

Family & Friends Newsletter

May 20, 2020 - Important Update

A Message from Broadmead Care

Dear Family & Friends,

Welcome to the weekly update! The Provincial Health Officer, Bonnie Henry, has recently delivered good news in BC about coronavirus infection rates. At Broadmead Care, we continue to take every careful measure to keep the coronavirus out and to ensure the safety of the people who live and work in our Care Homes.

This week we have stories about nurses, cupcakes, and social media, plus information about our upcoming **Stay 'N Play** event, through which we raise money to support the veterans and seniors who live at Veterans Memorial Lodge. Be sure to join us for the live stream Grand Finale with cohosts Al Ferraby and Jack Knox on June 4 at 4pm – all those who watch the entire show will be eligible to win a \$1,000 gift card from Capital Iron – now that's worth 30 minutes of your time!

Family and Friends Survey

Two weeks ago we invited your participation in a Family & Friends mini-survey. While our larger survey will likely take place this Fall, we wanted to check in with you as we work our way through the coronavirus crisis. We had 140 responses, with very positive feedback, and would like to share some of the results with you.

- 98% are satisfied with those who care for the resident.
- 98% are satisfied with the safety and security of the care home.
- 95% are happy with the way Broadmead Care communicates with you, and 97% are satisfied with the ways we've communicated with you during the COVID-19 crisis specifically.
- 91% agreed or strongly agreed that staff keep you informed about changes in the resident's health and care plan.
- Nearly 70% have used the new website, and more than 80% find it easy to use.
- The second-most-visited website page is **Keep Connected**, through which you've been sending messages to loved ones – second only to our **Home Page**.

Thank you so much for all of you who participated in our mini-survey.

We've Gone Social!

We are pleased to let you know that now have several social media accounts, and invite you to follow us on one or more of these platforms. We'll be posting information about upcoming events, as well as sharing stories, photos (with permission and as appropriate), and Broadmead Care news items.

- Facebook – Broadmead Care
- Instagram – @broadmeadcare
- Twitter – @broadmeadcare
- LinkedIn – Broadmead Care

Thanking our Nurses

To commemorate the 200th anniversary of Florence Nightingale's birth, the World Health Organization (WHO) has declared 2020 the *International Year of the Nurse and Midwife*. We are so grateful to our nurses and LPNs who provide exceptional care and compassion for your loved ones.

So are others – May 11 – 17 was ***National Nursing Week***, with the theme 'Nurses: A Voice to Lead – Nursing the World to Health'. To show their appreciation, our friends at ***Gallagher Insurance*** dropped off two giant boxes of cupcakes! Thank you so much for thinking of our nursing team, who work so hard to keep our loved ones safe. Your thoughtfulness – and the cupcakes! – was very much appreciated!



Thanking our Staff

Your messages of gratitude for our staff continue to arrive. Thank you for your messages of encouragement – we share them with staff, and know they make a difference. This week we wanted to share with you these words from a family member.

I would like to express my gratitude to everyone at Broadmead who goes above and beyond the norm to provide exceptional care of our elderly loved ones. They may be in their twilight years, but Broadmead ensure that they know they are loved and treasured. In these difficult times I want you to know that in my eyes you are all heroes. I can see how much you truly care about those under your charge. You have my heartfelt thanks and gratitude for what you sacrifice to keep them safe.

One of our residents also anonymously thanked staff through a poem, after seeing the Mother's Day decorations. Here are a few lines from that poem:

*I looked up to the ceiling
In the dining room one day;
Hanging in profusion
Was a colourful array
Of paper cut-outs – hanging
They really made my day.*

Stay 'N Play Event

Each year, Broadmead Care hosts its Annual Charity Golf Tournament to raise funds for the veterans and seniors who live at Veterans Memorial Lodge. This year, the Golf Committee made the difficult decision to postpone the event to 2021 because of the COVID-19 pandemic.

But don't worry – we still have lots of fun planned through our all-new **Stay 'N Play** event, which includes our annual **Diamond Raffle** (tickets available now for a chance to win a 1.01 carat 18K ladies diamond ring valued at \$4,000), a **50/50 Draw** and **Silent Auction** (May 28 – June 4), and a livestream celebration event – all online, all social, all fun, and all physically distant!

Bookmark our **Stay 'N Play** page, because on June 4 at 4pm, we will live stream our Grand Celebration. Join cohosts Al Ferraby (CFAX) and Jack Knox (Times Colonist), and watch the entire time to be eligible to win a \$1,000 gift card from Victoria's own Capital Iron! You'll be able to access the live stream through this page.

For now – get those Diamond Raffle tickets – only 550 will be sold, and we're close to selling out!

Thank you doing your part to reduce the spread of COVID-19, as we continue to do everything we can to keep your loved ones safe.

Sincerely,



David Cheperdak
President & CEO



Melanie Hennig
VP, Care & Community Services