

NEWS RELEASE

12th ANNUAL CONTINUING CARE MONTH CAMPAIGN LAUNCHED

FOR IMMEDIATE RELEASE

September 1, 2015 – Bedford, NS – The 12th Annual Health Association Nova Scotia sponsored Continuing Care Month officially kicked off today with the launch of a campaign, “Continuing Care - Your Home, Our Passion.”

This year’s campaign highlights the commitment and compassion of the thousands of people who have chosen this caring field as a career option and what that means for Nova Scotians who require their support.

“Continuing care services promote health, well-being and independence and support families in caring for their loved ones,” says Mary Lee, President/CEO of Health Association Nova Scotia. “It’s a major growth industry,” adds Lee, “with thousands of Nova Scotians working in continuing care in a variety of settings across the province.” Increased demand for services in the home and community is creating strong employment opportunities for people interested in working in a field that offers flexibility, choice of practice settings, and a desire to help people enjoy optimal quality of life.

Lee says the campaign is also about recognizing the advances being made in this significant sector. “Continuing care organizations are making strides in improving quality of care and quality of life for the Nova Scotians who rely on these important services through research and innovation as well as by adopting leading practices.”

The term, continuing care, is used to describe a range of health and health-related services and programs that are offered outside of the hospital setting. This can be in the client’s home or a residential-based facility, such as a nursing home. Continuing care providers are also active in the community, delivering programs such as Adult Day or Meals on Wheels. People of all ages and circumstances access these important programs and services, depending on their identified needs.

Each year, over 36,000 Nova Scotians access continuing care in homes, nursing homes, and residential care facilities.

To learn more, visit www.continuingcaremonth.ca

Health Association Nova Scotia is a not-for-profit, non-government, membership-based association, providing our more than 130 members with expertise, high-quality, high-value services and support that they can trust.

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Contact:
Mary Baldwin, Director
Member and Partner Engagement
Health Association Nova Scotia
2 Dartmouth Road, Bedford, Nova Scotia B4A 2K7
(902) 832-8513 (phone); (902) 292-2761 (cell)
mary.baldwin@healthassociation.ns.ca
www.healthassociation.ns.ca