



STAFF REPORT INFORMATION ONLY

Long-Term Care Homes and Services Website

Date:	August 25, 2008
To:	Advisory Committee on Long-Term Care Homes and Services
From:	General Manager, Long-Term Care Homes and Services
Wards:	All
Reference Number:	

SUMMARY

The divisional website debuted in June 2004. Precipitated by the June 1, 2008 name change to Long-Term Care Homes and Services, a formal review was conducted; content, updates and improvements were made and have been posted at www.toronto.ca/ltc. In the first 60 days, over 4,600 visits to the site were recorded.

Financial Impact

There are no financial implications arising from this report.

ISSUE/BACKGROUND

The website, designed within the parameters of the corporate template, is a forum for communication; a vehicle for Long-Term Care Homes and Services to demonstrate leadership through education and innovations in long-term care and community based services; and a marketing tool. The site, now with over ninety data-pages and dozens of links to external resources, allows visitors to access important information about services, download forms (volunteer applications) and even view a sample menu.

In conjunction with the refresh of the internet site, the division's Information Technology unit also launched an intranet site, providing all division staff with access to electronic copies of policies and procedures, forms, and Ministry of Health & Long-Term Care updates.

COMMENTS

Content on the re-organized site reflects divisional scope and priorities captured under the main sections:

- I. Quality Care & Service
- II. Culture of Inclusion
- III. Culture of Quality
- IV. Culture of Safety
- V. Culture of Learning

The “Welcome” homepage is provided in English and six other prevalent languages of the Toronto population – Cantonese, French, Italian, Portuguese, Spanish and Tamil. The user-friendly site shows photos of residents enjoying life, while the content is presented in an informative, innovative and interesting manner. Like most websites, there is a F.A.Q. (frequently asked questions) section.

Highlights of the site will be demonstrated at the meeting.

Moving forward, the site will continue to be updated and innovations will be shared for all on the World Wide Web.

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SIGNATURE

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