

Writing Samples

Media Pitch: Brant Community Healthcare System donates 7,000 meals

Subject: Brant Community Healthcare System donates 7,000 meals through food-waste diversion

Hi Name,

Brant Community Healthcare System donated more than **7,022 meals** to the Brantford Blessing Centre in 2025–26, diverting **70,088 pounds of food waste** from disposal while supporting local food-security efforts.

The initiative redirects unserved hospital food to a community meal program, addressing both waste reduction and growing demand for food assistance in Brant County.

The figures are being released ahead of Earth Day (April 22) and reflect a full year of tracked diversion as the hospital expanded its waste-diversion practices.

First Name, Last Name, BCHS' director of nutrition services, is available to discuss how the program works and its environmental impact.

Please let me know if you're interested or would like additional information.

Results: ➡ CTV News: [Meals from Brantford General Hospital donated to community](#)

➡ Rogers TV: [Brant Community Healthcare System Celebrates Sustainable Food Donation Program | Rogers tv](#)

➡ Brantford Expositor: [Over-production of food at BGH benefits Brantford Blessing Centre | Brantford Expositor](#)

THE EXPOSITOR



News / Local News



InsideBCHS: Health system enhances surgical experience with smarter blood testing

Brant Community Healthcare System (BCHS) continues to strengthen how laboratory testing supports safe and effective treatment.

InsideBCHS , For the Expositor

Published Feb 06, 2026 • Last updated Feb 10, 2026 • 2 minute read

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From left to right: Brian Brennan, Clinical Director, Dr. Sydney Godzisz, Chief, Department of Surgery, Tania Marmula, RPN, Selene Vazquez Jauregui, Surgical Clinical Reviewer, Lee-Anne Cooke, Director, Laboratory Medicine, Dr. Susan O'Leary, Medical Director, Perioperative Services, Dr. Katherine Chorneyko, Medical Director, Laboratory Medicine, Stuart Paavola, Chief Nursing Executive, Collen Reaney, RPN, and Sarah Kirkwood, Clinical Manager, Pre-Operative. SUBMITTED PHOTO

Article content

As part of its commitment to high quality, patient centred care, Brant Community Healthcare System (BCHS) continues to strengthen how laboratory testing supports safe and effective treatment.

Each year, BCHS's lab performs approximately 2.6 million tests. Blood work makes up a significant portion of this activity — not only because it is essential for diagnosis and to guide treatment, but also because it is an area of medicine that continues to evolve with new evidence and best practices.

Quality Improvement (QI) at the forefront

With the aim to follow evidence-based guidelines for ordering tests and determining what blood work is truly needed, BCHS launched a sustainable QI initiative for patients undergoing routine elective surgery.

“In March 2024, we established a functional working group called *Choosing Wisely Together* within the perioperative quality council to work on the shared goal of reducing testing that's no longer best practice,” said Dr. Susan O'Leary, medical director, perioperative services and ambulatory care. “This was a year-long effort from our teams to take a deep, collaborative look at our practices and ensure they reflect the latest science and the best interests of our patients.”

The perioperative quality council includes senior physicians and chiefs, clinical directors, nurses and quality improvement specialists. Over the past year, the council has worked closely with surgeons, anesthesiologists, frontline staff, lab technicians, and nursing educators to examine current testing patterns and align them with *Choosing Wisely* Canada's recommendations.

Significant results

Between April and December 2025, the initiative achieved a 97.1 per cent reduction in three common preoperative blood tests that were once considered standard practice.

“This project shows what is possible when we combine evidence with thoughtful teamwork,” said Dr. Sydney Godzisz, chief of the department of surgery. “We are improving efficiency without compromising the high standards of care our patients receive. In fact, we're strengthening care by ensuring every test ordered has real value.”

A meaningful impact across the system

The benefits of this work extend far beyond the operating room. Fewer tests mean reduced workload for frontline and lab staff, a smaller environmental footprint, and meaningful financial savings for the healthcare system.

“This reduction eases the strain on our lab equipment and our teams,” explained Dr. Katherine Chorneyko, medical director, laboratory medicine. “When we avoid processing tests that aren’t needed, we free up capacity for the diagnostics that truly matter. That means faster turnaround times and better support for patient care across the hospital.”

This project at BCHS has become a model for what quality improvement can look like across the country — demonstrating how hospitals can use evidence, collaboration, and scientific advancements to modernize practices not only in surgery, but across many clinical departments.

This article is part of Brantford Expositor’s InsideBCHS series produced by the Brantford Community Healthcare System



This section is Presented by [West Brant Window World](#)



Local News / Column

BCHS Insider: BCCHS introduces clinical roadmap for community

Brant Community Healthcare System (BCCHS) recently launched a five-year clinical services plan (CSP) focused on enhancing 11 clinical programs.

For the Expositor

Published May 08, 2026 • Last updated May 08, 2026 • 2 minute read

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In photo: Dr. Andrew Burkett (left) Chief of Staff, Vice President Medical and Academic Affairs and Chief and Medical Director, Internal Medicine, and Stuart Paavola, Vice-President, Clinical Services and Chief Nurse Executive are behind a five-year Clinical Services Plan (CSP) focused on enhancing 11 clinical programs. SUBMITTED

Article content

Rooted in the 2025-2030 strategic plan, *Leading Beyond Care*, Brant Community Healthcare System (BCCHS) recently launched a five-year clinical services plan (CSP) focused on enhancing 11 clinical programs.

“With an emphasis on significantly improving our operations to provide even greater quality care for patients, the CSP challenges our entire organization to embrace the next generation of healthcare excellence for our community,” said Stuart Paavola, BCHS vice-president of clinical Services and chief nursing executive.

A CSP is a strategic, long-term blueprint for healthcare organizations to define, develop, and deliver patient care services over a several year period. It aligns clinical programs with community needs, population growth, and resource sustainability to improve patient experience and outcomes. It also serves as a roadmap for optimizing services like emergency, diagnostics, and specialized programs.

Highlights of BCHS CSP include introducing robotic-assisted surgery in orthopedics, expanding virtual care models in ambulatory care, and increasing mental health and addictions support in the emergency department.

“This plan is a real-time, flexible response to specific health needs of the community,” said Dr. Andrew Burkett, BCHS chief of staff and vice president, medical and academic affairs. “The data and on-the-ground experience are showing us that a growing population in this area is bringing with it more complex cases, a greater demand for those procedures that serve a senior population and the growing challenge of mental health and addiction cases.

“This plan accounts for those issues as well as identifies quantitative ways to measure our operations and progress to ensure transparency and trust in what we do as a hospital system.”

Each program has identified three to five priorities to guide improvements through 2030. Several areas, such as lab, diagnostic imaging, oncology, critical and ambulatory care, plan to adopt new and emerging technologies used at larger centres. Others will focus on recruiting specialized professionals, improving service delivery, increasing bed capacity, and reducing inpatient length of stay.

An important focus that spans the plan is the expansion of volunteers and patient and family advisers (PFAs) – former patients or caregivers who partner with BCHS to strengthen patient experience and guide service improvements – to ensure care remains patient focused on all times.

BCHS also plans to develop more partnerships, research opportunities and bring in advanced technologies that support safer, more efficient care. While priorities vary by program, the combined impact will help BCHS align with the needs of a future new hospital.

“This plan was developed over nine months with input from a steering committee, BCHS’ executive team, frontline staff, directors, managers, volunteers, PFAs and clinical educators. Community and health-system partners also helped shape the final recommendations, ensuring this plan reflects both current patient care needs and future hospital development.” said corporate strategy consultant, Kiran Mann.

To read the new clinical services plan, please visit bchsys.org/csp.

BCHS Insider is provided to The Expositor by the Brant Community Healthcare System



Opinion / Column

New oncology position expands cancer care access at BCCHS

For the Expositor

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TeamBCCHS includes (left to right) Dr. Andrew Burkett, chief and medical director of internal medicine; Dr. Anirudh Goel, chief of staff and vice-president of medical and academic affairs; and physicians Dr. Bryan Lee and Dr. Ziad Baloush. Submitted Photo by Submitted /Submitted

Article content

Brant Community Healthcare System (BCCHS) recorded more than 11,300 oncology-related visits last year, reflecting the growing demand for cancer care in the region.

To help meet that need, BCCHS is adding a new medical oncologist position, funded by Ontario Health – Cancer Care Ontario (CCO). In August, Dr. Michelle Bradbury will join

BCHS, marking a significant step forward for cancer services in Brantford, Brant County, Six Nations and Mississaugas of the Credit First Nation.

“This new role is a direct response to the growing demand for cancer care in our community, and we greatly appreciate Cancer Care Ontario for funding the position,” said Dr. Andrew Burkett, chief and medical director of internal medicine at BCHS. “It’s about bringing care closer to home.”

Oncology – the field of medicine focused on cancer treatment – is typically divided into three main areas: surgical, radiation, and medical oncology. This new position falls under medical oncology, which involves systemic therapies such as chemotherapy and newer molecular treatments.

BCHS operates under a “hub-and-spoke” model, with Hamilton Health Sciences Health Sciences – Juravinski Cancer Centre serving as the hub. Brantford is one of the spokes, meaning that while care is coordinated centrally, it is delivered locally. The new oncologist will be jointly accountable to both BCHS and Juravinski leadership and will use the shared Epic Electronic Medical Record (EMR) system.

Currently, BCHS has two medical oncologists: Dr. Bryan Lee and Dr. Ziad Baloush. Dr. Lee has been a longstanding presence, providing high-quality care for nearly a decade, while Dr. Baloush joined earlier this year. Despite this, the workload has remained intense.

“Dr. Lee has done an extraordinary job managing a high volume of patients,” noted Dr. Burkett. “But it wasn’t sustainable. This third position will help balance the caseload and expand access to care.”

Dr. Bradbury will provide outpatient cancer care, counsel patients, and prescribe systemic therapies as needed. She will also work in the systemic therapy suite and hold an academic appointment with McMaster University, contributing to medical education and training.

“The biggest benefit is stability,” Dr. Burkett added. “Patients were always receiving care but sometimes had to travel to Hamilton. Now, more patients can be treated right here in Brantford.”

The addition also strengthens BCHS’ ability to recruit and retain top medical talent.

“When doctors know they’re joining a strong, well-supported team, it makes a big difference,” he said. “This is part of our long-term vision to build a research-driven, high-quality cancer care program.”

“This new position significantly enhances our capacity to deliver high-quality, person-centred cancer care,” said Dr. Anirudh Goel, chief of staff and vice-president of medical and academic affairs at BCHS. “We are thrilled to welcome Dr. Bradbury to our team. Her expertise will be a tremendous asset to both our organization and the communities we serve.”

As cancer rates continue to rise with an aging population, the need for accessible, local care is more important than ever. The new position is a step towards meeting that need – and building a stronger future for cancer care in our local community.

Hospital Insider is provided to The Expositor by the Brant Community Healthcare System



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LOCAL **BRANT REGION** **BRANTFORD** **ONTARIO**

Stay Safe This Holiday Season: Physicians Share Tips on Prevention and When to Seek Care

BCHS physicians highlight prevention, vaccination, and when to seek urgent or emergency care

By **admin** - December 4, 2025 267 0



Photo: BCHS - Emergency Department nurses and staff with Dr. Somaiah Ahmed (fifth from left) and Dr. Tom Szakacs (in the back row)

As residents prepare for holiday gatherings and the start of a new year, physicians at the Brant Community Healthcare System (BCHS) are urging the community to prioritize prevention.

While staying healthy remains the first line of defence, BCHS emphasizes that care is available locally when needed — whether through family doctors, walk-in services, the Willett Urgent Care Centre in Paris, or the Emergency Department at Brantford General Hospital.

“Winter brings unique challenges,” said Dr. Tom Szakacs, infectious disease lead at BCHS.

“Colder weather means more time indoors, often in close contact with others and shared surfaces. Seasonal infections like flu, RSV, colds and COVID tend to rise. That combination makes prevention especially important during the holidays.”

Hygiene Practices: Simple Habits, Strong Protection

Dr. Szakacs said prevention begins with small day-to-day habits. Anyone feeling unwell is encouraged to stay home to avoid spreading illness. Hand hygiene remains one of the most effective steps — washing for at least 20 seconds, including commonly missed areas such as thumbs, and practicing proper cough etiquette.

He noted that caution does not mean distancing from loved ones entirely: enjoying family celebrations is safe when accompanied by sensible hygiene.

Vaccines Remain Key for Winter Immunity

Vaccination continues to be one of the strongest tools against seasonal illness. The annual flu shot is recommended for all age groups.

“Influenza is a serious respiratory illness with high fevers and severe symptoms. If you’ve had it once, you won’t want it again,” Dr. Szakacs said, adding that the vaccine cannot cause the flu and becomes effective approximately two weeks after administration.

He also highlighted RSV vaccination for adults over 75, as well as for people aged 60 to 75 with specific risk factors.

COVID-19 vaccines remain available, and residents are encouraged to stay up to date through pharmacies or primary care providers.

When to Seek Medical Care — And Where to Go

Dr. Somaiah Ahmed, chief and medical director of the emergency department, said one message is crucial: residents should not hesitate to seek help if symptoms worsen.

“Do not delay seeking care if your condition is not improving at home,” she said.

“Fear of wait times should never prevent someone from coming in.”

Residents are encouraged to first contact their family doctor or nurse practitioner and to check for extended holiday hours.

Walk-in clinics and pharmacies may assist with mild concerns such as colds, minor stomach issues or prescription renewals.

For non-life-threatening concerns, Dr. Ahmed recommends the Willett Urgent Care Centre in Paris, which can assess conditions such as fevers, sore throats, ear infections, muscle injuries, minor fractures and allergic reactions, with access to X-rays and bloodwork.

More serious symptoms require immediate attention at Brantford General Hospital’s Emergency Department.

“Go immediately if you experience severe chest pain, difficulty breathing, stroke symptoms, choking or uncontrolled bleeding,” she said.

Triage is conducted using Ontario Ministry of Health guidelines, with the sickest patients seen first.

Holiday Hours

Both the Emergency Department and the Willett Urgent Care Centre remain open throughout the holiday season.

Urgent care operates under modified holiday hours. Residents can view updated schedules by visiting BCHS online.

HAMILTON REGION

Navigating holiday health: Urgent care options for festive mishaps

Know what options are available to you if you get sick in Brantford-Brant over the holidays.

Dec. 20, 2025 | Updated Dec. 21, 2025 | 2 min read



New for subscribers! Gift this article to friends and family for free.

Got it!



Know what options are available to you if you get sick over the holidays.

The Hamilton Spectator file photo

By **Celeste Percy-Beauregard** Reporter

The hospital emergency department should be your first choice for life-threatening health issues.

But for non-life-threatening issues like a sore throat, ear infection or prescription renewal, there are quicker options that won't clog up the emergency department — even over the holidays.

Hospital [wait times](#) tend to swell in late December and January, thanks in part to a seasonal cocktail of respiratory viruses, car accidents, falls, broken limbs and the closure of many family doctor practices over the holidays.

Read on: [Where to go in Brant when you're sick over the holidays](#)

COS FEATURE

DR. MEGAN CASSIDY



For the June 2025 Chief of Staff Feature, I had the pleasure of sitting down with Dr. Megan Cassidy, a first-year resident in Family Medicine at the Brantford Indigenous Health Hub program here at BCHS.

Dr. Cassidy is proud to call Brantford home; she was born at the Brantford General Hospital and raised right here in the north end of the city. She has deep connections to BCHS, as her mother, Verona Misner (photo below), worked here as a Lab Technician for over 30 years until her retirement in 2020.

Megan describes returning to BCHS as a "dream come true," and I am truly excited to share more about her journey through this feature.

Dr. Cassidy grew up the eldest of four children, with three younger brothers (triplets!) 18 months younger than her. After high school, she left Brantford to attend the University of Guelph, where she completed her undergraduate degree in biomedical sciences. Dr. Cassidy then came back to Brantford to work at several local doctors' offices, including those of BCHS physicians Dr. Mike Rooney and Dr. Rebecca Rooney, which helped solidify her interest in healthcare.

After developing a further interest in reproductive health while working with Dr. Rebecca Rooney, she then pursued a master's degree in reproductive toxicology, also at the University of Guelph, with a thesis focused on the effects of cannabis upon early embryonic development. Her timing was perfect, as she started her master's in 2018, just as cannabis was being legalized in Canada.

Her research revealed several important findings on the impacts of THC in embryonic development, leading to a published paper. She credits her supervisor for supporting this innovative project, which she presented at several international conferences.



While completing her master's, she applied to medical school and received acceptances to both Queen's University and the University of Toronto. As she had been raised in a smaller community, Dr. Cassidy wished to train and ultimately practice in a community environment, and chose to attend Queen's for medical school.

Initially set on Pediatrics, she discovered her passion for Family Medicine midway through her third year. She says, "I realized that Family Medicine allows me to look after patients of all ages, from newborns to seniors, which is deeply fulfilling."

After taking some time off after medical school for parental leave, Dr. Cassidy officially began her residency in December 2024.



She is deeply enjoying her experience thus far, particularly the variety of Family Medicine and opportunity to work with her longitudinal preceptor, Dr. Robin Martin-Godelie in Simcoe, who also works in palliative care. "We've meshed very well," the physician shares, crediting Dr. Martin-Godelie's diverse practice and teaching style as instrumental in building her confidence. Her most recent hospital rotations have included a hospitalist block in January, and she is now on her pediatrics block with Dr. Oyefeso, the Mac-CARE physician lead for Pediatrics.

While Megan is deeply enjoying her time in Simcoe, she is still deciding where she would like to settle and open her practice after graduation. She appreciates that her mom and siblings are nearby, and that her husband works for the City of Brantford as an engineer, making Brantford and the surrounding areas a convenient location for their family.

Outside of work, Dr. Cassidy finds joy in spending time with her 15-month-old son, John, and the rest of her family. She loves spending active time outdoors, including on local trails, and has recently signed up for the Brantford Classic 5k race! Dr. Cassidy also enjoys swimming at the Wayne Gretzky Sports Centre, drawing from her background as a competitive swimmer and coach.

Fun fact: Megan coached several children of BCHS physicians and staff in her undergrad years!

When asked what advice she would give medical students considering both Family Medicine and residency at the Brantford Indigenous Health Hub, Dr. Cassidy emphasizes the importance of diversifying one's practice and taking opportunities to do rotations in different settings. She mentions, "the community hospital atmosphere here at BCHS is so welcoming, and the small number of residents allows for quick connections with colleagues and patients. It's wonderful to work in a place where everyone knows each other."

Dr. Cassidy also shared her mindset of remaining grounded in the spirit of service, and the importance of taking the extra time with patients to both understand their lives and improve their care. She says, "not all patients have a lot of visitors during the day, and it brings me joy to really try to get to know them and make their days in the hospital more comfortable."

For Megan, completing her training at BCHS feels like a journey that has come full circle. Reflecting on her experiences growing up in Brantford, volunteering at BCHS in high school, seeing the hospital during "Take Your Kids to Work Day" with her mom, and now coming home to begin her career, she says with a smile, "I finally made it."

On behalf of our staff and professional staff, it is a privilege to welcome Dr. Cassidy back to BCHS. We deeply appreciate her commitment to the communities we serve, and look forward to working with her as she brings home her spirit of compassion, care, and dedication to excellence for our patients.

(Author: Dr. Anirudh Goel, Chief of Staff and Vice President, Medical and Academic Affairs at BCHS.)

DR. BILAL AHMED



For September's Chief of Staff Feature, it was my privilege to connect with Dr. Bilal Ahmed, a BCHS anesthesiologist whose personal and professional journeys span continents and reflect a deep commitment to patient care, community service, and clinical excellence.

Born in Pakistan, Dr. Ahmed spent his early years moving across the country as his father's military career frequently led to new postings. Eventually, Dr. Ahmed and his family settled in Lahore —Pakistan's second-largest city, where he completed high school, followed by five years of medical school.

After completing his internship, Dr. Ahmed decided to seek opportunities abroad, moving to England and ultimately settling in Ireland, where he began postgraduate training in anesthesia and critical care.

He now shares: "I've always been fascinated by machines and computers. In critical care and anesthesia, you work at the intersection of technology and human physiology." He describes anesthesiology as "applied physiology," a field where interventions often lead to rapid recovery and visible results—even for very sick patients, something he finds deeply rewarding.

In Ireland, his training program was rigorous and comprehensive, spanning eight years, including a dedicated year of research. As Dr. Ahmed was completing his training, his wife – also a physician, began her residency in family medicine and received an opportunity in England. This prompted a return there, where Dr. Ahmed took on his first role as a consultant physician at Tameside Hospital in Manchester.

Working in both critical care and anesthesia, Dr. Ahmed found himself deeply enjoying his work, and after several years at Tameside Hospital—he was appointed Chief of Intensive Care. He took on this role just one year before the onset of COVID-19 and led the unit through the pandemic. Looking back, he now describes that unprecedented time as "intense and deeply meaningful." In order to meet the community's needs, the hospital's intensive care unit tripled its capacity, expanding from nine beds to 25, with ten additional beds for non-invasive ventilation.

Despite the fear and uncertainty of that time, Dr. Ahmed remembers his colleagues coming together and rising to the occasion, reflecting he says, "It was quite an experience leading the team through this; everyone was so scared."

Remembering his own illness with COVID-19, he further shares, "I got sick very early. I couldn't return to work for about eight weeks. Even after six weeks, I found it difficult to walk."

Further compounding the immense challenges of the pandemic, Dr. Ahmed and his team lost a colleague to COVID-19. Despite this tragedy, the unit persevered. Their commitment to excellence during the pandemic was even recognized by NHS England, which selected them for a special interview to understand how they had managed so effectively between the first and second waves. "We were the only unit in England that reduced mortality in the first wave," he explains. "We started planning early and invested in the right infrastructure and training."

After nine years at Tameside, he accepted an offer from a larger hospital nearby. Around the same time, his wife began exploring opportunities in Canada, drawn by the promise of better prospects for family physicians. That's when he reached out to Lebené Numekevor (Director, Medical Affairs, BCHS) and connected with Dr. Susan O'Leary (Medical Director, Surgery, Anesthesia and Perioperative Services and Ambulatory Care, BCHS)—setting the stage for their move to Ontario, and Dr. Ahmed's practice at BCHS.

While there have been some adjustments to different practice styles and procedures in Canada, Dr. Ahmed has settled in nicely to his new professional home. "I spend about 95% of my time in the OR with some work in the pre-op clinic and endoscopy," he says. "The staff here are incredibly supportive. If you ask for help, they are there. And even if you don't ask, they'll step in if they sense you need it. I really enjoy working here."

He speaks highly of his perioperative colleagues, including his fellow anesthesiologists as well as surgeons, describing them as "friendly and collaborative." He also praises the nursing staff and midwives for their dedication and teamwork. "They go out of their way to ensure patients get the maximum benefit from your care, and that makes a huge difference."

Outside of work, he finds joy in spending time with his family—especially his four-year-old son, who just celebrated his birthday in July. "We love going out together," he says with a smile. "And if I have any spare time, I'll watch a movie or something relaxing."



Reflecting on his transition to life in Canada, he shares, "I had a feeling this would be a small, close-knit place, and everyone has been incredibly friendly. I'm glad I made the move." He has made good friends both inside and outside the hospital, and while he and his family miss their home in England, they've found a warm welcome in Canada.

When asked what motivates him to work each day, his answer is sincere and straightforward, "Looking after patients is deeply fulfilling. If my patient wakes up happy and without complications, that's the best kind of feedback I can receive. That's what drives me."

It is a pleasure to welcome Dr. Ahmed to BCHS. His kindness, compassion, and commitment to excellence make him an exceptional physician, and we are proud to call him a colleague.

Communications Plans

Tactical Communications Plan

Hand Washing by Hospital Care Providers

Overview

Hand Washing by Hospital Care Providers / The Four Moments for Hand Hygiene at Brant Community Healthcare System (BCHS) mandates are divided into two parts: Before and After Patient Contact.

In 2023/24, BCHS achieved hand-washing rates of 85.6 per cent before and 91.5 per cent after patient contact, as reported by Health Quality Ontario. However, BCHS aims to reach a 90 per cent compliance rate in both scenarios. This communications plan aims to help achieve this corporate goal, aligning with BCHS' 2020-2025 Strategic Goals, particularly Key Goal 1: Advancing Quality and Safety.

General Communications Goal(s)

- **Behavioural:** Influence behavioural change in the Hand Washing by Hospital Care Providers, specifically before and after patient contact.
- **Action:** Achieve the corporate goal of 90 per cent hand hygiene compliance in both before and after patient contact, aligning with BCHS' 2020-2025 Strategic Goals (Key Goal 1: Advancing Quality and Safety) by World Hand Hygiene Day on May 5, 2025.

Specific Communication Objective(s) (SMART)

See Appendix for communications collateral

Tactic	SMART Goals	MRP	Date
Leader’s Digest	• Create an information sheet about the campaign by January 27, 2025. • Create a graphic and caption detailing the Four Moments for Hand Hygiene and the Hand Hygiene Champions competition by Jan 27, 2025. - Clearly state the goal of achieving a 90% compliance rate, and	Bhrigu	Publication dates: Feb. 3 and 10 March 3 and 10 April 7 and 14 (Submission deadline: Jan 28, 2025)

	request leaders to submit the names of the winners to Comms by Feb 19, March 19 and April 23 for the respective months.) • Publish the content from February through April.		
The Pulse	• Publish the same graphic and customized caption focusing on opportunity of winning a gift basket through a draw as part of the Hand Hygiene Competition. Promote it from February through April.	Bhrigu	Publication dates: Feb. 3 and 10 March 3 and 10 April 7 and 14 (Submission deadline: Jan 28, 2025)
The Pulse	• Create a submission with the name of the Hand Hygiene Champion of the month and remind leaders and staff that the competition runs from February – April with an opportunity to enter a draw to win a gift basket.	Bhrigu	Publication dates: Feb. 24, March 24 and April 28 (Submission Deadlines: Feb 19, March 19, April 23)
Chief of Staff Newsletter	• Create a submission with graphic and caption focusing on 90% compliance rate.	Bhrigu	Publication date: First week of Feb. Submission Deadline: Jan. 29, 2025
Professional Staff Weekly Newsletter	• Create a submission with graphic and caption focusing on 90% compliance rate.	Bhrigu	Publication dates:

			Feb. 24, March 24 and April 28 (Submission Deadlines: Feb 19, March 19, April 23)
Nancy Peddle's Email plug-in	Create an email template for Nancy Peddle covering reminders for hand hygiene audits, four moments of hand hygiene competition and BCHS' 90% compliance goal by February 3, 2025.	Bhrigu and Nancy	Email dates: Feb 14, March 14, April 14
Huddle Packages	Submit graphics and information sheet for huddle package by Jan 29, 2025 to Lauren Stephenson.	Bhrigu	Feb, March and April
Desktop Wallpapers	- Create a desktop wallpaper detailing the Four Moments for Hand Hygiene and the Hand Hygiene Champions competition by Feb 3, 2025. - Submit graphics to IT by Feb 4, 2025.	Bhrigu	Publication dates: Feb 7 - 14, March 7 - 14 and April 4 - 11
Posters in units	Visit units, identify spots to paste physical copies of graphic by Jan 30, 2025.	Bhrigu	Jan 30, 2025

Target Audiences

Primary Audience(s)

Internal

- Professional Staff (Emergency Dept, Willett Transitional Unit, Diagnostic Imaging, Day Surgery/PACU, Ambulatory Care, B2 Rehab, B3 Maternity and L&D, B4

Paediatrics and NICU, B5 Surgical, B6, B7 and B8 Medicine Units, C2 Stroke, C5 Telemetry Internal Medicine, CCU, C4 Complex Care, C7 Complex Care and Palliative, MH Inpatient Unit)

- Clinical Leadership

External

- Brant County Health Unit

Secondary Audience(s)

Internal

- Staff
- Board of Directors
- Administrative Leadership

External

- Ministry of Health and Long-term care
- Ontario Health
- Unions

Subject Matter Experts

- Nancy Peddle, Manager, Infection Prevention and Control
(nancy.peddle@bchsys.org)

Key Messages

1. We are urging clinical managers to educate and remind staff to follow **four moments of hand hygiene** to help achieve a 90% hand hygiene rate by May 2025.
2. Our corporate goal of achieving 90% hand hygiene aligns with our 2020-2025 Strategic Goals, especially Key Goal 1: Advancing Quality and Safety. This commitment underscores our dedication to a safer, higher-quality environment for patients, staff, and visitors.
3. Hand Hygiene Champions Competition is an opportunity for managers to promote and recognize staff who diligently follow four moments of hand hygiene through a gift basket draw and a monthly organization-wide shoutout in The Pulse and Leaders Digest.

Budget

- Nancy Peddle (Manager, Infection Prevention and Control) has offered to arrange a gift basket for the hand hygiene competition.

Evaluation

The Hand Washing by Hospital Care Providers campaign led to improvement in compliance rates. Before patient contact (Moment One), compliance rose from 85.6% to 87.7%, showing meaningful progress, though just short of the 90% goal. After patient contact (Moment Four), we maintained the compliance rate by achieving 90.03% (negligible decline from 91.5% in 2023-24). These results, along with a sharp increase in audit activity, highlight stronger staff engagement and a growing culture of accountability.

Please refer to the full report in appendix.

Tactic	Was this tactic completed? If no, please explain why.
Leader's Digest	This tactic was not completed as we pivoted to direct email communications and 1:1 meeting with all clinical leadership (managers). Another reason this tactic was dropped was that the leaders already get thePulse and adding content in the Leader's Digest would be duplicity of content.
ThePulse	Yes. Content featured in over eight editions.
Chief of Staff Newsletter	No, Chief of Staff denied this request as the newsletter is only for recognition and celebration.
Professional Staff Weekly Newsletter	Yes. Content featured in over six editions.
Nancy Peddle's email plug-in	Yes.
Huddle Packages	No. Instead, a customised hand hygiene package was created and hand delivered to clinical managers.
Desktop Wallpapers	Yes.
Posters in units	Yes.
Clinical Educators (add-on)	Yes. This was an add on tactic as Communications and Public Affairs looped in clinical educators and requested that they include Hand Hygiene messaging in their interactions with clinical staff.

Monthly Summary Reports (add-on)	Yes. Also, an add-on tactic where Communications and Public Affairs created a monthly report focused on wins and scope of improvement in the results from each month for clinical managers.
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Appendix

Final Campaign Report: Hand Washing by Hospital Care Providers

1.0 Strategic Launch of the Hand Hygiene Campaign

In January 2025, Brant Community Healthcare System (BCHS) launched a targeted communications campaign to strengthen hand hygiene practices among hospital care providers. The campaign focused on improving compliance with the “Four Moments for Hand Hygiene,” particularly Moment One (Before Patient Contact) and Moment Four (After Patient Contact)—two key indicators reported annually to Health Quality Ontario.

The primary goal was to achieve a **90% compliance rate** for both Moment One and Four during the January to April 2025 reporting period, reinforcing BCHS’s commitment to patient safety and infection prevention.

This initiative directly supports Key Goal 1: Advancing Quality and Safety in the BCHS 2020–2025 Strategic Plan, reinforcing our commitment to patient safety and high-quality care.

1.1 What We Achieved – and How We Did It

By April 2025, BCHS saw measurable gains in hand hygiene compliance thanks to a focused and multi-channel campaign.

- **Before patient contact/Moment One**, compliance rose from 85.6% in 2023/24 to **87.7%**, a meaningful improvement of over 2%.
- **After patient contact/Moment Four**, compliance was maintained at 90.03% (negligible decline from 91.5% in 2023-24) successfully meeting the campaign’s target.

These results reflect the strength of our communications and engagement strategy, which included:

- **Visual reminders:** 11x17 laminated posters pasted on units and desktop wallpapers.
- **Managerial support:** Info packages hand delivered at one-on-one meetings with clinical managers.

- **Ongoing visibility:** Regular updates published in internal newsletters and monthly performance reports.
- **Sustained follow-up:** Continuous monitoring and feedback loops to reinforce progress.
- **Hand Hygiene Champions Competition:** Units nominated one hand hygiene champion each month to enter a draw to win a gift basket at the end of the campaign, rewarding diligence and ambassadorship.

Together, these efforts helped embed hand hygiene as a daily priority, reinforcing our commitment to patient safety and quality care.

1.2 Collaboration and Accountability Drive Sustainable Change

The Communications and Public Affairs team, in close partnership with Infection Prevention and Control (IPAC), led the hand hygiene campaign with strong support from Clinical Leaders, Educators, Medical Affairs, and frontline clinical staff. This cross-functional collaboration was instrumental in driving awareness and behaviour change across BCHS.

While the campaign did not fully reach the 90% compliance goal for hand hygiene before patient contact, the consistent upward trend reflects meaningful progress and growing commitment to patient safety.

One of the campaign's most significant outcomes was a sharp increase in audit activity, signaling greater engagement and accountability:

- Audit volumes rose from 764 in January and 471 in February to 1,098 in March and 1,233 in April.
- Ambulatory Care saw a 5,000%+ increase in audits from January to March.
- The B5 unit recorded a 953% increase in the same period.

These results underscore a cultural shift toward greater ownership of hand hygiene practices—an essential step in advancing quality and safety at BCHS.

[Click here](#) for data source.

1.3 The Road Ahead

Despite a condensed planning timeline, the campaign delivered measurable results and revealed critical insights to guide future efforts.

Key gaps emerged that will inform next steps:

- Sustained audit activity is essential to ensure high-quality, year-round data.
- Hand hygiene messaging must be embedded from orientation through daily practice, making all Four Moments a non-negotiable part of clinical routines.
- While BCHS currently reports on Moments One and Four, there is a clear opportunity to strengthen focus on Moment Two (before aseptic procedures) and Moment Three (after body fluid exposure).

To build on this momentum and aim beyond the 90% compliance threshold, a comprehensive, longer-term communications strategy is recommended. This should include:

- A four-week planning phase to align messaging, timing, and tactics.
- Focus groups with frontline staff, educators, and clinical leaders to co-design effective approaches.

This forward-looking strategy would align with all four pillars of BCHS's Strategic Plan—Patients, People, Partners, and Progress—and support a sustained culture of safety and accountability.

Tactical Communications Plan

Where to Access Care During Respiratory Season

2026/27

Overview

According to a 2024 [media release](#) from the Canadian Medical Association, despite the tireless efforts of physicians, nurses, and other healthcare professionals, patients in parts of Canada have reported waiting up to 20 hours or longer for Emergency Department (ED) care. These surges are driven by multiple, interconnected factors. Many individuals face limited or delayed access to primary care and often resort to emergency rooms for non-urgent concerns. Misunderstandings about triage systems—which prioritize care based on severity—can lead to frustration and overcrowding. Seasonal spikes in respiratory illnesses and inclement weather, compounded by staffing shortages, further strain ED resources.

This sobering reality reflects the mounting strain on the healthcare system—and Brant Community Healthcare System (BCHS) is not immune to these pressures. We continue to experience rising demand that challenges our ability to provide timely emergency care. A focused communications plan is essential to increase awareness within the community about the factors contributing to these surges and to reinforce that emergency services must remain accessible for those in greatest need. Additionally, many in the community may be unaware of alternative care options such as urgent care centres, walk-in clinics, or virtual health services that are better suited for non-emergency situations.

General Communications Goal(s)

- **Awareness:** To raise awareness in the community about a variety of factors that lead to surge in Emergency Department at BCHS.
- **Educate:** To educate community about when ED services are appropriate versus when to see alternate care options.
 - To demystify the triage process to reduce confusion and frustration around wait times.
 - Equip the public with health tips and information before and during peak illness season, holidays and inclement weather to help them avoid using acute-care resources for non-acute matters. We also want to highlight the waiting room has limited space, so it should be for visitors with minors and patients that require assistance.

Specific Communication Objective(s) (SMART)

Tactic	SMART Goals	MRP	Date
Website/Social/News Article	Publish an article with a focus on “Holiday Health: Tips to Keep You Out of the Hospital” featuring expert-backed tips on how to prevent illness during the holiday season— including hygiene practices, vaccination reminders, and guidance on when and where (access to care options and how ED works – embed video) to seek care—with the goal of reaching at least two media outlets by December 23 to help reduce unnecessary Emergency Room visits and support community health education.	Bhrigu/Michael	Content Deadline: November 27 Publication dates: December 4 Inside BCHS article – published in Brantford Expositor the first week of December
Social and ThePulse	Publish a video message from Dr. Dale Kalina, BCHS Infectious Disease Specialist, on highlighting the importance of immunization— covering general trust in medical guidance, back-to-	Bhrigu/Michael	Publication Dates: September 2 (Capture video) Back to school messaging: September 3

	school readiness, and respiratory season preparedness. The video will be repurposed into short segments for targeted release in September and October, with a goal of reaching a diverse range of audiences supporting ongoing public education and seasonal health awareness.		Respiratory season messaging: October 6
Social and ThePulse	• Publish a “Know Where to Go” educational carousel that helps patients at BCHS identify which facility – Brantford General Hospital’s Emergency Room or The Willett Urgent Care Centre – is best suited for their specific healthcare needs. This post will be developed in collaboration with clinical directors and managers and will be reposted three times over a period of six months with the goal of improving system efficiency and ensuring patients receive timely,	Bhrigu	Publication Dates: September 29 December 6 February 2

	appropriate care in the right setting.		
Social	Share information about GEPH's Primary Care Access Clinics and how they are an option for non-urgent care with the goal to help patients avoid a trip to the Emergency Room.	Bhrigu	Publication dates: November 9 December 15 January 5 February 11 March 2
Social	Publish an educational video featuring the chief and medical director of emergency medicine at BCHS and a registered nurse, explaining how triage works in the Emergency Room. The video will include visuals of simulated ED interactions to illustrate that patients are prioritized based on acuity, not arrival time. The goal is to help the community better understand the triage process, reduce frustration around wait times, and reinforce trust in emergency care protocols. We will also mention that	Bhrigu	Taping: Early November Video Release: December 1

	the waiting room space is restricted to visitors with minors and patients that require assistance.		
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Target Audiences

Primary Audience(s)

External

- Patients and community members in Brantford, Brant County, Six Nations of the Grand River and the Mississaugas of the Credit First Nation.

Internal

- ED staff

Secondary Audience(s)

External

- Grand Erie Public Health
- Ministry of Health
- Ontario Health
- Media Outlets

Internal

Primary Audience (s)

- Clinical staff and support staff and Leadership

Subject Matter Experts

- Dr. Somaiah Ahmed, chief and medical director of emergency medicine
- Elke Hilgendag and Cheryl Collins, clinical directors
- Pam Axisa, manager of emergency department, Brantford General Hospital

- Lori McMorran, manager of the Willett Urgent Care Centre

Key Messages

1. Urgent care centres, walk-in clinics, virtual health services/811 helpline offer more appropriate care for non-emergency issues. Choosing the right option helps keep EDs available for those in greatest need.
2. Vaccinations, hand hygiene, and staying home when ill (**will add more tips based on expert opinion**) are simple but powerful ways to prevent illness and reduce strain on emergency services—especially during respiratory season and holidays.
3. Triage protocols at the Emergency Department ensure the most critically ill patients are treated first. This system is essential to saving lives, even if it means longer waits for less urgent concerns.
4. Calling 811 connects you with a registered nurse who can guide you to the right care—free, confidential, and available 24/7.

Budget

Evaluation

Tactic	Was this tactic completed? If no, please explain why.

Media Releases



MEDIA RELEASE

Christina Davidson
Communications Specialist
cdavidson@grimsby.ca
<https://www.grimsby.ca/>

Oct. 11, 2024

For Immediate Release

NINE COMMUNITY PROJECT GRANTS AWARDED BY THE TOWN OF GRIMSBY

(Oct. 11, 2024) Grimsby: The Town of Grimsby has awarded nine significant and well-deserving community organizations grants as part of the Community Project Grant Program. These grants are intended to provide eligible groups the financial support to help the start-up of an eligible organization, project or short-term undertaking, and enhance programs aimed at increasing community participation.

The 2024 Recipients of the Community Project Grant Program includes:

- The Grimsby Lawn Bowling Club
- Iroquoia Bruce Trail Club
- Hamilton Naturalists' Club
- Niagara 4H Association
- GBF Community Services
- Grimsby and District Lions Club
- Grimsby Celebration Choir
- Redcoats Lacrosse
- ParaSport Ontario

Applicants were judged based on a specific set of criteria, including registration as a charity and the potential to significantly benefit Grimsby residents by addressing unmet needs or enhancements to existing services. Evidence of community support and financial feasibility was also a key factor, with a priority given to original projects over those previously awarded funding.

This grant program was designed to help facilitate any projects that individuals, groups, and non-profit organizations create to enhance the quality of life in our community. Community grants are not only vital to a community, but they support local initiatives that foster community engagement, cultural enrichment, and social impact.

All grant recipients are required to submit a final report detailing the outcomes of their projects and the expenditures covered by the grant funding.

Quote:

"Whether it is rolling out a new engagement project or promoting existing ones, we wanted to support Grimsby organizations through our community project grants. We are looking forward to the impact these reputable organizations can make through this grant, which will directly enhance the wellbeing of Grimsby residents." – **Mayor Jeff Jordan, Town of Grimsby**

Media Contact:

Janine Tessmer

(905)-401-4882

janine.tessmer@niagararegion.ca

<https://www.niagararegion.ca/>

Region awarded for consolidating Niagara Region Transit

June 5, 2024

Today, the [Canadian Association of Municipal Administrators](#) (CAMA) recognized Niagara Region's success in creating a consolidated transit system with its [2024 Award for Collaboration within Municipalities](#).

"CAMA is pleased to recognize the Niagara Region for the municipal excellence and collaboration demonstrated through their regional transit service," said Tony Kulbisky, CAMA President. "This project is a great example of cooperation that benefits rural and urban residents living in a fast-growing and changing area of Canada."

[Niagara Region Transit](#) was the result of an effort from Niagara Region and the 12 local municipalities to connect all of Niagara by combining Niagara Region Transit, Niagara Falls Transit, St. Catharines Transit, Welland Transit and Fort Erie Transit systems into one transit operator.

"Thanks to the collaboration and hard work of many current and past Chief Administrative Officers, staff, elected officials, community organizations and Niagara residents, we were able to complete the work that started over a decade ago," said Ron Tripp, Chief Administrative Officer, Niagara Region. "The consolidation of Niagara Region Transit is a testament to the power of collaboration and the shared vision of our municipal leaders."

...more

The new consolidated transit system facilitates better access to jobs and services in Niagara, creating opportunities for residents in neighbouring municipalities, and new markets for businesses. It also provides residents with more sustainable and environmentally friendly public transit options, which will help our local environment by reducing traffic congestion and greenhouse gas emissions.

Having one transit system also prepares Niagara for the future, by making sure our transit options can scale up to meet the needs of our growing population and job market as well as support the expansion and connectivity of GO Transit service to the region.



MEDIA ADVISORY

‘Pride and Two-Spirit’ flag raising at Niagara Region Headquarters

May. 9, 2024 – Media are invited to join Niagara Region to help recognize Pride Month

2024 by raising Pride and Two-Spirit Flag at the regional headquarters.

WHO: Representatives from Niagara Region and the local community.

WHAT: Raising of the flags, speeches from Jim Bradley, Regional Chair, Niagara

Region, Enzo De Divitiis, Chair, Pride Niagara and Ella Rose, Indigenous community member, Fort Erie. Photo opportunity at the end of the event.

WHEN: Friday, May. 31, 2024, from 11 a.m.

WHERE: International Plaza at Niagara Region Headquarters (1815 Sir Isaac Brock Way, Thorold). Visitor parking is available in the Campbell East building parking lot.

- 30 -

Contact:

Janine Tessmer, APR

Communications Consultant,

Strategic Communications and Public Affairs, Niagara Region

Cell: 905-401-4882 | Email: janine.tessmer@niagararegion.ca

Communications Plan – Niagara Employment Inventory

Purpose

This communications plan promotes the Niagara Employment Inventory Survey Questionnaire among businesses in Niagara Region.

Communications Objectives

- Actively promote the survey to the business community in the Niagara Region and engaging them to fill out the survey.
- Make the survey accessible and easy to fill.

Key Audiences

- Businesses in Niagara Region.

Primary Messaging

- Niagara Region is conducting its annual Niagara Employment Inventory survey.
- This survey helps create a complete picture of employment in Niagara.
- The data is impactful as it helps Niagara municipalities plan future growth and economic development opportunities.

Strategies and Tactics

Objective 1: Actively promote the survey to the business community in the Niagara Region and engage them to fill out the survey.

Strategy: Utilize appropriate online channels to reach businesses

Tactic	Description	Timing	Responsibility	Notes
E-Blast	Send the E-Blast to GNCC's Exclusives List	April 24 and July 24	Janine and Bhrigu	
Social Post	Post on Ec Dev's social pages	April 24, June 24 and Aug 24	Janine and Bhrigu	

E-Blast through LAMS	Leverage LAMS through EDOs	TBC	Cynthia	
Big Box Ad	Send a Big Box Ad to GNCC'S readers	May 8 and Aug 8	Janine and Bhriugu	Could use the flyer/social media blast post?
Homepage Promo	A button on our home page to direct businesses to the survey	April 24	Cynthia	
Web page updates	2022 Niagara's Employment Inventory Results - Niagara Region, Ontario Niagara's Employment Inventory Survey - Niagara Region, Ontario Niagara's Employment Inventory - Niagara Region, Ontario	April 24	Cynthia	
Rack Card	Physical cards to LAMS and businesses	April 24	Cynthia	

Objective 2: Make the survey accessible and easy to fill

Strategy: Get support from COMMS

Tactic	Description	Timing	Lead	Notes
Simplify language	Update introduction of survey and all text going live	Before publishing/Launch	Cynthia and Janine	

Fillable PDF	Get a fillable pdf which is AODA compliant	April 22	Cynthia and designers	
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Budget

Department ID No.:

Tactic	Quotes	Total Spend
E-Blast	\$325x2	\$650
Big Box Ad	\$150x2	\$300

Evaluation

Objective	Measure	Result
Actively promote the survey to business community in Niagara Region and engage them to fill the survey.	Metrics from GNCC Number of responses	

Communications Plan – Red Dress Day and Moose Hide Campaign

Purpose

The purpose of this communications plan is to raise awareness about the Red Dress Day, Moose Hide Campaign and the initiatives taken at the Niagara Region to honour Indigenous women, girls and Two-Spirit people who have been subject to violence in Canada.

Communications Objectives

- Actively promote and engage key audiences in MMIWG2 (also known as “Red Dress Day”) activities and the Moose Hide Campaign.
- Attain media coverage of the flag masting ceremony, speeches, symbolic walk led by Indigenous drummers and hanging of red dresses at the Niagara Region HQ.

Key Audiences

- Regional Staff
- Niagara residents
- Local media

Primary Messaging

- Red Dress Day is a National Day of Awareness for Missing and Murdered Indigenous Women and Girls and Two-Spirited People.
- On this day, flags at the Niagara Region Headquarters will be lowered to half-mast.
- The red dresses hanging at the Headquarters and around the region remind us of the missing and murdered Indigenous women, girls and 2SLGBTQQIA+ people in our community.
- Niagara Region has distributed Moose Hide Campaign postcards across its Headquarters with a message that violence against any gender, specifically Indigenous women, is unacceptable.
- Niagara Region’s efforts to raise awareness on this issue are ongoing and this is not just a one-day recognition.
- The Indigenous relations action plan is at the core of the Council’s Strategic Priority of an Equitable Region.

Strategies and Tactics

Objective 1: Actively promote and engage key audiences in MMIWG2 (also known as “Red Dress Day”) activities and the Moose Hide Campaign.

Strategy: Utilize internal, direct and digital communications to reach a larger audience.

Tactic	Description	Timing	Responsibility	Notes
Vine Post	Publish Vine post promoting MMIWG2 activities and requesting Red Dress donations	April 11	Brian	Receive content by April 10 and post it by April 11.
Vine Post	Publish Vine post	April 25	Brian	Receive content by April 22
Flyer	Promote MMIWG2 activities to staff.	April 8	Brian	Two weeks for design and printing.
Speaking Notes	Provide Chair Bradley with speaking notes for Committee of the Whole (May 2) and Flag Raising.	April 25	Brian	Messaging for MMIWG2 and Moose Hide.
Media Advisory	Send media advisory to local media	April 12	Bhriгу	
Media Photo and Caption Distribution	Send photos and photo caption to local media	May 3	Janine	
Photography	Take event photos and photos of red dresses at HQ.	May 3	Em	
Social Media Post	Post photos from the event with relevant caption.	May 3	Janine and Bhriгу	

Vine Post	Publish Moose Hide Campaign on Vine.	May 6	Brian	Published on May 9
Flyer	Promote Moose Hide campaign to staff.	April 22	Brian	Two weeks for design & printing.
Moose Hide Campaign Postcard	Distribute Moose Hide campaign postcards to staff.	May 16	Brian	

Objective 2: Attain media coverage of the flag masting ceremony, speeches, symbolic walk led by Indigenous drummers and hanging of red dresses at the Niagara Region HQ.

Strategy: Proactively engage with local media to increase media coverage.

Tactic	Description	Timing	Lead	Notes
Media Advisory	Invite members of the media to cover the event on May 3.	April 12	Janine and Bhrigu	
Photo Submission	Send event photos to media along with photo captions.	May 3	Janine and Bhrigu	

Evaluation

Objective	Measure	Result
Actively promote and engage key audiences in MMIWG2 (also known as “Red Dress Day”) activities and the Moose Hide Campaign.	Vine Post interactions Moose Hide Postcard Distribution	

	Social Media views	
Attain media coverage of the flag masting ceremony, speeches, symbolic walk led by Indigenous drummers and hanging of red dresses at the Niagara Region HQ.	Media Coverage / Number of Stories	

Public Notices



Public Notice: Filming and Intermittent Traffic Stoppages in Grimsby from October 10 – 11

Oct. 7, 2024: The Town of Grimsby would like to inform residents and visitors about upcoming filming activities in Downtown Grimsby and surrounding areas by Canadian production company 'Shaftesbury.' The below details highlight the filming activities & locations in the town:

- Public parking may be impacted on Oct. 10 and 11 in the Balsam Lane Lot and on Main St. W.
- Filming will take place on public sidewalks on Main St. W and Mountain St.
- There could be intermittent traffic stoppages (under 3 minutes) on Main St. and Mountain St on Oct. 11.

Crew vehicles will depart the area by Oct. 12. Thank you for supporting Ontario's film and TV industry.

For questions, please contact:

Trevor Ruzyllo

Town of Grimsby

905-945-9634 Ext. 2071

Peach King Centre Update

Attention Grimsby! The Peach King Centre construction project is on course for successful completion in September 2025. In the meantime, the Centre will be open for Ice-only programming until March 2025. Please refer to the information below about our temporary access plan:

- The Centre is temporarily open for the September 2024 – March 2025 period.
- The fitness centre, auditorium, racquetball court and west lobby are closed.
- There is no public or staff access to the second floor.
- The accessible washroom has been relocated to what was formally **change room 12**.
- The customer service desk has moved to the Livingston Activity Centre. Hours: 8:30 a.m. - 9 p.m. Monday - Friday and 9 a.m. - 4 p.m. on Saturday.
- For non-immediate customer service inquiries, contact 905-945-1288 or email recreation@grimsby.ca.
- If you have an immediate issue with the PKC facility, you can call maintenance staff at 289-237-5482.
- Payment for public skates and shinny programs is via card only. No cash will be accepted.
- Please avoid gathering in hallways and near entrances and exits.
- Please dress warm.
- Parking is limited; please consider carpooling. Overflow parking is available at **Blessed Trinity Secondary School**.
- Emergency exits have changed. Consider the updated existing guidelines posted in the building.
- For indoor and outdoor access maps, visit <https://www.grimsby.ca/media/h0gb32yg/pkc-expansion-temporary-indoor-and-outdoor-plan.pdf>.
- If you are part of a hockey or skating association, please review any additional guidelines they have provided.
- The Peach King Centre will close for the season on March 31, 2025.

We thank you for your patient during the construction phase. Please visit [Grimbsby/ca/pkcexpansion](https://www.grimsby.ca/pkcexpansion) for more information.

E-Blast

Niagara Economic Inventory Survey- 2024

Hi, **Business Owner's name,**

Niagara Region is back with its annual Niagara Economic Inventory Survey. This survey aims to create a complete picture of employment in Niagara through updated data from your business.

Like every year, we ask that you spare a few moments to fill in the **attached questionnaire and send it back to us at nei@niagararegion.ca**. This process will take place in phases throughout summer until September.

The data will help us understand the changing landscape of employment and shape and plan economic development activities across municipalities across Niagara. We truly value your time and cooperation in this important process. Your participation is instrumental in making this survey a success; thank you!

Note- A subset of the information collected will be released publicly through Niagara Region's open data portal, observing your rights and freedoms outlined in the Municipal Freedom of Information and Protection of Privacy Act. For more information about our Open Data program and to view our previous survey results, please visit Niagara's Employment Inventory.

Best Regards,

Niagara Region



Backgrounder

(As part of a proposal for an incubation centre for international students at Niagara College)

About Niagara College

Niagara College is a public post-secondary educational establishment based in the Niagara Region, Canada. We offer over 130 diplomas, graduate certificates, apprenticeships and Bachelor's Degree programs.

International students @NC

In the fall of 2023, 11,000 students returned or began studying on campus, with 5,500 of them being international students. The college actively provides a wide range of services for international students. These services include study abroad modules, both online and in-person pre-departure sessions, and International Student advisors who offer free but regulated immigration and academic consultancy. Additionally, the college organizes regular educational and social events at subsidized rates for international students.

Niagara College's International Students' Incubation Centre

The college is launching a service to support the growing number of international students by setting up (NCISIC) Niagara College International Students' Incubation Centre. The centre will help students with innovative, tech-based start-up ideas.

Through the centre, the college aims to offer the following services:

- **Infrastructure:** All in all, workspaces, including computers, printers, office supplies, etc. will be provided.
- **Legal & financial advice:** A comprehensive understanding of Canadian legal and financial working style will be provided. Other consultancy services shall include how to register a company, understanding licensing/permit requirements, taxation, financial advice, etc.
- **Market research:** Students can benefit from free consultancy on carrying out market research and access to data from market research firms.
- **Grants:** The college will have an annual fund of \$1.5 million for the top three start-up ideas. The fund will be equally divided among the three through grants.

Event Invite

Dear Patricia,
Hope you're well!

I am Bhrigu, event liaison of Niagara College's Public Relations Grad Panel. I am writing this on behalf of Emily McNerney to invite you to the PR Grad Panel 2024, a round table discussion with the graduating class of Public Relation's program at Niagara College. As an esteemed alum of our program, your experiences and insights would greatly benefit our current students and help them navigate their future careers.

Event Details

Date: Thursday, March 21, 2024

Time: 1:00 p.m. – 3:00 p.m.

Venue: AH 255, Niagara College, Welland Campus

The PR Grad Panel 2024 aims to allow our students to learn from our alums' valuable experiences and achievements. The event will commence at 1:00 p.m., with students organized in groups of five, rotating among different tables to engage in discussions with the participating alums.

Following the round table discussions, we will have a short break before concluding the event with the presentation of the Senator Keith Davey scholarship award, the Associate Dean's award of Excellence and the Coordinator's Award.

It would be an honour to have you join us and share your insights with our aspiring public relations professionals.

Please confirm your attendance by replying to this email by March 01, 2024. Please do not hesitate to contact me if you have any questions or require further information.

Sincerely,
Bhrigu Bagga
Event Liaison