



Make a Difference
Be a de Souza Nurse

Annual Report

April 2011 - March 2012



Message from the Director

I am pleased to report on de Souza Institute's year IV achievements. We accomplished our projected goals and increased our eLearning system capacity to cover 27 courses, introduced new online interactive tools to enhance learning experiences, launched an ePortfolio to help nurses track their progress and added another 1,000 new learners to the de Souza community for a total of 4,000 learners. With 27 courses in total, de Souza Institute is able to offer nurses a full set of curriculum covering an entire continuum of cancer care from cancer prevention, patient education, treatment and symptom management, to palliative care and survivorship. In terms of workforce recruitment and retention, we have 3 new offerings which address self-care and professional development: Summer Institute of Clinical Health Research in June, Managing Grief and Loss in July, and the Advanced Oncology Nursing Leadership course in October 2011. Supporting self-care and career development is an important component for a healthy workforce.



This year, the Institute made a concerted effort, in collaboration with Cancer Care Ontario, and Regional Cancer Centres, to support nurses taking the next step - implementing best practices based on their learning, and becoming a *de Souza Nurse*. All de Souza courses are now aligned with our *de Souza Designation*, with four core competency domains in “treatment and delivery of evidence-based care”, “therapeutic and supportive relationships”, “developing professional practice and leadership”, and “patient teaching and coaching”. By earning a *de Souza Designation*, a nurse is obtaining official recognition of advanced cancer care knowledge and skills, which includes completion of a well-structured, intensive educational component covering the entire cancer care continuum and a clinical fellowship in cancer nursing, supervised by experienced oncology mentors.

This was a milestone year for de Souza Institute by the realization of the first *de Souza Nurse* in February 2012. Ms. Carol Gunsch from Waterloo Regional Cancer Centre became the first *de Souza Nurse* in Ontario. Carol exemplifies the essence of a *de Souza Nurse*. She continually engaged in professional development and enhanced her nursing skills from her times as a nurse with diploma preparation to a nurse with baccalaureate education. In 2011, she participated in de Souza Institute's study group and successfully obtained her national certification in oncology nursing. This year she became the first specialized oncology nurse reaching the level of *de Souza Designation*. Ms. Nicole Foy, a registered nurse from Health Services North in Sudbury followed closely behind to become the second *de Souza Nurse* in March 2012. Many of the 4,000 de Souza learners are working towards the designation and our ultimate goal is to support every nurse in cancer care to achieve *de Souza Designation* and to provide the best cancer care to all Ontarians.

In 2012-13, we will continue our effort to support more and more nurses to obtain *de Souza Designation*. We will profile *de Souza Nurses* through a province-wide public campaign to raise awareness on the importance of oncology nursing excellence for cancer patients and their families, policy makers and the public at large.

Our learners include not just registered nurses specialized in oncology but generalist nurses as well. As a large number of cancer patients will receive a broad range of services in non-oncology clinics close to home, one of the priorities in year-5 of our operation is to reach as many nurses in the community as possible. There are four streams within the designation system to embrace the entire cancer care continuum.

- **de Souza Nurse:** Nurses who provide cancer care as specialized oncology nurses and are certified in oncology or hospice palliative care by the Canadian Nurses Association (CNA)
- **de Souza Nurse Associate:** Nurses (e.g. generalists) who provide cancer care in non-cancer clinics, such as surgery, palliative care, home care and rural and community care
- **de Souza APN:** Master's prepared nurses working in oncology or palliative care
- **de Souza Scholar:** PhD level nurses working to advance education and research in oncology or palliative care.

For nurses working towards de Souza APN, a new graduate diploma program in oncology / palliative care has been developed in collaboration with the University of Windsor, to address the gap of clinical specialty training at the graduate school level. Nurses with a Master's degree and/or primary care nurse practitioners will benefit from this program and be well-supported to provide much needed cancer care and palliative care in hospitals and especially in the communities.

With the realization of the first cohort of *de Souza Nurses*, we will continue to highlight the career path of these champions, and to further learn about what sets them apart from others and how they will lead cancer care transformation. Our evaluations will follow career paths of these nurses and aim to identify enabling factors and those associated with retention in the field

This year is our final year of a five year funding period. To meet the complex care needs of the growing cancer patient population, in cancer centres and in the community, we aspire to further build upon the success of de Souza Institute to establish a *de Souza Model of Care* and expand all programs to provide an educational, lifelong learning platform to prepare an adequate oncology workforce. The Institute will continue to embrace our collaborative approach with provincial policy makers, Cancer Care Ontario (CCO), hospitals, community agencies and other stakeholders (i.e. Canadian Nurses Association) to deliver patient-centered, accessible, evidence-based, and sustainable care at the right time and close to home, by *de Souza Providers* capable of delivering high quality services across the cancer care continuum.



Mary Jane Esplen, RN, PhD
Director, de Souza Institute

Message from the Co-Chairs

We are very pleased to present the fourth annual report from de Souza Institute. The number of nurses who received educational support from de Souza Institute reached 4,000 in 2011, tripling the total number of 1,200 learners in 2009. Innovation in eLearning and teaching continues to be embedded throughout the entire de Souza curriculum from topics on prevention to treatment to palliation, meeting the needs of nurses across the cancer care continuum. The ePortfolio was introduced, along with social media and mobile learning, to bring easily accessible yet high quality education to nurses working in any setting and anywhere along the continuum of care, and to leverage the rapid growth of knowledge generation and delivery capacity from the advancement in mobile technology.

In 2012, the first *de Souza Nurse* was awarded, a significant milestone for de Souza Institute. Many nurses are working towards the designation and we expect more nurses reaching *de Souza Designation* in front line care in 2012. de Souza Institute has made a significant contribution to oncology nursing in a short period of time. This astounding program receives ongoing guidance from the steering committee. The original goals and vision of the proposal for a knowledge translation vehicle are being fully operationalized by the dynamic de Souza team. Working with its local and provincial partners, the Institute will support every nurse in Ontario, regardless of geographic area or practice role, to work towards the designation and to build a culture of lifelong learning across the nursing community of practice. Lifelong learning is important to bring the latest evidence to patients and families who must deal with this difficult and complex illness.

As co-chairs, we are extremely proud of Dr. Esplen and her team and their accomplishments to date. We look forward to ongoing developments of de Souza Institute with its mission to inspire and empower Ontario nurses through education and mentorship to provide the best cancer care.

The Institute is now in its last year of the five year funding cycle and the steering committee is working hard with partners and stakeholders to ensure that this excellent program is sustained beyond 2013. It is critical that de Souza Institute continue its excellent work to drive change in knowledge and evidence-based practice in cancer care, in workforce leadership and expansion of roles across the cancer journey. We must support the continuation of de Souza Institute given its success in building capacity to meet the needs of cancer patients, those at risk for cancer, and those living past the diagnosis.

Dr. Joy Richards

Vice-President of Professional
Affairs and Chief Nurse
Executive, University Health
Network

Esther Green

Provincial Head, Nursing and
Psychosocial Oncology,
Cancer Care Ontario

Dr. Mary Gospodarowicz,

Medical Director, Princess
Margaret Hospital Cancer
Program

Who We Are

Name	Executive Director	Contact Information
de Souza Institute	Dr. Mary Jane Esplen 700 University Avenue, HSC14 Toronto, Ontario M5G 1Z5	Tel: (416) 340-3024 Fax: (416) 946-4580 Email: mesplen@desouzanurse.ca

Governance

De Souza Institute is governed by a steering committee consisting of representatives from University Health Network (UHN), Cancer Care Ontario (CCO), University of Toronto, McMaster University and the Ministry of Health and Long-Term Care (MOHLTC) Nursing Secretariat.

Co-Chairs of the Steering Committee

- Dr. Joy Richards, Vice-President and Chief Nursing Executive, UHN.
- Esther Green, Provincial Head, Nursing and Psychosocial Oncology, CCO.
- Dr. Mary Gospodarowicz, Medical Director, Princess Margaret Hospital (PMH).

Steering Committee Members (in alphabetical order)

- Paul Alofs, President and CEO, The Princess Margaret Hospital Foundation.
- Dr. Denise Bryant-Lukosius, Assistant Professor, McMaster School of Nursing
- Dr. Debra Bourne, Provincial Chief Nursing Officer, MOHLTC (a member of the committee until December 2010).
- Dr. Pam Catton, Director of Education, PMH
- Barbara Fitzgerald, Director of Nursing, PMH
- Dr. Doris Howell, RBC Chair, Oncology Nursing Research, UHN
- Pam Hubley, Associate Chief of Nursing Practice, Hospital for Sick Children
- Nancy Lefebvre, Chief Clinical Executive, VP, Knowledge and Practice, Saint Elizabeth Health Care
- Dr. Claire Mallette, Director, School of Nursing, York University.
- Dr. Sioban Nelson, Dean, Lawrence S. Bloomberg Faculty of Nursing, U of Toronto.

The Institute's associated academic faculty include Dr. Mary Jane Esplen (Director), Dr. Doris Howell, RBC Chair in Oncology Nursing Research (UHN), Dr. Denise-Bryant-Lukosius (McMaster U), Dr. Debra Bakker (Laurentian U), Drs. Jonathan Hunter, Gerald Devins, David Streiner (U of Toronto), Dr. Deborah McLeod (Dalhousie U), Dr. Wendy Meschino (North York General Hospital), Dr. June Carroll (Mount Sinai Hospital), Dean Linda Patrick, Dr. Maher M. El-Masri (University of Windsor), Dr. Mary Vachon (Wellspring), as well as advanced practice nurses and expert oncology nurses at PMH and other cancer programs across Ontario.

Vision, Mission and Strategic Goals

A vision statement was developed during the first strategic planning process in 2008 and revised during the second strategic planning process in February 2010.

Vision

To be a world leader in oncology nursing excellence and innovation.

Mission

To inspire and empower Ontario nurses through education and mentorship to provide the best cancer care.

Strategic Goals

The following goals were set during the second strategic planning process in February 2010, for the 2010-2013 in the following areas:

- **Organization:** The success of de Souza depends on its committed staff and excellence in leadership. Goal: Optimize workflow, communication and consistency of approach.
- **Technology:** A key area to the success of de Souza Institute. Goal: Create a sustainable, scalable and adaptable IT infrastructure.
- **Education:** A key philosophy and action of de Souza Institute. Goal: Develop criteria for *de Souza Designation* and fully implement it by 2013.
- **Evaluation:** To ensure that the roadmap for program creation and delivery is driven by evidence-based knowledge. Goal: Implement an evaluation framework incorporating measurement of de Souza impact on nursing workforce, patient outcomes and system performance.
- **Partnerships:** Strong partnerships are a cornerstone of the Institute and a critical success factor. Goal: Develop and sustain strong relationships with multiple partners and stakeholders.
- **Marketing:** Market to nurses and other health care providers, stakeholders and the general public on what de Souza Institute could offer to enhance quality of cancer care. Goal: Generate awareness around de Souza Institute, its programs and products.
- **Funding:** The Institute is generously funded by the government of Ontario. It is important to create a sustainability plan to continue the broad impact of de Souza Institute. Goal: Sustainable funding beyond 2013.

What We Deliver

De Souza Institute reached its original five year targets in the first two years. A new set of five year targets was proposed in year-two and de Souza Institute is committed to meeting these new five year targets within the timeline.

New five year target	Status at the end of 2011/2012 fiscal year	% of target achieved
A total of 800 nurses will write the CNA Certificate exam in oncology or hospice palliative care in Ontario by 2013 (an increase from the original target of 300)	450 nurses have passed the CNA certification exam by 2011. Another 150 nurses wrote the exam in April 2012	75%
Up to 3,000 nurses who work with cancer patients will participate in de Souza Institute educational events (an increase from the original target of 1000)	4,000 nurses have participated in de Souza activities	120%
A well-established menu of 10 graduate level courses in oncology or hospice palliative care related field will be offered by 2013	Four graduate level courses have been offered in collaboration with the Interprofessional Psychosocial Oncology Distance Education Program (in partnership with CAPO) and the University of Windsor. Course credits are recognized by the consortium of universities. A graduate diploma program in oncology nursing and / or palliative care has been developed. Pending approval by Quality Council, enrolment will start in Fall 2012 with four courses, a simulation, and a preceptorship to further train NPs and graduate level nurses	80%
For 14 regional cancer centres, by 2013, a significant number of their oncology nursing work force will have CNA certification, and be in the process of obtaining a <i>de Souza Designation</i>	<i>de Souza Designation</i> has been launched and the first <i>de Souza Nurse</i> realized in 2012. Cohort data will be collected in partnership with Cancer Care Ontario and the fourteen regional cancer centres	450 certified nurses across 14 LHINs are working towards the designation

Summary of Year IV Results

Building on the success of the first three years, the year-IV operation delivered the following results:

- Connecting education with innovation in information technology.
 - The ePortfolio system allowed learners to showcase and track their accomplishments in de Souza courses, as well as track their progress towards *de Souza Designation*.
 - Avatars were introduced in a Radiation Oncology course to further motivate learners and help them process complicated information in an engaging learning environment.
 - The redesigned de Souza website included taxonomy based course listings, comprehensive search functionality, an events calendar, and frequently asked questions feature.
 - Mobile learning was fully implemented in the eHealth Nursing and Oncology course. The Institute also continued to develop a social media presence on Twitter and Facebook, in order to leverage rapid advancements in technology.
 - While 56% of de Souza courses are entirely online, other models of teaching, such as in-person workshops and videoconferences (Ontario Telemedicine Network-OTN) continue to be offered to reflect diverse oncology content and cater to different learning styles of nurses. Course evaluations indicated that the outcomes were comparable between OTN based learning and eLearning, using study group data from 2009-12. Nurses embraced the online learning format and progressed in their knowledge acquisition. Online learning facilitates even greater accessibility.
- Leading change in oncology nursing practice, via *de Souza Designation*.
 - Supported by the ePortfolio, all 27 de Souza courses are aligned with *de Souza Designation*, in four core competency domains recognized by CANO: “treatment & delivery of evidence-based care”, “therapeutic & supportive relationships”, “developing professional practice & leadership”, and “patient teaching & coaching”.
 - By earning a *de Souza Designation*, nurses obtain official recognition of advanced cancer care nursing knowledge and skills. Nurses with *de Souza Designation* will lead the way and show case the best cancer care in Ontario. Two oncology nurses became the first *de Souza Nurses* in spring 2012. Many of the more than 4,000 de Souza Learners are working towards the new designation.
 - To continue to attract generalist nurses in non-cancer acute care hospitals and community nurses working in homecare, long term care and primary care, de Souza curriculum includes a set of courses that are foundational for any nurse who is interested in cancer care and who encounters cancer patients within their practice settings. These courses support the provision of cancer care occurring within multiple non-specialist settings. Examples include the Foundations of Oncology Nursing Practice course which attracted more than 1,100 nurses in the first year after launching and the Pain Assessment and Management workshops with more than 1,000 participants. Among them, 15% were RPNs.
 - In 2012, development began on a new “foundational” palliative care course. Also under consideration is a unique “Just-In-Time” oncology course for generalist nurses such as emergency room and surgical nurses who care for cancer patients requiring medical attention for non-cancer related concerns.

- Capacity building to leverage local resources and develop de Souza champions.
 - A province wide facilitator course is in place by de Souza to prepare and support facilitators to deliver standardized chemotherapy and biotherapy curriculum within each region. A maintenance course has been launched for local facilitators who received initial certification in 2009 to retain their competencies. Altogether, there are a total of 37 facilitators across the LHINs in 2011 who have delivered this course locally. All together, a total of 1,144 nurses participated in the standardized chemotherapy and biotherapy course across 14 LHINs.
 - The facilitator capacity building approach was expanded in the area of palliative care thorough the Interprofessional Education in Palliative and End-of-Life Care (EPEC-O) workshop. Participants learned strategies and received educational tools and materials for teaching core competencies of palliative and end-of-life care to peers in their own institution or local areas. de Souza Institute is providing follow up support and tracking knowledge dissemination activities in 2012.
 - For nurses in formal leadership and advanced practice roles across the continuum of cancer care, a 9-month Advanced Oncology Nursing Leadership Certificate Program was offered to 10 selected nursing leaders. These nurses have engaged with local and global leaders, and are applying and integrating course concepts to their current practice through a mentor relationship and project work.
 - At the graduate level, a graduate diploma in oncology and palliative care has received senate approval and is submitted for approval by the Quality Council at the University of Windsor. If approved, it will receive the first cohort of students in Fall 2012. Nurses enrolled in Master's or NP programs will receive intensive training to obtain advanced knowledge and skills in oncology and/ palliative care with the goal of leading high quality service delivery in cancer care.
- Development of a comprehensive marketing/communication strategy for the province wide launch of *de Souza Designation* and a systematic evaluation strategy.
 - A comprehensive communication and marketing strategy has been developed to introduce the de Souza educational activities and the new *de Souza Designation* to oncology nurses and Ontarians. New initiatives include subway ads, a YouTube video of "*de Souza Nurses*" sharing their incredible stories and revealing how de Souza education has improved quality of care for patients.
 - A series of focus groups were conducted across Ontario with cancer patients, survivors and the general public about their experiences with nurses, and their perception of the "ideal nurses" as well as to consider the notion of an "ideal patient" in the system. Specifically, we explored what the public hope to receive in cancer care: their values, priorities and goals. This strategy helps ensure that de Souza programs also meet the needs from the perspectives of patients and families.
 - A pilot study has been completed on two inpatient units where nurses were specifically supported to achieve a *de Souza Designation*. The impact of *de Souza Nurse* pilot will be evaluated from the angles of quality of care, nurses' perception of empowerment and confidence, patient satisfaction, and system performance
 - A systematic long term research program will be allowing follow up of the cohort of *de Souza Nurses* throughout their career paths and in their leadership roles in delivering high quality oncology care across the province.

Summaries of Year IV Evaluation and Key Contributing Factors

Component	Connecting education with innovation in IT	Leading change through <i>de Souza Designation</i>	Capacity building across 14 LHINs	<i>Become de Souza Nurse</i> campaign to promote nursing excellence
Target group	<ul style="list-style-type: none"> Oncology nurses and generalists 	<ul style="list-style-type: none"> Oncology nurses / generalists Managers Other providers 	<ul style="list-style-type: none"> Nurse educators APNs, PhDs LHINs and cancer care organizations Universities 	<ul style="list-style-type: none"> Nurses Patients and families Public
Objectives	1. To foster innovation and tailor teaching methods to different generations of nurses	2. To promote and support best practices through <i>de Souza Designation</i>	3. To train oncology expert nurses to become <i>de Souza</i> champion and deliver the standardized <i>de Souza</i> curriculum 4. To provide post graduate training	5. To launch the <i>Become a de Souza Nurse</i> campaign and to evaluate the impact of the <i>Designation</i> on nurses, patients and the system
Outcome indicators	<ul style="list-style-type: none"> Ongoing improvement in eLearning system Expansion of teaching tools, i.e., mobile learning Examination of “what works for who” 	<ul style="list-style-type: none"> Continued increase of # of <i>de Souza</i> learners from all levels of cancer care Nurses obtaining <i>de Souza Designation</i> Translating the latest “evidence” into timely and practical clinical decision support and develop Just in Time courses for generalist nurses 	<ul style="list-style-type: none"> Standardized delivery/evaluation across LHINs by trained <i>de Souza</i> facilitators Development of new initiatives, i.e., graduate diploma in oncology nursing Annual <i>de Souza</i> champions’ conference to identify success factors and barriers 	<ul style="list-style-type: none"> Successful launch of <i>de Souza Designation</i> Increased awareness among the public and professionals Measurable impact of designation on workforce and clinical outcomes
Data Source	<ul style="list-style-type: none"> User evaluation and feedback on new teaching methods Participation rate and completion rate by course, by region, by learner demographics Comparison on the effectiveness of various teaching modalities 	<ul style="list-style-type: none"> <i>de Souza</i> learner database indicating % reaching <i>de Souza Designation</i> Outcome data on changes in knowledge and practice Documentation of course refinement, and new course development 	<ul style="list-style-type: none"> # of champions by LHINs, # of local workshops and learner outcome Tracking eMentorship participation Tracking first cohort in the graduate diploma in oncology: i.e., # application, acceptance ratio, % graduating. Annual review via champions’ conference to seek quality improvement 	<ul style="list-style-type: none"> Data on public awareness of <i>de Souza Designation</i> LHIN distribution of # nurses reaching <i>de Souza Designation</i> <i>de Souza</i> unit pilot study evaluation longitudinal data of the first cohort of <i>de Souza Nurses</i> across the province

Objective #1 Connecting Education with Innovation in Information Technology

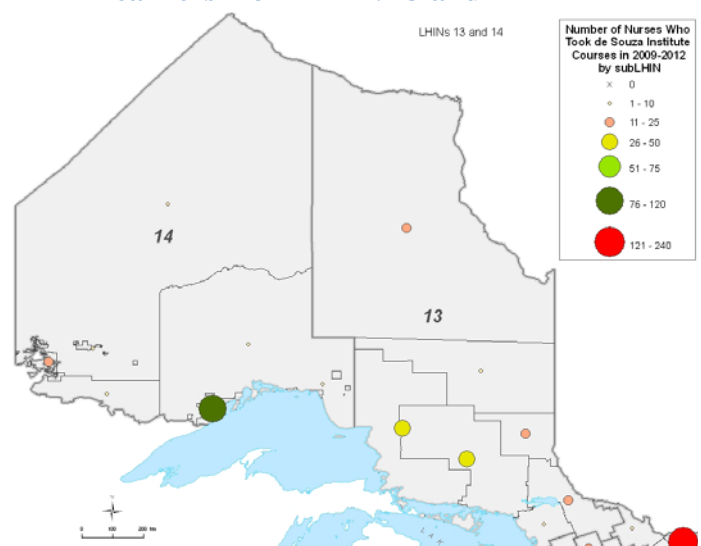
In 2010/2011 the de Souza team introduced an eLearning Centre and Virtual Library as elements of its multimodal teaching process. *Lectora*, an interactive eLearning development software, has been used to supplement traditional text based teaching with engaging and interactive learning games and puzzles. The de Souza Website was redesigned in March to include taxonomy based course listings, comprehensive search functionality, and an easy to use events calendar. The Institute also introduced a helpdesk system to streamline communication with learner population. The ePortfolio system helped automate course completion and certification, fostered learner self management, and enabled de Souza staff to offer participants updates, individualized course recommendations, and council participants as they work towards their designation.

Building on the eLearning development, de Souza Institute has once again taken advantage of leading-edge educational technologies to enhance the learner experience within its courses. In addition to gripping multimedia presentations, learning games and quizzes, the Institute introduced *Janet and Raymond* – animated avatars that guide learners through courses. First featured in the Institute’s Radiation Therapy course, these lifelike characters were customized to engage in conversation with each other and pose questions to learners, prompting learners to think more deeply about the information being presented. Post course evaluation showed that avatars added a unique “social context” to the course and increased learners’ motivation, understanding and retention of complicated facts.



With advancements made in the field of mobile learning or mLearning, the Institute introduced HTML5-based software, enabling rapid creation and deployment of apps that can run on any portable digital device, including mobile phones and tablets. The eHealth in Oncology Nursing course will be fully developed in mLearning and offered in spring 2012. Mobile learning is especially attractive to nurses in Northern Ontario where internet access is often available only at workplaces. mLearning will allow course content to be accessed using hand held devices with or without the required internet access. With eLearning and mLearning, de Souza Institute has reached 257 nurses in LHIN 13 and 14.

Learners from LHIN 13 and 14



The Institute will continue to expand and improve curriculum, leveraging innovation in information technology. At the same time, the Institute will evaluate and compare various learning modes and their impact on learner outcomes, collect and compare multiple ways of teaching and learning, and consider accessibility issues for those who could be disadvantaged or have special needs. As a knowledge broker, the Institute feels the need to take an active role in shaping how, when and where technology is used, to enhance the design of teaching and to contribute to the development of the future of nursing education.

Objective #2: Making a Difference in Oncology Nursing Practice through *de Souza Designation*

Nurses play a vital role in caring for patients throughout the cancer journey – in prevention, screening, diagnosis, treatment, survivorship and palliation. The demand for nurses with specialized oncology knowledge and skills continues to grow and de Souza Institute addresses such demand by setting a new standard of oncology nursing excellence.

Since 2009, de Souza Institute has developed 27 new courses which incorporates the latest standards of practice and guidelines from provincial and national bodies such as the Symptom Guides to Practice and related Algorithms (CCO, 2010), and the Assessment of Psychosocial Health Care Needs of the Adult Cancer Patient Guideline(CAPO, CPAC, 2010). New courses developed in 2011 includes Radiation Oncology, Advanced Care Planning, Advanced Pain Management, Cancer Prevention, Patient Education and to address professional career development and self care in oncology, Advanced Oncology Nursing Leadership, Managing Grief and Loss, and a Summer Institute of Clinical Health Research. A complete list of 27 courses in 2011/12 is provided below.

Treatment & Delivery of Evidence-based Care	Therapeutic & Supportive Relationships	Developing Professional Practice & Leadership	Patient Teaching & Coaching
Course name (# credit)	Course name (# credit)	Course name (# credit)	Course name (# credit)
Radiation Oncology (0.5)	Psychosocial Care Education Workshop (0.25)	Advanced Oncology Nursing Leadership Course (1.0)	Cancer Prevention (0.5)
Foundations in Oncology Nursing (0.75)	Managing Grief (0.25) Care for the Professional Caregivers (0.25)	eHealth Nursing & Oncology (0.25)	Patient Education (non credit)
Chemotherapy & Biotherapy Provincial Standardized Course (1.0)	Advance Care Planning (0.25)	Critical Thinking (0.25) Summer Institute : Health Clinical Research (1.0)	Patient Navigation (0.5)
Pain & Symptom Management Workshop (0.25); Advanced Pain Assessment & Management (0.5)	Psycho Oncology Distance Education (IPODE) courses: • Introduction to Theory & Practice (1.0) • Sexual Health & Cancer Part 1 (0.5), Part 2 (0.5) • Relational Practices with Families in Oncology & Palliative Care (1.0)	Facilitator courses • Education in Palliative and End-of-Life Care for Oncology (EPEC-O) (1.0) • Psychosocial Care (1.0) • Chemotherapy Facilitator (1.0)	Pediatric Workshop: “What’s in a word?” (0.25)
Foundations in Palliative Care(in development)	Survivorship (in development)	Engagement with e-Mentorship Program (1.0)	

Courses were assigned de Souza credits based on preparation requirements and duration. All courses are tracked in the ePortfolio, which automatically tabulates numbers of credits, enables learners to store and print certificates of completion and generally tracks each learner's progress towards *de Souza Designation*.

There are four types of *de Souza Designations* that nurses can work towards:

- **de Souza Nurse Associate** - Designed for Ontario Registered Nurses (RNs) and Registered Practical Nurses (RPNs) who are not specialized in oncology, but care for, or encounter patients living with cancer in their practice
- **de Souza Nurse** - Aimed at Registered Nurses who are certified in oncology, hospice palliative care, or pediatric oncology.
- **de Souza APN** - For Nurse Practitioners, Clinical Nurse Specialists, and Educators who have a Master's degree and certification in oncology, hospice palliative care or pediatric oncology
- **de Souza Nurse Scholar** - Designed for nurses who are pursuing a PhD or post Doctorate, in an oncology or hospice palliative care related field. A *de Souza Nurse Scholar* could be a nursing executive, manager, professor or scientist

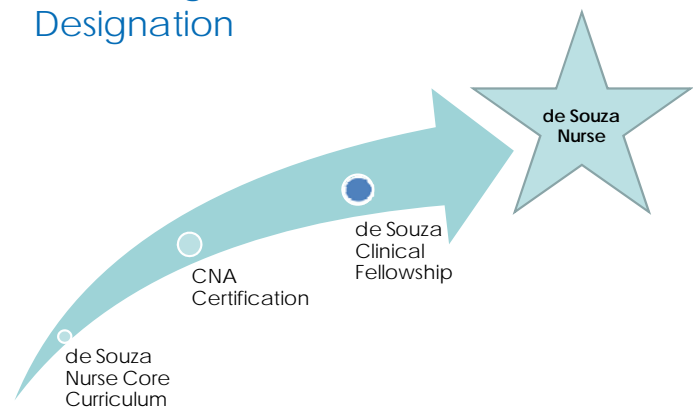
A working group comprised of nursing leaders and de Souza faculty reviewed the national and international literature and best practice guidelines in Oncology nursing excellence, reviewing such models as the McMillan Nurse in UK, and developed *de Souza Designation* criteria to

ensure that it denotes expertise in the highest standards. The designation was designed to be achievable and clinically meaningful to nurses and their employers, and represents evidence-based oncology nursing care in Ontario.

Nurses certified in oncology and palliative care will work towards 4.0 de Souza credits with at least one course completion in each of the four course competency domains. In addition, nurses complete a two week or 75 hour clinical fellowship to take place at any point along the continuum of cancer care (i.e. ambulatory care, palliative care, or cancer prevention in the community), based on

nurses' identified learning needs and professional oncology nursing goals. The clinical fellowship is an integral part of *de Souza Designation*. It augments the coursework by allowing nurses to apply new specialized knowledge and skills in direct patient care, acquire evidence-based best practices under the guidance of an oncology nurse mentors, and improve nurses' confidence in delivery of best quality oncology services.

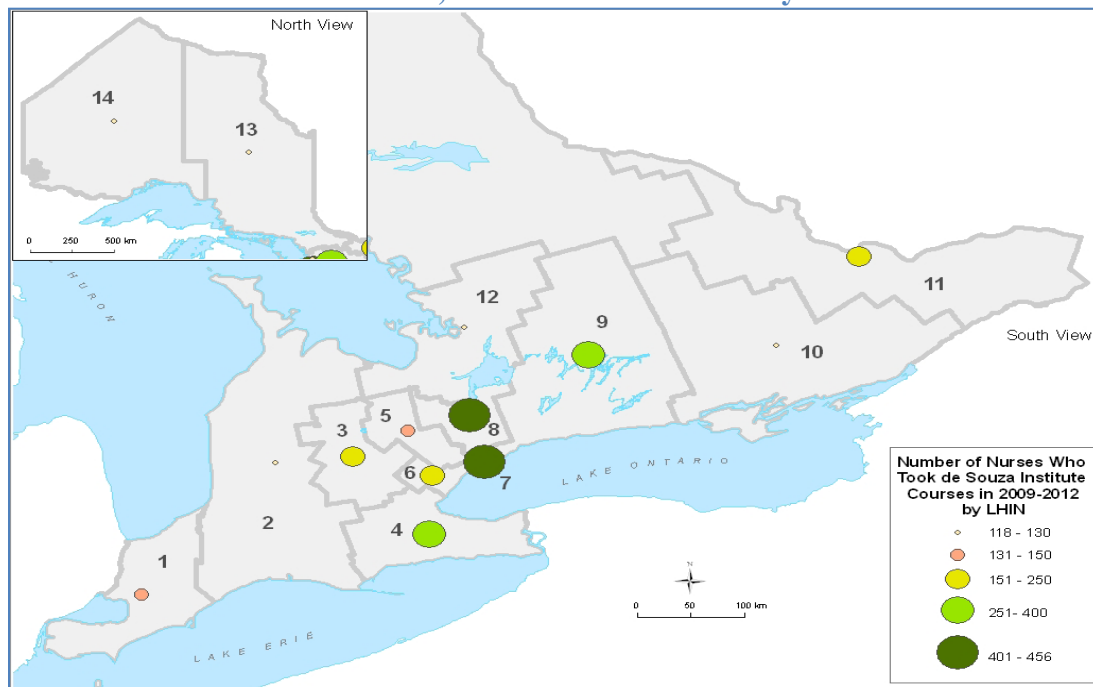
Achieving de Souza Nurse Designation



de Souza Designation is achievable within one to two years as demonstrated by the first two *de Souza Nurses* who are both front line de Souza champions in the South West and North East LHINs. They are role models for the currently engaged 4000 learners at de Souza. Their voices and vision of the best oncology nursing care are captured by the 2012 *de Souza Nurse* video "Our Story" and can be viewed on the de Souza website at www.desouzanurse.ca.

To reach the other 100,000 nurses in Ontario, de Souza recognizes that many of them do not consider themselves as oncology nurses per se, yet they provide care to cancer patients in emergency rooms, surgery unit or ICUs, in primary care, home care and palliative care. A *de Souza Nurse Associate Designation*, therefore, has been created to recognize generalists. In response to their unique needs, a series of courses has been developed focusing on foundational knowledge in cancer care relevant in all health care settings. For example, the Foundations of Oncology Nursing Practice course introduces essential concepts in oncology nursing practice to any nurse with an interest in oncology. It covers four of the most prevalent tumor sites in Canada - breast, prostate, lung and colon cancer, their etiology, prognosis, symptom management and care and psychosocial impact. The Pain Assessment and Symptom Management workshops have drawn more than 1,000 nurses across all LHINs with 30% coming from hospice palliative care networks and long term care homes in the community. Other courses that are applicable to non-cancer nursing include the psychosocial aspects of cancer care, cancer prevention, patient navigation. Three new courses in development will also appeal to the generalists- one focusing on cancer survivorship, a palliative care foundation course, as well as the “Just-In-Time” oncology course, designed for nurses working in settings such as emergency rooms and medical surgery who care for cancer patients seeking medical attention for non-cancer related concerns. The distribution of the current 4,000 learners is displayed in the graphic below. We hope to continue to increase the total number of learners with many more generalist nurses joining the de Souza community of learning.

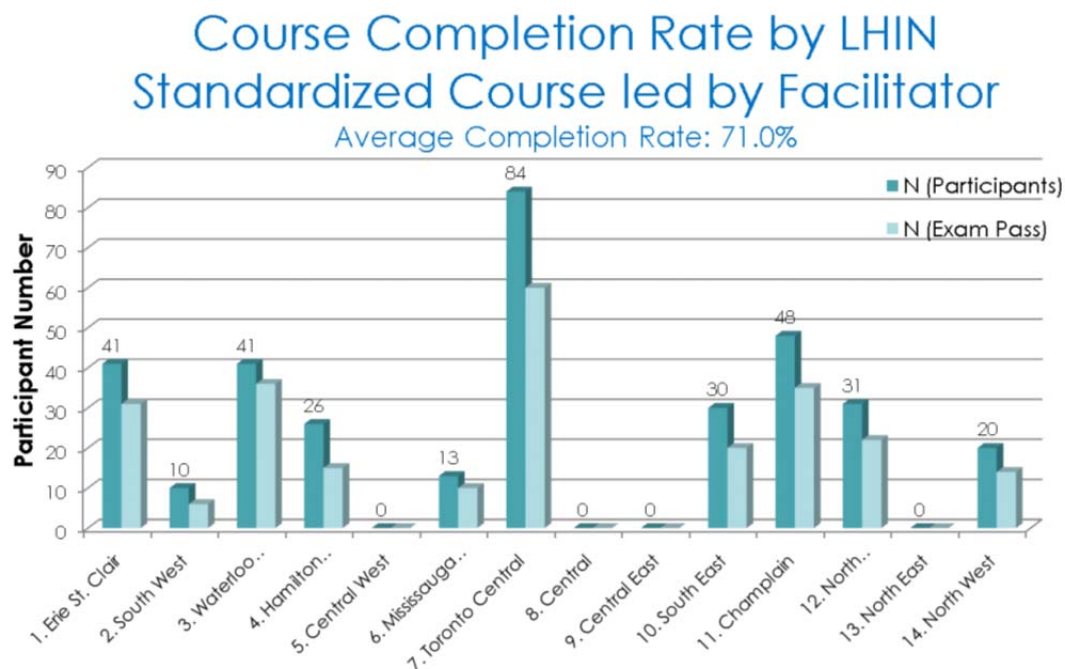
Distribution of 4,000 de Souza Learners by LHINs



Objective #3 Capacity Building across 14 LHINs

The provincial standardized chemotherapy and biotherapy facilitator course is the first program at de Souza to systematically build capacity across the province. An advisory committee was set up for the course to represent the Regional Cancer Programs and/or area of practice (Pediatrics, Community, Advanced Practice Nurses/Leadership) across the province, and provides opportunity for ongoing communication between de Souza Institute and all the partners. Facilitators are nurses who completed the standardized 21 hour chemotherapy and biotherapy course at de Souza and are recognized experts in this field. The goal of the facilitator course is to leverage local resources – recruit nurses with expertise in chemotherapy and biotherapy - prepare, coach and support them to deliver the standardized curriculum in their region.

Since the launch of the facilitator course in fall 2010, 37 facilitators from all LHINs except Central West have received the required preparation to deliver the chemotherapy and biotherapy program within their regions. The facilitators were offered a chemotherapy maintenance course to keep their knowledge up to date. Facilitator-led courses are being rolled out across Ontario. Among 1,144 nurses who have taken the standardized chemotherapy and biotherapy course, 340 (or 30%) received such education in a local setting. Facilitators have also learned methods for systematic evaluation processes to assess learner progress. The rate of locally based course completion, which includes completion of all assignments and quizzes and successfully passing the exit exam, has increased from a 60% to over 70%. With assistance from the de Souza support team, we expect the completion rate to further improve to 80%, matching the average de Souza course completion rate. The distribution of the facilitator led course is described below.



In summer 2012, the chemotherapy and biotherapy course will migrate from a two day OTN based delivery model to an eLearning based model to further increase accessibility. The in person workshop - “the learning lab” - offered currently as the third day of the course will be

retained. Facilitators have been receiving training on how to utilize the new eLearning model for registration, content delivery, and evaluation to ensure quality, consistency, data management and learner support. To further explore the impact of teaching modalities on learner outcomes, the online learning version of the course will be evaluated against the first two years of OTN delivery, comparing the effectiveness of both models in content delivery and user satisfaction.

Two other courses have implemented a facilitator training component. The Education on Palliative and End-of-life Care (EPEC-O) workshop was offered to 60 practicing clinicians in November 2011 in collaboration with The Cancer Journey Action's EPEC™-O Canada project team, supported by the Canadian Partnership Against Cancer (CPAC). Clinicians are currently receiving follow up support from de Souza to document their progress in bringing course content and clinical management tools and strategies to their local settings, via local workshops and in service sessions. A course on psychosocial aspect of cancer care will be included as the third course incorporating a facilitator training component.

In 2012, the champions/site leads from each of the Cancer Centers will work with their community hospitals, long-term care facilities to deliver educational offerings to generalist nurses and further expand the reach of best practices across the province. In 2013, de Souza curriculum will be known as the primary source of learning throughout Ontario by specialists and generalists. To further support and enhance the work of the champions/site leads, the Institute will hold an annual de Souza conference to showcase best practices and provide a venue for networking for nurses across the continuum of cancer care.

To support graduate specialty education, a graduate diploma program was developed with the University of Windsor and received senate approval in February 2012. This partnership builds on the successful delivery of de Souza Institute's courses, and the popular graduate education at the University of Windsor. It will prepare graduate level nurses to address the complex issues in oncology/ hospice and palliative care. The diploma could be obtained in the following manner:

Stand Alone Graduate Diploma	Baccalaureate prepared RNs and PHCNPs seeking graduate level courses in Oncology /Palliative Care Nursing.
Taken Concurrently	Baccalaureate prepared RNs currently enrolled in a PHCNP/MN graduate degree.
Post-Graduation	MN or MSc prepared nurses, including NPs at graduate level.

The program, if approved by the University's Quality Council, will be delivered through the established infrastructure at de Souza Institute and the online learning system at University of Windsor. Students in this new program will complete their courses online, their simulation at the University of Windsor site, and practicum in cancer centres close to home. Nurses completing the specialization will be supported by de Souza's lifelong learning program. The Institute's multi-modal continuing education (CE) courses and the one to one e-Mentorship program provides access and timely educational opportunities and continuous career support to nurses in clinical practice for professional growth.

In summary, de Souza Institute is building partnerships with stakeholders in Ontario to support nursing workforces to provide high-quality care and to establish itself as a leader in the education of oncology nurses from CE to the graduate stream.

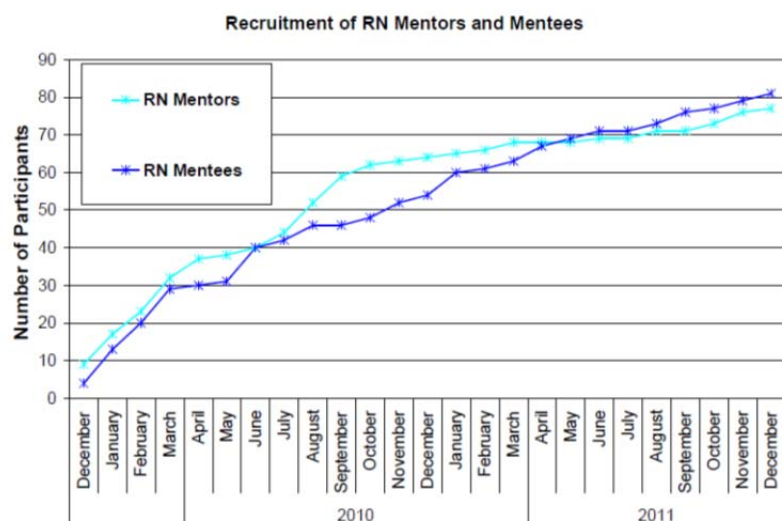
e-Mentorship

Since September 2008, de Souza Institute has partnered with the existing CCO / McMaster University Oncology APN Inter-professional e-Mentorship Program to expand this program for all oncology nurses in Ontario. Key program objectives are to:

- Increase access to oncology nursing role development supports across Ontario.
- Recruit high quality mentors with expertise relevant to generalist, specialized and advanced nursing practice to address the full scope of identified role development needs for novice and experienced oncology nurses.
- Promote the development of effective mentorship skills through mentee/mentor education.
- Promote the development of sustained and effective distance mentorship relationships by providing e-based resources and supports relevant to each stage of the mentoring process.
- Promote oncology nurse participation in the program through the education of oncology nurses, supervisors and cancer care administrators regarding the benefits of mentorship for improving the career development for nurses and implementation of specific oncology nursing roles.

A comprehensive needs assessment was conducted in collaboration with a provincial steering committee to inform the expansion of program services to generalist and specialized oncology nurses. A new electronic collaborative platform was also created to facilitate access to program resources and to promote interaction and networking among program participants, including generalist nurses and specialized oncology nurses. Mentor applications have been updated to incorporate the broad range of mentorship needs of Ontario oncology nurses. A detailed marketing plan to maximize recruitment of mentees and mentors across the province has been developed and is now being implemented.

A number of services have been implemented including: Online Career Development Program utilizing the Five Phase Donner-Wheeler Career Planning and Development Model©; Online mentorship and career development resources; Résumé Writing for Nurses Workshops and Mentorship Training Workshops.



By February 2012, 232 new mentees (74 generalist/specialized RNs, 83 APNs) and 174 mentors (80 generalist/specialized RNs, 86 APNs) had enrolled in the expanded program and 93 mentees had been successfully matched with a mentor.

Objective #4: *Become a de Souza Nurse* Campaign Raising the Awareness of Oncology Nursing Excellence

With the realization of the first two *de Souza Nurses*, de Souza Institute launched the “*Become a de Souza Nurse*” campaign video where nurses caring for patients living with cancer share their incredible stories, among them, the first two *de Souza Nurses*. Stories shared by the nurses range from personal experience with cancer to that of their experiences with patients. In the campaign video nurses reveal how de Souza education has improved quality of care for patients.

To celebrate Oncology Nursing Day on April 3rd, de Souza Institute issued a press release which highlights several *de Souza Nurses* who care for patients living with cancer. The press release was issued on CNW (see appended Media Collection).

Several focus groups were conducted across the province, in Toronto, London, Sudbury and Belleville, to explore, from the perspective of cancer patients, survivors and the general public, the following issues:

- Public attitudes and experiences toward cancer care, as it relates to the care provided by oncology nurses, in a variety of settings (in hospital, outpatient, clinic) and across all stages of care, from diagnosis, through treatment to recovery, at recurrence of cancer, and/or through palliative care
- Public expectations regarding nursing care, in terms of the “ideal” type of care that could be provided
- Public knowledge of the role of nurses, in general, while going through cancer diagnosis, treatment and all phases of the disease
- The gaps in oncology nursing services, based on past experiences and future needs of cancer patients and families, across the continuum of care, from prevention through to recovery, and or palliative state
- Regional differences in the above topic areas, i.e., rural versus urban

A total of 10 focus groups have been conducted in the four regions and results will be used to guide the planning of subsequent *Become a de Souza Nurse* public campaigns.

A comprehensive communication and marketing strategy has been developed to introduce the de Souza educational activities and the new *de Souza Designation* to oncology nurses and Ontarians.

- Subway Ads were posted at Queens Park station and College station, as well as 100 interior subway ads placed randomly throughout subway cars.
- As part of de Souza Institute’s recruitment campaign, an advertisement was placed in the April edition of Canadian Nurse Magazine.
- de Souza Institute launched the “*Become a de Souza Nurse*” campaign on April 3rd, Oncology Nursing Day. A sneak preview of the video was visited by 500 online viewers on March 30th, 2012 in YouTube and the full length video launched on April 3rd, 2012 has been viewed by more than 800 viewers in the first week.

To have a successful campaign, it is paramount that nurses and health care organizations are active participants of de Souza educational activities, and are proud as well as take ownership of the designation. The “*Become a de Souza Nurse*” video was featured prominently on the Ontario Hospital Association website. To reach every nurse and communicate with them on upcoming educational opportunities and campaign activities, de Souza Institute communicates updated information in a variety of ways. Methods include eBlasts with the latest courses, lists of upcoming courses shared at conferences, courses and workshops, eNewsletters, website updates, Twitter and Facebook. de Souza Institute has almost 700 followers on Twitter and almost 100 “likes” on Facebook.

To continue disseminating oncology nursing best practices, monthly provincial oncology nursing rounds and health promotion rounds were set up via the Ontario Telemedicine Network (OTN) videoconference and webcast system. Archives of the rounds were made available to nurses who were not able to attend the live sessions.

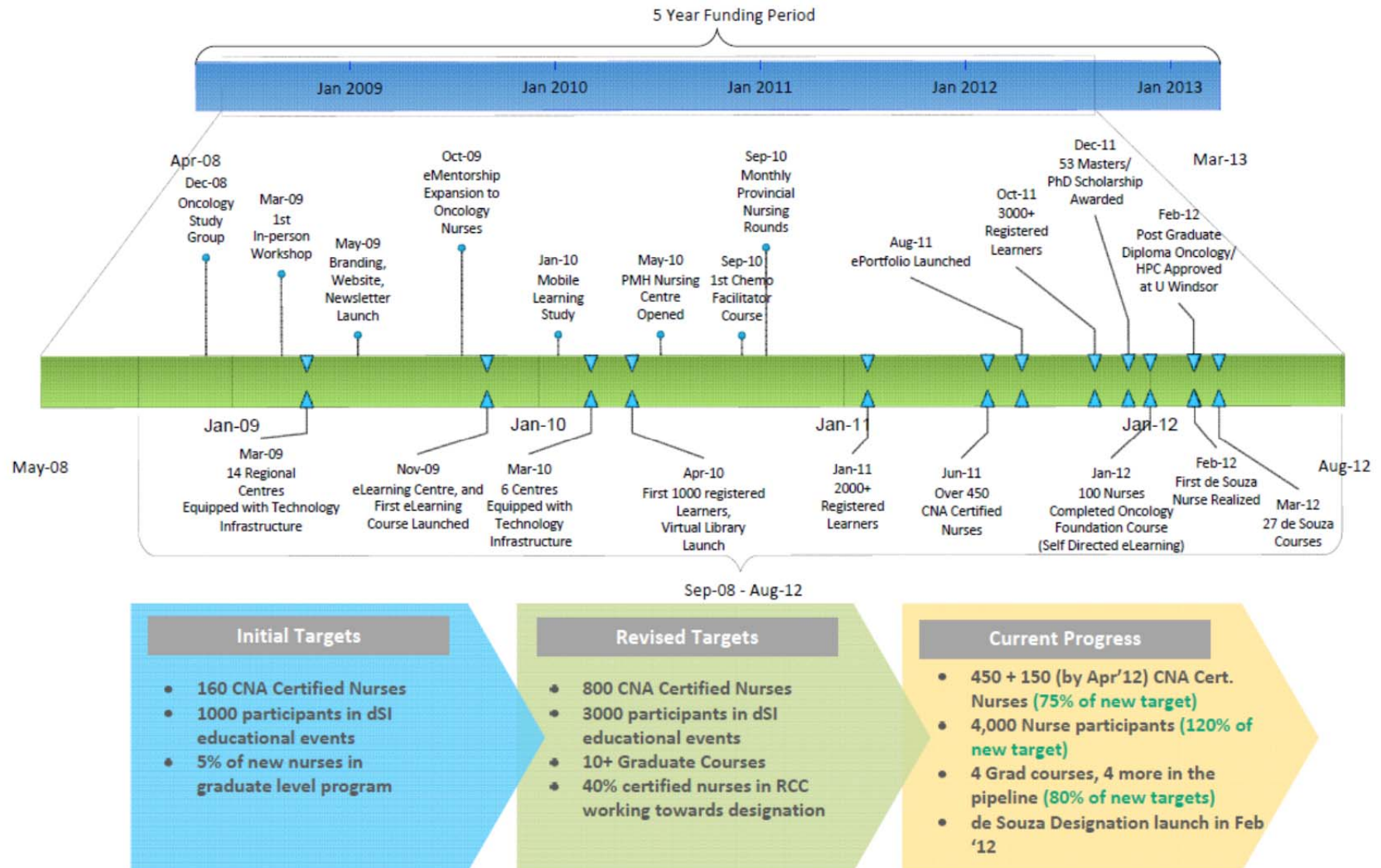
The de Souza website (desouzanurse.ca) plays a significant role in attracting and providing timely information to the public and nurses and it has a steady number of visitors. Over 100,000 visitors used the redesigned website from April 2011 to February 2012, an increase of 200% from the previous year. On average, 12,000 visits and 102,156 page views took place each month.

Starting in April, the Institute will focus its communication and marketing efforts on developing a professional brochure explaining the criteria and benefits of the designation to nurses, for employers and their respective LHIN. The Institute’s Director and Associate Director will visit regional cancer centres, community hospitals and agencies to meet with nursing leadership and nurses at the point of care to promote *de Souza Designation* and answer questions in effort to motivate nurses and employers. The Institute hopes to achieve a strong presence of *de Souza Nurses* in all 14 regional cancer centres by 2013.

It is anticipated that through public awareness and increased interest among professionals, both at the front line practitioner level and among leaders, that institutions will strive towards goals such as having a specific percentage of nurses reach *de Souza Designation*. Such achieved targets could be used in performance reviews and to assure the public that agencies are providing evidence based care with the highest standards.

Long term follow up evaluations will be conducted with *de Souza Nurses* on their career trajectory, through an annual interview. This longitudinal cohort observational investigation will contribute to the nursing education literature by identifying the characteristics of lifelong learners, pathways leading to *de Souza Designation*, career development following the designation, and the impact on the field of oncology nursing.

Summaries of de Souza achievements in the first four years



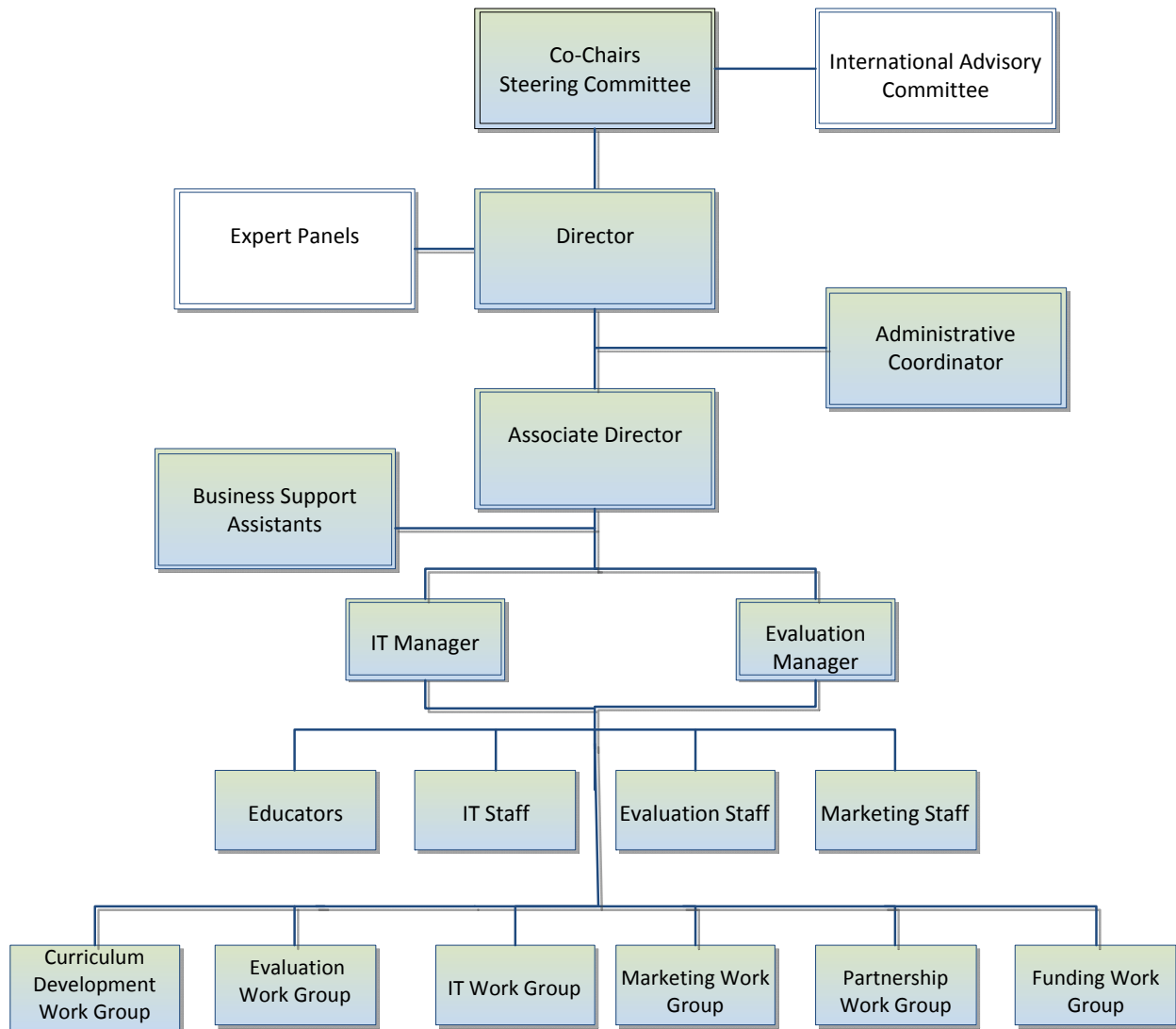
Appendix A

Organizational Structure

The management of *de Souza Institute* will consist of a core team including:

- 1 Director (FTE)
- 1 Associate Director (FTE)
- 2 Managers (IT currently vacant, 1 FTE Evaluation)
- 5 Educators (2 FTE, 3 PTE, plus a number of contract Educators as per needed)
- 1 Senior Communications Advisor (FTE)
- 2 Research Analyst (1 FTE, 1 contract)
- 2 Instructional Designers (both FTE)
- 1 Multimedia Developer (FTE)
- 1 Administrative Coordinator (FTE)
- 2 Business Support Assistant (1 FTE, 1 contract)
- 3 students (2 COOP, 1 Intern)

Organizational Chart



International Advisory Committee

- Professor Sanchia Aranda, Past President, International Society of Nurses in Cancer Care (ISNCC), University of Melbourne, Australia
- Dr. Greta Cummings, President ISNCC, University of Alberta
- Professor Helen Langton, Pro Vice Chancellor and Executive Dean, Faculty of Health and Life Sciences, University of the West of England
- Brenda Nevidjon, President, Oncology Nursing Society, USA
- Dr. Yuri Quintana, Director, Education and Informatics, International Outreach Program, St. Jude's Hospital, USA
- Paula Reiger, CEO, Oncology Nursing Society, USA
- Jennifer Wiernikowski, President, Canadian Association of Nurses in Oncology, Chief of Nursing, Juravinski Cancer Program, Hamilton Health Sciences.
- Dr. Joan Bottorff, Professor, School of Nursing, Chair in Health Promotion and Cancer Prevention, UBC Okanagan.
- Dr. Deborah McLeod, Associate Professor, Dalhousie University and President-elect, Canadian Association of Psychosocial Oncology

Media Collection

April 2011 – March 2012

Canadian Nurse Magazine, April 2011

de Souza
INSTITUTE

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for patients living with cancer?**

**Want to be a part of the latest standard
in cancer care?**

Interested in professional development?

**Looking for online or in person courses
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**Earn your de Souza Designation
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www.desouzanurse.ca

You Tube "*Become a de Souza Nurse*" video



Trailer



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Experience the de Souza Difference. Become a de Souza Nurse.

"I was diagnosed with cancer. I think that people who are diagnosed with cancer deserve the best care that a nurse can give them."
— Nicole, RN, de Souza Student, Sudbury

Sneak Preview - de Souza Nurses telling their stories

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Chemotherapy ...
This course is for those who have completed the Standardized Chemotherapy and...

Foundations in ...
This extensive online course covers the basics of oncology and is best suited to...

Health Promotion ...
The Health Promotion Seminar Series is a collaborative effort between de Souza...

JAN 1st
MAR 1st
APR 15th

Our Story

Sneak Preview
Check out this exclusive sneak preview of de Souza Nurses telling their stories...

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Cancer Care Excellence
Be a part of the latest standard in cancer care nursing...


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kunsang, RN

Become a de Souza Nurse

On Tuesday April 3, 2012, de Souza Institute, an innovative centre of learning dedicated to improving cancer care by supporting excellence in oncology nursing, launched the "Become a de Souza Nurse" campaign where several incredible nurses share their stories.


To hear the stories, visit www.desouzanurse.ca/our-story.

webpoll

Which subject would be the most valuable online training for you and your staff?

- ☐ Venous Thromboembolism (VTE)
- ☐ Wound Bed Preparation
- ☐ Pressure Ulcers
- ☐ Venous Leg Ulcers
- ☐ Diabetic Foot Ulcers

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04.16.2012
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04.18.2012
Region 1 North West Annual Conference: Transforming Organizational Culture



04.18.2012
Primary Care: Promoting Excellence


04.23.2012
Conference for Administrative Professionals: Sustaining

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As the Founder of the Brazilian Carnival Ball, Anna Maria for over 42 years organized and involved herself selflessly in various fund raising activities for a number of charitable institutions in Canada.


[learn more about Anna](#) [▶](#)

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Oncology Nursing Day Press Release


CNW
 CANADA NEWSWIRE

FINANCIALS
 WEBCASTS
 EVENTS

TSX Comp 12040.39 **-174.26 (-1.43)**
 TSXV Comp 1459.93 **-12.67 (-0.85)**
 DJIA 12849.59 **-136.99 (-1.05)**

April 3, 2012 11:00 AM
 - General - Healthcare Facility
 





 SAVE

de Souza Institute celebrates oncology nursing day by launching "Become a de Souza Nurse" campaign

TORONTO, April 3, 2012 /CNW/ - de Souza Institute, an innovative centre of learning dedicated to improving cancer care by supporting excellence in oncology nursing, today launched the "Become a de Souza Nurse" campaign where several nurses caring for patients living with cancer share their incredible stories. Stories shared by the nurses range from personal experience to patient's experience.

"I was diagnosed with cancer. I think that people diagnosed with cancer deserve the best care that a nurse can give," said Nicole a nurse at Health Science North in Sudbury, Ontario.

All the nurses in the campaign are studying or have studied at de Souza Institute. In the campaign video nurses reveal how de Souza education has improved quality of care for patients.

"de Souza Institute has taught us how to manage (chemotherapy side-effects) much, much better," said Inara a nurse at the Ottawa Hospital in Ottawa, Ontario.

To date, over 4000 nurses have participated in de Souza Institute courses and workshops. In just over four years, the Institute has resulted in a 40 percent increase in nurses achieving specialized certification in oncology and hospice palliative care.

"I've heard from many students that they feel empowered and confident after taking courses at de Souza Institute," said Dr. Mary Jane Esplen, Director of de Souza Institute "Courses focus on caring for the patient whether it is pain management or psycho-social needs."

The demand for nurses with specialized skills in cancer care is continuing to grow. Over the next 10 years, Ontario will see a 40 percent increase in the number of people living with cancer. de Souza Institute is helping Ontario to manage this demand.

To hear Nicole and Inara's story and others, visit www.desouzanurse.ca/our-story

About de Souza

Established in 2008, de Souza Institute in partnership with the Princess Margaret Hospital, University Health Network, Cancer Care Ontario and funded by Ontario's Ministry of Health and Long-Term Care, provides ongoing educational support, professional development and career counseling to Ontario nurses caring for cancer patients and families.

de Souza Institute is providing nursing excellence by: delivering innovative continuing education and mentorship programs; helping nurses to achieve national certification; funding graduate scholarships to develop tomorrow's leaders, and supporting nurses in self-care and career development.

For further information:
Shanna Brisebois

Lambton Local Press Coverage on de Souza Nurses

The Lambton Shield | Bluewater Health professional raising her own bar when it comes to oncology nursing

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Bluewater Health professional raising her own bar when it comes to oncology nursing

FEATURE, HEALTH, SARNIA — BY JD ON APRIL 14, 2012 AT 3:22 PM

More than a quarter century after becoming a Registered Nurse, Carolyn McFadden is still doing everything she can to become better at what she does.

And what she does is providing an exceptional level of care to cancer patients and their families at Bluewater Health.

McFadden, who has specialized in cancer care (oncology) for some 14 years, has taken that passion to what many say is the penultimate level—becoming a de Souza nurse.

For those in the nursing profession, that's all that needs to be said. For the unschooled of us, a little more detail might be required.

The de Souza Institute, created in 2008 using funding already going to nursing education at Princess Margaret Hospital in Toronto, is now considered one of the most innovative centres for innovative continuing education, mentorship and fellowship programs to nurses across the province.

Named in honour of the late Anna Maria de Souza, a native of Brazil who became a distinguished philanthropist and volunteer in Toronto, Mrs. de Souza's efforts resulted in over \$53 million raised for a variety of causes, most in the area of health care, her principal commitment being the Brazilian Carnival Ball, the largest charitable fundraising gala in Canada.

Recently, Bluewater Health's McFadden participated in a video encouraging oncology nurses throughout the province to consider doing what she did—becoming a de Souza nurse.

McFadden became an oncology nurse after first serving as an emergency room nurse. When amalgamation of Sarnia's hospitals occurred, she moved to Ambulatory Care, which at the time included oncology.

And yes, she's heard the comments, how oncology must be one of the most depressing places to work.

McFadden couldn't disagree more.

"I think oncology is one of the most rewarding places to be," she says. "I was totally drawn to it."

Part of the attraction is what nurses like McFadden are able to provide to not only their patients, but their families.

"We see what they need, what they go through, and we are able to help them through that cancer journey," says McFadden. "We're able to be an advocate for them, be supportive, and just make it better for them in whatever way we can. No, it's not depressing. It's wonderful."


McFadden does admit she was surprised by how different oncology care can be compared with other areas of the hospital. "From my experience in emergency, you know what's involved: you do this and this and this. It's very task oriented. In oncology, it's more supportive care. It's about teaching, communication and being connected with your patients. It's much more relational in that respect."

That doesn't mean there aren't challenges.

"The hardest part of the job is seeing what some of the patients go through," says McFadden. "Sometimes you can help, and sometimes you like to have everything tied up in a nice neat box, but that's not always the case."

Still, McFadden says she enjoys working with families who are going through "a very hard time."

"You're hoping that you can lessen their anxiety and lessen their issues."



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University of Windsor Graduate Diploma Press Release

NEWS RELEASE



UWindsor Faculty of Nursing partners with de Souza Institute to offer graduate diploma in Advanced Practice Oncology/Palliative Nursing

(Windsor, Ontario, Friday, March 30, 2012) – The University of Windsor announced today that it will be offering a graduate diploma in Advanced Practice Oncology/Palliative Nursing for students in September 2012 (pending approval by Quality Council). Contributing to course development and student support for the graduate level diploma is the renowned de Souza Institute, an innovative centre of learning dedicated to improving cancer care by supporting excellence in oncology nursing.

“We are very pleased to be partnering with de Souza Institute to offer nurses seeking advanced preparation in oncology and palliative care a unique opportunity for professional development at the graduate level,” said Dr. Linda Patrick, Dean of the University of Windsor’s Faculty of Nursing. “This program will be one-of-a-kind, utilizing a flexible delivery approach and the most up-to-date technology. The Windsor community provides a supportive setting for this initiative, and we will be working closely with other local experts, including Cancer Care Ontario, Windsor Regional Hospital and The Hospice of Windsor.”

The post-graduate diploma will be offered using a combination of the University of Windsor’s online collaborative educational environment and state-of-the-art on-site simulation facility. This innovative graduate diploma will be accessible to nurses across Canada.

“We are paving the way in oncology and palliative care nursing in Canada,” said Dr. Mary Jane Esplen, Director of de Souza Institute. “The collaboration is an opportunity for graduate level nurses across the country to develop specialization to better address complexities of cancer care.”

The de Souza Institute’s role in this partnership will be to support research training in oncology, to co-host some of the course offerings, and to facilitate clinical placements in 14 Ontario regional cancer centres. This unique model of learning between the University of Windsor and de Souza Institute will ensure that students pursuing advanced practice education have access to the latest standards in nursing cancer/palliative care.

To learn more about the University of Windsor nursing programs, visit www.uwindsor.ca/nursing. To learn more about de Souza Institute, visit www.desouzanurse.ca.

Thunder Bay

C8 HEALTH

Saturday, April 7, 2012 THE CHRONICLE-JOURNAL

Identifying Heart Attacks in the Field Means Faster Care

by Graham Strong

November 6, 2011. 2 am. Superior North EMS receives an emergency 911 call about a man who is in extreme physical distress – so much so that the first paramedics on the scene request assistance from a new specialized team.

"He was in critical condition when we arrived to assist the first team," said Rob Plummer, a paramedic from Superior North EMS. "When we applied the 12-lead electrocardiogram (ECG), it was clear from the snapshots of his heart that there were sections that were completely deprived of blood and oxygen."

As it turned out, it was Thunder Bay's first positive identification of a "ST-Elevated Myocardial Infarction" or STEMI in the field. Paramedics were able to call ahead to the Emergency Department at the Thunder Bay Regional Health Sciences Centre so staff could prepare for the patient's arrival.

Often when EMS arrives, patients will have symptoms similar to heart attack like chest pain and shortness of breath. In fact, when the program first started, the ECG

showed negative results 15-20 times before they first positively identified a heart attack.

Now that EMS can get a confirmed STEMI in the field, they can call ahead to the Emergency Department so that they can prepare for the patient's arrival.

"We have the results come up on a print out immediately... so now we can be very helpful in getting patients in to [the Emergency Department] faster," Plummer said.

That's important because time is muscle.

"The program is critical due to its positive effect it can have on patient outcome," said Wayne Gates Deputy Chief of Superior North EMS.

Studies have shown that getting the artery reopened with angioplasty in 90 minutes or less can greatly increase positive outcomes including saving heart muscle, reducing recovery time, and reducing hospitalization.

"In the past, it might take an hour, an hour and a half. Now we suspect we'll be having times of about 30 minutes from first patient contact until they are into [the Emergency Department] and

being prepped for the Cath Lab," Gates said.

The program developed in partnership between Superior North EMS, the Base Hospital Program – NW Region, and the Health Sciences Centre.

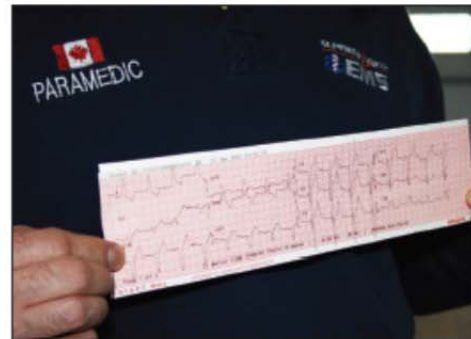
"Our biggest role was being able to give paramedics the tool to do 12-lead in the field. That's key because that speeds up the process so much," he said.

Now all 80 or so paramedics in Thunder Bay have been trained in STEMI identification, and all ambulances are equipped with a 12-lead ECG machine. The program will be rolled out to other Superior North EMS bases in the region in the future.

A large part of the success of the program is the fact that the region has highly skilled paramedics.

"We're very lucky that we have some extremely good medics in this region," said Karen Coulson, Clinical Educator with the Base Hospital Program, NW Region.

To date, four heart attacks have been positively identified in the field, and Gates said he expects they will see up to about 30 STEMI's per year. In one case, the EMS team caught a heart attack



Don Lemieux, a paramedic with Superior North EMS, holds up an example of an ECG graph showing a STEMI heart attack. Training paramedics to positively identify heart attacks in the field will mean faster care for patients – and that's important when time is muscle.

earlier than might have been done previously.

"We had one lady that was just feeling generally unwell – no chest pain or anything. They did a 12-lead on her, and found she had a STEMI. Normally that wouldn't have been picked up and she might have been brought in as a [lower-

priority patient]," Gates said.

For paramedics like Rob Plummer, that in itself is rewarding.

"The first time we had findings, [I thought] this is definitely someone who will benefit from rapid transport – it was very exciting," he said.

Specialized Oncology Nurses Improve the Cancer Journey

by Janine Chiasson

We Celebrated on National Oncology Nursing Day – Tuesday, April 3

Cancer affects people of all ages, gender, and nationalities. One in two North Americans will be affected by cancer at some point in their lifetimes and it is virtually impossible to avoid dealing or living with cancer.

If you have to be part of cancer journey it's good to know that Thunder Bay and Northwestern Ontario's oncology nurses are dedicated to providing the best healthcare practices for their patients: 100% of our nurses are certified in chemotherapy administration.

Treating hundreds of types of cancer is a very complex business that requires a great deal of specialized knowledge, research and clinical skills, and evidence-informed nursing practice. National Oncology Nursing Day was a great day to celebrate oncology nurses for their dedication and expertise and recognize the tremendous role they play in the lives of Canadians.

"Oncology nurses are ideally situated to meet the unique needs of cancer patients and their families," says Dawna Perry,

Manager Clinical Oncology Nursing. "I'm very proud of the hard-working oncology nursing staff at Thunder Bay Regional Health Sciences Centre."

Cori Watson, Manager, Academic Oncology Nursing, reinforces that feeling.

"Not only are they chemo-certified, 80% of our oncology nurses have chosen to validate their expertise by writing the national Oncology Nursing Certification exam. The certification, governed by the Canadian Nurses Association, grants the designation CON(c). In fact, several of our nurses hold two certifications – the CON(c) and the Canadian Hospice Palliative Care certification CHPCN(c)," she said.

National certification distinguishes oncology nurses and is an excellent indication to patients and their families that nurses are qualified, competent, and current in a specialized area of nursing practice.

"Certification represents a commitment to leading edge practice in healthcare standards," said Sarah Rowsell, Clinical Nurse Specialist, Oncology Nursing. "In addition to preparing for the rigorous national certification exam, many of our nurses bolster their knowledge and skills through

voluntary oncology related courses through the de Souza Institute."

The de Souza Institute is an innovative centre of learning dedicated to improving cancer care by supporting excellence in oncology nursing. The Institute provides ongoing educational support, professional development, and career counselling at no cost to Ontario nurses caring for oncology patients in any setting and phase of the cancer care journey.

"Nurses who achieve certification have made a significant personal investment and completed many hours of study," said Perry. "Cancer patients in Northwestern Ontario can feel confident that they are receiving exceptional nursing care."

This year's National Oncology Nursing Day focused on a less recognized aspect of the oncology nurse's role: advocacy. For instance, oncology nurses see firsthand the impact that medication costs cause patients and their families. Together with other members of the healthcare team, oncology nurses help patients and families cope with the high cost of medications and assist them to get access to the medications they need.

The Canadian Association of Nurses in Oncology also believes



Oncology nurses surprised visitors and staff when they staged a flashmob in the main foyer of the Thunder Bay Regional Health Sciences Centre in recognition of National Oncology Nursing Day. The flashmob concluded with a minute of silence in honour of all those whose lives have been touched by cancer.

unmanaged emotional distress in people dealing with cancer permeates all aspects of life through all phases of the cancer experience. Because it affects decision-making and influences people's ability to cope with the activities of daily living, distress should be recognized as the 6th vital sign.

Oncology nurses play a vital role in caring for patients throughout the cancer journey – in prevention, screening, diagnosis, treatment, survivorship, and palliation. They are efficient navigators through the cancer path and a warm, solid presence on the journey. Thank them today.

Hospital News

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HOSPITAL NEWS, January 2011

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Focus: PROFESSIONAL DEVELOPMENT • RECRUITMENT AND RETENTION • HEALTH AND SAFETY

Ontario Nurses receive oncology education and support at no cost

By Rebecca Skinner

When Anna Maria de Souza was treated for cancer at Princess Margaret Hospital in 2007, she was touched by the nursing care she received. As one of Toronto's most distinguished philanthropists and founder of Toronto's Brazilian Ball, Anna Maria raised over \$50 million for various deserving institutions. After a courageous battle she passed away in September 2007.

"While in the hospital she often told me how she felt grateful for the caring and supportive nurses who treat cancer patients," says Ivan de Souza, Anna Maria's husband. "Anna believed these special nurses needed to be supported too."

Anna Maria's vision of supporting oncology nurses came to life in March of 2008 when the *de Souza Institute* was founded. Established with funding from the Ontario Ministry of Health and Long Term Care, the Institute provides education, professional development and career counseling to Ontario nurses who



Nurses in Thunder Bay Regional Health Sciences Centre use videoconference to participate in de Souza Institute programs.

care for cancer patients in any setting; whether in the hospital, clinic or home.

The Institute offers high quality and diverse educational opportunities to nurses in every corner of the province at no cost. All 14 Ontario regional cancer centres have received \$100,000 from the Institute to provide the space and infrastructure for nurses to learn. Using telemedicine, innovative technologies and

live events, the Institute provides education to nurses in their local care settings.

Now in its third year of operation, de Souza Institute has provided support and continuing education to over 2000 Ontario nurses. This includes helping hundreds of nurses become certified in oncology or hospice palliative care through weekly study sessions for the national Canadian Nurses Association

(CNA) exams.

"The certification exams are challenging and do require a lot of studying and perseverance," says Mikki Layton, a de Souza study group participant and former Nurse Manager at Toronto East General Hospital, "But with the Institute's study group and financial support, our team worked together to meet this important challenge."

Over 46 nurses have also received scholarships of up to \$20,000 to support their graduate studies (Masters or PhD) in an oncology or palliative care related field. The Institute has garnered overwhelming participation in its many courses and workshops, including those on pain and symptom management, chemotherapy administration, patient navigation and emotional care.

Building on its success, the Institute recently expanded its programs to support more nursing professionals. Now Ontario nurses caring for pediatric oncology patients can participate in continuing education tailored to their area of practice. The Institute

has also launched the de Souza Nurse designation, an initiative that challenges nurses to fulfill the Institute's educational and clinical requirements to achieve the highest level of specialized training. The Institute also provides career development and mentorship opportunities through the Oncology Nursing e-Mentorship Program.

Anna Maria's dream of supporting all cancer nurses will continue to be possible through the Institute. Mr. de Souza adds, "The Institute is integral to improving cancer care and I know Anna would be proud to attach her name to such a significant program."

Any Ontario nurses interested in participating in de Souza programs can visit their website at www.desouza-nurse.ca.

Rebecca Skinner is the Marketing and Communications Associate at de Souza Institute.

Website with de Souza links

CANO Website

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CANO/ACIO chapters and special interest groups (SIG) are gearing up to celebrate the 8th Annual Oncology Nursing Day, taking place across Canada Tuesday, April 5, 2011! In the coming weeks, we will be updating this page with OND-related activities. Check back regularly to discover how your colleagues are celebrating the vital work of oncology nurses!

De Souza Institute - Ontario
Tuesday, April 5, 2011: From 1:30 to 2:30pm a live webcast and interactive nursing chat will be held in honour of OND 2011! During the webcast you'll hear winning inspirational cancer care stories from the OND 2011 Contest winners, and participate in a discussion about oncology nursing leadership by Dr. Joy Richards (one of the three de Souza co-chairs) from University Health Network and Dr. Mary Jane Esplen from de Souza Institute.
[Click here](#) for more information.

Share your Cancer Care Story and Win: You can participate in a contest to win an iPod Touch by sharing a time when you made a difference in the cancer experience of a patient and/or their family.
[Click here](#) for more information.

York Central Hospital-Ontario
 Will be celebrating Oncology Nursing Day by having a session on Complementary and Alternative Medicine in the Oncology Setting. This will include a practical component of guided imagery for nurses. Following this they will celebrate with food and beverages.

International Society of Cancer Nurses Website

International Society of Nurses in Cancer Care

Links

Home > Resources > Links

Links

American Cancer Society
<http://www.cancer.org/>

de Souza Institute in Ontario
www.desouzanurse.ca

ECCO - the European Cancer Organisation
<http://www.ecco-org.eu>

EONS (European Oncology Nursing Society)
http://www.cancerworld.org/CancerWorld/home.aspx?id_sito=2&id_stato=1

EORTC-European Organization for Research and Treatment of Cancer
<http://www.eortc.be/>

ESO-European School of Oncology
http://www.cancerworld.org/cancerworld/home.aspx?id_sito=1&id_stato=1

European Institutes for Cancer Research
<http://www.isrec.ch/>

European Association for Palliative Care
<http://www.eapcnet.org/>

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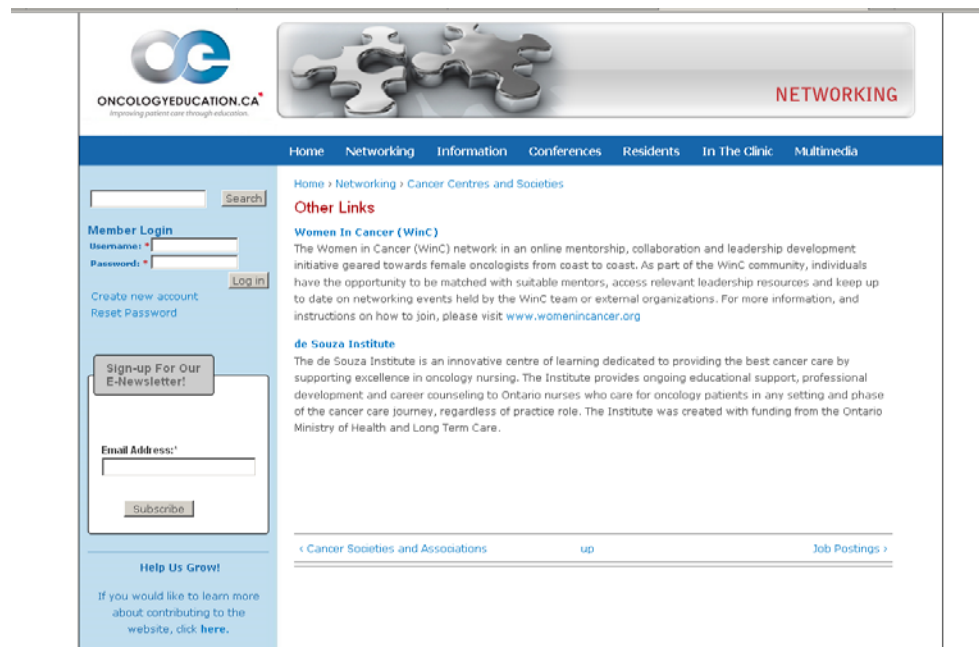
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Community Health Nurses Initiatives Group Homepage



Oncologyeducation.ca Website



RNAO website

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RNAO
Registered Nurses' Association of Ontario
L'Association des infirmières et infirmiers autorisés de l'Ontario

*Speaking out for health.
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Home

Health-related Links

Canadian Doctors for Medicare
<http://www.canadiandoctorsformedicare.ca>
 Canadian Doctors for Medicare stepped into the national health-care debate in May 2006 when a group of physicians and friends became concerned about the increased privatization in Canadian health care and the development of a two-tier health-care system that would allow the wealthy to buy private insurance for private care at the expense of the vast majority of Canadians.

Canadian Medical Association Infobase
http://www.cma.ca/index.cfm?ci_id/54316/la_id/1.htm
 The CMA Infobase is a public database of evidence-based clinical practice guidelines (CPGs). Maintained by the Canadian Medical Association, it currently includes over 1200 CPGs developed or endorsed by an authoritative medical or health organization in Canada.

Canadian Federation of Nurses Unions
<http://www.nursesunions.ca>
 Protecting the health of patients and our national health system, and promoting nurses and the nursing profession at the national level - and doing it effectively

de Souza Institute
<http://desouzanurse.ca>
 The de Souza Institute is an innovative centre of learning dedicated to improving cancer care by supporting excellence in oncology nursing.

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