

Communications Plan 2026



Purpose of This Plan

This Communication Plan outlines the framework for ensuring effective, timely, consistent, and reliable communication amongst all of Omni Quality Living's Key Stakeholders. It supports transparency, resident-centered care, and compliance with provincial requirements.

Transparent and effective communication builds trusting relationships. Trust is a key factor in any relationship and is boosted by communication that is focused on meeting individual needs, conveying important information and providing feedback – both positive and constructive.

Purpose & Goals

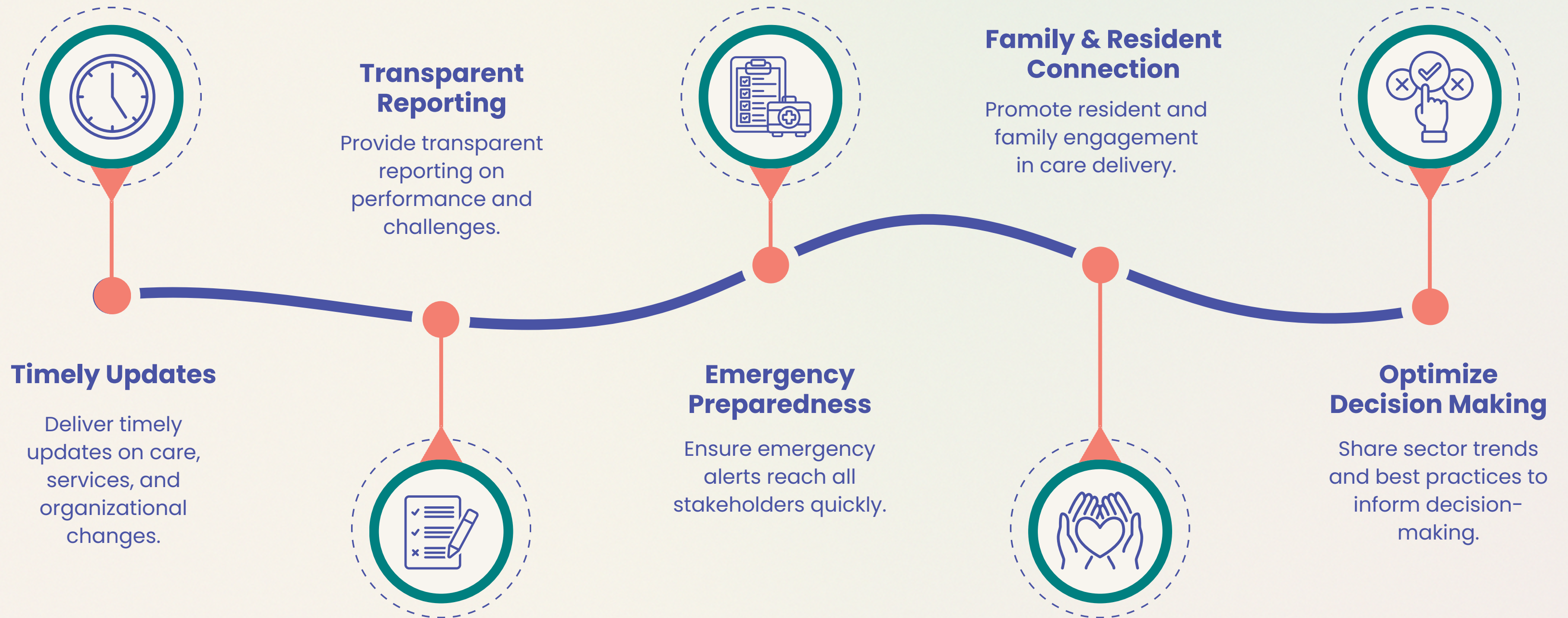
- Ensure clear and consistent communication with residents, families, staff, and external stakeholders
- Strengthen trust and transparency in organizational operations
- Support emergency preparedness and crisis response
- Promote engagement and understanding of resident and family roles in care delivery
- Inform stakeholders about trends, best practices, challenges, and organizational progress

Audience

- Internal: Residents, Families, Staff, Managers, Leadership Team.
- External: Ministry of Long-Term Care (MLTC), Ontario Health at Home, Regulatory Bodies, Media, Community Partners, the Department of Social Development, Hospitals and Lenders.



Communication Objectives





Key Communication Messages

- Commitment to **resident-centered care**.
- Transparency in **operations, outcomes, and challenges**.
- Assurance of **safety, quality, and compliance**.
- Clear guidance on **how to access services**.
- Recognition of **residents' and families' roles** in care delivery.

Roles & Responsibilities

President & CEO	Director of Public Relations	Managers & Supervisors	Staff	Emergency Response Team
Responsibility	Responsibility	Responsibility	Responsibility	Responsibility
Official spokesperson; oversees external communication with government and media.	Manages media relations, prepares press releases, ensures consistent messaging.	Communicate updates to staff, residents and family; ensure frontline clarity.	Relay information to residents/families; escalate concerns.	Activate communication protocols during crises.



Communication Methods

Description

- **Internal:** Staff meetings, surge learning, point click care, bulletin boards, email, text alerts.
- **External:** Newsletters, family portals, social media, media releases, paper mail.
- **Emergency Tools:** Mass notification systems, phone trees, PA systems.
- **Regulatory Reporting:** Formal submissions to MLTC, Ontario Health at Home.

Action Protocol

- **Internal:**
 - Staff huddles, social media, monthly newsletters.
- **External:**
 - Family portals.
 - Social media.
 - Media releases as needed.
- **Emergency Tools:**
 - Test PA system monthly.
 - Develop and update phone tree quarterly.
- **Regulatory Reporting**

Crisis & Emergency Communication

Description

- **Activation Protocol:** Emergency Response Team initiates communication plan.
- **Regional Emergencies:** Coordinate with Ontario Health, Regional Emergency Networks, MLTC and local authorities.
- **Communicable Diseases:** Provide timely updates on outbreaks, testing, and safety measures.
- **Consistency:** One central source of truth (CEO/PR Director) for external messaging.

Action Protocol

- **Activation:**
 - Emergency Response Team convenes within 15 minutes of incident.
- **Regional Emergencies:**
 - Liaise with Ontario Health at Home within 1 hour.
- **Communicable Diseases:**
 - Issue resident/family updates within 24 hours of outbreak confirmation.
- **Consistency:**
 - CEO/PR Director approve all external messaging before release.





Testing & Evaluation

Description

- Conduct **annual drills** for emergency communication.
- Test **equipment and channels** (PA system, email alerts, social media).
- Gather **feedback from residents, families, and staff**.
- Review and update plan **every 12 months** or after major incidents.

Action Cycle

- **Annual Drills:**
 - Conduct two full-scale communication drills per year.
- **Monthly Testing:**
 - Verify PA system, email alerts, and text notifications.
- **Feedback:**
 - Collect resident/family/staff feedback after each drill.
- **Review:**
 - Update plan annually in January.

External Communication Guidelines

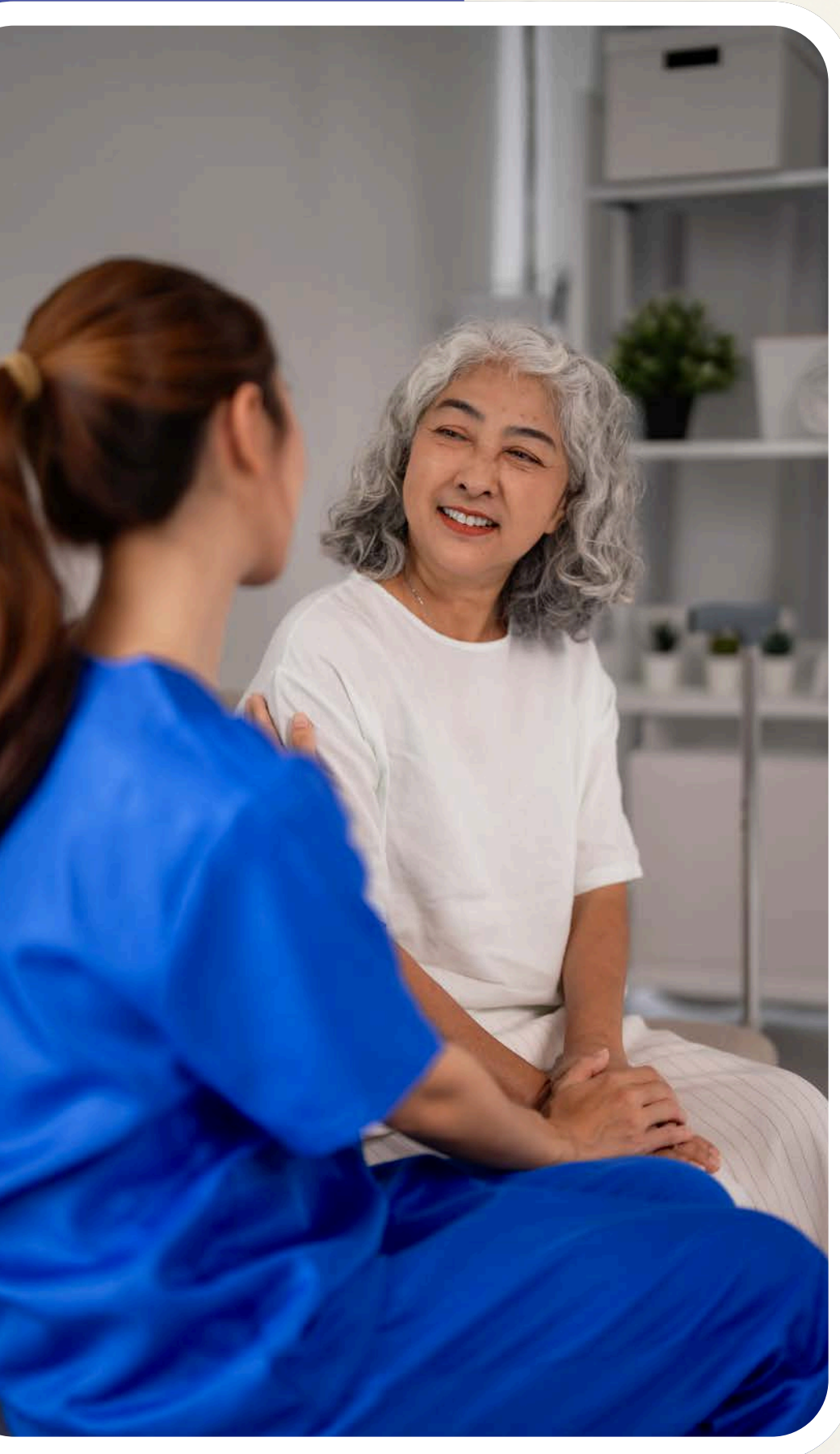
Description

- **Transparency:** Share accurate, timely information with stakeholders, media and regulatory bodies
- **Media Relations:** PR Director drafts releases; CEO approves and delivers statements.
- **Government Relations:** Regular updates to MLTC and Ontario Health at Home.
- **Community Engagement:** Share sector challenges, best practices, and progress reports.
- **Hillcore:** Quarterly meetings with Hillcore to corporate updates.
- **Lenders:** Regular updates to Lenders.

Action Rules

- **Media Relations:**
 - PR drafts → CEO approves → Release within 24 hours.
- **Government Relations:**
 - Submit updates within mandated timelines.
- **Community Engagement:**
 - Host annual open house and quarterly stakeholder briefings.





Resident-Centered Focus

Description

- Provide **accessible information** (plain language, multiple formats).
- Educate residents and families on **their role in care delivery**.
- Encourage **two-way communication** (feedback channels, surveys, family councils).
- Highlight **services and access pathways** clearly.

Action Practices

- Provide **plain-language summaries** of care updates.
- Offer **translation services** for non-English-speaking families.
- Hold **monthly family council meetings** with action logs.
- Create **feedback loop**: survey → analyze → report back within 30 days.

Critical Components



Preparedness

Clear activation steps for emergencies.



Consistency

Unified messaging across all channels.



Transparency

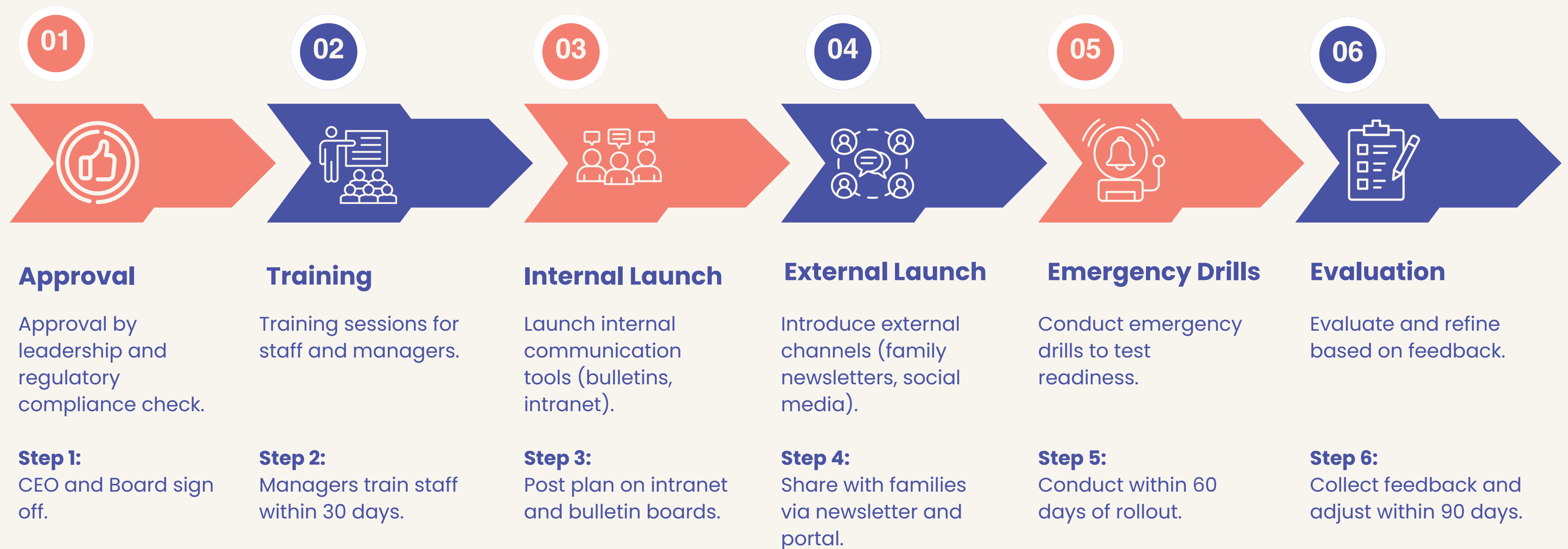
Honest communication about challenges and progress.



Engagement

Active involvement of residents, families, and staff.

Rollout Process



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www.omniqualityliving.ca

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