



STAFF REPORT ACTION REQUIRED

Request for Change of Name from Homes for the Aged Division to Long-Term Care Services Division

Date:	January 7, 2008
To:	Advisory Committee on Homes for the Aged
From:	General Manager, Homes for the Aged Division
Wards:	All
Reference Number:	

SUMMARY

The City of Toronto's Homes for the Aged Division established its current name of Homes for the Aged Division in the 1970s, after a decision by Municipality of Metropolitan Toronto Council to revise the name from Institutional Services Division to Homes for the Aged Division. This revision was a means of modernizing the name and introducing consistency with the relevant legislation, namely the *Homes for the Aged and Rest Homes Act*. At that time, the Homes for the Aged Division was involved only in the operation of seven (7) Homes for the Aged and not in the operation of multiple community-based services as is the case today.

Since the early 1980s, the Homes for the Aged Division has continued to build its quality, reputation and community linkages, becoming a supplier of meals for a number of community-based meals-on-wheels programs, working collaboratively with numerous community agencies and becoming, in many ways, a "community hub" for long-term care.

In 1991, the Municipality of Metropolitan Toronto Council transferred the operation of the Homemakers and Nurses Services Program to the Homes for the Aged Division.

In 1993, the Ministry of Health and Long-Term Care discontinued the Satellite Home Program operating under the *Homes for the Aged and Rest Homes Act*, favouring the creation of a community-based Supportive Housing Program. The pre-existing Homes for the Aged Division's Satellite Homes Program was evolved into the current community-based Supportive Housing Program.

In 1994, the Government of Ontario enacted the *Long-Term Care Act*, to legislate various community-based long-term care services, including our Adult Day Programs and our Supportive Housing Program, supporting municipalities as appropriate delivery agents for not-for-profit long-term care.

In 2007, the Government of Ontario passed the *Long-Term Care Homes Act* to legislate nursing homes and homes for the aged. The *Long-Term Care Homes Act* received Royal Assent on June 4, 2007, but has not yet been proclaimed into law. The *Act* notes (in Section 2, Interpretation) that “long-term care home” means a place that is licensed as a long-term care home under the Act and includes a municipal home, joint home or First Nations home.

This report provides historical and legislative background regarding Homes for the Aged and the rationale for revising the name of the Division from the Homes for the Aged Division to the Long-Term Care Services Division.

RECOMMENDATIONS

The General Manager of the Homes for the Aged Division recommends that:

1. the name of the Homes for the Aged Division be changed to the Long-Term Care Services Division effective June 1, 2008; and
2. senior management develop both a communication plan and an implementation plan to support this change, thus ensuring that residents, clients, families, staff, volunteers and the general public understand the change and the rationale for it.

Financial Impact

There are no immediate financial impacts related to this report that cannot be accommodated in the operating budget. Upon City Council approval for a change of name, there will be a requirement to communicate the change to key stakeholders. Cost of this communication strategy is estimated to be minimal. All of the Division’s written materials (e.g. forms, ‘Just for Families’ brochures, manuals) include the wording Homes for the Aged Division. Although these will not be replaced immediately, as new supplies are printed, the new name of the Division would need to be inserted. Likewise, the Division’s website will need to be updated to accurately reflect the change.

Each Home for the Aged has permanent signage installed on the outside grounds. Of these ten (10) permanent signs, five (5) signs would need to be updated as they include outdated language or graphics. Cost for updating these five signs is estimated to be \$2,500.00 - \$3,000.00. Alternatively, if all of the signs were replaced/upgraded with new graphics and new wording, such as the name of the individual home and the wording “A City of Toronto Long-Term Care Home”, the cost would be higher. This is the preferred option, to create a visual identity that the public can easily identify with. As such, the current plan is to replace/upgrade the signs gradually, as and when there is budget available.

COMMENTS

With the anticipated proclamation of the *Long-Term Care Homes Act* in 2008, there is an opportunity to once again modernize the name of the Homes for the Aged Division. Not only will a name change allow the division to reconcile its name with the current nomenclature in long-term care, it will also respond to the feedback from numerous residents and clients within the division, received through ‘Your Opinion Counts’ surveys, letters, focus groups and individual comments.

Residents themselves have provided feedback that they do not like the name Homes for the Aged. Some believe that the name stereotypes them; some feel that they are not old; younger residents (i.e. those under the age of sixty-five years of age) strongly object to the name. Tenants of the Supportive Housing Program have also written to the General Manager objecting to the name and noting that they do not live in a Home for the Aged. Likewise, clients of the Homemakers and Nurses Services Program have objected to the name and written that they do not understand why they are corresponding with the Homes for the Aged Division, when they receive long-term care services in the community.

The Division’s Resident-Client Advocate consulted with a representative sample of Residents’ Councils and with individual clients from Adult Day Programs, Supportive Housing and Homemakers and Nurses Services. In all cases, they indicated very strong support for the name change, indicating that it was more representative of the care and service they receive and easy for the public to understand and access. Comments from residents included:

“It makes sense to identify with long-term care services.”

“Thank you for listening that we do not want to be identified as a Home for the Aged.”

“The new name can be used forever.”

Comments from community clients included:

“It makes sense as I don’t live in a Home for the Aged.”

“It makes good sense as it will include everyone (meaning those who receive community-based services).”

“The name will include us.”

The name Long-Term Care Services Division more appropriately describes the mandate and scope of the Homes for the Aged Division.

CONTACT

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SIGNATURE

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