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## **News Release: Peel Region becomes first organization in Canada to achieve 'Butterfly Approach™' dementia model accreditation across all five Adult Day Services Centres**

Ontario's Peel Region has become the first organization in Canada to be accredited with the acclaimed 'Butterfly Approach™' dementia model across all five of its Adult Day Services programs.

With one in five Peel residents expected to be over the age of 65 by 2041, and the increasing prevalence of dementia, Peel Region has made the milestone decision to lead the way in delivering exceptional, person-centered care for seniors – adopting the prestigious Butterfly Approach™ from [Meaningful Care Matters](#).

The care and culture consultancy group has accredited all five of Peel Region's Adult Day Services Centres: Malton Village and Sheridan Villa in Mississauga, Peel Manor and Tall Pines in Brampton, and Davis Centre in Bolton – establishing an exemplary dementia care environment where people can thrive.

The Butterfly Approach™ has a meticulous focus on creating a culture where people are 'free to be me'. It values emotional intelligence and the core belief that everyone has a unique story that has meaning and matters. It also encourages long-term care providers to put the focus back on the people they care for and their emotions, by engaging in the reality of their lived experience in the 'here and now'.

As part of the [Seniors Services Strategic Plan](#), all five Adult Day Services underwent the certification process in 2025 to ensure those using the programs, which provide individuals with a place to go during the day to engage in activities and social interaction, receive innovative, integrated person-centered care.

Over 90 Adult Day Services team members completed rigorous Butterfly Approach™ training that focused on emotional connections and reflective activities, enhancing the meaningful connections they create every day with people living with dementia.

Nancy Polsinelli, Commissioner of Health Services at Peel Region, said: "In 2018, Peel Regional Council took a bold step by championing emotion-based care in Long Term Care Centres — transforming how we support people living with dementia. Its success in building meaningful connections and improving quality of life has been undeniable. We're proud to now bring this

innovative approach to our Adult Day Services, offering more seniors the dignity, joy, and person-centered care they deserve. In doing so, we're also helping people age at home longer while easing pressure on emergency services and the broader health system."

Whitney Harrison, Director of Seniors Services Development at Peel Region, added: "With the expected surge in the local senior population and the increased prevalence of dementia, we need to expand approaches like emotion-based care to make sure our seniors receive the comprehensive support they need. Whether services are provided in-person or virtually, emotion-based care improves the well-being of seniors, provides caregivers with much-needed respite, and lifts the morale of staff, who get to see the positive impact they are having every day."

The dementia care model is now empowering staff to interact more deeply and authentically with people attending the Adult Day Services. By focusing on the unique experiences, interests, and stories that have shaped an individual's life, the organisation is helping to reignite joy, purpose, and connection regardless of their diagnosis or physical needs.

Peter Bewert, Managing Director of Meaningful Care Matters, said: "We're delighted to see Peel Region becoming the first organization in Canada to be awarded Butterfly Approach™ accreditation across all five of its Adult Day Services. We applaud its determination to offer an environment where people using its programs can thrive and enjoy the highest quality of life possible. It's coming back to the art and heart of care, where people, and moments, matter."

The Butterfly Approach™ has also been applied to Peel Region's [Virtual Adult Day Services programs](#). [Results](#) presented at AdvantAge Ontario's 2025 Convention in May evidenced how the programs improve socialization, provide cognitive stimulation, and increase positive mood by up to 25%.

For more information on Peel Region's Adult Day Services, please visit <https://peelregion.ca/services/adult-day-services>. For more information on Meaningful Care Matters and its cultural transformation models, visit <https://meaningfulcarematters.com/>.

**ENDS**

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## **Notes to Editor:**

### **About Meaningful Care Matters**

[Meaningful Care Matters](#) specializes in helping long-term care homes access a variety of services that facilitate the effective and sustainable implementation of person-centered care models.

### **About Peel Region's Adult Day Services**

Peel Region's [Adult Day Services](#) are offered at all 5 Peel Long Term Care Centres: Malton Village, Davis Centre, Tall Pines, Sheridan Villa, and Peel Manor. The services provide residents with a place to go during the day to engage in activities and social interaction.

### **About Peel Region**

Peel Region works with residents and partners to create a healthy, safe, and connected *Community for Life* for approximately 1.6 million people and over 200,000 businesses in Brampton, Mississauga, and Caledon. Peel's services touch the lives of residents every day. For more information, explore [peelregion.ca](https://peelregion.ca) and follow the organization on X [@regionofpeel](#) and Instagram [@peelregion.ca](#).