

## ***Work Plan 2011-2012***



*WORK PLAN APRIL 2011 – PROVINCIAL PAEDIATRIC THERAPY RECRUITMENT  
AND RETENTION COORDINATOR*

***Vision for the Office of the Provincial Paediatric Therapy Recruitment and Retention Coordinator (PPTRRC)***

- *BC will be the province of choice for paediatric therapists*
- *Paediatrics will be a desirable practice area for Occupational Therapists, Physical Therapists and Speech Language Pathologists*

***Guiding Principles for the Office of the PPTRRC***

*The emphasis of objectives and activities of the Office of the PPTRRC is the recruitment and retention of therapists in paediatric settings, in order to:*

- *Support timely access to therapy services for children in BC*
- *Support the delivery of comprehensive, co-coordinated, and effective paediatric therapy services in all communities of BC*
- *Support the delivery of therapy services that are responsive to the unique needs of children, families, and their communities, including the potential influences of cultural, ethnic, socioeconomic, geographic and linguistic factors*
- *Strengthen publicly funded (non-profit) paediatric therapy programs*

Page	<b><u>I. Work plan Objectives 2011-2012 Summary</u></b>
3	1. Increase the awareness of the value of therapy services for children, and the impact recruitment and retention of rehabilitation professionals has on service delivery. Ensure input from paediatric therapy services are being represented in provincial initiatives sponsored by public sector organizations.
4	2. Promote recruitment initiatives within physical therapy, occupational therapy and speech language pathology disciplines, and explore innovations to engage students in paediatric settings
5	3. Support initiatives that foster retention of therapists working in paediatric settings. Facilitate communication and networking opportunities throughout BC for therapists working in paediatrics.
7	4. Promoting Manageable Workloads
7	5. Act as a resource to facilitate the immigration and employment of internationally trained therapists to BC paediatric work settings.
8	6. Support therapists, employers, and aboriginal communities in providing culturally safe delivery of paediatric therapy services to First Nations communities
9	7. Improve therapybc links with employers.
9	8. Ensure timely communication of information between the PPTRRC and the Provincial Steering Committee, and other relevant parties

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## **II. Background**

The Provincial Paediatric Therapy Recruitment and Retention Coordinator (PPTRRC) will work under the direction of a Provincial Steering Committee comprised of paediatric therapists and government representation. This position is part of an interdisciplinary approach to address issues in therapy services for children in British Columbia, particularly recruitment and retention of paediatric therapists. The PPTRRC will work with therapists, provincial therapy councils, service providers and stakeholders, consumers, and the Ministry of Children and Family Development, using a collaborative consultation approach. The vision for this position is to make ***British Columbia the province of choice for paediatric therapists*** so as to significantly enhance therapy services available to children and families in BC.

## **III. Work Plan Objectives**

***Objective #1*** - Increase the awareness of the value of paediatric therapy services, and the impact of recruitment and retention issues on children and families requiring therapy services.

## **ACTIVITIES**

- Consult and collaborate with representatives of the three BC Ministries involved with paediatric therapy service delivery in BC: The Ministry of Children and Family Development (MCFD), The Ministry of Health (MoH), and the Ministry of Education (MoEd)
- Consult and collaborate with Employers, Early Intervention and School-Age therapy service providers, and other community members. Continue contributing updates to the North ED and Interior Therapies teleconferences that take place every two months. Directly connect with MCFD leads in the Fraser, V/C, and Island regions to explore opportunities for providing regular updates in these regions. Will participate in additional regional and cross-regional teleconferences as requested/needed.
- Ensure input from paediatric therapy services is being represented in provincial initiatives sponsored by public sector organizations such as HealthMatch BC, and the BC Rehab Leader's Group
- Follow the strategy produced and promoted via the Cross-Ministry Children and Youth with Special Needs (CYSN) Framework for Action document- Supporting our people: Training, Recruitment, and Retention ([http://www.mcf.gov.bc.ca/spec\\_needs/pdf/CYSN\\_FrameWorkForAction\\_Comb\\_o\\_LR.pdf](http://www.mcf.gov.bc.ca/spec_needs/pdf/CYSN_FrameWorkForAction_Comb_o_LR.pdf))
- Consult and collaborate with the paediatric therapy councils, the professional associations, and regulatory colleges

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- Participate in therapy specific provincial initiatives (e.g.- Hip Surveillance Program)
- Continued contact and communication with the UBC therapist training programs re: importance of paediatric curriculum and practicum opportunities
- Share success of North region's student practicum initiative with the other regions
- Consult and collaborate with Ministry of Health's Susan Illmayer (Program Manager, Therapies Professions) regarding issues and concerns affecting recruitment and retention in the paediatric therapy sector
- Improve communications and collaboration with the BC Ministry of Education regarding therapist recruitment and retention strategies ([www.makeafuture.ca](http://www.makeafuture.ca))
- Presentations of the activities of the Office of the PPTRRC to relevant and interested audiences
- Connect with BC Council of Administrators of Special Education and investigate the opportunity to present to this group to improve collaboration within the Education sector. Continue to work with Sunny Hill Health Centre to expand and share their evidence-based school-based resources
- Build and share resources regarding the value of therapy services with funding sources and other stakeholders in BC

**Objective #2** - Explore innovations to engage students in paediatric settings. Promote recruitment initiatives within physical therapy, occupational therapy and speech language pathology disciplines for therapists of all experience levels.

**ACTIVITIES**

- Maintain [www.therapybc.ca](http://www.therapybc.ca) website for posting vacancies and resumes
  - Continued development of site
  - Link site to other relevant sites related to paediatric therapy services
  - Improve resume posting service by limiting the time a resume can be posted, and by having a template to fill out so all applicant information is consistent
  - As funding allows, work on re-development of the website. Re-formatted for wide screen, mobility device capability, and new pictures. Link pictures and projects/initiatives.
- Investigate methods of reaching students at other Canadian universities
  - Contact student representatives from national professional associations to raise awareness of the therapybc site
  - Investigate central Canadian university program job fairs. Look into costs of attending and/or advertising at the job fairs, specifically the University of Toronto opportunity due to the large class sizes. Explore opportunities to connect with Dalhousie students.
  - Host a 'virtual job fair' with interested students. If successful, promote and host several of these opportunities throughout the year.

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- Link with university training program faculty that instruct the paediatric content to further the exposure of the website
- BC Loan Forgiveness Program
  - Have up to date link on the therapybc site to information regarding this program. Encourage employers to include this information in their job postings
- Promote 'A Career in Paediatric Rehabilitation' to therapy students
  - Continue presentations to UBC OT, PT, SLP students
  - Attend UBC OT/PT job fair
  - Attend University of Alberta Health Sciences Career Fair
  - Place the 'A Career in Paediatrics' webinar on the website. Investigate opportunities to share this resource with career planning positions within high schools
- North region student practicum stipend fund
  - Continue communication strategy for employers & students
  - Share with other regions this program's success
- Attend UBC OT graduate projects conferences in the summer to target graduates involved in paediatric related projects
- Advertise [www.therapybc.ca](http://www.therapybc.ca) in relevant journals and websites as budget permits
- Facilitate collaboration between different funding sources when the opportunity presents to combine partial FTE positions to create a fuller FTE position
- Continue links with therapy program clinical coordinators to help encourage student placements in paediatric settings
- Delegate kit bag inserts for 2011 CASLPA and CAOT conferences. Focused recruiting by Jason Gordon and Kathy Davidson as they are presenting posters at the 2011 CPA conference
- Explore therapy education programs in the United States. Start with program closest to BC (e.g. - Washington State, Idaho). Check with professional licensing bodies to see what immigration rates are like from the Western U.S.
- Initiate a therapybc You Tube Channel. Encourage employers to use this channel to help in their recruitment efforts by posting brief 3-5 minute videos about their agency and community. Host a contest/draw to encourage submissions.

**Objective #3:** Support initiatives that foster retention of therapists working in paediatric settings. Facilitate communication and networking opportunities throughout BC for paediatric therapists.

**ACTIVITIES – supporting employers**

- Post and share revised employer recruitment and retention guidelines
- Start a 'Success Stories' page on therapybc. Have one section of this page include successful recruitment stories from employers in BC

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- Present to British Columbia Association of Child Development and Intervention (BCACDI) members on current initiatives and to receive input from employers
- Educate employers in the Ministry of Education and Ministry of Health of the activities and resources available through the Office of the PPTRRC. Start to build the therapybc employer database with employers from these funding sources
- Promote to employers the importance of research, knowledge brokering/translation, and evidence-based practice, and that a portion of the non-client time of a therapist's workload should be available for such activities. Convey to employers how such activities significantly impact the job satisfaction and retention of many experienced therapists
- Educate employers regarding job postings and the type of information applicants are looking for. Use technology such as Google Maps within job postings to help applicants locate position more effectively. Develop a webinar for employers to help distribute this information.

**ACTIVITIES – supporting therapists and service delivery**

- Keep experienced therapists involved and interested through opportunities that recognize the extra work they put into mentoring, accreditation, etc.
- Hold nominations in summer and fall of 2011 for the 2012 PPTRRC Awards. Create section on website to list previous Award winners, and to link to a standardized nomination letter form.
- Offer the support of the PPTRRC to experienced therapists interested in projects and/or research
- Mentoring
  - Continue work with Sue Stewart and Sunny Hill to support the eMentoring program. Facilitate the training of more eMentors in the spring of 2011. Monitor the outcomes for dyads taking place in 2011/12.
- Explore funding options to support larger initiatives that promote therapist retention (e.g.- provincial/regional knowledge broker strategy, research projects)
- Facilitate the organization of paediatric communication and networking opportunities in each region of BC
- Initiate a planning committee for the 2013 Update Symposium in early 2012
- Improve the ability for therapists in all regions, particularly rural and remote locations, to utilize their computers more effectively in an effort to increase productivity/efficiency (e.g.- accessing webinars, web-conferencing, scheduling, searching for information, etc.). Search for You Tube videos that address this type of skill, and share these through the therapybc channel
- Compile a list of tech-related service delivery models to share with therapists and employers across the province
- Review access for therapists working in paediatrics to the Electronic Health Library of BC (eHL-BC). Work with MCFD and Ministry of Health to advocate for access to this resource for therapists employed by agencies funded by MCFD to deliver paediatric therapy services

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- Continue to promote Sunny Hill Health Centre's website [www.childdevelopment.ca](http://www.childdevelopment.ca), and remind therapists of the many resources available through that site (e.g.- projects in progress). Add the Sunny Hill Education Resource Centre (SHERC) to therapybc resources section
- Add a monthly email blast to therapybc email database members with 3-4 quick bullet points related to the Office's recruitment and retention projects and initiatives

**Objective #4:** Promoting Manageable Workloads.

**ACTIVITIES**

- Continue to build the eLibrary resource guided by feedback from therapists and employers. Add resources as budget allows. Make feedback link more visible.
- Keep current of developments with the Interprofessional Caseload Management Tool Project being created by CPA, CAOT, and CASLPA
- Continue to support the development of the WAT-T workload resource
- Continue to educate and inform employers of the Promoting Manageable Workloads project and the many resources available such as the Preferred Practice Guidelines document and the WAT-T
- Continue to support employers in implementing the recommendations and strategies outlined in the PMW guidelines and resources available through therapybc. Share success stories.

**Objective #5:** Improve the ability of the Office of the PPTRRC to facilitate the immigration of internationally trained therapists to BC paediatric work settings.

**ACTIVITIES**

- Keep the 'International' page on the therapybc website up to date
- Stay abreast of initiatives and projects being undertaken by agencies to help facilitate and support internationally trained therapists (e.g. - International Network of Physical Therapy Regulatory Authorities (INPTRA), the Internationally Educated Physiotherapists (IEP) program at UBC PT, the Internationally Educated OT project via McMaster).
- Keep current with initiatives offered through the Foreign Credentials Referral Office (FCRO) that help internationally trained individuals find the information and services they need to get their training and credentials assessed and recognized in Canada

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- Keep connected with HealthMatch BC now that they have expanded their eligibility to include allied health
- Create profiles/documents for therapybc that describe the process of an internationally educated OT immigrating to work in a BC paediatric setting (follow the format of the PT and SLP documents currently on therapybc)
- Investigate whether the Colleges have existing language regarding English competency requirements for immigrating therapists. Link to such resources through therapybc.
- See if local therapists are going to any of the World Congress conferences for OT, PT, and/or SLP. Investigate opportunities to provide therapybc exposure at these conferences
- Share success stories

**Objective #6:** Support therapists, employers, and aboriginal communities in providing culturally safe delivery of paediatric therapy services to First Nations communities

**ACTIVITIES**

- Continue to liaise with Aboriginal communities, leaders, and health care providers in an effort to determine an education strategy to help aboriginal communities become more aware of the value of therapy services, and to support a culturally safe and effective service delivery model to provide therapy services to this population
- Participate in job/career fairs with an aboriginal focus
- Keep the ‘Aboriginal Resources’ menu on the therapybc site up to date. Add relevant new resources and links
- Continue to investigate service delivery models that are effective at building capacity within aboriginal communities
- Link with the First Nations Speech Language Assistant Program to track where graduates are getting employment
- Investigate the opportunity to host a webinar to support therapists with service delivery to this population (e.g. – Alison Gerlach, Deanne Zeidler)
- VIHA pilot currently underway exploring a service delivery model where therapists increase their time and role within child care agencies with aboriginal populations. Office to keep connected with VIHA (via Donna Sims, PPTRRC Steering Committee member) regarding this project and if pilot is successful facilitate the sharing of this model with other agencies and funding sources
- Connect with the Partnerships Project to investigate the appropriateness of the modules as a tool to educate aboriginal communities regarding therapy services



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**Objective #7:** Improve therapybc employer network

**ACTIVITIES**

- Encourage all employers/agencies delivering paediatric therapy services to 'register' with the site. Include school districts, health units, and agencies such as child development centres.
- Directly connect with principals of student support services via the link provided by BC CASE
- Share with registered employers recruitment and retention resources

**Objective #8:** Ensure timely communication of information between the PPTRRC and the Provincial Steering Committee, and other relevant parties

- The Provincial Paediatric Recruitment and Retention Coordinator (PPTRRC), under the direction of the Provincial Steering Committee, will develop, implement and monitor a recruitment and retention work plan for British Columbia
- The PPTRRC shall facilitate and manage meeting activities of the Steering Committee
- The PPTRRC will post monthly reports and an annual report on the steering committee Sharepoint site
- The PPTRRC will also ensure the posting of the minutes of the regular meetings on the Sharepoint site
- The PPTRRC will initiate a report to share objective data with the SC on a quarterly basis (January, April, July, and October). This data will include stats such as number of student contacts, number of employer contacts, jobs posted and filled, etc.
- The PPTRRC shall liaise with MCFD representative regularly on broad based issues and ensure collaborative approach to issues raised
- Continue to distribute a Quarterly report (January, April, July, October) on activities of the Office of the PPTRRC to be distributed to therapists, employers, professional associations, and funding sources