortization	180	449	Amortissement
Bank charges	9,885	4,438	Frais bancaires
Communications	32,743	25,731	Communications
Contracted services	123,324	256,147	Services impartis
Dues and subscriptions	3,971	3,088	Cotisations et abonnements
Facility rentals	227,746	58,755	Location des installations
Human resources	440,293	486,284	Ressources humaines
Insurance	3,632	3,493	Assurance
Meeting costs	41,113	31,893	Coût des réunions
Office supplies	7,281	5,959	Fournitures de bureau
Postage	10,158	11,931	Affranchissement
Printing	18,223	19,793	Impression
Professional fees	8,182	12,622	Honoraires professionnels
Rent	48,489	48,582	Loyer
Teleconferences	5,764	7,364	Téléconférences
Telephone and facsimile	10,293	9,858	Téléphone et télécopie
Training and professional development	-	409	Formation et perfectionnement professionnel
Translation	22,989	18,618	Traduction
Travel	33,543	57,641	Déplacements
Voluntary recognition and honoraria	1,694	245	Honoraire et reconnaissance des bénévoles
	<b>1,047,841</b>	<b>1,066,935</b>	
<b>NET EXPENDITURE FOR THE YEAR</b>	\$ (29,808)	(61,664)	<b>DÉPENSES NETES POUR L'EXERCISE</b>
<b>NET EXPENDITURE FROM PROJECTS</b>	(31,648)	(51,485)	<b>DÉPENSES NETTE DES PROJETS</b>
<b>NET REVENUE (EXPENDITURE) FROM CORE</b>	1,740	(10,179)	<b>REVENU (DÉPENSES) NETES DES CORE</b>

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



