

2023 - 24
ANNUAL REPORT

NHNSA

NURSING HOMES
OF NOVA SCOTIA
ASSOCIATION



2022 *to* 2025 STRATEGIC PLAN



OUR VISION:

Creating the Very Best Long-Term Care for Nova Scotians

OUR MISSION:

Together, we build solutions for the timely advancement of excellence and innovation in nursing homes in Nova Scotia.

OUR VALUES

Courageous – We empower our members to challenge the status quo, address shared issues and develop actionable plans and measurable outcomes to create meaningful system changes that advance world-class nursing homes.

Innovative – We are an Association of professionals who are committed to research, best practises and innovation that improve the quality of care and service in Long-Term care

Accountable – Our work is grounded in integrity and trust with a forward-thinking lens. We are accountable to our members and those they serve. We are solutions-focused and make well informed decisions.

Inclusive – We embrace cultural diversity in all its forms as reflected in our organizations and communities and actively pursue opportunities to learn, understand, embrace and leverage diversity, equality and inclusion as a value system for growth and enrichment.

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It is an exciting time for us as we continue to evolve and re-define the landscape. The work we do every day continues to be strengthened as we move forward to this new horizon.

Message from our NHNSA Board Chair

As another year goes by, it is important to take the time to reflect on the accomplishments and opportunities that were presented over the past 12 months. From wildfires to wages, service agreements to unprecedented snow falls, the long-term care sector in Nova Scotia continues to demonstrate that we are the very best at what we do in Long-Term care. It is an exciting time for us as we continue to evolve and re-define the landscape. The work we do every day continues to be strengthened as we move forward to this new horizon. The Nursing Homes of Nova Scotia Association continues to be the voice of the sector. We listen to our members and use our collective voice to advocate for the improvements that we are now seeing. Through partnerships and continued investments in Long-Term care such as free tuition for CCAs, new pathways for registered nurses to expedite licensure, the pathways to 4.1 hours of care, infrastructure renewal and new developments, we continue to positively affect the landscape of the new long-term care.

As Board Chair for the Nursing Homes of Nova Scotia Association, I am pleased with what we have accomplished and with the aspirations we have identified for another year. This work would not have been successful without the commitment and dedication from our Board of Directors, sector colleagues, government and corporate partners, our sponsors and our newly appointed Executive Director, Menna MacIsaac whose passion for our sector made her the best choice for this role.

I would like to also acknowledge and thank Michele Lowe for her years of dedication and service to the Nursing Homes of Nova Scotia Association and wish her all the best in retirement and the next chapter of her journey in life.

Kyle Richardson, Board Chair
Regional Director of Operations,
Northern and Eastern Zones, |
Shannex



*Advocacy
remains at the
forefront of
our Association
mandate with
an approach of
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--standing
strong together.*

Message from our Executive Director

It is a time of change, growth, partnerships, and external challenges in Long-Term Care (LTC) in Nova Scotia, from weather events, to the aftermath of the pandemic to new infrastructure and innovative best practises. LTC is a sector that is rapidly evolving, and the Association is proud to be your partner and support throughout this transformation.

Advocacy remains at the forefront of our Association mandate with an approach of collaboration, unity, and mutual respect--standing strong together. Thank you for your ongoing input regarding the Service Agreement Renewal Process. We continue to be engaged in two-way discussions with our province's Department of Seniors and Long-Term Care (DSLTC), speaking on your behalf to the priority consensus points identified through our sector survey, the shared services working group, your emails, and phone calls to NHNSA Board members and to me directly as your Executive Director.

We recognize decisions made during the Service Agreement Renewal Process will have Long-Term impact and are committed to representing the needs of our members, their residents, families and teams.

Focused on opportunities to support best practice and innovation, the Association was pleased to offer the professional development program on Foundations of Quality in LTC, our leadership development conference and promotion of the Dalhousie Leadership in LTC certificate. The Gala was a celebration that recognized quality in LTC. The presentations

made by leaders at the Standing Strong Conference were an exchange of innovation in the sector that demonstrated remarkable commitment to residents.

With feedback that many homes are experiencing significant recruitment and retention challenges, we were pleased to have Michelle Ray, an international expert, provide an interactive professional development series on staff engagement and retention strategies. We are actively advocating for funded human resource personnel in our facilities to address these challenges and to provide broader human resource functions.

This is an exciting era of new builds in the province. The Association has hosted infrastructure meetings with our members who have new facilities being constructed to exchange resident informed designs and share concerns. The Association has brought these suggestions, questions, and concerns to the Infrastructure Department of government and they have been responsive.

We have also launched a free energy score assessment project to our members in May. This project can support you in making capital requests to the DSLTC that enable you to not only become more energy efficient saving you money but more importantly enable you to make the environment within your facility more comfortable for both residents and staff. Member participation in these early days has been very positive with Boards and senior management stepping up as governance and leaders being strong

environmental stewards. I want to thank our Chair Kyle Richardson and the Board for their commitment & informed leadership. Our organization now has part-time contracted services in finance, administration support, and communications, reflective of the growth of the Association and preparing us for a future that positions our sector at the forefront. Our membership and sponsorship have expanded, and this support enables us to act on our strategic priorities.

Thank you to our forward-thinking title sponsor Complete Purchasing Services who not only invests in our sector but understands it, supports it, and wants to be part of ensuring future enhancements for LTC and those we serve.

As a sector we are also grateful to the Province and the Department of SLTC, Advanced Education and Labour and the Department of Natural Resources for the significant investment they are making in LTC. I want to recognize other partners including HANS and the Health and Community Workforce Council for their commitment and contribution as we all work toward creating the very best Long-Term Care for Nova Scotians.

We profile our Association's brand as courageous, innovative, accountable, and inclusive with strong, open communications through multiple mediums, platforms, and events. We value equity, diversity and inclusion. We are stronger together and I am truly LTC Proud.

Menna MacIsaac
Executive Director



COMPASSION • LEADERSHIP • INNOVATION

NHNSA ANNUAL CONFERENCE

Standing STRONG



Our annual NHNSA conference with the theme, Standing Strong- Compassion, Leadership, Innovation took place on March 28 at the Best Western Glengarry Inn, Truro, boasting a large turnout of nursing homes leaders from across Nova Scotia as well as outstanding representation from corporate partners at an impressive trade show.

“With our roles comes the great privilege of working in the homes of our residents and unwavering dedication to always strive to provide the highest quality standards,” said NHNSA Board Chair Kyle Richardson. The Chair offered gratitude to the title sponsor Complete Purchasing Services along with Gold Sponsor Chandler and Silver Sponsor Nycum & Associates, Registration Sponsor Surge Learning, Reception Sponsor Collier Project Leaders and Speakers Sponsors Harding Medical, Grey Cardinal and Community Services Benefits Trust (CSBT).

The Honourable Barbara Adams, Minister of Seniors and Long-Term Care brought greetings from the Government of Nova Scotia. Ms. Adams commended nursing home leaders and their teams for the tremendous commitment demonstrated throughout the most challenging of times.

HR Strategist Sarah McVanel opened the program with a dynamic talk on the power of recognition to build relationship currency and connections. Sarah’s F.R.O.G. trademark mantra-Forever Recognize Others Greatness resonated with the packed room.

Chelsea Brewster, Holistic Practitioner, spoke on Mountains and Meadows Safe Space Quality Initiative where gratitude breeds miracles and wellness comes from quiet and spirit. Jodi Goudey, OT, Mountains & Meadows, shared with us the



highly effective Quality Initiative of Sparking Joy Through the Senses. She spoke of a resident named Gordon whose journey through senses rediscovery deeply moved the audience.

Speaker, educator and former military leader, Bradley Sheppard gave an impactful talk that included many poignant questions to ponder closely about as we strive towards diverse leadership and inclusion along with learning to reverse our own biases and even micro aggressions. Mr. Sheppard delivered insights into the components of diversity- race, ethnicity, sex, gender identification, socioeconomic status, age and physical/ neurological abilities. He also gave his own profound thanks to the long-term care sector.

Sarah Hines delivered a powerful and insightful presentation on Cultivating Compassionate Grief Care, explaining how a caring presence, candour, courage & transparency creates a brave & compassionate place that creates trust. She said, "Grief is an ally that we ebb and flow with every day. It reminds us to love like there isn't a tomorrow, and it dares us to love again."

Mental Health Advocate Samantha Madore spoke about mental health for our teams. She advised to set boundaries and communicate within love, work & play and to make connections in living our lives.

Debra Boudreau, CEO & Jessica Pulley, Project Manager, Quality and Engagement Lead, both of Tideview Terrace, delivered an uplifting best practices/ quality initiatives closing keynote on the Hogeweyk (The Netherlands) model of resident-directed care. The two told of the Tideview journey and how such an approach to care, re-humanizes, de-institutionalizes and transforms LTC. The continuum of a person directed culture evolves from provider directed to staff centred to person centred to person directed to citizenship. Debra and Jessica outlined the takeaways from their Hogeweyk experience which included: dare to be different; normalize living with dementia; risk is a normal part of life, even for those with dementia; Identify things that are still institutional trappings.

In closing remarks, NHNSA's Executive Director Menna MacIsaac, thanked the presenters for delivering such uplifting talks, the sponsors for generous investments, trade show participants for their collaboration, the hotel for its excellent service, attendees for their attention and engagement, and the conference committee members for their dedication and hard work.





Kiknu

Kiknu envisions being a trailblazing Indigenous long-term care home, fostering cultural revitalization, holistic care, and community empowerment. We strive to create a loving environment where Indigenous elders and residents thrive while embracing their heritage, are respected for their wisdom, and cared for with dignity, and surrounded by love.

Kiknu, meaning “Our Home”, is a provincially licensed, 48-bed, long-term care home, located in Eskasoni, NS. It is the first long-term care home in Nova Scotia to be built on a First Nation community and the first Mi’kmaq Long-Term care home in Canada. Kiknu is owned by Eskasoni First Nation and is operated through a partnership with Shannex Inc. who is helping the Community of Eskasoni to independently own and operate the home. Kiknu is a community for Mi’kmaq elders that embraces language, culture and traditions. Inspired by Turtle Island and the creation story, Kiknu is designed in the shape of a turtle with central gathering places for elders, family, loved ones, and the community. Upon entering the home’s lobby, you are greeted with seven large wooden pillars, each representing one of the traditional Mi’kmaq districts, as well as the seven sacred teachings, reflected in the values of the home.

Every aspect of the home was created from community input and direction, using a two-eyed seeing approach. Kiknu is blending the best of western long-term care with the culture and traditions of the Mi’kmaq Community. Our menus incorporate traditional meals with western meals and most employees in the home are from Eskasoni First Nation to ensure that language, culture and traditions are upheld for the elders for whom we are caring. Kiknu welcomed its first elders in April 2024.

Kyle Richardson, Board Chair, Regional Director of Operations, Northern and Eastern Zones, | Shannex



NHNSA MEMBERS

Thank you to our nursing home members across Nova Scotia. We salute you for your insights and the devotion and outstanding care given to your cherished residents, families, teams, volunteers and communities.

- Alderwood Rest Home
 - Arborstone Enhanced Care
 - Bayside Home
 - The Birches
 - Cove Guest Home
 - Dykeland Lodge
 - East Cumberland Lodge
 - Evergreen Home For Special Care
 - Foyer Pere Fiset
 - GEM - Canso Seaside Manor
 - GEM - Centennial Villa
 - GEM - Gables Lodge
 - GEM - Heart of the Valley
 - GEM - Melville Gardens
 - GEM - Melville Lodge
 - GEM - Milford Haven Corp
 - GEM - The Admiral
 - GEM - The Mira
 - GEM - White Hills Long Term Care Centre
 - Glen Haven Manor
 - Grandview Manor
 - Haliburton Place Long Term Care
 - Harbour View Facility
 - Harbourview Haven
 - Harbourview Lodge
 - High-Crest Home (Sherbrooke)
 - High-Crest Home (Springhill)
 - High-Crest Home (New Glasgow)
 - High-Crest Place Limited
 - Highland Crest RCF
 - Highland Manor
 - Hillside Pines
 - Inverary Manor
 - Ivy Meadows
 - Maple Hill Manor
 - Maritime Odd Fellows Home
 - Mountain Lea Lodge
 - Musquodoboit Valley Home for Special Care
 - Nakile Home For Special Care
 - North Queens Nursing Home
 - Northside Community Guest Home
 - Northside General - NSHA
 - Northwood Bedford
 - Northwood Halifax
 - Northwood Ivy Meadows
 - Northwood Shoreham Village
 - Oakwood Terrace
 - Ocean View Continuing Care Centre
 - Queens Manor
 - RC MacGillivray Guest Home
 - Rosecrest Communities - The Sagewood and The Magnolia
 - Rosedale Home For Special Care
 - Roseway Manor
 - Saint Vincent's Nursing Home
 - Seaview Manor
 - Shannex - Bisset Court
 - Shannex - Blomindon Court
 - Shannex - Cedarstone Enhanced Care
 - Shannex - Celtic Court
 - Shannex - Debert Court
 - Shannex - Elk Court
 - Shannex - Glasgow Hall
 - Shannex - Harbourstone Enhanced Care
 - Shannex - Maplestone Enhanced Care
 - Shannex - Marys Court
 - Shannex - Northumberland Hall
 - Shannex - Orchard Court
 - Shannex - Parkstone Enhanced Care
 - Shannex - Ryan Hall
 - St. Anne Community and Nursing Care Centre
 - Taigh Na Mara
 - Taigh Solas
 - The Meadows
 - Tideview Terrace
 - Valley View Villa
 - Villa Acadienne
 - Villa St. Joseph Du Lac
 - Waterford Heights
 - Willow Lodge Home For Special Care
 - Windsor Elms Village
- Newest NHNSA Members Confirmed**
- Miner's Memorial Manor
 - Wolfville Nursing Home
 - R.K. MacDonald Nursing Home

Leadership Development

NHNSA has launched a leading-edge, LTC leadership development and best practices series presented by two highly regarded experts, Michelle Ray and Ali Shahzada. These educational opportunities provide high calibre teaching focusing on strategies for workplace engagement and retention and continuous quality improvement. The programs entitled, "Engagement and Retention- It Begins With You!" and "LTC Foundations in Quality", are each offered through on-line sessions and represent a fundamental component of NHNSA strategic commitment to continued sector leadership development.

This impressive programming is provided to our members free of charge because of the generous support from Nova Scotia's Department of Labour and Advanced Education (DLAE). With more than 25 years of experience researching leadership talent management and change and workforce trends,

Michelle Ray has a deep understanding of new realities demanding the attention of organizations. She is an award-winning business speaker, educator, consultant entrepreneur, author, coach and 2021 inductee into the Speakers Hall of Fame.

Presenter and Instructor Ali Shazada of the Quality Improvement Program is an experienced coach and LEAN Sigma Master Black Belt with over a decade of global experience in performance management, innovation management and data analysis. Over the past 10 years, Shazada has been specializing in Long-Term Care Quality Improvement

transformations. He has worked with long-term care homes across Canada building continuous improvement cultures. These quality educational programs support our nursing homes to continually improve quality care provided to their residents. The offerings are designed for both senior and middle management providing them with expertise and skills necessary to lead this vital part of Nova Scotia's healthcare system and uptake has been outstanding with large number of participants enrolled in the two modules.



NHNSA
Launches
Professional Development Programs
for Membership

These opportunities are directed to senior and middle management.

Michelle Ray, Workplace Development and Retention, (three sessions- February 29, March 7 and March 28)

Ali Shahzada, Continuous Quality Improvement Program, (five core modules over six-month period: March 25 to August 25)

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NHNSA Working Partners. Improving Systems. Advancing Innovation.



Kyle Richardson
Board Chair

Regional Director of
Operations, Northern
and Eastern Zones, |
Shannex



Michelle Langille
Vice-Chair

Director of Care |
Oakwood Terrace



Andrew Holland
Vice-Chair

CEO | Cumberland
Senior Care Corporation



Sue MacDougall
Director

CEO | Windsor Elms
Village



Stephen Doiron
Director

CEO | Inverary Manor



Tara Fiander-Deveau
Director

Director of Operations
| Atlantic GEM Health
Care Group



Kim Carroll
Director

Administrato | Nakile
Home for Special Care

NHNSA BOARD

**THANK YOU TO
OUR BAORD
MEMBERS WHO
HAVE COMPLETED
THEIR TERM.**

Michelle Langille
Kim Carroll
Susan MacDougall

LONG TERM CARE
AWARDS OF EXCELLENCE

Gala

*celebrating and paying tribute to the successes
and achievements in the areas of leadership,
diversity, innovation, and advocacy*

Shining Stars, Bling & Hardware - NHNSA Hosts LTC Awards of Excellence Gala 2023

It was a star-studded night for Long-Term care at the second annual NHNSA Long-Term Care Awards of Excellence Gala held at the Delta Marriott in Dartmouth on October 16, 2023. Senior Public Relations Consultant of Iris Communications, Alyse Hand emceed the event with style and charm. All in attendance were moved by the many stories of exceptional quality care, innovation, partnerships, teamwork, leadership, and pioneering initiatives taking place across the province.

Ms. Hand said to the nominees and sector representatives, "Among you are everyday care heroes, who with your colleagues have been the backbone of caring for our elders and the most vulnerable in communities across Nova Scotia. You have continued to manage the impact of the pandemic with grace and diligence and then once again showed your leadership, capacity, collaboration, and sense of community, handling crisis situations during the recent wildfires and flooding smoothly, compassionately, and calmly."



Minister Barbara Adam, Nova Scotia's first ever Minister of Long-Term Care, expressed her commitment to continue to advance the long-term care sector. Also in attendance were The Honourable Gary Burril, MLA for Halifax Chebucto who offered a gratitude and The Honourable Zach Churchill, Leader of the NS Liberal Party.

Stephen Dorion of the Nursing Homes of NS Association Board delivered the Land Acknowledgement while Chair Kyle Richardson also offered remarks. Richardson said it is sometimes difficult to find the words to describe the impact and dedication of those devoted to Long-Term care and that he was moved by the profiles of the 18 finalists and inspired by what is happening in nursing homes across Nova Scotia.

The following awards were presented:

- The Spirit Award- Michaela Tracy, Recreation Programmer, Dykeland Lodge -- Sponsor Pomerleau
- The Better Together Award- Chantal Beaulieu, Oakwood Manor -- Sponsor Shannex.
- The Cultural Harmony Award- Windsor Elms Village -- Sponsor- GEM Health Care Group.
- The Champion for Dignity Award-Michelle MacDonald, Director of Care Dykeland Lodge -- Sponsors- Coast and Iris Communications
- The Trailblazer Award- Queens Manor Recreation Team -- Sponsor Davis Pier.
- The Leading the Way Award-Mahmood Hussain, Director of People Relations, GEM Health Care Group -- Sponsor Plan A Nova Scotia

Thank you to the Gala Sponsors - Nycum & Associates (Gala Dinner), Grey Cardinal (Entertainment) & Lawtons (Reception), to the above-mentioned award sponsors and to our title sponsor Complete Purchasing Services.

Emcee Hand closed the evening by offering her congratulations to NHNSA, to the Board, to the Planning Committee, to ED Menna MacIsaac, and Chair Kyle Richardson, for putting together a stellar evening of celebration and to all LTC team members attending on their extraordinary contributions to Long-Term care as well as for the collaboration, professionalism, and commitment.

"The roles within long-term care providing quality care, health, wellness and life enrichment, are much more than a job- they are a calling that takes not only expertise and skill but compassion, vigilance and dedication," said Ms. Hand. "Thank you also for the respect, affection and dignity given to our elders and for creating places for teams to thrive and flourish."





Twenty-four LTC Leaders Graduate with Leadership in Continuing Care Administration Certificate in 2024

There are 24 new graduates of the Leadership in Continuing Care Administration Certificate who have completed the six-day Leadership in Continuing Care Administration certificate program through both the Spring and Fall cohorts over the past 12 months.

The executive leadership certificate is offered as a partnership between Dalhousie University and NHNSA. This comprehensive educational and professional development opportunity engages leaders through applied learning in topic areas such as Leading through Systems, Human Resource Management, Building and Co-design, Legal, Risk Management, Communications and much more. The program was first offered in the Fall of 2021 and was introduced by the Honourable Barbara Adams, Nova Scotia's Minister of Seniors and Long-Term Care. Minister Adams was able to join us again for the Spring 2024 Welcome Reception and met with each of our enthusiastic participants. We are proud of our amazing leaders across the province that have now completed this certificate and are applying their leadership learnings in long-term care.

The Leadership in Continuing Care Administration Certificate has received tremendous support and praise over the past three years. Interest continues to grow across the province and the country for the certificate. As of 2024, we now have Leadership in Continuing Care Administration Certificate alumni, not only from across Nova Scotia, but also from British Columbia, New Brunswick, and Prince Edward Island.



ADVOCACY



NHNSA continues to partner with others in the sector... to exchange information and best practices toward creating the best LTC for Nova Scotians.

SPOTLIGHT ON ADVOCACY

In April 2024, our Association conducted a survey on the common points of concern members identified and recommended should be brought forward to the Nova Scotia Department of Seniors and Long-Term Care (DSLTC) in the Service Agreement Renewal Process (SARP). These points were submitted in writing to the Department in March and subsequently followed up by a presentation and in person discussion.

Although the Department will continue to meet with facilities on a one-to-one basis, the Association has informed them to be prepared for your consistent, collective requests inclusive of the following:

- Portable budgets remain flexible, with a request for a 2% increase to enable innovative initiatives.
- Establishment of a transparent funding formula based on industry standards criteria that is consistently applied in all Nova Scotian nursing homes, regardless of the age of the facility and/or if it is for-profit, non-profit or municipally owned
- Management compensation increases
- Human Resources role funded on-site within the facility
- Increases in food budget to reflect today's market prices
- Annual cost of living and inflation
- Costs associated with disasters and associated insurance increases
- Municipal tax increases

- Willingness to discuss seven day a week admissions with partner discussions and associated resources required for implementation
- Identification of accountability reporting standards with associated human resource supports as required.

This process is on-going, and we thank you for your insights and continued input as the Association brings forward your concerns for resolution.

We have also been supporting the exchange of innovative designs for new builds and bringing forward your input, feedback and concerns to government in the new facilities building process, reaching out for increased professional development funding and seeking opportunities to enhance your organizations energy efficiency.

NHNSA continues to partner with others in the sector, including the Canadian Association for Long-Term Care, Health Association of Nova Scotia (HANS), Health and Community Workforce Council, and AwareNS to exchange information and best practices toward creating the best LTC for Nova Scotians.

THANK YOU to our Corporate Partners

NHNSA extends a special thank you to all of our sponsors who invest in, support and value our Long-Term Care sector and the work of our Association. A special gratitude is given to our Title Sponsor Complete Purchasing Services for their outstanding commitment and engagement. We also offer thanks to our corporate and associate members for their dedication, interest and strong participation. A final note of recognition to our government partners for their collaboration and investments in this vital sector.

NHNSA Partners – Pre-Existing Members

- Advanced Care Solutions For Seniors
- Bird
- Can Med
- Cardinal Health
- CBBC Career College
- Chandler Sales
- Civica
- Colliers Project Leaders
- Community Services Benefits Trust (CSBT)
- Complete Purchasing Services
- Crestview Strategy
- Dallas Mercer Consulting
- Delco Security Integrated Solutions
- Eastpoint Engineering
- Edgecombes
- Equilibrium Engineering
- Essity
- First Onsite Property Restoration
- Gordon Food Service
- Lawton's Drug Stores Limited
- Med Supply
- Medline Canada
- New Ground Financial

- Plan A Nova Scotia
- Point Click Care
- SGP Purchasing Partner Network
- Staff Schedule Care
- Surge Learning
- SWIC Immigration
- Sysco
- THINK Breakthrough
- Touch 2 Play

Newest Partners Confirmed

- WINMAR® (Canada) International, Ltd. Property Restoration Specialists
- Person Centred Universe
- SSI Consulting Solutions
- Tate Engineering

Associate Partners

- Age-Well Inc.
- Aware NS

NHNSA Partnership on Energy Score

NHNSA is partnering with Jeremy Lutes of Greenwich Road Consulting to roll-out a Free Energy Dashboard at all Long-Term Care Homes in the Province!

The benefit of the dashboard, also called Energy Benchmarking, is to raise awareness of energy consumption, encourage GHG emission conservation, improve building performance and promote sustainability across the sector.

This project will enable each home to:

- Evaluate historical energy use / GHG emission performance
- Set reduction targets & track progress
- Build the case for infrastructure upgrades.

If you haven't spoken with Jeremy yet, please connect with him to set-up your Free Energy Dashboard: jeremy@greenwichrd.ca or contact him at 902-680-5429. Jeremy is committed to making this a project that takes limited effort on the part of nursing homes to achieve. The project applies to all facilities regardless of the age of your facility. Ultimately, this initiative can take you down a path that saves you energy costs while making your nursing home environment as comfortable as possible for your residents and staff.





NHNSA Communications Strategy

The Communications Strategy of the Nursing Homes of Nova Scotia Association is driven by the Association's Mission and Vision.

The strategies and goals are to enhance and protect the NHNSA Brand, to tell the NHNSA sector story and to lead the LTC conversation. The guiding principles are Professionalism & Integrity, Consistency, Authenticity, Transparency and Caring.

It is important to have a Communications Strategy for the following outcomes:

- To accurately represent Association's values and priorities
- To support and play a lead role in elevating & supporting the LTC sector
- To be a pillar for effective Advocacy
- To build lasting relationships and sustainable partnerships
- To establish trust with membership, partners, government officials, media and other stakeholders
- To strengthen clarity, connections, creativity, and community/sector- expand reach and engagement

Examples of actions to support the strategies are as follows:

1) communicating messages & images that position and reinforce NHNSA's role as a sector leader; 2) creating stories/articles that build awareness, understanding and trust; 3) strong positioning & growth of the NHNSA Social Media presence regular and timely posts on three social media platforms - Facebook, LinkedIn and X (Twitter); Social Media & Website Marketing Campaigns such as LTC Proud Day, marking

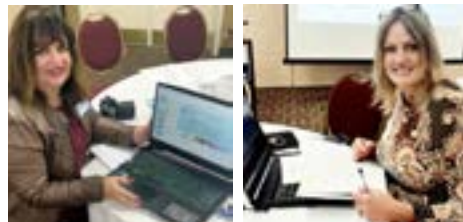
and recognizing special occasions or milestones; 4) Signature events such as Standing Strong Conference, Awards Gala, Business Meetings; 5) A top notch website-showcasing the Brand & Communications strategies while enhancing members' experience with communications, registrations and efficient access to sector information; 6) consistent messaging in media, sector discussions and with partners/sponsors; 7) sharing of members milestones, successes and highlights

Accountability for the Communications Strategy belongs to the NHNSA Executive Director; Communications Specialists; Administrative Support; NHNSA Chair & Board; Membership; Sponsors & Partners, Each has a role to play with varying levels of responsibility and impact.

Communications Outcome Examples:

Recent outcomes where our communications strategies and actions have had a meaningful contribution include a 90 percent increase in Facebook followers and 48 and 44 percent increases in LinkedIn and X- Twitter account followers during the past 10 months; increase in membership, increase in conference and programming attendance and building partnerships. Communications results are on a continuum, entwined in overall strategies and build upon each prior success. Authentic brand communication is an important pillar for creating a reliable and long-standing brand and today's audience's are very discerning regarding credibility and authenticity.

Kimberly Dickson | Maureen Connors





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