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On a football team, the running backs and quarterbacks get most of the attention. They are regarded as the stars of the team. When they have praise and awards and big contracts heaped upon them, the good ones are always very quick to direct attention elsewhere. There are countless examples of players in these premier positions buying gifts for some unsung heroes who were instrumental in helping the 'stars' achieve their success. Watches, cars, skidoos. Yes, skidoos! Who are these players? Linemen. Offensive linemen. The front line.

And so, are we a team. As most of us set up in the backfield, we must always remember that in front of us are innumerable players, unacknowledged and anonymous. At every snap of the ball, they take on the opposition's biggest and fiercest competitors. They allow us to remain safe and enjoy some semblance of normalcy. They are our frontline workers, our doctors and nurses, all of our health care professionals. And remember too, all workers who continue to do their essential jobs so that we are able to suspend ours for a time while we attend to our families as we cope with this pandemic.

There is no shortage of thanks going out to these workers. We see it almost daily in the news. And they deserve it. They have also earned some quiet introspection from all of us. When we come out on the other side of this, it must be with a renewed sense of understanding and gratitude for the work these people do, and, more importantly, for the kind of people they are. A simple and sincere 'thank you' is the right gift.

We will get back to life with all of its wins and losses. We will celebrate victories, both large and small, and we will look for and find consolation in defeat. And the linemen, whose faces we seldom see will do their best to protect us, inching us ever forward.

Nicole Blais,
Publisher

PUBLISHER

Nicole Blais

EDITOR

John Kelly

ADVERTISING REPRESENTATIVES

Lise Beaulieu
lise@gosheniteservices.com

Carole Perrin
cperrin@gosheniteservices.com

EDITORIAL CONTRIBUTIONS

John Kelly

GRAPHIC DESIGN

AddFX
graphics@addfx.ca

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SENIORS KEEPERS

I will start out by giving my sincere appreciation to all the health care workers that look after our vulnerable and needy seniors. I'm sure many Canadians have the very same opinion, particularly considering the trying times they have endured during the COVID-19 crisis.



By Cyril McFate

But our appreciation must be followed up with acknowledging the serious impact this crisis has had on our seniors and those providing the care. The obvious reason that led to the huge impact the virus had on the senior population was the lack of early and accurate information. Our health care system and all those directly involved in the delivery of care depends on accurate and timely information and without that, their health care delivery becomes much more difficult.

Considering this, I feel that we, as the Canadian family, need to take a more active part in keeping our vulnerable members safe and secure. Our support to those who choose health care as their life's work is an important start, but we need also to pressure and support those in leadership positions (federal, provincial, and local) to prioritize more highly the need to build and maintain a safe, secure, and responsive Seniors Care System.

***Our seniors brought us to life.
Let's be their keepers.***



CELEBRATING THE GOOD IN EACH OF US

By Dr. Kevin McCormick

Over the past few months, I've joined many other community leaders and dedicated volunteers at the (virtual) table for emergency planning sessions initiated as a result of the COVID-19 pandemic. Each sector is facing tremendous challenges. Across our community, families, business owners, vulnerable populations such as our seniors and the less fortunate among us, are all struggling to adapt and survive through this tremendous shift to our daily lives. Government and community agencies tasked with protecting, caring and helping those in need, are stretched thin and managing services under a whole new set of guidelines. However, amidst the chaos and uncertainty that has been ushered in by the pandemic, there has also been a strong sense of community unity with individuals and organizations stepping up to help in a variety of ways.

For our part, Huntington launched the Huntington Helps Emergency Bursary Fund in March; an initiative open to all post-secondary students in need across Greater Sudbury. Our goal was to quickly provide local university and college students impacted by the pandemic, regardless of their program, year of study, or institution, with an emergency bursary to support their immediate and short-term needs. In a relatively short period of time, our team was able to process numerous applications and distribute \$25,000 in funds to local students.

We should all be proud to be part of a community of helpers; people who look beyond themselves, their own personal circumstances, and the walls of their organization, to offer a compassionate helping hand when and where it is needed. Whether you're on the front lines of healthcare, keeping our supply and food chains open and accessible, working on site or remotely to keep our economy and essential services going, teaching from your kitchen table, or making a donation to support a not-for-profit in our community, we have all been doing our best to take care of each other.

Our collective acts of kindness have helped us get through the past few months. As we all move through the re-opening process and enter a new phase of change and readjustment, kindness, generosity and community unity will be equally as important, if not more so.

Thank you to each and every one of you who have, and continue to, come together for the good of our community.



Dr. Kevin McCormick

President and
Vice-Chancellor,
Huntington University

Dr. Kevin McCormick is President and Vice-Chancellor of Huntington University, Honorary Colonel of the Irish Regiment of Canada, a member of the National Seniors Council, and also serves as a board member for numerous local organizations. For a list of community agencies in need of volunteers and donations during the pandemic, please visit Huntingtonu.ca.



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Humans are social creatures, but we still enjoy having our own space. Living alone in a rental apartment can be both challenging and rewarding. With just a few tips, you'll be able to make your home your own, and will soon forget how you ever shared a space in the first place.

MAKE YOUR APARTMENT YOUR OWN

Often, our style and décor choices are driven by necessity – a decorative shelf is no good when you have an entire family's worth of books to hold. But when you're living alone in your apartment, you're free to pick and choose the pieces that you like.

You also won't have to worry about anyone's taste but your own. Bold colours and patterns? Go for it. Lace curtains and neutral walls? That's okay, too. There's no one to please but yourself!



TAKE CARE OF YOUR SPACE

It can be easy to let things slide when living on your own. A tidy apartment tidy can play a big role in how you feel in your own space. Find permanent homes for possessions to avoid clutter and stay on top of tasks like dishes and dusting. Call your building manager about any problems you're having, whether it's a leaky faucet or a drafty window – little things add up and can cause more work in the long run.

STAY SAFE

One downside of living alone, particularly in your later years, is anxiety over safety. Whether it's physical safety issues like taking a fall, or personal safety issues like coming home at night, there are things you can do to protect yourself.

First, have adequate locks on your doors, including a security chain.



Ensure there is adequate lighting in areas of the building where you'll be exiting or entering, including all common areas. If not, notify the manager.

For safety inside your apartment, installing devices like bath and shower rails, non-slip mats and rugs can help make daily life easier. Need help? Talk to your building manager about having the work done.

ENJOY YOURSELF!

Living alone comes with its share of responsibilities but is also very empowering. A safe and secure rental apartment feels like home and will surprise you how easy it is to be on your own. Remember, while you are alone in your apartment, you are not alone – company is a phone call away, neighbours are across the hall, and the world is waiting just beyond your space.



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EDDIE AND HUDSON JEAN COUNTRY SUPPORT HELP

By Kyle Hoddy



Kyle Hoddy

Owner
Jean Country

It appears that in the towns of Espanola and Lively, both west of Sudbury, people are dropping into Kyle Hoddy's Jean Country stores even when they aren't shopping for clothes.

Two rascally Shiz-tzus named Eddie and Hudson, Kyle's beloved pets appear to be the main drawing card. "People who have no intention of shopping will drop in when they're in the area, just to say hi to the dogs," laughs Kyle.

But once in the store, having passed the time of day with Jean Country's two mascots, if they happen to spot a denim shirt that would go perfectly with a favourite pair of jeans, or a hoodie—just the thing for a for a weekend bar-b-que, that's OK too.

"The personalities of Eddie and Hudson make them perfect store dogs," says Kyle. Both dogs, Eddie age 3 and Hudson, a baby at 1, are quiet and calm—"they're more like cats," says Kyle.

Nestled in to comfy dog beds placed strategically on a couple of chairs, the dogs might momentarily startle a first-time visitor. "The dog was so quiet, I thought it was a statue," is an oft-heard response.

Eddie and Hudson are particularly appreciated by shopping-weary males, those patiently waiting as the ladies in their lives shop. "It gives them something to do, to pass the time - somebody to talk to while they wait," says Kyle.

And Kyle never has to worry about escaping canines every time the door to the store opens. "Nope, these guys are just happy to stay inside and visit with all the people who stop to say hi. They are perfect shop dogs."

Dogs in the store help pass the time of day for the staff at Jean Country too. "They love to take the dogs out for a walk several times a day," says Kyle. And if someone is having a bad day? A snuggle with a furry face helps take the blues away anytime.

Eddie and Hudson have proven to be popular advertising tools for Jean Country too. The loveable faces (and voices) are sure to show up on Kyle's Jean Country Facebook page inviting shoppers to check out the bargains and new arrivals.

And if Facebook "likes" are any measure of the popularity of Kyle's advertisements, he's found a good thing in very cute and adorable talking dogs selling today's casual fashions: sweaters, parkas, running shoes and more.

Drop in to say hi anytime you are in the area.



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THE PERILS OF GOING BAREFOOT

By Julie DeSimone,
Chiropractor, B.Sc.
Podiatric Medicine



are our protection. There are certain dangers that one should be aware of when walking around in bare feet.

There are, of course, the obvious perils of slivers, broken glass or stinging insects to watch out for when barefoot. Other problems that exist are not so easily seen. Public pool areas, change rooms and washrooms are perfect breeding grounds for fungus causing athlete's foot and wart viruses. It is best when walking in these areas to wear rubber flip flops or sandals.

Another common problem when walking barefoot is sunburn. Most people are very good at using sun screen to protect their skin from harmful UV rays. Somehow, the top of the feet seem to get missed even though this skin is just as susceptible to burning as the rest of the body. To most people a sunburn just means a few days of tender skin.

To anyone with poor circulation or diabetes sunburn can lead to very serious problems like blistering, infection or, in severe cases, gangrene.

Cracked heels are also common in the summer months. The increased callous build-up from walking barefoot plus the dryer weather can cause the skin around the outside edge of the heels to crack and even bleed. This can be avoided by using a pumice stone after each bath or shower to reduce the callous and applying a cream to keep the skin supple.

Walking barefoot can feel great in hot weather, just be sure to protect your feet from harmful elements for a problem free summer.

During these lovely warm months, many of us like to walk around inside and out without shoes on. There is nothing wrong with this. After all, being barefoot is the way our feet were meant to be. We must remember though, that our feet were not designed to be walking constantly on very hard, man-made surfaces that we do. Shoes

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CARING FOR OLDER ADULTS IN THE FACE OF COVID-19

From NESGC

While COVID-19 doesn't discriminate, older adults and people with underlying medical conditions are at an increased risk for more serious COVID-19 related complications. In the early days of COVID-19, North East Specialized Geriatric Centre (NESGC) -- a program of Health Sciences North - Horizon Santé-Nord -- recognized the urgent need to adapt the way services were delivered to continue meeting the needs of older adults in Northeastern Ontario. In doing so, NESGC has been responsive and continues to provide high quality, patient-centred care. With an emphasis on a coordinated community response for older adults and the safety and well-being of our staff, we have focused our efforts across 3 streams:

1. Optimizing the use of virtual care

To decrease exposure for patients, most visits were converted to virtual. However, knowing the complexity of geriatric syndromes, criteria was developed to ensure face-to-face visits could continue when needed. The priority of the visits remains to provide evidence-based, specialized geriatric assessment, treatment and follow-up. Visits have been expanded to ensure our patients are empowered to understand information about prevention and protection of COVID-19; ensuring they have a plan to have adequate food, supports and medicine in the event that they become quarantined; and connection with appropriate services in the community.

2. Augmenting the services of the Geriatric Inpatient Consultation Service

This frontline inpatient team supports older adults with frailty and complexity who are admitted to Health Sciences North (HSN). Providing high quality expert care to hospitalized older adults and their caregivers is essential in order to optimize outcomes and support safe transition home.

3. Creating a COVID-19 response team

To support older adults who screen positive for COVID-19, we have partnered with community paramedics, the HSN COVID Assessment Centre, and the HSN Emergency Department. The goal is to identify and support both social and medical risk factors for older adults awaiting their results at home in quarantine. When an older adult is seen for a COVID assessment at any of these locations and would benefit from ongoing virtual follow up and monitoring, our Geriatricians and Care of the Elderly physicians are available from 9am to 9pm, 7 days a week.

COVID-19 has challenged us across all services to provide care in new and different ways in order to meet the ongoing needs of older adults in Northeastern Ontario. Now it's time to look ahead and plan how our services will be delivered in the future. Over the next few months, we will continue to be nimble, creative, and responsive to the needs of those we serve. NESGC is committed to learning from this experience to continue improving care and the quality of life for older adults across the north east.



North East Specialized
Geriatric Centre
Centre gériatrique
spécialisé du Nord-Est

THE GRATITUDE PANDEMIC OF 2020

By Deborah Slywchuk

So much has happened since our last issue. The world as we know it has become a vastly different place! While there are plenty of bad news stories, I would prefer to focus this article on some of the positive stories that have developed during this unprecedented worldwide lockdown.

Through the window of the safety of my home office these past couple months, I have witnessed so many families spending time together and doing activities that I've never seen before this. I didn't realize there were so many dogs who just love to go for walks in my neighborhood! I see families walking together, pushing strollers, bicycling, rollerblading, and skateboarding. These are the activities their children will remember. Perhaps some of these healthy habits will continue for these families.

This pandemic has shone a light on the conditions of some of our long-term care homes. I am hopeful that society has realized the value of our seniors and that certain conditions will no longer be able to exist. We realize how much we really need that hug from our parents, grandparents, children, and grandbabies when that physical touch has been taken away from us. I am hopeful that we all remain keenly aware of these feelings and that we do not fall back into the "busyness" that prevented us from putting those relationships first.

To say the outpouring of love and support for all frontline workers has been incredible is an understatement! From the nightly rituals of banging pots at 7:30 in some neighborhoods, to the sing-alongs, to the painted windows and so many other creative ways of showing gratitude has simply been overwhelming!

For others, social media has been a saving grace. The "View from my Window" group has grown to over 93,000 members who post pictures from their windows all over the world. Beautiful and scenic, they provide glimpses from people's windows all around the world and for a few minutes allow us to travel beyond our own walls. Another recent craze has been The House Party app! With this app you can join friends and family for gatherings and games while respecting social distancing. It's surprising just how tech savvy and creative people have become!

It's been very heartwarming to see so many people taking the initiative to put together food drives in their neighborhoods to support the local food banks and those who count on them. The amount of caring and compassion that I've witnessed in our community these past few months has been nothing short of amazing. On behalf of my team at the Co-operators, we share in the gratitude of this wonderful community!



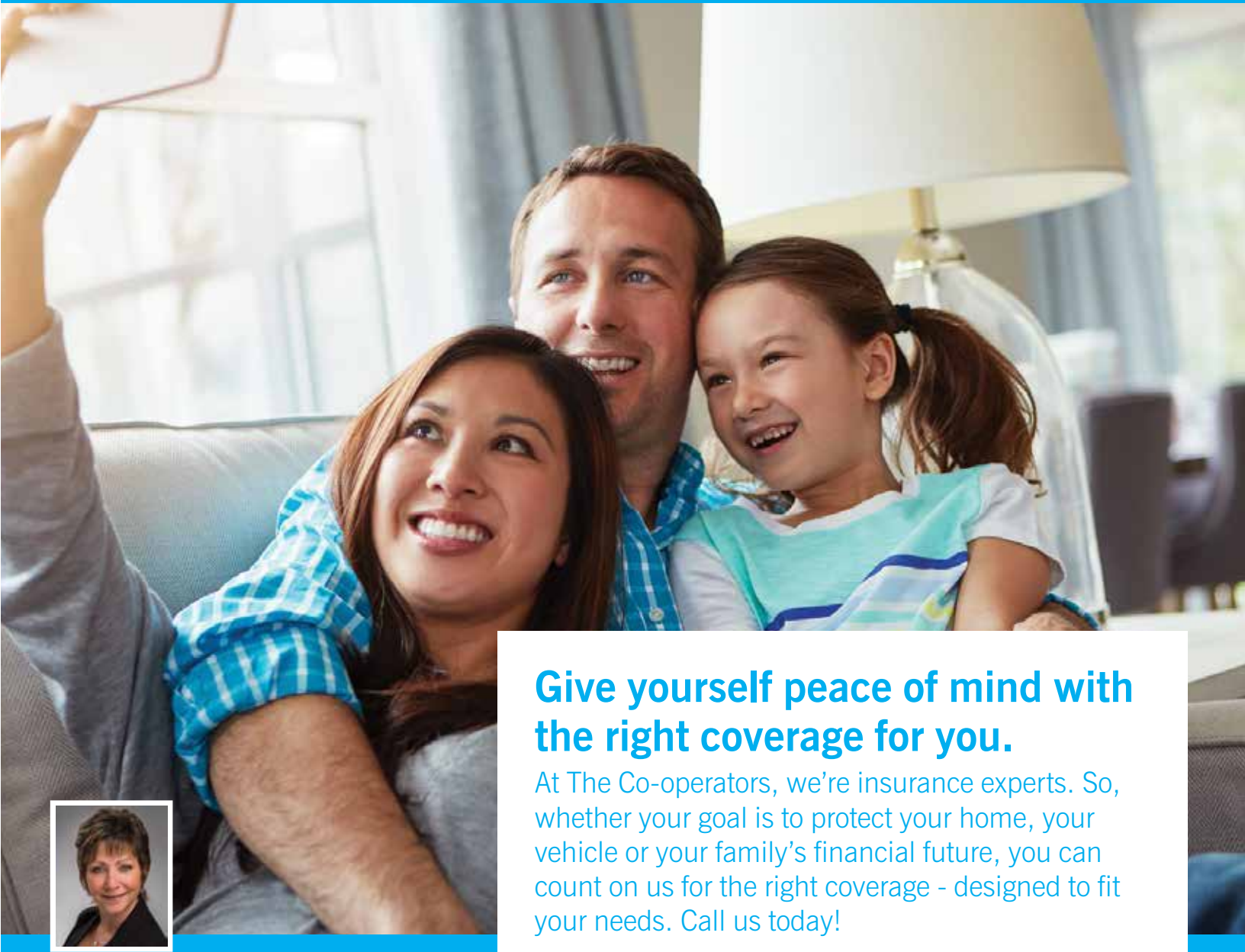
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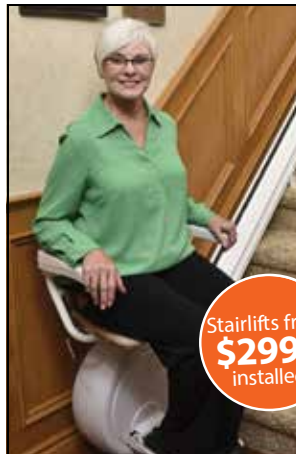
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RECOGNIZING 3 LOCAL HEROES

Home Safe

Angela Gilchrist is a Recreation Therapist who works as the Programs Coordinator that oversees the Life Enrichment Departments of both St. Joseph's Villa and St. Gabriel's Villa. Let's stop right there. It's hard to think of more selfless people than those who choose to care for those who can't care for themselves, who have, in many instances, slipped through our culture's cracks. But that's another story. Angie has been doing it since 1997.

Long Term Care facilities have come under fire in recent weeks, but we must be careful not to paint them all with the same brush. When the pandemic hit, staff of the Life Enrichment Program at St. Joseph's and St. Gabriel's wasted no time in addressing all the relevant issues, not least among them how to keep residents connected with worried loved ones.

It's the 21st century. With families not currently allowed in LTC homes, the Life Enrichment staff turned to technology to bridge the gaps in communication. If physically touching was out, virtual contact was in.

"In early March, the Life Enrichment Department of both Villa's quickly re-focused their programming with the goal of keeping families virtually connected using iPads. Staff members have been assisting residents to use apps such as Facetime, Zoom, Skype and Google Duo to stay connected," says Angie.

Wait, what? These workers aren't compensated enough at the best of times. Now they have to teach their residents how to use these new technologies?! Instructing the elderly in the use of an iPad? Pay these people more! Kidding aside, it's been since mid-March that residents have been unable to receive visitors.

"The challenges are that residents miss their families and families are missing and worried about their loved ones. The media coverage of long-term care has unfortunately been horrific. It is our hope that the families of St. Joseph's Villa and St. Gabriel's Villa have comfort knowing of all the proactive and preventative measures this organization has taken to keep their loved ones safe and healthy. It's important to note that there are so many positive things currently happening in LTC. As health care workers we have this sense of duty and pride to fight this virus and keep our residents safe," explains Angie.

This technology, in the hands of some who only remember a rotary dial, made possible an 85th birthday at St. Joseph's through Zoom. At St. Gabriel's, Angie says the visiting window is a popular piece of real estate.

"It was recently used with staff and family on both sides of the pane to celebrate and toast a resident's 71st wedding anniversary. In addition, St. Joseph's Health Centre which operates both St. Joseph's Villa and St. Gabriel's Villa has provided families with a care mail address on the website homepage for each Villa so that letters, pictures, and videos can be sent. Our residents have received over

350 emails since care mail was offered late March. Both Villas have also recently received a donation of three Google Nest Hubs from Best Buy to increase connections," says Angie.

The circle of life is a predictable one, but that doesn't make it any less emotional. From the overwhelming joy that comes with welcoming a newborn to the utter despair that accompanies final goodbyes, we recognize what is to be. The last word goes to Angie.

"It has been an emotional three months for anyone living and working in long-term care and for the families who want so desperately to be with us on the inside. To our families - We too are looking forward to the day when we can welcome you back as soon as it is safe to do so. Until that time, it is our hope that you are comforted knowing how much we genuinely care for those most dear to you. It is our collective privilege and honour to keep you connected and tend to those who you love and miss the most."



Unmasking Local Heroes

Gail Firby works with 'Seniors Helping Seniors' in Coniston. Thanks to donations, the group has been delivering fresh fruits and vegetables to seniors for over two years.

"It's a wonderful thing to see seniors come out of their apartments now and look forward to our weekly visits. I have a team of about 10 volunteers who help each week," says Gail.

When the COVID-19 pandemic hit, Gail's thoughts turned immediately to the health and safety of the seniors she'd been helping.

"Being a seamstress and my daughter sewing right along side of me, we started making masks for seventy-one apartment units at three buildings. After we finished our first hundred, we placed a mask for each person in a zip lock bag and delivered them to the folks. They were delighted and surprised when we arrived," explains Gail.

Gail and her daughter Michele made the masks out of the goodness of their hearts and some material, so when so many recipients asked what they owed them, another idea struck.



"We thought if they wanted to pay it forward, they could make a donation to our 'Seniors Helping Seniors', so that's what the folks did. Word got around, and the rest is history. We've received phone calls from so many folks and, of course, they too donate to our program."

It's nice to see a virtuous cycle amid so many vicious ones. To date, the mother/daughter team has pumped out over six hundred masks.

"We felt so blessed to be able to help those who needed protection. It's a wonderful feeling when you do good for others," says Gail.

Coping & Caring

The COVID-19 pandemic has had its way with our lives. Freedom of recreation has been restricted, and new routines have become routine. Nowhere are its effects being felt more acutely than in the disruption of intimate family relationships.

"My mother, Lucille Beauchamp, has been a resident of the Elizabeth Centre since May 2017. I am the oldest of 4 children and the only one living in the Sudbury area. Therefore, I am the point person for our family and for my mother's care," explains Joanne Landry.

Then what's-his-name came along.

"I would visit my mother 3-4 times a week. I would play cards, take her for walks, attend mass service or the music presentations on Friday afternoon which is a real joy for my mom. Mom loves music and to dance, and even though she is in a wheelchair, we would still manage to 'chair dance' and bust a move," laughs Joanne.

Theirs is the new normal for now. Many others are going through similar circumstances with an aged parent, and as we have all learned, not everyone has been as fortunate as Lucille. She is coping well during this time due in large part to Joanne's efforts which include nearly daily phone calls and regular 'window visits'. The first floor has its perks.

"Once the facility is open, I can't wait to give mom a huge hug, hold her hand and give her a big kiss. It will be great, now that the weather is nice, to take her for a walk. And of course, we are both looking forward to getting a haircut and a pedicure!" says Joanne.





St. Joseph's Health Centre's experience with COVID-19...

Sudbury's "Rock Stars"

By Jo-Anne Palkovits, *President and CEO of St. Joseph's Health Centre*

"Extraordinary circumstances call for extraordinary acts"—this is exactly what our health care workers have been doing.

Let me start by saying that we are living in a very different world than we were three months ago. A lot has changed. But what hasn't changed is our steadfast commitment to resident and patient safety and person-centre quality care. And as we have heard over the past few weeks, now is not the time to take our foot off the gas pedal. This has been a very stressful time for everyone...our residents and patients, their family members and our staff. During this time our residents and staff have been isolated from their loved ones. And even though this virus has taken a heavy toll on our everyday lives, our staff are doing everything they can to keep our patients and residents healthy—physically, mentally, emotionally and spiritually. They are truly "rock stars"!

On March 11, 2020 the World Health Organization declared a world-wide pandemic due to COVID-19.

As of May 29, 2020 the time of this writing there have been 88,512 reported COVID-19 cases in Canada. There have been 6,877 deaths. In Ontario, there have been 27, 210 reported cases. This has resulted in 2230 deaths. Of these deaths, 1625 took place in long term care homes (73% of the total deaths in Ontario). Notably, 95.7% of deaths occurred in individuals 60 years and older*. This is disturbing as this disease is disproportionately killing our seniors. Yet despite this statistic, it has been a challenge for organizations who care for seniors to acquire the appropriate staffing and PPE during this pandemic. While this is now shifting, the original societal focus was on the acute care sector and people in the general population. We fought very hard as a sector to secure the appropriate staffing and PPE for our residents and patients.

I am deeply proud of how everyone across our four organizations has responded to this pandemic and how we have worked closely with our public health unit, health system partner and government partners to contribute to regional solutions and make a

difference to our residents and patients in the Sudbury and District area.

Who are we?

St. Joseph's Health Centre morphed from the previous Sudbury General Hospital to carry on the good works of the Sisters of St. Joseph of Sault Ste. Marie. In 2000 we switched from providing acute care to providing non-acute care. Today we are proudly operating 4 facilities: St. Joseph's Villa (located on Laurentian University) and St. Gabriel's Villa (located in Chelmsford). These are 2 long-term care homes that are home to 128 residents each. In addition, we operate Sudbury's rehabilitation hospital – St. Joseph's Continuing Care Centre (64 beds) and more recently we opened the Clarion hotel – a transitional site (in less than 10 days) in order to relieve pressure off of the acute care hospital Health Sciences North. In total, as an organization we currently operate 355 beds and have a staff compliment that exceeds 700 employees.

Our Story

On April 19, 2020 an outbreak was declared at St. Joseph's Villa after an employee tested positive for COVID-19. On April 21, 2020 we had a resident in her 80s who also tested positive. On May 1st we unfortunately lost our beloved resident. It was devastating for everyone. The resident's family, fellow residents, physicians and staff.

On May 2, 2020 an outbreak of COVID-19 at St. Gabriel Villa long-term care home was declared after an employee of the home tested positive. Once a test comes back positive, the staff member self-isolates at home.

The outbreak at SJV was lifted on May 7th. The outbreak at VSGV was lifted on May 16th.

The protection of our most vulnerable populations is of the utmost importance. Surveillance activities continue to help us better understand the presence of COVID-19 infections in long-term care homes. During these past three months our sole focus

Staff Members and Volunteers at Villa St. Gabriel Villa in Chelmsford





Staff Members and Volunteers at St. Joseph's Villa in Sudbury

has been on ensuring the safety of our residents and patients as they are a high risk vulnerable population while continuing to provide quality resident and patient care. This has not been easy. Because our seniors are often the forgotten ones in society, we have fought very hard to ensure that we have adequate staffing, adequate personal protective equipment and the appropriate funding to cover the costs for this. The fight is not over. We will not stop until our seniors have what they deserve.

A huge amount of gratitude is owed to all our staff for their dedicated efforts in providing such great care to all of our residents and patients during this uncertain time. Their level of professionalism, compassion and determination to fight the spread of COVID was a key factor in our ability to contain the spread of this virus. I am very proud of all of our staff in all departments. They are truly "Rock Stars". They continue to give their all... day in and day out...to make sure that our residents are safe, happy and well taken care of. They provide safe, compassionate and high quality care in a very demanding environment. They show up to work with a smile and they truly love their residents and patients. Our staff's compassion has also been overwhelming during this time and particularly during the outbreaks to keep our residents and patients, family members and one another calm.

It is truly an honour to work with these everyday heroes or "rock stars". These are not normal times and more than ever we need to pause and recognize the incredible contributions of all staff. They provide compassionate quality care and treat people in a way that we would want ourselves and our families to be treated.

In closing, the Community has been very supportive in thanking our staff. Family members, the SJ Auxiliary, local businesses (there are too many to name and I don't want to leave any out) have donated food, coffee, scrubs, kind words of support and more and more food! Donations of personal protective equipment came from College Boreal, Laurentian University and HSN. Local companies donated or provided PPE at cost. Family members through our Foundation have donated money or actual PPE. "Rock Star" staff are creating their own morale boosters by having spirit days and dressing up as "heroes" or wearing "funny hats" or t-shirts in an effort to keep their morale high. And indeed they are.

Please continue to help keep our seniors safe. Please continue to socially distance by 2 metres (6 ft.). Please wash your hands. Please wear a mask when you are out in the public. By working together we can contain this deadly virus.

Thank you. Stay safe. God Bless.



Staff Members and Volunteers at The Clarion Hotel in Sudbury

**Data Source: integrated Public Health Information System (iPHIS) database, Coronavirus Rapid Entry System (CORES) database, The COVID-19 Ottawa Database (the COD), COVID-19 Case and Contact Management tool (CCMtool).*

THE IMPACT OF SOCIAL MEDIA DURING COVID-19

By Hailey Hastie

The COVID-19 pandemic has left many businesses, both big and small, questioning the future. Business owners are having to develop new strategies and procedures to safely serve their customers and provide a safe working environment for their employees. While the pandemic continues to pose new challenges, it also provides an extraordinary opportunity to change or strengthen current marketing tactics and maintain a close connection with your customers while keeping a safe distance. Social media marketing allows your business to keep that connection and show up for your local community.



Hailey Hastie,
Founder,
The Social
Soulpreneur

By nature, humans are social beings. As individuals are forced to stay home and practice social distancing, they are looking for more ways to stay connected with the world and social media is filling that void. Recent studies have shown that usage rates on platforms like Facebook and Instagram have more than doubled since the beginning of the pandemic crisis. While government regulations are forcing brick-and-mortar retailers to close their doors to the public, social media presents the opportunity to make-up for in-person business allowing your customers to engage with your brand or make an online purchase 24/7. The opportunities to sell or market through social media are almost endless. Selling through social media goes beyond simply sharing a link to your e-commerce store. Due to our communities craving for normal life and human connection, service-based businesses are utilizing social media features to offer video tutorials, book virtual consultations, host live-streamed classes, sell e-gift cards for future purchases, and so much more.

In addition to generating revenue through social media marketing, having a strong social media presence for your business drastically enhances your business' public relations and corporate social responsibility. While the news is flooded with heavy statistics and upsetting stories surrounding the coronavirus pandemic, it is imperative you help your community by showcasing how your business is doing good for the community or present content that makes people feel good during this difficult time. Social media marketing allows your business to prove its purpose is beyond simply earning a profit. This strategy helps strengthen the bond and trust between your employees and your customers, the rewards for which you will reap through positive brand recognition and word-of-mouth advertising.

These times are uncharted waters for us all, and the constant changes and uncertainty are enough to make even the most organized business feel overwhelmed. Even if you are personally well-versed in social media marketing, it's a lot to handle on-top of managing new protocols in your business. The Social Soulpreneur is ready to help you launch or up-level your social media presence in an informative, engaging, and effective way.

To learn more, contact Hailey at hailey@thesocialsoulpreneur.com or by visiting www.thesocialsoulpreneur.com to schedule your free no obligation consultation.

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EDUCATION

LE COLLÈGE BORÉAL RÉPOND À L'APPEL !

Écrit par Kim Morris

Trois mois passés, des mots comme distanciation sociale, quarantaine et isolation ne faisaient certainement pas parti de notre vocabulaire quotidien. Mais, voilà que l'inusité est devenu notre réalité grâce à COVID-19 !

Le 11 mars 2020, l'Organisation mondiale de la santé nous avisait que COVID-19 était devenu une pandémie mondiale. Quelques jours plus tard, le gouvernement Canadien demandait aux collèges, universités et polytechniques de redéployer leurs équipements et fournitures médicales vers les prestataires de soins de santé primaires, notamment les hôpitaux et autres établissements de santé.

Le Collège Boréal a réagi rapidement et généreusement, en faisant don de ses fournitures médicales. En tout, Boréal a donné au-delà de 6,000 masques N-95, 8,000 blouses d'isolement, 300 boîtes de gants en nitrile, 800 masques faciaux et 280 lunettes, ainsi que 40 boîtes de masques de chirurgie. Les récipiendaires inclus, entre-autres, l'Hôpital Nipissing Ouest, l'Hôpital Espanola, le RLSS du Nord-Est et les Services d'urgence de la Ville du Grand Sudbury. Les campus du Nord de Boréal ont également redéployé leurs équipements, soit à Timmins, Kapuskasing et Hearst.

Sébastien Perth était la personne-ressource responsable de ce déploiement pour Boréal :

« Les situations de crise nous donnent tous la chance de démontrer nos vraies valeurs. Et dès que l'appel fut lancé, j'ai vu mes collègues au Collège Boréal sauter à l'occasion pour aider d'une façon ou d'une autre les efforts face à la pandémie. Je me compte fier de travailler au Collège Boréal. »

En plus du don de son équipement médical et de protection individuelle, l'équipe de l'École des sciences de la santé du Collège Boréal a collaboré avec le Centre de Santé St-Joseph de Sudbury pour mettre sur pied un hôpital temporaire pour patients de niveau de soins alternatifs à l'hôtel Clarion situé au centre-ville de Sudbury.

Dans cet effort, le collège a transféré des lits d'hôpital, des tables de chevet, et des civières, afin de permettre la mise en place de chambres de patients au Clarion.

Et on ne lâche pas ! Le Collège Boréal va continuer à travailler avec ses partenaires communautaires dans la lutte contre le Coronavirus! Ensemble nous allons réussir!

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Kim Morris,

Doyenne-École des
Sciences de la santé

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A few weeks later we got a call from the same patient who, at the request of his wife and kids, reluctantly agreed to try hearing aids. So, we booked him another appointment to fit him with hearing aids. During the fitting he was very distraught, he would remark "this is a waste of money", "I am never going to wear these", and "they hardly make a difference". To each of his comments his wife would simply reply "you're getting the hearing aids". Still, by the end of the appointment, he was not convinced. We assured him that he had thirty days to try the hearing aids in different environments and, if he still did not see any benefits, he could return the hearing aids for a full refund.

Later that day we got a call from the same patient, only this time his tone had completely changed. With joy and enthusiasm in his voice he vigorously thanked the specialist who saw him. "What changed"? the specialist asked. He went on to explain that when he got home, for the first time ever, he could hear his cat meowing!

*It's not until you
experience what
it's like to hear at
a normal level that
you realize how
much you were
missing.*

Hearing typically declines at a very gradual rate and it may take years to get to the point of needing hearing aids. Because of this, our brains are able to adapt to the hearing loss and we think everything is normal. It's not until you experience what it's like to hear at a normal level that you realize how much you were missing. The only way to know for sure that your hearing is normal is to have your hearing tested regularly.

Hearing aids are an investment in your quality of life; whether it's a cat's meow, a bird's song, or a baby's laugh, being able to hear these sounds will add to your quality of life.



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SLEEP DISTURBANCE IN MENOPAUSE

By Drs. R. Righi and S. Wallace

Northern Ontario Women's Wellness (NOWW)

Sleep disturbances are very common during menopause. The perimenopause or transition phase is the time when a woman's ovaries gradually (over years) decrease the production of estrogen and progesterone. Menopause is reached one year after a woman's periods have stopped. Women report the most sleeping problems from the perimenopause to post-menopause. According to the National Sleep Foundation, approximately 61% of menopausal women have sleep problems. Types of sleep disturbance can include:

- Poor quality sleep
- Difficulty getting to sleep
- Difficulty staying asleep
- Early morning waking

There can be many contributing factors to sleep problems in menopause, however, hormones can play a significant role in the problem. Lack of estrogen causes hot flashes, sweats, depressive symptoms and anxiety, joint aches, and bladder problems all of which can cause problems with sleep. The decline in progesterone production also affects sleep. Melatonin secretion is also influenced by estrogen and progesterone.

The optimum amount of sleep required is estimated to be 6-8 hours. Good sleep habits can help to ensure a good night's sleep:

- Maintain a regular bedtime schedule and routine and avoid napping
- Make sure you empty your bladder before bed
- Exercise regularly but not right before you sleep
- Avoid electronics before bed
- Avoid caffeine, nicotine, stimulants, and alcohol
- Ensure your room temperature is cool but not cold
- Practice mindful meditation

If you wake up in the night and can't get back to sleep after 20 minutes, try getting up and going into another room. Do something quiet, and once you feel sleepy, go back to bed. Don't clock watch or sit in front of the TV or other screens. Try using mindfulness to avoid worrying or focusing on problems during this time. Listen to your body. As you age, your internal clock changes and you may not be able to stay up, or you may find that you rise earlier. Moving your sleeping times around to what your body naturally wants to do may help.

However, there are times when you may need more help. Hormone replacement therapy can be used to address menopausal symptoms that affect sleep. Estrogen can help with vasomotor symptoms and progesterone has been shown to increase non-REM sleep. If you are not a candidate for HRT or choose not to use it, other medications are available to help with vasomotor symptoms. Cognitive behavioural therapy (CBT) can be very effective to help with management of sleep disturbance, low mood, and anxiety. Melatonin and acupuncture can also be helpful.

Seek out help and remedies. Don't let menopausal sleep disturbance get in the way of what can be a very productive part of your life.





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STAY SAFE, STAY STRONG. WE WILL GET TOGETHER SOON!

By Miranda Swain-Boivin

On behalf of the SW Sports and Entertainment Family, we hope that each one of you is staying safe and staying strong during these uncertain and unprecedented times.

We sincerely thank all the essential front-line workers, those who are critical to the Covid-19 response or delivering essential public services. We thank our restaurant partners who continue to provide takeout and delivery options to give us some sense of normalcy.

A lot has happened in the past two months from the Wolves being close to capturing the Division title for the first time since 2001 and on the forefront of an exciting playoff run to the Five Kicking off an exciting second half to their second season... to the entire world going on lockdown and quarantining in a matter of days. Difficult decisions had to be made in every industry across the globe for the betterment of their communities and the world. It was incredibly important to follow the close guidance of the government and public health to help slow the spread of COVID-19.

We will continue to look towards various ways to be able to bring sports back to the community as soon as it is safe to do so.

As an organization, we will continue to look towards various ways to be able to bring sports back to the community as soon as it is safe to do so. From masks to sanitization to the layout and movement of fans in the building, all items are on the table. Our fans' safety is paramount along with that of our players and staff. With our safety protocols in place, we will continue to be the leader in live entertainment for the North.

Until then.... Stay Safe, Stay Strong. We will get together soon!



Miranda Swain-Boivin,

SWSE Marketing Manager

(SW Sports & Entertainment)
Sudbury Wolves,
Sudbury FIVE Basketball,
Sudbury Spartans

Even more than 8 weeks later, with some light at the end of the tunnel in some communities and the gradual reopening of some industries beginning, there continues to be a large unknown as to when things will return to 'normal' and what the new 'normal' in the fans' experience in sports and entertainment will look like.

THE EVOLUTION PART 1

By Jennifer Thoma

Evolution is defined as the gradual development of something, especially from a simple to a more complex form.

For 200,000 years, humans evolved at a slow rate of genetic mutation that was consistent with the equally slow evolution of our environment. Our agricultural revolution occurred 12,000 years ago and allowed the last 600 generations to live longer and create permanent homes since we no longer had to follow food to survive. The domestication of the horse arose 280 generations ago, allowing humans and some of their resources to move freely and create trade and travel. These advances as a species were gradual and allowed us to manipulate and domesticate our environment while still working within the laws of homeostasis.

Our last discovery, however, was less of an evolution and more of a revolution. No more than 10 generations ago the steam powered locomotive changed our way of life more than any other invention in history. The discovery of a steam powered engine started the industrial revolution, and from that day forward overthrew our natural order in favor of this unprecedented new system. This new technology created our current economy and the economy now fuels future technology. Our economy has become the benchmark for our success and failure as a species, making technology our new form of adaptation.

This 10 generation shift in the balance of human evolution and technological revolution has created a species of gradual aging, sedentary lifestyles, riding in cars, and fast food. The importance of this lifestyle is not in the changes themselves but the speed with which they occurred. The life that humans knew for 200,000 years has been erased by the lifestyle of our last 10 generations.

It is impossible for human genetics to evolve fast enough to keep up with our lifestyle. Our species now depends heavily on our economy and technology to create a false sense of survival. We seem to have won the war on human survival but are losing the battle on adaptation.

The truth is, we haven't needed to evolve since our modern technology made natural selection obsolete. Natural selection favors any trait that increases reproductive success early in life, even if it's bad later in life.

The 4 survival traits that natural selection is based on are:

1. Hunger - our need for food and the storage of energy.
2. Fluid Balance - our need of water and salt and the maintenance of hydration.
3. Memory / Fear - our need to learn and remember what we have learned
4. Blood Clotting and Immunity - our need for internal maintenance and protection

Does anyone see the future effects of providing unlimited resources to a species that doesn't know they have these powerful genetic traits?

1. Obesity and Diabetes
2. High Blood Pressure
3. Anxiety and Depression
4. Heart Disease and Stroke

That's right, 7 of the 10 leading causes of death are directly tied to genetic traits that were meant to protect us for the last 199,800 years.

Now that we have addressed the problem, you will have to wait until Part 2 to find the solution.



Jennifer Thoma

Owner
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10 TIPS TO HELP YOU ADJUST TO THE SUMMERS HEAT

By Natalie Champagne,

Marketing Manager, Autumnwood Mature Lifestyle Communities

Hot summer days can be dangerous. With age, a body's ability to sweat and regulate temperature decreases. This heightens the risk of heat-induced illnesses such as heat exhaustion, heat cramps, heat stroke, or hyperthermia. Further risk is possible with medications and health issues such as kidney, heart and lung disease, poor circulation, high blood pressure, and weight.

Here are a few things that can help you handle the heat:

EAT LIGHT FOODS like yogurt, fruits and vegetables. Eat smaller portions throughout the day so that your body doesn't have to work hard at digestion.

STAY HYDRATED by drinking water regularly, even if you don't feel thirsty. Consider sweat replacement products with salt and potassium to boost hydration. Avoid caffeine and alcohol.

If you take water pills or limit fluids, as per a doctor's orders, check with him or her about hydration for hot days.

CHECK MEDICATIONS with your physician to see if it can affect you during higher temperatures and whether hot temperatures can affect the efficiency of your medications.

AVOID EXERCISE AND WORK during high heat. If you must, do those tasks in early morning or in air conditioning.

KEEP YOUR COOL. Do not stay outside for long periods. If it's really hot, go inside. Close doors, windows, and window coverings to keep heat and humidity out. A cool bath or shower can lower your body temperature.

If you don't have air conditioning, go somewhere that does. Visit family or friends, or go to a seniors' centre, library, mall, or theatre.

TRAVEL in a vehicle with air conditioning rather than waiting outside in the heat for a bus.

KEEP IN TOUCH with family, friends, or neighbours. Have them call and check on you regularly to ensure that everything is alright. Keep a list of emergency phone numbers and contacts where you can easily find them.

AVOID SUN EXPOSURE. Seek shaded spots. Wear sunscreen and a hat that covers the top of your head. Wear light weight, light coloured, loose fitting clothing made of natural, breathable fabrics like cotton.

PROTECT YOUR EYES and the sensitive skin around them by wearing sunglasses. Ensure your glasses block harmful UV rays to preserve your vision.

KNOW THE SIGNS of heat induced illnesses, including:

- Change in behaviour such as confusion or agitation
- Dryness or flushed skin
- Headache
- Rapid pulse
- Faintness
- Nausea and vomiting
- Heavy breathing
- Lack of sweat

**Remember these tips
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Mature Lifestyle Communities



DELIVERING NEWS FOR THE NORTH DURING A PANDEMIC

By Chelsea Papineau

We had been covering news of the novel coronavirus for months, but when the first case of COVID-19 was confirmed in Sudbury on March 11, it sent the CTV newsroom into overdrive.

As always, first priority is getting news out to the public as quickly and accurately as possible - a task that none of us take lightly. As a trusted news organization, being first to release breaking news is not as important as getting information confirmed by reliable sources.



Chelsea Papineau

CTV News
Northern Ontario
Digital Content Specialist

Once the virus arrived in our community, management immediately started making plans for the team to continue our work as safely as possible. That meant a majority of us were sent home to work. It sounds simple, but moving dozens of employees out of the building on Frood Road en masse within a matter of days and deploying all of the technology required to continue our work from home was no easy feat.

As people started to self-isolate, our brave videojournalists came up with innovative ways to respect physical distancing while getting the stories that matter to our region. Who knew how handy a hockey stick could be? Reporters strapped their microphones on and away they went, sometimes making use of video conferencing instead of in-person interviews.

Our anchors started 2-metres apart on the desk, but it was quickly decided that it would be safer for everyone to split up the work among the four. Now, our anchors prepare the newscast from home and only go into the station to execute the broadcast with a pared-down technical crew managing the control room. And the weather segments are being broadcast live from Will Aiello's home.

To expand the access to our programming, we have started live-streaming all of our newscasts online on our website CTVNewsNorthernOntario.ca

As the tsunami of information began coming at our small but mighty digital team, we were lucky enough to add a talented new writer to the mix, Darren MacDonald.

Finally, despite a slowing for many businesses, brand identity is as important as ever. And our account executives and creative team continue to help their clients manoeuvre through this difficult time with advertising solutions on our various platforms.

With being deemed an essential service during this time of crisis, the weight of the responsibility is heavier than ever and I am humbled and proud to work alongside my dedicated and talented colleagues at CTV News Northern Ontario.





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- Guardian Pharmacy
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COPPER CLIFF

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- Copper Cliff Library
- Walford On The Park
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- Dowling Library
- Valu-Mart

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ESPANOLA

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- Jean Country
- Espanola Recreation Fitness
- Espanola Seniors Club

GARSON

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- Esso Jem Mart
- Garson Foodland
- North Star Confectionery
- Pharmasave
- Your Dollar Store

HANMER

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- Comfort Keepers
- Cousin Vinny's
- Evolve Active Therapy
- Forget Mini Mart
- Howard Armstrong
- Kwik Way
- Hanmer Library
- Neil's Independent

LEVACK

- Levack / Onaping Falls Library
- Levack Mini Mart
- Jim Coady Memorial Arena

LIVELY

- Battistelli's Independent
- Circle K
- City Of Lakes Family Health Centre
- Tom Davies Community Centre Arena
- Lively I.D.A.
- Lively Library
- Meadowbrook Retirement Home
- Jean Country
- Guardian Pharmacy

NORTH BAY

- Caisse Populaire
- North Bay Chamber Of Commerce
- North Bay Regional Health Centre
- Veteran's Affairs

ONAPING FALLS

- Cobi's Confectionery
- Golden Age Club
- Kwik Way
- Onaping Falls Legion
- Valu-Mart

SAULT STE. MARIE

- Bayshore Private

STURGEON FALLS

- Comfort Inn
- Rustic Zen Wellness Studio

SUDBURY

- Align Family Chiropractic and Wellness Centre
- Alzheimer's Day Program
- Amberwood Suites
- Bayshore Home Health (South End)
- Body And Mind Massage Therapy
- Borealis Laser Light Therapy
- Brady Storage
- Cambrian Ford
- Cara's Famous Deli
- Chris's Independent Grocers
- Christ The King Centre
- City Of Lakes Family Health Centre
- Cooperative Funeral Home
- Co-Operators Insurance -Kingsway
- Connected Living
- Desimone Foot and Ankle Clinic
- Dominion Sewing
- Dragonfly Advisory Services
- Extencicare Falconbridge
- Extencicare York
- Finlandia Village
- Food Basics Notre Dame
- For Seniors Only
- Idylwyld Golf and Country Club
- Kadence Music Therapy
- Kelly Lake Confectionery
- Lagace's Confectionery
- Sudbury Library
- Lockerby Confectionery
- Loughheed Flowers
- Memorial STAT program
- Merit Travel

SUDBURY (continued)

- New Sudbury Library
- Northern Ontario Cancer Foundation (H.S.N.)
- Northstone Chiropractic
- Northern Ontario Women's Wellness Centre
- Parkside Centre
- Pharmasave Lasalle
- Pioneer Manor
- Place Nolin Apartments
- Rangers Cremation and Burial Services
- Red Oak Villa
- Regency Bakery & Deli
- Regional Hearing Services
- Rehan's Independent
- Rexall Barrydowne
- Regent Manor Residence
- Silver Cross
- Sudbury South End Library
- Sudbury Southwind Residence
- Sudbury St. Andrews Place
- St. Joseph Continuing Care Centre
- St. Joseph's Villa
- SW Sports And Entertainment
- Tarini Meat Market
- The Lingerie Shop
- The Walford Residence
- Sudbury Ukrainian Seniors Centre
- Villa Celion
- Villeneuve Financial Consulting
- Walford Residence
- Westmount Photography
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THUNDER BAY

- Bayshore Private

VAL CARON

- City Of Lakes Family Health Centre
- Elizabeth Centre
- First Round Sports Bar & Restaurant
- Office of Marc Serré
- Metamorphosis Creative Transformation Studio
- Metro Supermarket
- Pharmasave
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