



FOR IMMEDIATE RELEASE

Avalon Care Centre embarks on Butterfly transformation

Butterfly Approach to Care being introduced at Jarlette Health Services-operated long-term care communities

Orangeville, Ontario (July 6, 2022) - Avalon Care Centre, our long-term care community in Orangeville, is pleased to announce that in partnership with Meaningful Care Matters, it has begun a transformation to the Butterfly Approach to care.

Avalon Care Centre has always been committed to delivering person-centred care, an approach which is an integral part of the culture of its parent operator, Jarlette Health Services. This commitment has led to the embracing of the Butterfly Approach to help create a more natural home and community setting. This includes fostering stronger interpersonal relationships between residents and team members, building daily routines around peoples' needs and interests, and creating a living environment which more strongly resembles a private dwelling.

The care model, which has been implemented in parts of Canada, the United Kingdom, Ireland and Australia, has a proven record of positive outcomes for residents, including improved physical and emotional health and well-being, reduced use of medication, and greater engagement by residents in daily life.

"We have always been focused on improving the quality of life of our residents, but the COVID-19 pandemic introduced many challenges, even when we were working to keep everyone safe from the virus," said Dawn Roy, Administrator of Avalon Care Centre. "It is because of this focus that we are so excited to work with our residents, their family members, and our team members to undertake this transformation to the Butterfly Approach," she added.

The announcement was made at a celebration on Wednesday afternoon with residents and their family members, team members from Avalon Care Centre, and representatives of Jarlette Health Services and Meaningful Care Matters, which developed the model.

The Butterfly Approach will be implemented at other Jarlette Health Services communities in the months ahead.

More information about Meaningful Care Matters may be [found here](#).

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For Additional Information:

Trevor Sykes, Community Relations Coordinator
Avalon Care Centre

tsykes@jarlette.com