



# in the news



## Leisureworld, Preferred Health Care Services spread good news at OACCAC event

*Preferred Health poster takes top spot in conference competition*

Tuesday June 22, 2010  
By Michelle Strutzenberger  
Leisureworld Caregiving Centres and Preferred Health Care Services were an important part of the action at the Ontario Association of

“The event was fantastic,” says Leisureworld director of marketing Andrea Levine.

“We were able to meet many people whom we work with and do business with. Leisureworld

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*“We were able to meet many people whom we work with and do business with. Leisureworld Caregiving Centres has over 26 homes across Ontario and this was a great place to meet everyone under one roof.”*

— Andrea Levine, director of marketing, Leisureworld

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Community Care Access Centres (OACCAC) conference in mid-June, spreading the word about what they have to offer and networking with many business counterparts.

Centres from across the province to learn and participate in a tradeshow at which Leisureworld and Preferred Health Care Services hosted booths. Levine notes that she

and others passed out copies of *In the News*, along with several corporate brochures.

In addition, Leisureworld offered a door prize, which participants could sign up for. The winner will be receiving the award via mail.

Those who signed up will also be added to the list to receive *In the News* “so they can keep up to date on news in their region and activities at the home level,” says Levine.

A poster designed by Preferred Health Care Services staff took top spot amongst about 15 entries in a conference competition.

The poster tackled the issue of falls prevention in the community, briefly outlining a Preferred Health Care Services program that has successfully addressed this

concern along with an overview of results and a website address for people to learn more.

Eye-catching photos added to the visual display.

“I think the poster was very easy to understand and clear and visually very eye-catching, thanks to (communications specialist) Colleen Neufeld and her design,” says staff educator Jeena Oommen, who spearheaded the poster entry.

Lynn Slaney, Tracy Jones, Rene Rodgers, Barb Van Maris and Debra Sayewich also contributed to the entry.

Oommen notes the poster can be shared with staff in future to summarize the initial results of the program, called Step By Step Falls Reduction Program, as well as “demonstrate our commitment to best practice.”