

The **POWER** of ATTORNEY PROJECT

Intro Podcast – About the Project

Mary - Welcome to the Power of Attorney Project. My name is Mary Bart, Chair of Caregiving Matters.

Chris - My name is Chris Kata, Board Director with Caregiving matters.

Mary - We would like to share with you some of the highlights of an exciting and innovative project that we are launching this summer that may be of interest to you. The power of attorney project is a technology based project, bringing together a wide variety of experts from various industries and disciplines to educate adult children and seniors about power of attorney issues on such topics as:

- senior care
- health and safety
- housing options
- money management
- tax issues
- tax credits
- financial planning
- insurance options
- estate planning
- funeral planning

Chris - **Mary, what do we mean when we say power of attorney?**

Mary - When we say “Power of Attorney” or “POA” we are really referring to attorneys or substitute decision makers or SDM’s. Although POA is an incorrect title for a person, it is the common title that most people will understand. For example, it is not unusual to hear someone say, “I am my mother’s POA”. This project targets three groups:

- Those who are already named as POA’s
- Those who expect to be named as POAs
- And those who have not yet named their POA

POA’s may be seniors who are responsible for perhaps a spouse, sibling, neighbor or even their own parent. POA’s can also be adult children of seniors. According to a recent Scotiabank study, 50% of Canadians have a will, however the study found that only 1/3 or 33% of Canadians have a power of attorney for property while 59% do not have one and 8% say they don’t know what it is.

Chris - There has been some confusion about what POA's are responsible for. Mary, can you explain in more detail?

Mary - Most POA's have the responsibility to manage and make decisions around both care and property. Many are not skilled to take on this very important role but would like to know more to do a better job.

Chris - Mary, tell us a bit about the project.

Mary - There are two core components to this project. First, we are producing a full day of workshops that will be available as live webinars then later produced into website videos and dvds. Second, we are producing podcasts as part of a collaborative, social forum series that brings together experts such as care managers, doctors, retirement home executives, lawyers, accountants, trust officers, funeral directors, and social workers to share their perspectives on POA issues.

Chris- What can listeners expect from the podcast series?

Mary –

- Each podcast will focus on a specific topic with a new guest expert delivered in a casual conversational question and answer format.
- The content will be short, easy to understand and eclectic.
- Each episode is intended to provide general information only and is not intended to be a substitute for seeking personalized legal, financial or other advice. Our goal is to raise issues for our audience to further explore on their own in their own local communities with their own local experts.
- The podcasts will also include a social forum where website visitors will be able to continue the conversations online and be able to offer suggestions for future podcast topics.
- Aired podcasts will be available on the website allowing listeners to click, listen and learn at their own pace.
- Contact information about each guest expert will be included so that the site visitors may contact that guest expert to further explore the topic and discuss their issues in a confidential manner.
- We hope that our audience further explores the topics that we cover so that they can tackle and solve their own issues because of their improved literacy skills.

Chris - **Mary, talk to us a bit about some of the goals of the project.**

Mary - Some of the goals include:

- Having experts share their knowledge and allowing individuals and families an opportunity to have their questions answered, increase their understanding and develop skills and strategies to help them deal with some of the complex and difficult issues of aging.
- Another goal is supporting a call to action for families to start talking about their Power of Attorney issues and take definable steps towards their own greater peace of mind.

Chris - **Are there any partnering opportunities?**

Mary- Yes Chris, there are. We are seeking project partners across Canada who:

- Want to share their expertise to educate POA's
- Partners and promotional strategies that will support and expand the intergenerational, multicultural, cross industry , reach and learning opportunities for all Canadian seniors and adult children regardless of where they live. Because POA's are often living in different jurisdictions, this creates a unique opportunity for our audience to learn from experts from across Canada about specific local issues and laws and how they may affect their families living in those jurisdictions.
- We are working to develop relationships that provide advice, introductions to people and with individual podcast guest experts.
- We will gladly work with individuals and groups who share our desire to educate POA's and want to help us reach as many people as possible.
- We assume that most people interested in participating in this project will have specific ideas to support our initiative.
- There are sponsorship and advertising opportunities for those who wish to promote their products and services to our community to help raise their profile within the project. We are open to discussing how this project can benefit other organizations while supporting a greater and bigger network.
- This project is for all of us to develop, share ideas, and create exciting ways to come together to educate and support POA's.

Chris - **Mary, who are our initial project supporters?**

Mary –

The Government of Canada's New Horizons for Seniors Program has provided \$50,000 in funding for this project. Other initial project supporters are: The Care Guide, Care Connect, The Healing Cycle Foundation and Scotiatrust.

"Caregiving Matters" is an internet based registered Canadian charity dedicated to educating and supporting family caregivers. 90% of our work is done online and by leveraging technologies. 10% is done by producing local educational events. We leverage technologies in everything we do ensuring greater reach and sustainability. We trust that we have given you some of the highlights of our exciting initiative. We look forward to your questions and your ideas.

Chris - **Mary, if listeners have questions, what is the best way for them to contact us?**

Mary Bart- You can contact me directly Mary Bart and I am at 905-939-2931. My email is mary@caregivingmatters.ca and our website is www.caregivingmatters.ca