



Call for Content – Instructions and Application Form for Applicants

Background

Taking place Tuesday, April 20 – Thursday, April 22, 2021, the Ontario Long Term Care Association (OLTCA) in partnership with the Ontario Retirement Communities Association (ORCA) are moving *Together We Care* (TWC) 2021 to an online virtual experience.

With the aging population expected to grow rapidly in the next decade, OLTCA and ORCA are expanding the “we” in “Together We Care” by inviting members and partners from across the seniors’ care continuum to submit an abstract for the TWC 2021 Virtual Convention. This is your opportunity to weigh in on vital inclusive conversations in this new world order and in shaping the future of seniors’ care.

We are seeking compelling content (local and global perspectives) that will help inform the future of seniors’ care. Big ideas backed by case studies and key learnings on the topic areas of (but not limited to): new models of care, novel technologies, emerging trends, and revolutionary processes as well as ideas for the future that may have emerged as a result of the pandemic.

Audience

Typically, TWC features attendees from the long-term care and retirement communities’ sectors. They include owners and operators, senior managers, general managers and administrators, departmental leaders, researchers, seniors care leaders, frontline care providers (e.g, nurses, physicians, personal support workers, dining and hospitality service workers, wellness, activation, environmental and rehabilitation professionals), long-term care and retirement residents, family caregivers, innovators, policy makers, broader health system partners (associations, councils, post-secondary institutions) and more.

While there will be some general sessions applicable to both sectors, there will also be concurrent sessions geared specifically to either long-term care or retirement.

Applicants will be asked within your application to specify which group your session is geared toward (long-term care, retirement, or both).

TWC 2021 Programming Streams

Abstracts may be submitted under the following categories:

This year’s convention builds on OLTCA and ORCA’s advocacy efforts, mobilizing and driving positive change for the future of long-term care, retirement, and other senior care communities. Sessions will highlight quality content, research, and innovation in the seniors’ care space. Sessions will address one of the following thematic areas:

Themes

When submitting your abstract, please focus on showcasing the perspective of one of the themes listed below.

1. **Creating a New Future of Senior Care** – This last year has highlighted cracks in our continuum of care. We need to create a new vision for how we best support Ontarians' needs and choices as they age. Please consider how your abstract takes into consideration one or more of the guiding questions:
 - We are building a new system. What needs to be included as part of the new definition?
 - What should we be doing to prepare the system for success?
 - Are there new models across the continuum to consider?
2. **Growing the 'We' – Partnerships for Success** – We cannot do this alone and through the pandemic we have learned the value of creating successful partnerships. Please consider how your abstract includes an example of a successful partnership and how it is providing a pathway to future success. Below are some examples, although these are not meant to be limiting categories.
 - New or enhanced partnerships with hospitals/public health/educational institutions and other regional partners
 - New or enhanced partnerships with residents, families, community
 - New or enhanced partnerships between operators and business/commercial partners
3. **Pandemic Recovery – Building Resident, Staff, Family and Organizational Resilience** – The long-term care and retirement community sectors have been at the epicentre of the pandemic, but through crisis comes recovery and resilience. Please consider how your abstract showcases examples of strategies/initiatives that will help promote recovery and resiliency throughout the crisis and beyond. Below are some examples, although these are not meant to be limiting categories.
 - Recruitment and retention – rebuilding today's workforce
 - Addressing diversity, inclusion and equity in the workforce
 - Workplace wellness
 - Addressing resident isolation, mental health and social engagement
 - Helping families cope with the changing landscape of the pandemic and fostering strong positive relationships
4. **Embracing Aging and Anticipating Future Residents' Wants and Needs** – What is needed to build the type of system that future residents really want? Below are some examples, although these are not meant to be limiting categories.
 - Rethinking the models of retirement and long-term care
 - Tackling ageism
 - Enhancing quality of life
 - Predicting future needs and expectations

Topics

Operational topics of interest include, but are not limited to:

- Capital redevelopment
- Crisis communications and media relations
- Data analytics
- Digitally enabled care
- Enhanced clinical support – role of primary care

- Enhanced testing/vaccine and logistics
- Family communications and engagement
- Health human resources
- IPAC training and implementation beyond the pandemic
- Integration of homes and communities into the healthcare continuum
- Performance monitoring

Eligibility Criteria

Applicants may be: OLTCA and/or ORCA affiliate/business/commercial partners or operator members, provincial, national, or international stakeholder organizations, educators, researchers or students.

Application Submission

Application submissions will be accepted online only. Submissions by email, fax or mail will NOT be accepted.

To submit your application form, go to <https://na.eventscloud.com/eSites/601912/Homepage>

To help you prepare your submission, please see the **TWC 2021 Call for Content Application Form below.**

Speaker Selection Criteria

- **Relevance:** the topic, initiative or program is applicable to one of the educational programming streams and aligns with learning interests of event delegates.
- **Ingenuity:** The information is new, innovative, and reflective of current health care needs and supportive of future trends.
- **Potential impact:** The knowledge, program or initiative is likely to be used to improve quality, efficiency, and/or staff and resident experience in a long-term care home/retirement community setting or in senior care overall.

Session Format

- All sessions accepted into the program will be displayed in a 20-minute pre-recorded video format.
- Once accepted, all presenters will be expected to pre-record your session via a video platform and save as an mp4, .mov or .avi.
- A guide on best practices for filming your session will be provided that will include a link for uploading your video presentation.
- There will not be a live component to your session, and therefore we encourage you to include contact information in your presentation so that attendees can follow up post-conference.

Successful Applicant Expectations

1. Register for the conference by **Friday, March 26, 2021** and pay applicable speaker registration fee.
2. Record your session and submit online by **Wednesday, April 7, 2021**
3. Agree to be profiled in selected OLTCA and/or ORCA conference promotional material, social media channels, or other activities outside of the event including annual magazines, webinars, etc.

Key Dates:

- **Call for Content applications open:** Monday, January 18, 2021
- **Call for Content applications close:** Friday, February 12, 2021 @ 5:00 pm ET
- **Applicants notified of decision the month of:** February (date subject to change)
- **Speakers to be confirmed by:** Monday, March 8, 2021 (date subject to change)

- **Speakers to register by:** Friday, March 26, 2021 (Registration opens on Wednesday, January 20, 2021)
- **Video recording of session due no later than:** Wednesday, April 7, 2021
- ***Together We Care Virtual Convention:*** Tuesday, April 20- Thursday, April 22, 2021

QUESTIONS?

For queries regarding application topics and content for joint and/or long term care sessions, please contact:

Jamie Sanders Manager
 Manager, Member Communications and Events
 Ontario Long Term Care Association
 T: 416.735.6226
 E: jsanders@oltca.com

For queries regarding application topics and content for retirement community sessions, please contact:

Ania Sawala
 Event & Sponsorship Specialist
 Ontario Retirement Communities Association
 T: 905.403.0500 ext. 235
 E: ania@orcaretirement.com

For queries regarding the online submission process and for technical difficulties, please contact:

Daniela Nogueira
Together We Care 2021 Secretariat
 T: 888.527.3434 / 519.263.5050 / 519.263.6003 (direct)
 E: daniela@bayleygroup.com

TWC 2021 Call for Content Application Form

The following information **must** be submitted as part of your application:

Contact and Promotional Information

Organization information

Organization name: _____

Organization website: _____

Organization social media handles (if applicable): _____

Primary presenter details

First name: _____

Last name: _____

Title: _____

Mailing Address: _____

Country: _____

Work phone: _____

Cell phone: _____

Email: _____

***Primary presenter bio (75 words max)**

***Primary presenter headshot (400px X 400px, resolution 300 dpi), (upload)**

+ Additional presenter information

First name: _____

Last name: _____

Job title: _____

Organization name: _____

Country: _____

Email: _____

***Additional Presenter Biography (75 words max)**

***Additional Presenter headshot (400px X 400px, resolution 300 dpi), (upload)**

+ Additional presenter information

First name: _____

Last name: _____

Job title: _____

Organization name: _____

Country: _____

Email: _____

*Additional Presenter Biography (75 words max)

*Additional Presenter headshot (400px X 400px, resolution 300 dpi), (upload)

1. Session title (title will be used in program and promotional material) – (15 words)
2. Provide a session description to be used in the conference program and promotional material. Please write your description out in third person language, ensuring that you check for grammatical errors and flow. - (50 words)

Session information

1. Your session is for (select one):
 - a. Long-term care delegates
 - b. Retirement community delegates
 - c. Both
2. Your abstract is for what programming stream (select one):
 - a. Creating a New Future of Senior Care
 - b. Growing the 'We' – Partnerships for Success
 - c. Pandemic Recovery - Building Resident, Staff, Family and Organizational Resilience
 - d. Embracing Aging and Anticipating Future Residents' Wants and Needs
 - e. Other (please identify)
3. Target Audience - Who will the session be applicable for? (select a maximum of two):
 - a. Owners/Operators of seniors' care homes
 - b. Senior Managers/Administrators/Operations Leaders
 - c. Medical Care Team/Directors of Care/Nursing
 - d. Environmental/Housekeeping/Facility Management
 - e. Activity/Program Managers/Volunteer Coordinators
 - f. Food Service/Nutrition/Hospitality
 - g. Researchers/Students/Sector Stakeholders
 - h. LTC/Retirement Residents and Families
 - i. Personal Support Workers/ Support Aides/Care Aides
 - j. Other (please identify)

4. Topics - Operational topics of interest include, but are not limited to (select at least one):
- a. Capital redevelopment
 - b. Crisis communications and media relations
 - c. Data analytics
 - d. Digitally enabled care
 - e. Enhanced clinical support – role of primary care
 - f. Enhanced testing/vaccine and logistics
 - g. Family communications and engagement
 - h. Health human resources
 - i. IPAC training and implementation beyond the pandemic
 - j. Integration of homes and communities into the healthcare continuum
 - k. Performance monitoring
 - l. Other (please identify)

Content information

1. Provide an overview of the key messages include project overview, change management ideas, results, outcomes, lessons learned and relevance to the long-term care/retirement community/senior care sector. As well, what perspective are you incorporating (local to your region, global, etc.) – (200 words)
2. What will delegates learn that they do not already know? Why is it important for them to know this information now? How will it impact what they do tomorrow? – (150 words)
3. Describe how your project, program or initiative can positively impact or improve quality, efficiency and/or staff and resident outcomes. (150 max)
4. Do you have images that showcase your project/program/initiative in an LTC/retirement community/senior care setting? **(upload)** (**not mandatory to answer)
5. Are you interested in submitting your abstract/contact information for future OLTCA and/or ORCA events?
6. Are you interested in submitting your abstract to be part of OLTCA's *Long Term Care Today* magazine as future editorial content?

Yes

- Please note, a member of the OLTCA team will be in touch, should your abstract meet the interests of an upcoming issue.

No