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# SARAH FREEMARK & BRENDAN CONNOR



WEEKNIGHTS 6

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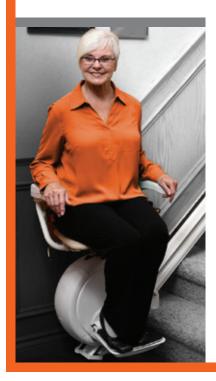
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*Contagious* and *infectious* are two words that if we never hear again, it will be too soon. It's been more than two years of these words clinging to us like a wet t-shirt, hanging around in the air like an annoying melody. As long as people sneeze, as long as we sniffle, these words will resonate with a time when we distanced and masked, sanitized and immunized. But I prefer not to let those words remind us of only the bad. Do you know what else is contagious and infectious? A smile. A laugh. A personality. And only the most bitter are inoculated against them.

Have you ever watched a baby giggle uncontrollably? What happens to you when you are on the receiving end of a genuine smile? What about the person who lights up a room, not with a lampshade on their head but with an authentic and disarming warmth? Me, I'm infected by the baby, the smile, the character. And not only that, I'm quite willing to play host to that little virus for as long as it wants. It's natural and good to feel a sense of happiness and joy especially when it comes from another person. Pay it forward is a catch phrase that makes a lot of sense here. Of course, we can't all walk around with babies that giggle on command, and perhaps you might only brighten a room to the tune of 40 watts. But we all have an endless supply of smiles. So, the next time you're in line at the grocery store or out at the park or your favourite restaurant, don't be afraid to look a stranger in the eye and smile. If they follow you home, then yes, be afraid. But more often than not, it will simply lighten their load and send them on their merry way. It's like the domino effect. And what a wonderful world if we were all black. rectangular tiles lying flat on the floor. Well, you know what I mean.

Micole D. Blags.

Nicole Blais, Publisher



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At Goshenite Seniors Services our goal is to simplify and educate our clients about all options available to them in their community during the transition process. As a former Director of Care in Sudbury and having worked with discharge planners in the health care field, it became evident that most seniors had not planned for transition, leaving them and their families in CRISIS mode after a life changing event.

Transition is often daunting, leaving many seniors and their families reeling from the challenges. Often, adult children of seniors live miles away and need someone on location to help meet their parents' needs. This is when Goshenite Seniors Services Consultants can help with the coordinating of all aspects of the changes and moves. We are experts in post-retirement transitions. We will answer your questions about how best to deal with your situation and create a detailed plan that accommodates your specific needs.



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# COMPRESS BEFORE YOU DRESS

By Maggie Thomas

Do you experience itchiness, cramps, pain, restlessness, heavy or swollen legs throughout the day or when you travel?

This is often the first sign of venous insufficiency.



A slowing of blood flow which can lead to a multitude of health issues including varicose veins, thrombosis, blood pooling, thinning or skin discolouration and a high risk for infection.



Maggie Thomas, B.Sc. C.O. (c) Certified Orthotist

Standing or sitting for long periods of time, pregnancy, a genetic predisposition, as well as unhealthy lifestyles can increase your risk of experiencing venous insufficiency. Venous conditions are among the most common health issues today affecting men & women alike and often go unrecognized.



Here is the good news. Exercise, diet, massage and compression therapy are forms of treatment that can relieve symptoms & prevent disease progression.

Compression therapy consists of external stockings, sleeves, or bandages with various compression ratings that apply external pressure to the extremities leading to improved venous flow.

Compression is not only for venous insufficiency of the lower legs. It can also assist with athletic performance and lymphatic drainage specifically for people with breast cancer. Often, surgery or radiation to the lymph nodes can disrupt the flow of fluid in the body leading to swelling within the neck, chest, arms, and abdomen. Medical grade compression sleeves can assist with lymph drainage and decrease feelings of heaviness, pain, or weakness.

Compression therapy has made profound strides in the variety of applications, materials, colours, and patterns. They can be just as attractive and comfortable to wear as fashion stockings, while supporting your overall health and wellbeing.



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LIFESTYLE

# 10 REASONS TO **Make New Friends**

By Charlene Nadalin

#### We aren't talking about replacing friends, just adding more to the mix!

When it comes to friendships the saying "the more the merrier" isn't just a cliché. There is so much to gain and absolutely nothing to lose (except maybe boredom) by expanding your social circles.

At Amintro, we are all about building platonic relationships and community and believing there is no such thing as having too many friends. In fact, here are 10 reasons to make room for more friends in your life.

- Open yourself up to new possibilities. It is easy to get stuck in the status quo, doing what you always do with your time. But making new friends will get you out of your routine and out creating new adventures.
- 2. Offer different perspectives. Long-time friends typically share similar values, interests, and perspectives. And while it is great to have similar mind sets, it is also beneficial to have your way of thinking be challenged. New friendships bring new perspectives which can enhance the way you view the world.
- **3. Teach you new things.** Ever heard of Mah Jongg? Neither had my mom until she made a new group of friends. Now she is having fun learning a new game and really enjoying it. This is just one example and there are many, many more like it.
- 4. Get you out of your comfort zone. It's easy to get caught in your comfort zone after all, it's comfortable there! Diversifying your friendships will help you break free of this and experience opportunities you would have missed out on otherwise.
- 5. Fill your social calendar. We all have busy lives filled with work, family, and friends. Increasing your social circles can ensure that there is someone to socialize with regardless of the day of the week.
- 6. Free entertainment. Friendship is free. There is no cost to sharing a laugh, having someone to talk about your day, or walking around town with. Being with friends offers a great time and good memories, both of which don't cost you a dime.
- 7. Learn things about yourself. You may think you don't like an activity or that you aren't one to travel. Maybe you think you can't do something like climb a mountain. New people encourage you to try new things, and maybe even offer a little extra motivation. And who knows, you may find that you actually excel at that thing you thought you couldn't do, or love the thing you thought you'd despise.
- 8. Fresh start. New friends don't know your history or the people from your past. You can share what you want, when you are comfortable to do so. You get to put your best self forward and be the person you want to be.
- **9. Introduce you to more people.** If you make one new friend you are likely to make many more, simply due to association. That new friend will likely introduce you to their other friends and before you know it, your network has significantly increased. And with that, you never know who you might meet or what you might learn.
- **10. Bring more joy to your life.** The research has been done and the findings are clear friendships enhance our lives. Having friends and spending time with them makes

us happier and healthier and gets us living life to its fullest.







# Join our community today in three simple steps:



Let's get to know you better so we can introduce you to the right people. We'll ask you a few fun and interesting questions about you to start building your unique Amintro profile.



Grab a refreshment, sit back and take some time to explore our friendly online community. Amintro filters through all our unique members and makes friendship suggestions according to your profile outline, interests, past experiences and future aspirations.



Introduce yourself to the Amintro community at your own pace and stay up to date on information, products and services for inspired living. Casually connect with members just like yourself and start building lasting friendships today.

# Want to get connected with other adults 50+ who share your interests, hobbies and aspirations? Try joining Amintro today!

Amintro is an online social platform and information hub exclusively for those 50+ interested in expanding their circles of friends and staying involved, informed and connected. Another great thing about Amintro is that it's FREE and easy to join! To get more information on how to join Amintro, please visit www.amintro.com/why-join-amintro/

# JOIN NOW, IT'S FREE



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# EMERGING FROM **COVID-19 RESTRICTIONS**

By Chelsea Papineau

Now that the risk of our health care system being overwhelmed has lowered significantly, more people who have been following public health advice are feeling comfortable attending social gatherings again and many employees, who were sent to work from home, are returning to their places of work.

And as COVID-19 restrictions continue to relax after two years of isolation, masking, and keeping our social bubbles small, some are feeling tentative about dropping the learned safety precautions amid the ongoing pandemic.



**Chelsea Papineau** Lead Digital Content Specialist for CTV News Northern Ontario

This will take some adjustment for many people, while others are embracing it.

### MASKING

While Ontario is dropping its mask mandate in most settings, the province's Chief Medical Officer of Health Dr. Kieran Moore says it "does not mean the risk is gone" or the pandemic is over. Some people will choose to continue to wear masks, others won't. Consider what you are comfortable with and the amount of risk you are willing to take. The key is to be kind and respect each other's choices, including those of businesses.

### TRAVEL

Canada officially lifted its non-essential travel advisory on March 1 and will be lifting the requirement of showing proof of a negative COVID-19 test for fully-vaccinated travellers entering Canada. Travellers could still be selected for random testing at the airport and must be fully vaccinated to board all air, rail, and marine transportation. It is important to check the entry requirements if you plan on travelling to another country because as of March 17, the United States still requires a negative COVID-19 before boarding a flight going there.

### **RELEARNING HOW TO SOCIALIZE**

The frustration with mask and vaccine mandates has driven some divide amongst Canadians. While you don't have to agree with someone who has a different opinion than you, respect is important. Hopefully, the loosening of the restrictions will ease some of the tensions. While some will feel comfortable shaking hands and hugging again, others might not yet, so try not to take it personally. Some things I plan to continue are

hand hygiene, physical distancing, and staving home when I am not feeling well. It will take some time and readjusting, but I know I can't wait to be around more people again, even if that means I have to start wearing a bra again.









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# Health and Wellness

# **FINDING THE PROPER SHOE**

- \* Feet tend to swell during the day, so it is best to shop for shoes late in the day.
- Have your feet measured by a trained professional. Sizes may vary with different shoe companies.
- \* Try on both shoes and walk around for several minutes. Buy for the longer or wider foot.
- \* The soles of the shoes should be designed for proper shock absorption and flexibility.
- \* The counter should fit snugly around your heel.

- \* There should be 1/2" distance between your longest toe and the end of the toe box.
- Heel height should be no higher than 1 to 1 1/2". Look for a broad heel base.
- \* The width of the shoe is very important. Do not "squeeze" your feet into shoes that are not meant for your foot shape.
- \* Stay away from synthetic material. They do not allow your feet to breathe.
- Look for a strong heel counter, laces and a rounded toe box.

### By Julie DeSimone,

Chiropodist, B.Sc. Podiatric Medicine

- "Remember, if your feet feel great – so will you!"
- "Don't let pain stop you in your tracks"







# Let's talk about your sore feet!



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# Are You Ready?

March means many different things to many different people across the country but if you're Canadian, chances there's at least one meaning common to most of us and that is, March is the onset of tax season. If you're an older adult; considering retirement, downsizing or a move to either a care facility or to be closer to family, it's this time of year more than any other that you need to ask yourself, "Are you ready?" Is your paperwork in order and are your investments secure? March is the month to get organized and prepared for actually filing your taxes in April. The good news is, Goshenite can help!

No, Goshenite hasn't recently branched out into the business of preparing tax returns for seniors. We'll leave that to the professionals like your own financial advisor, accountant or even the team at any one of the various support companies that spring up this time of year and who are often able to handle the more straightforward types of tax returns. Rather - what we meant by helping is that Goshenite can provide other services that will enable you to get your taxes done with ease! How? We are the experts at organization and decluttering. We help seniors downsize and go through the process of putting organizational and systems structures into place that will make life easier and keep you organized well into the future. We can even help with senior move transitions both locally and across the country.

# A Short List of What We Do

- Senior Move, Transition or Relocation Services
- $\checkmark\,$  Estate and Content Sales
- ✓ Home Support and/or Home Care Services
- ✓ Downsizing
- ✓ Transportation/Driving Services

# That's great but what has that got to do with Taxes?

The Goshenite team believes everything we do is something to do with taxes – perhaps just not in the way you might expect. Rather than actually completing



your tax returns, we've prepared this short guide of opportunities and concerns you can discuss with your own financial professional:

- ✓ One of the easiest questions to ask yourself or your tax professional is whether you've maximized your RRSP contribution limits or, if you are aged 71, how to transfer RRSP holdings to RRIF's.
- ✓ You should get into the habit of keeping receipts for all the care and/or services provided for you or your loved one in the event that you might be able to claim them. Many seniors don't know for example, that in Ontario a program exists that allows YOU to arrange, hire and pay for home care and then potentially claim those expenses back through your local health care unit or the Ontario government. Goshenite provides a wide range of home care options from in-home nursing care to light housekeeping. To learn more got to www.gosheniteservices.com.
- ✓ Taxation support and assistance is also available to seniors, for free, under certain circumstances. For people with a modest income, or who might be considered to have a more simplified tax return, contacting the CRA might mean free help. The Canada Revenue Agency is sometimes able to partner seniors with fully qualified volunteers who will complete a tax return free of charge.
- ✓ As a senior completing a tax return be sure that you are current on the latest information for both RRSP's and RRIF's in order to minimize reported earnings so you can maximize your tax savings.

- ✓ You might also want to investigate the following tax credits to see if any apply to you:
  - o Pension Income Credit
  - o Home Accessibility Credit
  - o Goods and Services Tax credit
  - o Canada Caregiver Tax credit
  - o Disability Tax Credit
  - o Age Credit or the
  - o Medical Expense Tax credit
  - o Ask your accountant if there are others or simply visit the Canada Revenue Agency's own website for more information. As well, don't forget to make a decision on OAS, your Old Age Security options. You can begin collecting at age 65 but are also eligible to collect a reduced amount between 60-64 under certain circumstances.

Once again Goshenite can help you or your family by arranging for needed health care services, helping your loved one to transition, declutter and downsize and by helping you get ready for the retirement years. When it comes to taxes, we even offer driving services so we can help get you wherever you need to be, whether that's to meet with your accountant, bank, financial planner or the team at your local storefront tax services provider!

Don't stress just yet! Canadians have until April 30th to file and pay any outstanding taxation monies owing without penalty and if you don't owe money, the deadline is more fluid. The whole topic of taxes can be overwhelming for some families, just like the thoughts of downsizing, relocating or transitioning into a retirement care setting might also seem too much to cope with. At Goshenite we truly believe in supporting families experiencing transitional life stages; with dignity, respect, care and our ongoing commitment to always listening to you - our clients - to hear and guide, never judge or apply pressure. We are, your experts in lifestyle transitions, homecare services and health care navigation!





By Jayden Lizares

As the marketing intern at Autumnwood, I was asked to write about retirement living. I am not going to lie. I had no idea what to write. I am only 20 after all, and I am nowhere near retirement. But after working in the kitchen at Amberwood Suites for the last three years I have learned a lot about retirement residences.



I worked side by side with management, nurses and PSWs, and kitchen staff, and I must say that my perception about retirement residences was changed.

Jayden Lizares, Marketing Assistant Autumnwood Mature Lifestyles

I have gained respect for staff because I see what they do and how it impacts the residents. I have seen people who had refused to leave their suites only to join the rest of the residents at dinner because of the staff's gentle kindness shown towards them. I have seen the smile on residents' faces when a special plate of food has been prepared for them. I have seen residents laugh uncontrollably during activities.

And other residents make it a great place as well. I have even seen a resident bring their own instruments to the lobby and play for others!

I know there can be hesitation about moving to a retirement residence, or about Mom or Dad moving to a retirement residence. However, the staff knows how to help people feel welcome and comfortable. With encouragement from staff and residents, you will be able to fit right.

At Autumnwood Mature Lifestyle Communities, it feels like a big family. The staff and residents get to know each other well. It's very personal and it can be a very special relationship. It can make a big difference in making a retirement residence feel like home. We can help with any problem you might have. I like to say I have adopted over 75 grandmothers since I started.

You get to leave behind the hassle of daily chores and outside tasks. It can be hard to let go of the responsibilities you've had all your life. But it's easy to fit in at Amberwood Suites and start enjoying leisure and the company of other residents.

A retirement residence may just be the best move you can make. Call and book a tour so you can see what you've been missing.



# A MAN'S GUIDE TO UNDERSTANDING MENOPAUSE

By Drs. R. Righi and S. Wallace Northern Ontario Women's Wellness (NOWW)

I came across this quote the other day: "Behind every menopausal woman, stands a man, who has no idea what he did wrong". It got us thinking. We counsel women every week who don't understand what's happening to them in menopause – and if they don't understand, what chance do the men in their lives have? Menopause is a different experience for everyone; some have no symptoms at all while others experience varying degrees of symptoms including mood swings, depression, night sweats, hot flashes, disrupted sleep, decreased interest in sex or painful sex, muscle and joint pain, brain fog – to name a few. So, while not all women experience menopausal symptoms, about 3 out of 4 will, and it's likely that the men in their lives will notice some changes.

Let's start with some basic biology. Estrogen, progesterone, and testosterone are the three main hormones produced by the ovaries. The production of these hormones declines in menopause. Menopause is medically defined as occurring after twelve months without a period. The average age is 51. The time leading up to this is called the perimenopause. Progesterone is the hormone that keeps periods occurring regularly, therefore, once these levels drop, the periods become irregular and eventually stop. This will lead to bleeding that is unpredictable in terms of timing and amount. But dropping progesterone levels can also make a woman feel tense, nervous, anxious, depressed, and irritable. Estrogen levels also start to fluctuate significantly. This can lead to broken sleep, brain fog, exhaustion, muscle and joint pain, hot flushes, night sweats, vaginal dryness, and irritation and bladder symptoms. Estrogen levels can fluctuate on a daily and sometimes hourly basis, so women may go from happy to sad like the flick of a switch. Testosterone is a hormone usually associated with men, but it plays an important role for women as well. Besides sex drive, it supports bone health, muscle strength, and energy levels.

How long these symptoms last is also variable. They may last for a few months to a few years. Offer support and understanding. Women sometimes feel they have no control over their behaviour. DON'T TAKE IT PERSONALLY. Good communication is essential. She may want to tell you how she's feeling. Listen when she needs to complain, without negative reactions. She may not want to tell you how she's feeling. Be open to hearing and NOT hearing. 60% of women report feeling less feminine and less attractive. Make the effort to boost her self-esteem. Understand if she doesn't want sex every week and find ways around penetrative sex.

Going through menopause not only affects women but also their partners, but relationships don't have to suffer.





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- ✓ Relieves post partum atrophy
- ✓ Improves personal comfort

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INTERIOR DESIGN

# CONCRETE DESIGN **DECISIONS**

By Kerrie Michelutti

The greatest aspect of designing your own space is selecting what is uniquely you. The key to great design is finding your joy.

One of the latest trends we carry at Home & Haven is concrete counter tops, and these pieces hold their own in beauty alongside natural stone products. Clients attracted to concrete are generally people who want something different and are looking for a statement piece. Their minds are open to the possibilities of concrete, and subsequently forgoing concrete's stunning counter parts - granite and quartz...pun intended.



Kerrie Michelutti, PMP, Owner Home & Haven Design Studio

Home & Haven has partnered with Curtis & Jamie

McCharles, owners of CMGC Carpentry and Artisan Concrete, for Kitchen and Bathroom Countertops. CMGC is a husband and wife company which made the partnership a great fit. We understand. We are a husband and wife duo as well. Curtis & Jamie hail from Timmins and they make handcrafted artisan concrete products which are used as unique home focal pieces for interior and exterior applications. Years of experience and training across the United States and Canada makes them industry leaders, and their products are at the forefront of the engineered concrete industry. A true artisan team. Curtis & Jamie are down to earth, raising two kids, and travelling the north commissioning pieces for clients.

When they approached Home & Haven, we were excited to be exclusive in Sudbury. Sudbury folks are looking for different and appreciate handmade products. Concrete isn't all sidewalks and driveways. When shown samples, they instinctively touch, move their hands, and marvel at the counters' smoothness and beauty. There is a huge variety of colours to choose from and different thicknesses and profiles. The concrete can be molded into any shape desired. Every piece is handmade, tinted to the desired selection, and done specifically for our clients. Curtis & Jamie are involved in every step, and we are excited they are in our store. Their countertop options are quickly becoming a hot topic in the design industry.

Tips for planning your kitchen or bathroom space: Be Open. Imagine different options. Then you'll know you made the right choice. Enjoy the process. You'll be living in this space. Take pride and enjoy making the selections. Don't settle. Think about the functionality. Good enough isn't good enough. Think about you enjoying your space.

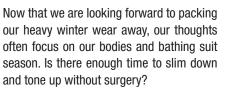
We'll continue working for our clients, looking for different options. Not everyone likes the same design or décor pieces. We strive to provide a boutique design experience so you can get what you wanted or maybe something you never knew existed. A client told us, "I never thought of my space that way, but I love it." This is why we do it. We are here to provide a service for those clients ready to renovate or build. Being able to provide them with creative options in building a space that is uniquely them magic". Concrete counter tops, modern kitchens, rustic bathrooms, or European window styles, we are building a design mecca focusing of our clients' unique needs.



# SUMMER BODIES

By Lori Ingriselli

It has been another long winter and 2 years of isolation for COVID-19 and its many forms has not helped us to keep fit and fab!





Lori Ingriselli, Cosmetic Manager Sudbury Skin Clinique

Of course! Nonsurgical fat reduction procedures destroy fat cells or reduce subcutaneous fat in many areas: commonly

the bra-line, hips, banana roll, thighs, chin, and upper arms, and abdomen. Laser fat removal techniques do not require incisions, stitches, anesthesia, or lengthy recovery times. Non-invasive fat removal procedures in 2022 aren't intended to be weight loss solutions. But, you can smooth and contour areas so that you feel more confident in your clothes, swim suit, wedding gown, or special

Now that we are looking forward to packing our heavy winter wear away, our thoughts often focus on our bodies and bathing suit season. outfit you have been looking forward to wearing this summer. Some of the procedures work by freezing fat cells, others use penetrated heat through radio frequency and more.

Coolsculpting by Zeltiq, continues to be the most popular form of non-surgical fat loss in the world. It works by targeting subcutaneous fat and freezing the cells without causing injury to the skin tissue. Final results can take up to three months, but results are often dramatic and gratifying.

We have been anxiously waiting to get back to "normal" for a long time now...Let's jump into the season approaching with joy and confidence. Do things that make you happy. Summer is beautiful and short...bring your best self to everyday.

Stay safe, stay healthy, and happy summer time! :)





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# WATCH WHAT YOU EAT AND SEE THE DIFFERENCE!!

By Dr Deric Schryer BSc, OD

One fundamental necessity in life is eating, and there are many different types of culinary preferences and lifestyles in our population. A very important aspect of maintaining ocular health is having a diet that would incorporate multiple nutrients that are important for our eye metabolism.



A simple thing to keep in mind is that our eyes are getting older each year and part of ageing revolves around an oxidation process that will bring on changes to our eyes. That is why it is important to maintain a good level of antioxidants in our system to avoid early

Dr Deric Schryer BSc, OD Independent Optometrist at Eye Style Optical

changes that occur to our eyes. Vitamin C and E are the common antioxidants that are easily available and beneficial to our eyes. This baseline combined with minerals such as Zinc and carotenoids like Beta-Carotene and Zeaxanthin are now common therapy for Age-Related Macular Degeneration. The latest studies also recommend Lutein and Omega supplements as promising preventative measures for ocular disease.

A very important aspect of maintaining ocular health is having a diet that would incorporate multiple nutrients that are important for our eye metabolism. Farmer's Markets and garden season is starting. For the horticulturalist, seeds are now available at most local retailers. Maybe there should be some strategic planning involved to have nice colourful vegetables full of great nutrients that will keep your eyes healthy and seeing well.

Don't forget that another way to help protect your eyes during the summer season is to have a good

pair of sunglasses that will reduce any harmful rays from the sun.

There are many natural sources of vitamins and minerals in our every day diet. We have all been told to eat your vegetables, and I believe there is a lot of wisdom in those words.

Thanks Mom!!



# 5 SUCCESS MEASURES ON SOCIAL MEDIA THAT AREN'T FOLLOWERS

### By Hailey Hastie

Ask any social media professional what their biggest gripe is when it comes to managing accounts for clients and you'll likely get a resounding answer: **clients who focus on follower count as their only measure of social media success.** 

A business' follower number is what's called "a vanity metric", a surface level data point that isn't necessarily indicative of that business meeting real goals like engagement, new subscribers, or sales. While it's frustrating that many people still can't let this go, it's not entirely their fault.



Hailey Hastie, Founder, The Social Soulpreneur

The world of social media can sometimes feel overwhelming. With so much information coming in

from every direction, it's easy to see how a client might get misled by the false promise of "gaining hundreds of thousands of followers easily overnight". These are what we call "Bot Followers", fake "robot" followers that are bought to provide the illusion of a strong social media presence. The reality is this: Followers who aren't real, won't buy from you and will actually drive down your engagement rate! Thankfully, there are plenty of other ways to show how your social media efforts are

moving the needle. And we can help you execute them all!

Here are 5 success measures on social media that AREN'T FOLLOWERS.

### 1 | Saves & Shares

When someone saves your post, it indicates that you've successfully created content your audience finds inspiring or interesting - something worthy of another look. Think about how powerful it is that a potential customer has something representative of your client's business SAVED on a platform so they can revisit it.

When someone shares a post it means you've successfully created a piece of content that the audience personally relates to. You've managed to connect with them on a deeper level, and this emotional connection matters. You've also motivated them to SHARE it with their followers which is pretty much the gold standard of driving brand awareness organically.

#### 2 | Clicks & Swipe Ups

A click or swipe up indicates that you've crafted a compelling message and created a strong call to action, one that resulted in someone leaving the platform to do the thing you asked them to do. Driving traffic off of social media isn't exactly simple, so consider this a big win!

A click through the link in a bio or a swipe up in a story might direct a follower to sign up for a newsletter, read a blog post, view a product or services page, make a purchase, etc. And I don't know about you, but I'll take increased traffic to my most important offers over a few new followers ANY DAY OF THE WEEK.

#### 3 | Sales

The reason we're all in business is to make money, is it not?

Did you know we can actually show how social media content can track through to sales conversions?

#### 4 | Contacts & DMs

An appointment, an email, a phone call, or even a direct message are all indicators of an account successfully attracting & engaging followers to take action and get in touch.

#### **5 | User Generated Content & Social Proof**

Of course, it's a success when someone goes out of their way to mention your brand or share it on social media. It's practically every marketer's dream! So when someone tags your business in a static post or mentions you in a story, this is social proof in action and further proves social media's inherent value.

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# THE GIFT OF **GIVING**

By Suzette Forget

Since its inception with the Sudbury Regional Palliative Care Association in 1989, to Warm Hearts Palliative Caregivers, and finally with its integration into the Maison McCulloch Hospice, the Visiting Hospice Service has continued to support community members during their endof-life journey.

COVID-19 has significantly impacted the dying

process for caregivers and their loved ones.

Dying conjures up feelings of loneliness. With

restrictions in place for nearly two years, the

added sense of isolation to a person's end-



Suzette Forget

Community Volunteer Coordinator at Maison McCulloch Hospice

of-life journey has been an unfortunate and tangible reality. Technology never did manage to replace having someone sit at the bedside, hold hands, or help prepare a bowl of soup.

Our Visiting Hospice program is a free service comprised of volunteers who go into people's homes to do just that. When accessing the program, one client described how much fear and anxiety they felt at the thought of dying alone. They had no other visitors. Through our program, this client was paired with a volunteer. They began each visit with a hot cup of coffee. The client began to trust the volunteer in vulnerable moments - they had a lot of laughs and spoke of things they had in common. The support that the client received from the volunteer was irreplaceable.

When the client passed, the volunteer spoke of the impact this client had on her. She was so impressed at how the client remained so positive during such a lonely and difficult time. The client was content and happiest when she had the chance to connect with another person. As much as the volunteer gave to the client, the client gave back to the volunteer ten-fold.

When someone is given the news of having a terminal illness and short prognosis, the service of a visiting volunteer should be considered. Our volunteers are carefully screened, selected, and trained to provide the best companionship experience possible. Volunteers and clients are paired based on similar interests and common backgrounds that will stimulate conversation and mutual understanding. For our volunteers, it's knowing they made a difference – it's a learning experience and a humbling experience to say the least.

Maison McCulloch Hospice is always looking for new clients and new volunteers to provide this essential service. If you – or someone you know – would be interested in joining the team of volunteers OR interested in

receiving practical or psychosocial supports from our program, please contact us at 705-674-9252 ext. 236 or visit our website at www.maisonsudburyhospice.org.



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# **VISITING HOSPICE SERVICES**

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# **SUPPORTIVE CARE AND GRIEF SERVICES**

Our team is available 24/7 for support throughout the end-of-life journey and after. Telephone follow up, grief recovery programs, discussion groups and one-on-one grief support are available to the community at large.

1028, chemin South Bay Rd, Sudbury, ON P3E 6J7 Tel: (705) 674-9252 Fax: (705) 674-5393 info@maisonsudburyhospice.org

# www.maisonsudburyhospice.org

Maison McCulloch Hospice is a centre of excellence dedicated to the collaborative delivery of quality hospice palliative care in both official langages in the City of Greater Sudbury and the Sudbury District.



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- $\cdot$  Chapleau Health Services
- Chapleau Billy's Diner
- Stonewall Restaurants

#### CHELMSFORD

- Chartrand Independent
- Chelmsford I.D.A.
- Chelmsford Library
- Cousin Vinny's
  Ducarman Mart
- Ducarman Mar
- Esso
  Food Basics
- GP Convenience
- Guardian Pharmacy
- Petro Canada
- Pioneer Gas
- Villa St. Gabriel Villa

#### CONISTON

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- Coniston Library
- Guardian Pharmacy
- Le Pavillion
  Valu-Mart

#### COPPER CLIFF

- Copper Cliff Library
- Kwik Way
- Walford On The Park
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24

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- North Bay Regional Health Centre
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# **SUGGESTIONS FOR THE FUTURE**

# **AFTER COVID**

May I suggest that we first need to fully understand the impact Covid-19 has had on all of us and the condition we are currently facing.

Firstly there is the fact that the vast majority of deaths related to Covid-19 in our country during the last two years are those in the 50+ age group. This in and of itself does not lessen the impact on others for the restrictions and trauma has hit all of us due to the lack of personal communication and fear for the future. And also, the loss of many older family members certainly has a serious and longstanding impact on everyone.

And now to the future - and here I am referring to the 50+ers for many of us (I am an 80+er) may feel that it is up to the young folks to get us back on track. That of course is certainly true for the future is always in the hands of the younger generations. The point I make here is that the circumstances are far from normal and therefore, we the elders (grandparents, great grandparents etc) should use our influence and experience to encourage and help those in there training stage and the working



By Cyril McFate

stage and the working class wherever and whenever possible.

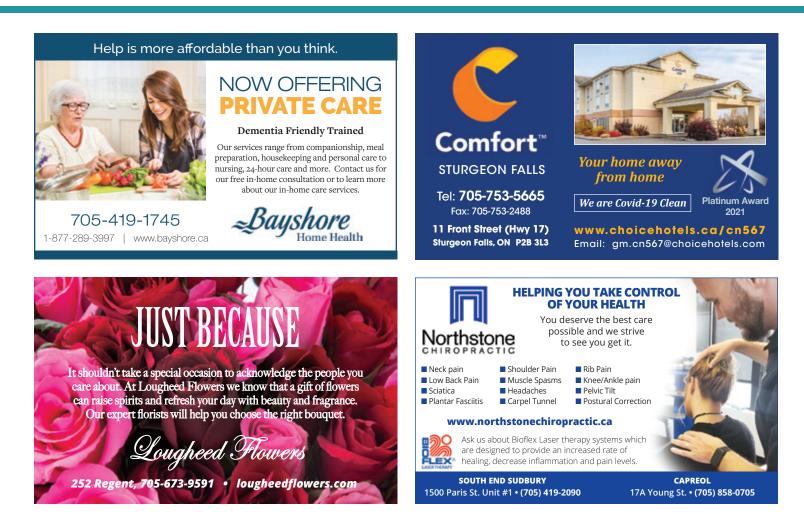
So what can we do to encourage our younger folks to put the petal to the metal?

The very first thing I suggest is to reconnect, in-person, with those family and friends that were unavailable due to restrictions. The human touch is of critical importance to all in the process toward the back-to-normal effort. This is also the very best way for all of us to gain self-confidence and to familiarize ourselves with the values of personal contact. While this may seem to be just a family and friends reconnect process it actually goes much farther than that for our natural human need is to connect with others. In short, it starts small then grows. And I see this approach as a build towards what could very well be a new and better society. The key of course is to start this process and that is where we the elders come in. Our individual start point is to realize the value we have built through experiences, both good and bad, over our years as the young, the old and the restless.

Assuming that we are restless on occasion, I suggest we jump right into the center of this process and show everyone that we are willing partners that are ready to support and promote the rebuilding of our countries values and future.

So how do we jump on board so to speak? In my view it is quit basic but not always easy. Through our communications as suggested above, we keep a positive and encouraging attitude when in communication with family and friends. Going back into sad times will be obvious for we will not forget the losses we have endured and those feelings will stay with us.

Our determination and love of our children will keep our heads up high and give us strength.



# 50<sup>+</sup> Lifestyle Service Directory



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