

Regular Member Benefits

INTRODUCTION

As the voice and champion for seniors housing in Alberta, we have been in a position of great strength to ensure that our collective voice is heard in matters vital to members and their residents. Drawing from your grassroots insights and expertise and ASCHA's experience we offer exceptional services to our members. Never before has so much been included with membership in our association.

ADVOCACY

ASCHA influences public policy and successfully advocates on your behalf as a trusted, credible source of knowledge on the issues that matter most to members.

- [ASCHA Noble Cause](#) is to empower seniors to have choice and a life of purpose, wherein they are honoured, valued and respected.
- [ASCHA Principled Advocacy Positions](#) are the overarching philosophies ASCHA brings to every advocacy discussion and action. These principles can assist you in your own local advocacy efforts and communications and allows us to keep our messages consistent and ensure everyone is on the same page.
- [Key Talking Points](#) for you to use with residents and families to improve industry understanding. They also assist your organization in advocating within your own community at the local level.
- [Advocacy Toolkit](#) is for you to use with your local MLSs or leaders to highlight specific positions on issues of importance to ensure we have one message to government. The Advocacy Toolkit includes:
 - "Let's Advocate" emails, cards, one pagers on specific issues, our [Advocacy Tracking](#) that allows you to share your local advocacy efforts with the rest of the membership. We would like to hear about your advocacy efforts to ensure that we continue to align with individual member needs to strengthen our collective efforts.
- **Member involvement** to influence the future is another key focus. Through our internal committees and member participation on external committees, we make recommendations that impact your operations.

EDUCATION

ASCHA provides leading education and training programs that support operational excellence.

- The [Learning Centre for Senior Living](#) – an innovative e-learning platform offering frontline staff the training they require under provincial regulations.
- Access to member topic identified [webinars](#).
- [Certificate Programs](#) for Site Managers and Activity Coordinators.

VALUE ADDED SERVICES

ASCHA provides value added services in all areas of member benefits. In addition to these is the ASCHA Energy Program.

- The [ASCHA Energy Program](#) is your source for energy savings. ASCHA members have saved a combined \$10 million+ in the first three years of the program.

RESOURCES

ASCHA offers information and networking to help you stay in the loop and educates the public about the seniors housing industry.

- The [ASCHA Weekly Rollout](#) provides a broad overview of current, relevant, key information for your use. Directly from us to your incoming e-mail weekly.
- [ASCHA Focal Points](#) is a periodic publication targeted to owners, board members and senior leaders with a summarized, high-level overview of what's happening within the association and within the industry.
- The [ASCHA Website](#) features a [Member Area](#), an information rich online resource including a [Member Directory](#), [Industry Acronyms](#).
- The [Alberta Seniors Housing Directory](#) provides site listings and key information to the public on seniors living options across the province. ASCHA members have the ability to include pictures and videos of their building and units in their premium listing.
- [Facebook](#), [Twitter](#) and [WordPress Blogs](#) serve as a public relations conduit to liaise with stakeholders, leaders, media and you. Our [Charlie and Hazel campaign](#), shared across these platforms allows us to interface with a public audience to increase awareness.
- Our [Member Emerging Issues](#) is for you to share emerging issues so we can respond through our various internal committees and working groups.
- Our [Member Incident Reporting](#) is available for you to use to report incidents in order to prevent them from occurring in other member locations.
- FRANCIS a database of Facts, Resources, Analytics, Numbers, Communication, Information and Statistics is coming soon.

EVENTS

- The [ASCHA Annual Convention and Tradeshow](#) brings together housing providers from across Western Canada in one of the largest events in the industry. Resource sharing, education, networking and collaboration are the key benefits of this event.
- [Region Meetings](#): ASCHA has three regions, South, Central and North. We hold two meetings within each Region annually. These meetings are free to attend and allow for networking with other housing providers as well as information sharing, issue resolution and member-driven advocacy direction discussions.
- **Member Events**: ASCHA would welcome participation in your events. Let us know and we will be there. We provide certificates for openings and major anniversaries.