



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

2019

2020

ANNUAL REPORT

Canadian Hospice Palliative Care Association

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

www.chpca.net
www.advancecareplanning.ca
www.ehospice.com

VISION STATEMENT

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

MISSION STATEMENT

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

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PRESIDENT'S REPORT

Dear CHPCA Colleagues, Partners and Supporters,



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

CHPCA's new website was launched in the first week of February 2020. This major undertaking provided a necessary facelift to the CHPCA's online presence and has aided CHPCA in disseminating critical information more efficiently to Canadians and international visitors. The CHPCA also continued to have an active social media presence and was awarded a Google Ads Grant in December 2019. In addition, the CHPCA continued to manage both the Canadian and International editions of *ehospice*, disseminated monthly eblasts, and maintained *Aviso*, the twice a year newsletter. The quality and calibre of information distributed by the CHPCA continues to be a vital link to everyone interested and/or involved in hospice palliative care across the world.

The calendar of CHPCA events and campaigns throughout the year included: national Advance Care Planning Day on April 16th along with the National Caregivers Day campaign, also in April. In May, the Hike for Hospice Palliative Care kicked off the National Hospice Palliative Care Week, which was themed around debunking the popular myths about hospice palliative care. September 2019 saw the CHPCA host the large biennial CHPCA Conference once again, which was attended by more than 500 health care practitioners from across Canada. A very busy fall 2019 saw the 3rd annual National Bereavement Day and the release of the Advance Care Planning National Framework. Two legal toolkits were created and released to facilitate the process of Advance Care Planning. Each of these events and campaigns' success is measured in the participation and positive impact which ultimately exemplifies CHPCA's ongoing essential role and value for Canadian citizens.

In addition to the awareness campaigns and events presented by CHPCA, the national office team continued to produce and distribute policy alerts to the CHPCA's communications lists, reaching nearly 10,000 individuals. The CHPCA also continued to encourage the federal government to make significant investments in hospice palliative care, ultimately towards achieving our vision: "That all Canadians have access to quality hospice palliative care.

In closing, I must acknowledge and thank the Board of Directors; a dedicated group of palliative care leaders from across the country agreeing to volunteer their precious time and energy to make a positive difference. It has been a pleasure to serve as the President of the Board this past year and to work with the national office staff in Ottawa and our various partners across the country, including CHPCA's members, associates and affiliates. I must offer my appreciation to the Executive Director and CHPCA staff. You are all remarkable and must be commended for making a positive difference for those Canadians in need of hospice palliative care, services and advocacy. Heartfelt thanks for all of your successful endeavours over the past year.

Sincerely,

A handwritten signature in cursive script that reads "Margaret Milner".

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

ANNUAL REPORT 2019-2020 | MAJOR ACCOMPLISHMENTS

- April 2019: Advance Care Planning Day
- May 2019: 19th Hike for Hospice Palliative Care
- May 2019: National Hospice Palliative Care Week
- September 2019: National Hospice Palliative Care conference
- November 2019: The 3rd annual National Bereavement Day
- November 2019: The release of ACP National Framework 2019
- November 2019: The release of two legal toolkits to facilitate the process of ACP
- December 2019: Giving Tuesday
- December 2019: Awarded Google Ads Grant
- January 2020: Quality End-of-Life Care Coalition of Canada (QELCCC) planning meeting in Ottawa
- February 2020: Launch of revamped CHPCA website
- February 2020: The release of QELCCC Blueprint for Action 2020-2025



+ Follow

Follow us on our

Social Media

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



Facebook:

www.facebook.com/CanadianHospicePalliativeCare

Twitter:

www.twitter.com/CanadianHPCAasn



ADVOCACY, PUBLIC POLICY AND EDUCATION

INFLUENCING NATIONAL POLICY DECISION MAKERS

The Advocacy, Public Policy and Education work of the CHPCA is led by the Executive Director, the Communications Officer, members from the Quality End-of-Life Care Coalition of Canada (QELCCC) and representatives from provincial hospice palliative care associations. The CHPCA continues to advocate for key hospice palliative care issues at the federal level throughout 2019-2020.

The CHPCA has engaged government agencies such as Health Canada, Employment and Social Development Canada (ESDC), and other departments that play a pivotal role in health and social services advocating for quality hospice palliative care in Canada. Notable achievements include submissions requesting funding for the

Framework on Palliative Care in Canada Act (fall 2017). This Act led to the development of a Framework on Palliative Care in Canada that assented to parliament in December 2018. Subsequently the government launched a national Action Plan to accompany the Framework.

The CHPCA and the QELCCC published a key messages document in the spring of 2018 which summarizes their advocacy platform. This can be found on the QELCCC website. The QELCCC also produced a guiding principles document to guide the implementation of the national framework also found on our website. In fall 2019, the QELCCC and CHPCA launched an election kit prior to the 2019 federal election.

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 (KT) initiatives in 2019-2020. Several applications have resulted in partnerships where CHPCA utilized its expertise to contribute to several ongoing projects. The CHPCA contributes time and effort to these projects as they align well with the CHPCA's belief that providers in all settings — including physicians, nurses, social workers, nursing aides, personal support workers and pharmacists — must have the knowledge and skills to provide quality

hospice palliative care, as well as the emotional and spiritual support to provide this care.

CHPCA's research initiatives include work in long-term care, caregiver issues, Advance Care Planning (ACP) and primary care. We continue to write KT pieces for ehospice, various CHPCA websites or other partner communication pieces, and host webinars on relevant research topics. The CHPCA also continues to promote KT through our various social media channels to broaden the reach of information.

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

CHPCA continued serving as the Secretariat for the QELCCC that includes member representatives from 35 different organizations with an interest in hospice palliative care. CHPCA's role includes administrative support, work plan supporting, meeting coordination, minute-taking, website updates and report writing.

The annual QELCCC face-to-face meeting was held in Ottawa in January 2020. The Coalition members met for a fruitful and inspiring meeting. This meeting included representatives from Health Canada. During this event the The Honourable Sharon Carstairs Award of Excellence in Advocacy for 2019 was presented to Nancy Lefebvre of SE Health. Charles Thompson from HealthCAN gave a short speech in her honor highlighting her multitude of contributions to the field. A press release on the Canadian News Wire has been published by SE Health to celebrate the award and thank the QELCCC.

The Coalition members worked in plenary sessions and individual committee groups (Advocacy, Education, and Research and Knowledge Translation) to review the valuable work done by the QELCCC in 2019 and set committee work plans for 2020.

The Advocacy Committee's continued to leverage opportunities to develop and execute advocacy strategies to ensure access to quality hospice palliative care in Canada, in every setting. The Committee developed key messages for the Coalition to assist with meeting elected officials and bureaucrats around the 2019 federal election. The Committee met with key representatives of each major political. The Committee focused on amending the Compassionate Care Benefit (CCB) as part of its federal advocacy for the federal 2019 election. In response to the Health Canada Action Plan, the Coalition set up a sub-committee to analyse the action plan and tie in the Blueprint for Action. A letter was sent to Health Canada based on the sub-committee analysis to seek opportunities around collaboration. The Blueprint for Action was completed and set to roll out in February 2020.

The Education Committee continued to promote hospice palliative care education across the learning continuum from undergraduate to post graduate, and continuous professional development. The Committee

worked on creating a means of promoting and integrating a palliative approach to care through awareness and education of complementary non-medical integrated therapies, that include less traditional means of normalizing death i.e., Death Café, St. Elizabeth Reflection Rooms and Compassionate Communities. The committee continued to encourage the provincial governments to establish working groups on inter-professional core competencies and continuing education.

The Research and Knowledge Translation Committee continued to facilitate research and knowledge translation toward the QELCCC and its member organizations, and engage in broader stakeholder consultations in the area. A scoping review on research gaps was conducted; approximately 25 articles were included in the analysis. The analysis of research gaps has been submitted to the Journal of Palliative Care. The completion of the work is a great step as it aligns well with the Health Canada Palliative Care Framework. The Committee promoted the environmental scan on Shared Health Priorities funding lists includes hospice palliative care as an area of investment and has had many opportunities to have the report and poster displayed at conferences e.g., the CHPCA Conference, the Pan-Canadian Palliative Care Research Collaborative, the CAOT Conference, and the Canadian Mental Health Conference. At the Canadian Hospice Palliative Care Conference September 2019, the Committee spearheaded the Poster Awards at the Canadian Hospice Palliative Care Conference. Three Awards were given this year: Best Poster and Best Trainee Poster (plus a Runner-Up Award). The QELCCC was highlighted at the booth and in two posters (Blueprint Process and Environmental Scan) and a plenary session on advocacy was presented at the CHPCA by CIHI, Helena Sonea, and Sharon Baxter.

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

Please refer to the QELCCC annual report 2019 for more details.

THE WAY FORWARD: AN INTEGRATED PALLIATIVE APPROACH TO CARE

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

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

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

ADVANCE CARE PLANNING (ACP) IN CANADA

This year, we released the Advance Care Planning in Canada, Pan-Canadian Framework, which includes two new models to help further enhance engagement of Canadians' understanding about Advance Care Planning and active participation thereof.

We also released the Living Well, Planning Well; An Advance Care Planning Resource for Lawyers, developed by Canadian lawyers to serve as a tool to engage their clients in dialogue around the importance of Advance Care Planning.

An additional Living Well, Planning Well publication was created as a complimentary resource to the Living Well, Planning Well piece for lawyers, except this resource was geared toward the general public – Living Well, Planning Well: An Advance Care Planning Resource for Accessing Your Rights.

Social Media:

One new initiative for our social media campaigns was Speak Up "Anywhere", which garnered a happy and unintended result of international attention and a focus on what was happening in Canada.

We worked with award winning singer/songwriter and producer Tara Shannon to create the song "SAY". A complimentary lyrical video has been released and a cutting-edge animated video is also in the works.

We were also approached by producers at Behind the Scenes which is narrated by Laurence Fishburne to do a documentary showcasing the history of Advance Care Planning in Canada. The show is expected to air early September 2020 to over 60 million households in North America over a period of one year.

WHAT IS ADVANCE CARE PLANNING?

Letting your voice be heard!

Advance Care Planning (ACP) is a process of reflection and discussion. In this process people make their wishes for their future health and/or personal care known. Having an Advance Care Plan ensures that your wishes will guide decisions and goals of care discussions at a time where you may not be able to speak for yourself. Sharing your Advance Care Plan with your loved ones means your voice can be heard. Knowing rather than guessing what you would want can provide comfort and direction for your loved ones in a time of uncertainty and emotional distress. Advance Care Planning typically can involve a person's substitute decision maker, important people in their life, and professionals such as health care providers, lawyers, and those involved in future planning.

COMMUNICATIONS / AWARENESS

COMMUNICATION STRATEGY

In the past year, the CHPCA Communications team continues to spearhead well-received awareness campaigns.

- April 2019: National ACP Day! CHPCA assisted the Advance Care Planning (ACP) team to promote the “The space between guessing and knowing can be closed with a conversation”
- April 2019: CHPCA supported National Caregivers Day online using CHPCA’s broad reach on social media.
- May 2019: National Hospice Palliative Care Week developed the theme “Busting the myths on Hospice Palliative Care” debunking 10 popular myths about hospice palliative care.
- September 2019: ACP Anywhere campaign showcasing a diverse range of images, from recognised landmarks, along with inspirational messages and conversations starters.
- November 2019: The third annual National Bereavement Day

centered on the theme “Coping with grief, together through living and grieving”.

Aside from Awareness Campaign, the CHPCA Communications team was also involved in responding to policy alerts regarding Health Canada’s Action Plan on Palliative Care. CHPCA has been involved in responding to Medical Assistance in Dying (MAiD) and hospice palliative care, by attending the national consultations around MAiD conducted by Health Canada. CHPCA also released a policy statement on MAiD and HPC. We also released a joint statement with the Canadian Association of Family Physicians calling for quality access to hospice palliative care. The Communications Team supported the QELCCC to produce an elections campaign kit and updated Fact Sheet.

MEDIA AND PUBLIC RELATIONS

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

- Globe and Mail - “Ottawa announces \$4.5-million in funding for three palliative care projects
- The Catholic Register - Palliative care doctors draw the line
- CBC - “It’s time to talk about your final moments of life, survey suggests”

SOCIAL MEDIA AND ONLINE ENGAGEMENT

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

In February 2020, the communication team at CHPCA has undertaken a 30 days kick start initiative to revamp CHPCA social media accounts and improve it to align with the new CHPCA website launched in the same month.

As of October 2019, CHPCA has received a google ads grant for non-profits. The grant allows CHPCA to run targeted Ads on google search engine with the value of 10,000 USD monthly (renewable each month).

CHPCA has also applied for the Google challenge 2020, and has been selected to work with a student’s group at Ryerson University to achieve CHPCA’s organizational objectives through google ad words platform. The team successfully ran campaigns ads through the grant in March 2020. The CHPCA ‘Online Event Series’ (webinars) continues to attract participants from diverse audiences. Some well-attended and well-received webinars included “Online Event - Let’s Speak Upstream: Advance Care Planning Trends in Canada”; “Conversations with Parents whose Child Has a Serious Illness” and “CHPCA’s National Caregiver Day Webinar”.

CHPCA continues to promote Marketplace Resources that are updated regularly with new content. CHPCA Facebook page now features the Marketplace products on “the Shop” section. #MarketplaceMonday continues to be a weekly engaging post on CHPCA’s social media pages.

CHPCA ADMINSTRATED WEBSITES

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

- www.advancecareplanning.ca
- www.chpca.ca
 - www.market-marche.chpca.net
 - www.qelccc.ca
 - www.conference.chpca.net
 - www.hpcintegration.ca
- www.ehospice.com

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

MONTHLY UPDATE AND E-BLASTS

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

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

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

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

Events: hospice palliative care events across Canada, we often use this to showcase the conferences from national and provincial groups.

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

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

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

Monthly updates continue to provide valuable and timely information for the palliative care community across Canada and are available to any interested individual or group wishing to sign up by clicking here

AVISO

A spring edition (May 2019) and fall edition (October 2019) of AVISO were released that featured a collection of unique and innovative articles, original content, articles and resources that are disseminated electronically to all associates and affiliates of the CHPCA. AVISO highlights work being done across Canada to promote hospice palliative care by individuals, organizations and residential hospices.

Some featured article highlights include the following,

- Why social workers are integral to end-of-life care by Courtney Sas

MSW RSW MBE; originally published on Healthy Debate January 3, 2019. Adapted for AVISO Spring 2019 submission. The article shows how social workers provide a unique perspective that allows healthcare providers to put medical treatment into a wider context.

- Music Therapy in Palliative Care by Antonietta (Toni) Desideri, MMT, MTA, RP; published in Aviso Fall 2019 edition. The article introduces Music therapy in palliative care showing how aspects of music and music-making come together in embroidery intended to support the moment and the echoes of it that ring afterward..

- ACP National Poll 2019, by Chad Hammond and Aia Raafat; ACP in Canada, CHPCA outlining the results of a national poll commissioned by the 'Speak Up' Advance Care Planning in Canada initiative to identify Canadian's current attitudes and behaviours towards planning for their future health and personal care. The poll, conducted by Nanos was released to national, provincial and

territorial stakeholders to support them in developing strategies to raise awareness and encourage Canadians to move from thinking to doing.

POLICY CHAMPIONS AND POLICY ALERTS

The CHPCA continues to send information and breaking news regarding hospice palliative care issues to an email list of policy champions. This email list is designed to quickly contact key individuals interested in hospice palliative care advocacy and public policy issues. In 2019-2020,

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.

CHAMPIONS COUNCIL

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

their employees with formal human resource policies. The designation follows an application process consisting of five (5) criteria whereby a qualifying organization must meet three (3) of these criteria and they will be awarded the CCC designation which they may proudly display as support for their employees and potential recruits.

Since the official launch of the CCC at the September 2017 Canadian Hospice Palliative Care Conference, CHPCA and the Champion's Council has been working hard to target leading companies to explore the benefits of the CCC designation. The Champion's Council have developed a new infographic to better market the benefits of the designation. There are currently 18 Canadian Compassionate Companies which can be found on the CHPCA website.

CHPCA MARKETPLACE

The CHPCA Marketplace took on a new look in the latter part of this fiscal year, with the launch of the new CHPCA website. The categories were reexamined and reorganized to enable ease of shopping and accessibility. There were two new consignment books added to the 'Personal Interest' and 'Adult & Children's Grief' section of the Marketplace this year. One offering was the second book by author Melissa Lyons, called, 'Until We Meet Again', which deals with children's grief over losing a pet. We were also pleased to introduce the book by Barbara Morningstar, 'Honoring

the Mystery', a collection of stories that celebrates the mystery of death and the changing awareness of the dying. The most popular resource that the CHPCA Marketplace offers continues to be 'A Caregiver's Guide: A Handbook About End-Of-Life Care'. Resources from the CHPCA Marketplace were featured in AVISO, monthly updates, on the CHPCA Facebook page and at national, provincial and various other healthcare conferences.



**Canadian
Compassionate
Companies**



Canadian Hospice Palliative Care Association
Association canadienne de soins palliatifs

WHAT is the Canadian Compassionate Companies program?

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

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

WHY?



POSITION YOUR ORGANIZATION TO SUPPORT EMPLOYEES DURING TIMES OF NEED

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



ATTRACT AND RETAIN TOP TALENT

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



INCREASE YOUR EMPLOYEE SATISFACTION

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



STRENGTHEN EMPLOYEE ENGAGEMENT THROUGH CHPCA'S AWARENESS CAMPAIGNS

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



KICKSTART THE CHANGE IN YOUR ORGANIZATION

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



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

HOW?



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



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



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



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



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

APPLY NOW!
get your CCC designation

For more information visit:
chpca.net/CCC

To apply:
chpca.net/cccapplnow

Contact us at:
sponsorship@chpca.net
1-800-668-2785 x 224

@CanadianHPCAssn

@cdnhpcassn

@CanadianHospicePalliativeCare

HIKE FOR HOSPICE PALLIATIVE CARE

Sunday, May 5th, 2019 marked the 17th year of the Hike for Hospice Palliative Care. The Hike functions to raise both much needed funds for hospice palliative care programs and services across Canada as well as to bring awareness to some of the many challenges within the hospice palliative care field.

The 2019 Hike for Hospice Palliative Care proved to be very successful yet again, raising in excess of 3 million dollars. There were hikes taking place in over 100 communities across Canada. Every dollar raised

from the Hike stays within the community that raised it. The Hike for Hospice Palliative Care continues to be 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, and Amgen

NATIONAL HOSPICE PALLIATIVE CARE WEEK

National Hospice Palliative Care Week is a week of reflection where we recognize that our communities form a huge part of our lived experiences and are a key component of living well. This extends to palliative and end of life care — when we are faced with a critical illness or must make decisions surrounding our wishes for the end of life, our communities are the ones who step in to support us and ensure that our wishes are honoured. The better connected we are, the more effective these communities can be. This year, National Hospice Palliative Care Week

theme is “Busting the myths on Hospice Palliative Care” debunking 10 popular myths about hospice palliative care. To continue the conversation online, social media users were invited to test their knowledge to debunk myths by engaging with CHPCA's Facebook and Twitter questions throughout the week. In addition, social media users are encouraged to use the hashtag #BustingtheMyths to share myths they've encountered. View CHPCA's National Hospice Palliative Care Week 2019 resources here.

NATIONAL BEREAVEMENT DAY

November 21, 2019 marks the third National Bereavement Day in Canada. The 2019 theme sought to normalize grief and bereavement with the theme, “Coping with grief, together through living and grieving”. The 2019 digital campaign aims to encourage individuals and groups to learn about grief and bereavement, this year CHPCA highlights the importance of coping with grief and encourages all Canadians to support those living with grief and bereavement. CHPCA shared a variety of resources and

tools to help Canadians throughout their grief journeys — acknowledging all types of grief including, anticipatory grief, ambiguous grief, and chronic sorrow. Find the National Bereavement Day 2019 resources here.

NATIONAL CARER'S DAY

CHPCA supported National Caregiver Day led by the Canadian Home Care Association whose annual theme was “Every Minute Counts”. CHPCA supported this event online using its broad reach on social media and through a caregiver themed webinar. During this campaign CHPCA focused promoting the importance of a compassionate workplace and the Canadian Compassionate Company (CCC) designation along with

the caregiver work currently being done by the Quality End-of-Life Care Coalition of Canada's Research and Knowledge Translation Committee. Participating organizations were encouraged apply for the designation and participate in logging their minutes with the Canadian Home Care Associations website to help show how every minute counts in caregiving.

CANADIAN HOSPICE PALLIATIVE ASSOCIATION'S CONFERENCES AND LEARNING INSTITUTE

In September 2019, the Canadian Hospice Palliative Care Association presented the biennial Canadian Hospice Palliative Care Conference. The conference took place in Ottawa, Ontario at the beautiful Brookstreet Hotel and featured Canadian and international experts presenting on a wide variety of topics in the field of hospice palliative care.

The conference featured three plenaries, eight challenging issues panels, over 30 workshop presentations, 30 oral presentations, and more than 50 posters. The 2019 conference once again kicked off with a selection of two full day symposiums and four half day symposiums on varying topics within the field of hospice palliative care. In addition to the conference sessions the conference also featured many networking opportunities, including a wine and cheese reception and an evening of entertainment.

The conference was attended by over 500 hospice palliative care professionals, volunteers, family and informal caregivers, and other allied health care providers. The conference continues to provide a key opportunity to share the experiences and expertise of those working in hospice palliative care, in both formal and informal capacities, on a national platform.

The sponsors for the 2019 Canadian Hospice Palliative Care Conference were:

Partner Level & IT Sponsor:

- Arbor Memorial

Partner Level:

- Canadian Partnership Against Cancer
- CBI Health Group

Comfort Level:

- Bayshore HealthCare
- Pallium Canada
- SE Health

Special Thanks:

- Canadian Heritage
- The Order of St. Lazarus Canada

In conjunction with the 2019 Canadian Hospice Palliative Care Conference, the CHPCA also held the biennial award presentation. The following individuals were the recipients of awards for the 2019 year:

- Pediatric Award of Excellence: Dr. Kim Widger
- Award of Excellence: Jeroline Smith
- Balfour Mount Champions Award: Dr. Doris Barwich
- The Canadian Hospice Palliative Care Association National Media Award: Shelley Ambrose

Through 2019, the CHPCA also worked on planning and preparation for the 4th biennial Canadian Hospice Palliative Care Learning Institute. At the time of preparing this report the Learning Institute has been postponed from June, 2020 until November 2020 due to Covid-19.

For more details, go to <https://www.chpca.ca/conference>

NATIONAL ONLINE DIRECTORY OF HOSPICE PALLIATIVE CARE PROGRAMS AND SERVICES

In 2002, the Canadian Directory of Hospice and Palliative Care Programs and Services launched with the vision to provide access to information in regards to the availability of hospice palliative care programs and services in every province and territory in Canada. At the end of the fiscal year the new CHPCA website went live and included an updated, easily searchable, Directory of Services. The searchable directory contains contact information for more than 586 hospice palliative care

programs and services in Canada. Each year the CHPCA along with the aid of a summer student contacts the 586+ programs, to ensure that the most update to date information is available on our directory of services. The programs and services that are registered on the directory receive special communications, surveys and other information from the CHPCA. Programs and Services can register or update their existing information on the CHPCA website.

CHPCA INTEREST GROUPS

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

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

implemented starting summer 2020. The seven interest groups continue to grow with more members reaching an average of 80 members per group.

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

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

NATIONAL/PROVINCIAL ASSOCIATION RELATIONSHIP

The CHPCA maintains close partnerships with the provincial hospice palliative care associations. Throughout 2019-2020 the CHPCA reviewed and revised the joint Memorandum of Understanding, which continues to emphasize reinforcement of the valuable relationship between the provincial and national organizations.

The CHPCA continued to host teleconference meetings and a face-to-face in conjunction with the 2019 CHPC conference* with the executive staff of the provincial associations, in an effort to discuss initiatives of benefit towards strengthening all associations. Initiatives that were worked on throughout the year were primarily around areas of joint advocacy, education, and information sharing.

*Only the executive staff that attended at the CHPC conference were at the face-to-face meeting.

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

CANADIAN NETWORK OF PALLIATIVE CARE FOR CHILDREN (CNPCC)

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

The CNPCC has put together working groups to review and update the Pediatric Norms of Practice document and to work on populating the CNPCC website, housed on the CHPCA Website. The Executive has also discussed scheduling two pediatric to be held each Spring and Fall. The CNPCC remains involved with the International Children's Palliative Care Network (ICPCN) and the Quality End-of-Life Care Coalition of Canada (QELCCC) and has representation on these committees.

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 collaborative team and had another successful year supporting the enhancement of hospice palliative care nursing in

Canada. The nurses group look forward to working for and with their members in the coming year.

You can find more information about the CHPC Nurses Group at our website.

INTERNATIONAL ISSUES

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

Sharon Baxter, Executive Director at CHPCA sits on the board of trustees of the WHPCA. The WHPCA is active in international, regional and national advocacy. The WHPCA is the secretariat for World Hospice Palliative Care Day held in early October each year. The upcoming world day information can be found at www.thewhpc.org. ICPCN is a UK registered charity and is charged with raising issues around children's hospice palliative care worldwide. Dr. Chris Vadeboncoeur is the official Canadian representative to ICPCN. 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 (2) classes of members. The members and directors of the association consist of one (1) representative of each of the ten (10) provincial palliative care associations and up to six (6) member-at-large positions.

The board has five (5) main committees that help support the association in effective operation:

- Executive Committee

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

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

BOARD OF DIRECTORS 2019-2020

Effective March 31, 2020

EXECUTIVE COMMITTEE:

President — Meg Milner
 Past President — Val Paulley
 Vice President — Vivian Papaiz
 Secretary / Treasurer — Paulo Martins
 Executive Committee Member and Alberta Provincial Member — Terri Woytkiw

PROVINCIAL MEMBERS:

British Columbia — Donna Flood
 New Brunswick — Lana Hebert
 Newfoundland — Debbie Squires
 Nova Scotia — Marianne Arab
 Manitoba — Jennifer Gurke
 Ontario — Rick Firth
 Quebec — Justine Farley
 Alberta — Terri Woytkiw
 Saskatchewan — Denise Seguin Horth
 Prince Edward Island — Laura Lee Noonan

CHPCA BOARD COMMITTEES

Effective: March 31, 2020

EXECUTIVE COMMITTEE

Chair: Meg Milner

POLICY COMMITTEE

Chair: Terri Woytkiw

NOMINATIONS/BY-LAWS COMMITTEE

Chair: Val Paulley

MEMBERSHIP COMMITTEE

Chair: Donna Flood

FINANCE COMMITTEE

Chair: Paulo Martins

AWARDS COMMITTEE

Chair: Rotating Chairs

CHPCA BOARD COMMITTEES

In 2019 the CHPCA's Board of Directors dissolved the Organizational Development Committee (ODC) in order to reduce redundancies in reporting to the Board. The former ODC sub-committees were made into standalone committees reporting directly to the Executive Committee. Each Board Committee is charged with overseeing and completing the work of the CHPCA in three (3) specific areas: Policy, Nominations/By-Laws, and Membership.

In addition, the CHPCA also has three (3) other committees of the Board of Directors charged with overseeing the ongoing development and governance of the CHPCA. These committees are the Executive Committee, Finance Committee, and the Awards Committee.

Each committee functions to do the following:

- **Policy Committee:** The Policy Committee oversaw the annual perpetual calendar ensuring that current policies were reviewed and affirmed as per the perpetual calendar. The Policy Committee also oversaw the development of Terms of Reference for the three new committees created after the dissolution of the ODC.
- **Nominations/By-Laws Committee:** The Nominations/By-Laws Committee oversaw the members of the Board of Directors including managing provincial member's term dates. The Nominations/By-Laws Committee also reviewed Board Directors appointments onto committees and reviewed the skills matrix to determine any identified gaps not represented from within the current Board's membership.
- **Membership Committee:** The Membership Committee oversaw the joint membership initiatives occurring between the CHPCA and the provincial Associations, including the review and renewal of the Memorandum of Understanding.

- **Executive Committee:** The Executive Committee oversaw the business of the board and carried out tasks according to the Action List which is derived from discussion during the Board of Director's semiannual face-to-face board meetings. The Executive Committee oversaw the activities of the Executive Director and heard reports from the Finance, Policy, Nominations/By-Laws, and Membership Committees. The Executive Committee also oversaw any activities required in order to ensure continued operations of the CHPCA and the Board of Directors, including but not limited to, identifying required topics for board education, governance, and joint advocacy initiatives.
- **Finance Committee:** The Finance Committee oversaw the production and review of the monthly, quarterly, and annual financial statements, including preparations for and management of the annual audit. The Finance Committee also oversaw the creation of the annual budget and presented to the CHPCA Board of Directors
- **Awards Committee:** The Awards Committee functions biennially, in years when there is a CHPC conference, to oversee the nomination process of the Award of Excellence and the Balfour Mount Champions Award. The Awards committee oversaw the selection process for the awards presented during the 2019 conference including planning and conducting the awards presentation ceremony.

In 2019 the CHPCA Board of Directors also struck a temporary committee, the Search Committee, which functioned to carry out the process of preparing for the search for the new CEO upon the retirement of current Executive Director, Sharon Baxter in January 2021. The Search Committee will continue its work throughout 2020.

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 (3) 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.

In 2020 the ODC was disbanded and the former ODC Committees now act as standalone committees reporting directly to the Executive Committee.

ORGANIZATIONAL INFORMATION

CHPCA TASK GROUPS / COMMITTEES

CHPCA TASK GROUPS / COMMITTEES

CANADIAN NETWORK OF PALLIATIVE CARE FOR CHILDREN (CNPCC)

Chairs: Chris Vadeboncoeur & Gurjit Sangha

HASTENED DEATH COMMITTEE

Chair: Sharon Baxter

VOLUNTEER ISSUES TASK GROUP

Chair: Annalise Stenekes (until November 2019)/Jodi Swan (November 2019 to present)

NATIONAL OFFICE STAFF

Effective March 31, 2020

Sharon Baxter
Executive Director

Cheryl Spencer
Administrative and Events Coordinator

Laureen Mignault
Marketplace and Membership Coordinator

Aia Raafat
Communications Officer

Nicole Rickard
Fundraising and Events Assistant

Matthew Hanrahan
Partnership and Development Officer

Sandie Lessard (part-time contractor)
Finance Officer

Laurel Gillespie
Director, ACP in Canada

Ryley Garagan
Communications Officer, ACP in Canada

Michael Powell
Communications and ACP Administrative Assistant

CHPCA CHAMPION'S COUNCIL

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

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

Mr. Rob McCulloch
Chief Development Officer, University of Ottawa

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

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

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

Dr. Balfour Mount
Emeritus Professor of Medicine, McGill University

SUPPORTERS AND FINANCIAL STATEMENTS

2019-2020 SUPPORTERS

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

PARTNER LEVEL (\$50,000+)

- GSK
- Health Canada

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

- Purdue Pharma
- Innovative Medicines Canada (IMC)

DIGNITY LEVEL (\$10,000 – \$24,999)

- Canadian Partnership against Cancer (CPAC)
- CBI We Care
- Arbor Memorial
- Apotex
- McMaster University

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

- Pallium
- Bayshore Health Care
- Saint Elizabeth Health Care
- Heritage Canada
- West Island Palliative Care Residence

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

- Amgen
- St. Lazarus
- Clarius Home Health

FINANCIAL STATEMENTS

The Canadian Hospice Palliative Care Association is pleased to present the Financial Statements for the period of April 1, 2019 – March 31, 2020.

The Board of Directors each year reviews the audited statements as prepared by our external auditor, Ouseley Hanvey Clipsham Deep LLP, and the results of that review are the approved financial statements

as seen here in this report. We are pleased to be able to share with you our Statement of Financial Position and Statement of Revenue and Expenditure.

STATEMENT OF FINANCIAL POSITION

CANADIAN HOSPICE PALLIATIVE CARE ASSOCIATION

 STATEMENT OF FINANCIAL POSITION
 AS AT MARCH 31, 2020

ASSOCIATION CANADIENNE DE SOINS PALLIATIFS

 ÉTAT DE LA SITUATION FINANCIÈRE
 AU 31 MARS 2020

	2020	2019	
CURRENT ASSETS			ACTIF À COURT TERME
Cash	\$ 129,897	\$ 170,705	Encaisse
Investments (note 3)	202,492	200,000	Placements (note 3)
Accounts receivable	109,428	97,079	Compte débiteurs
Prepaid expenses	3,079	19,829	Frais payés d'avance
	444,896	487,613	
CAPITAL ASSETS (note 5)	-	2,387	IMMOBILISATIONS (note 5)
	\$ 444,896	\$ 490,000	
CURRENT LIABILITIES			PASSIF À COURT TERME
Accounts payable and accrued liabilities	\$ 97,541	\$ 120,379	Comptes créditeurs et frais courus
Deferred revenue (note 4)	234,270	275,255	Revenu reporté (note 4)
	331,811	395,634	
NET ASSETS			ACTIFS NETS
Unrestricted	113,085	94,366	Non affectés
	\$ 444,896	\$ 490,000	

STATEMENT OF OPERATIONS

CANADIAN HOSPICE PALLIATIVE CARE ASSOCIATION

STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2020

ASSOCIATION CANADIENNE DE SOINS PALLIATIFS

ÉTAT DES OPÉRATIONS
POUR L'EXERCICE TERMINÉ LE 31 MARS 2020

	2020	2019		2020	2019
REVENUE			REVENU		
Conference	\$ 250,424	\$ 130,305	Congrès		
Education	1,702	17,624	Éducation		
Donation	236,308	257,991	Dons		
Grants	716,216	787,603	Subventions		
Interest	2,492	-	Intérêt		
Membership fees	50,064	47,911	Cotisations des membres		
Administrative services	93,500	78,500	Services administratifs		
Resource material	22,989	30,898	Documentation		
Miscellaneous	4,196	571	Divers		
	1,377,891	1,351,403			
EXPENDITURE			DÉPENSES		
Advertising and promotion	88	879	Publicité et promotion		
Amortization	2,387	1,195	Amortissement		
Bad debt	6,672	-	Créances irrécouvrables		
Bank charges	7,693	6,017	Frais bancaires		
Communications	12,706	26,178	Communications		
Contracted services	304,913	393,401	Services impartis		
Dues and subscriptions	5,614	6,513	Cotisations et abonnements		
Facility rentals	139,703	76,030	Location des installations		
Human resources	648,103	556,733	Ressources humaines		
Insurance	2,412	2,189	Assurance		
Meeting costs	26,227	70,564	Coût des réunions		
Office supplies	12,849	27,726	Fournitures de bureau		
Postage	8,344	9,517	Affranchissement		
Printing	35,926	9,810	Impression		
Professional fees	6,548	6,130	Honoraires professionnels		
Rent	48,456	51,245	Loyer		
Teleconferences	3,128	6,545	Téléconférences		
Telephone and facsimile	10,610	10,807	Téléphone et télécopie		
Training and professional development	897	7,771	Formation et perfectionnement professionnel		
Translation	37,810	13,695	Traduction		
Travel	37,464	62,888	Déplacements		
Voluntary recognition and honoraria	622	337	Honoraire et reconnaissance des bénévoles		
	1,359,172	1,346,170			

				REVENU NETES POUR
NET REVENUE FOR THE YEAR	\$ 18,719	\$ 5,233		L'EXERCISE
NET REVENUE FROM PROJECTS	\$ 13,885	\$ 3,304	REVENU NETTE DES	PROJETS
NET REVENUE FROM CORE	4,834	1,929	REVENU NETES DES CORE	
NET REVENUE FOR THE YEAR	\$ 18,719	\$ 5,233	REVENU NETES POUR	L'EXERCISE

Full audited statements are available upon request. Please contact Cheryl Spencer at cspencer@chpca.net

