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BCAA

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BCAA acknowledges that we operate and support Members and customers on traditional and contemporary territories of First Nations across what is known today as BC. BCAA is headquartered on the lands of the hən̓q̓m̓én̓əm̓ and Skwxw̓meš speaking peoples, known today as the City of Burnaby.



BCAA Magazine Moving Forward

For more than four decades, it has been our pleasure to deliver *BCAA Magazine* (formerly *Westworld* and *BC Motorist*) to Members' homes. But in recent years, we've received countless messages from Members, telling us they'd prefer to read online. In a recent Member survey, more than 90 per cent of respondents said they'd favour digital-first distribution – mainly due to the environmental impact of paper usage and delivery.

With BCAA's own goals of reducing our impact on the planet, this Spring/Summer 2022 issue of *BCAA Magazine* will be the last we deliver to Members' homes. All future issues of the magazine, starting with Fall/Winter 2022, will be available in a digital format at bcaa.com, plus shared via email and on our social media channels. Printed copies will still be available at BCAA Service Locations and BCAA Auto Service Centres across the province, in limited quantities.



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One Million Members Strong

This summer, BCAA is set to reach a million Members – so what comes next?

BY ERIC HOPKINS, CEO OF BCAA

BCAA sure has come a long way since 11 Victoria-area residents founded a club for “autoists” back in 1906. It all started with a passion for a new way to move and connect.

With BCAA reaching a million Members, we’re dreaming bigger. Our long-term goal is for every British Columbian to join us. It’s lofty, but we want to be part of more people’s lives. The more Members we have, the more we can build strong communities and move BC forward together.

As an organization, we describe our shared Purpose as: *Empowering British Columbians to Move Forward*. This flows through every aspect of our work. I recently sat down with BCAA’s leadership team to talk about what this means. Read on for some highlights from our conversation.

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Purpose moves us forward

BRENT: I think what makes BCAA special is our strong values and beliefs. From our roots as a Membership organization, we’ve always had this sense of belonging to something bigger, to a group of passionate people who come together as a positive contributor to our province. It started with a shared desire to make roads safer and grew from there. Today, that core belief in safety and protection has broadened to encompass everything about life in BC. We have such a clear sense of Purpose, founded in safety, protection and supporting British Columbians through everyday life and extraordinary times.

GRANT: True, and our story as an “auto” club is evolving, with a wider definition of mobility. Today,



BCAA Roadside Assistance drivers helped deliver to BC food banks in the early days of the COVID-19 pandemic.

mobility is however you get around, whether or not you own a car – whether you're getting to work or school, visiting family, getting groceries or enjoying our beautiful province. We'll always be here to save Members by the side of the road, but we need to consider how people will get around in more climate-friendly ways, too. In addition to car shares, electric vehicles and autonomous forms of transportation, micromobility options like electric-assist bikes are starting to become part of the transportation picture.

TIP!

Flip to p.11 for more about micromobility, and how this mode is starting to get rolling in BC.

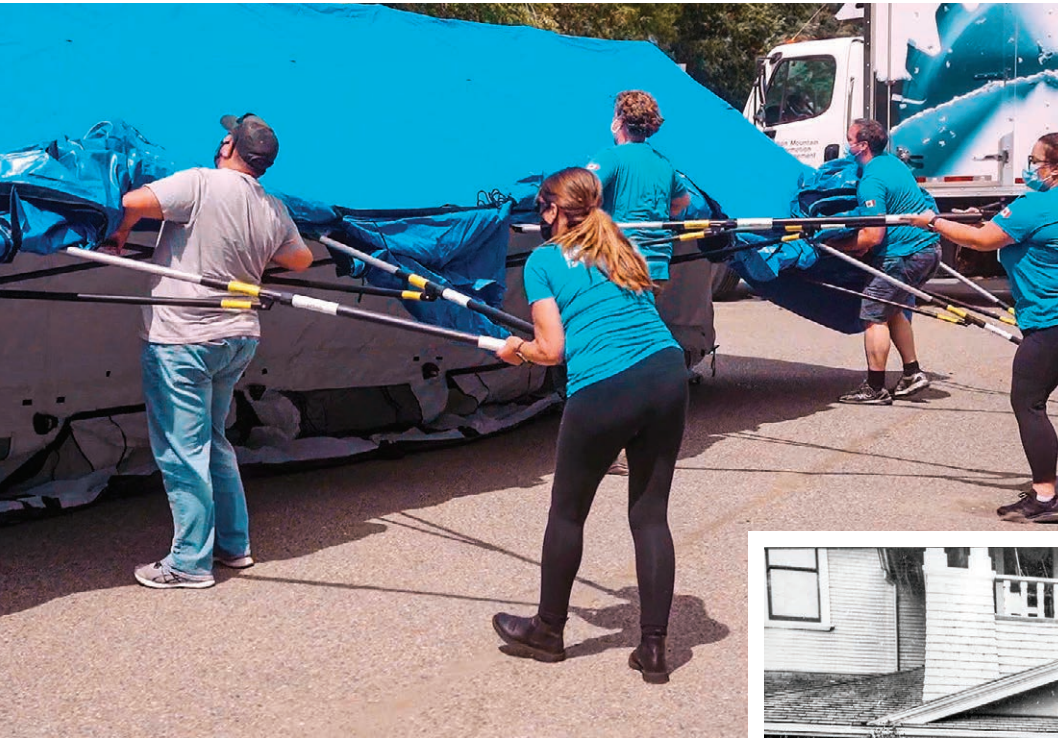
We're considering climate change in everything we do

NATHAN: Climate is especially critical for BCAA as an insurer. The effects of climate change were devastating in BC last year. Wildfires, heat domes, flooding, extreme cold – these are times when our insurance customers need us the most. Extreme climate events are no longer one-offs, but something we must be ready for every year. Protecting British Columbians means carefully managing our risk and finding creative ways to protect more people in more ways. That's why we're exploring gaps in coverage, as well as proactive new ways to help customers prevent damage, and more ways to help and support people when they need us. In extraordinary times, we have proved we can lean into our Purpose to do more.

We want to make life easier for Members

SALMAN: Putting Purpose at the heart of our business also means evolving how we operate. We want our Members and customers to connect with us faster and more easily, however they choose. Some people prefer to visit us in person, while others find it more convenient to talk on the phone or do business online – or a combination. Making it possible for people to access all of our services, our expert advice and everything else we have to offer is important. And just as important is their experience every time we connect.

KELLY: Exactly, and we're investing in the systems to achieve that. I remember in the early days of the pandemic, many organizations went into survival mode. But BCAA had already started to invest heavily in our technology and systems, and we knew we had to continue that work. Thanks to these improvements, we understand the people we serve better. Our ultimate goal is also to serve everyone faster, because, as we all know, waiting is frustrating, particularly when you need us the most.



Last spring, BCAA transformed a fleet of its Mobile Response Units (MRUs), normally used for disaster relief, into mobile immunization clinics to help residents of Interior, Okanagan and Kootenays communities gain access to vaccines; (below) 11 car enthusiasts founded BCAA in Victoria back in 1906.



We're focused on people

DAWN: Our employees really do thrive on making things better for our Members and customers. They tell us over and over again how committed they are to our Purpose, and they truly want to make a difference in BC. We're proud to play a part in helping them do that; for instance, by creating a workplace that thrives on diversity, equity and inclusion, and is committed to Truth and Reconciliation with Indigenous Peoples; a workplace that grows careers, and supports our team's health and wellness. With the support of our people in the last two years, we have come together to lend Evo Car Share vehicles to healthcare workers, turned BCAA emergency community response units into mobile vaccine clinics, donated masks to those in need, supported Black, Indigenous and People of Colour (BIPOC) entrepreneurs and much more.

It's an evolving journey

ERIC: We're truly on a journey, and I don't think any of us would say this is easy. We'll stub a few toes along the way. Sometimes our good intentions fail us, but we have to own it and learn. We might say, can we really afford to invest in those systems or make that change to insurance coverage? Should we wait for the world to be more stable? And the answer is maybe, but we need to move forward. And how we manage our finances is more important than ever.

NAVIDA: Our commitment to Purpose does add complexity to our finances, but it's so important.

We're moving toward a triple-bottom-line reporting model, which means we set targets, measure our success and report based on our people, our planet and our prosperity. And by prosperity, I mean the kind that strengthens our entire province.

ERIC: I keep thinking back to those car enthusiasts in Victoria who started our club in 1906. Their Purpose was simple: to get together, talk about driving and their cars, and share tips to get the most out of motoring. Today, I imagine what we can build together, if we do this right: something that empowers all British Columbians to move forward. It's beyond ambitious but it's our future. ■

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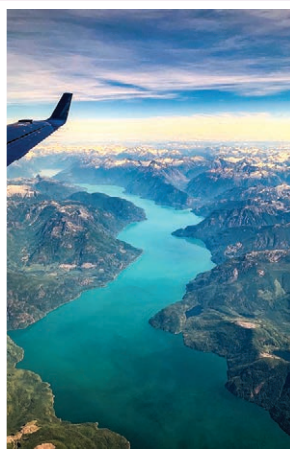
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Me, My Bike and BCAA

BY LAUREN WILSON
BCAA MEMBER SINCE 2016

I cycle with a group of fit older women, most of us in our 60s and 70s. We are all members of the Victoria Grandmothers for Africa, a group that raises money for African community groups through cycling tours. A small number are whizzes at changing a tire. The rest call their husbands when they get a flat.

I, on the other hand, call BCAA. I've been rescued three times. The first two were for flat tires. Flat No. 1 happened on West Saanich Road in the middle of a training ride, so the rest of the Grandmothers left me eating an

ice cream at Sassy's Family Restaurant while waiting for the tow truck. Flat No. 2 happened about a year later, just before a coffee stop – so a large group of friends witnessed my grand exit, and my extra-small bike on a long-bed tow truck.

The third time was recently, during COVID, just a few kilometres into a ride with a friend. My chain got jammed and wouldn't budge. The BCAA driver explained the COVID protocols we had to follow, then asked if I wanted him to try to unjam the chain with a screwdriver. I quickly said "yes" to this kind offer.



BCAA Member Lauren Wilson and her bicycle get a tow. Wilson is training for her seventh cycle tour with the Victoria Grandmothers for Africa. vg4a.ca

He studied the position of my chain, banged it once and out it popped! I was so grateful, and able to continue my ride.

A sincere thank-you to BCAA for always being there when I need you! ■

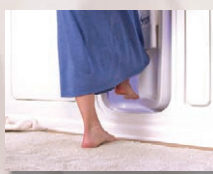
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MOBILITY

NOW WE'RE ROLLING

Micromobility is the missing piece of the transportation puzzle, and it's starting to get moving in BC

BY RYAN STUART



As car ownership becomes more expensive, traffic headaches grow and we all search to make more sustainable choices, British Columbians are looking for new ways to get around.

But before they hand over the keys, cities need to fill a few gaps in their transportation networks. These are known as “last mile” gaps: awkward distances that feel too long for the average person to walk or pedal, but too short to drive. From home to the bus stop, for instance. Or from work to an offsite meeting, where finding parking might take as long as the drive.

“We have known for a long time that these kinds of gaps keep people in their cars and discourage them from trying

other transportation options,” says Leanne Buhler, Strategic Ventures Manager for Evolve E-Bike Share, created by BCAA. “Micromobility is that missing piece of the puzzle.”

Micro goes global

Micromobility is a catch-all term to describe vehicles that are smaller and slower than a car, but faster than walking or traditional cycling. Typically battery-powered, the category started with electric-assist bikes (e-bikes), but has since expanded to kick scooters, skateboards, one-wheelers, miniature cars and more. New innovations are launching all the time. ►

MOBILITY

Demand is increasing, too. In a 2021 McKinsey & Company survey, 70 per cent of office workers said they would be willing to use micromobility vehicles to commute to work. Sales of e-bikes and e-scooters surged across BC and globally, as the pandemic generated interest in outdoor, physically distanced transportation.

According to Movmi, a Vancouver-based transportation-planning agency, the average number of kilometres travelled by bike doubles when comparing e-bikes to traditional pedalling. It doubles again when share programs are added to the mix. This is because, while most micromobility options are convenient and easy to use, not all are affordable.

The key to wider adoption is the sharing economy, says Venkatesh Gopal, Movmi Manager of Partnerships and Business Development. “Sharing solutions make them accessible and equitable for almost anyone,” he says. He points to Paris, France, a leader in micromobility, which tried different options over the last decade before settling on e-bike and scooter shares. “Now it’s difficult for a tourist or resident to get around the city without relying on micromobility to some degree,” he says.

Vehicle sharing Evolves

British Columbia may be a little behind Paris, but it’s experimenting with new ideas. For instance, Evo Car Share, which BCAA created and runs in Metro Vancouver and Victoria, recently launched Evolve, an e-bike share service. For now, the project is in pilot mode, available only to private companies and their staff. But the eventual plan is to expand to a public service, where Members can choose Evo Car Share or Evolve E-Bike Share.

“It’s about the right fit for the trip,” says Buhler. “The car isn’t always right. The bike isn’t always right. We hope to give British Columbians the option to pick the best vehicle for the job.”

The first Evolve test case is the Vancouver office of global firm Deloitte. At Deloitte’s Granville Street office, staff members can sign out any of 10 Evolve e-bikes for free, for up to 72 hours, using a mobile app. Employees mostly run errands, pick up lunch and go to meetings with the bikes, says Jordan Sauer, a Manager with Deloitte, but one employee commutes, and some have taken them home for the weekend. “People are having a lot of fun with it,” Sauer says.



(previous page and left below) The Vancouver office of Deloitte is the first test case for Evolve, a new e-bike share BCAA is piloting as a spinoff of Evo Car Share; (left) micromobility takes centre stage in a TransLink conceptual illustration of BC urban transportation circa 2050.



Metro Vancouver now boasts around 5,000 km of total bikeway, usable by bicycles, e-bikes, e-scooters and other micromobility vehicles that don't require a licence; (inset) BC-based Veemo produces semi-enclosed e-bikes that look like miniature cars.



SHARING THE PATH: SAFETY TIPS FOR CYCLISTS AND E-BIKERS

The COVID-19 pandemic sparked a surprise surge in cycling and e-biking worldwide. BC bike shops reported record shortages as people satisfied cravings for open-air transport, family fun and exercise. As a result, there are a lot of new riders on the road. Erin O'Melinn, Executive Director of HUB Cycling, a Metro Vancouver cycling non-profit, offers this timely refresher on safety:

Strap on that helmet. It's the No.1 thing you can do to protect yourself in any crash. BC requires them for all riders of bicycles and e-bikes (scooters, too).

Watch your speed and spacing. Especially when riding an e-bike, remember to slow down around other riders and pedestrians. When cycling alongside parked cars, leave at least one metre of space to avoid a door opening.

Pass with care. E-bikes are likely to pass pedallers,

especially uphill. "Make sure you ring your bell or let people know with your voice in advance that you're going to be passing, and then give them enough space," says O'Melinn. "That's a really important one, because people don't expect somebody going nearly 30 km/h [the speed limit for many municipal bike lanes]."

Shoulder-check, yield and signal. All riders should watch out for pedestrians and cede the right of way. Use hand signals and shoulder-checks when turning, changing lanes and stopping, to make your intentions clear.

Light day and night. HUB recommends using lights at all times; they're proven to enhance visibility and reduce crashes. "It's just like daytime running lights in cars," says O'Melinn.

Learn more: bikehub.ca

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(left) Riders go for a spin around Vernon on shared electric kick scooters – part of a provincial pilot project currently underway in eight BC communities; (below) TransLink envisions seamless intermodal connections in a BC urban hub, circa 2050.



The Evolve E-Bike Share launch came as the provincial government adopted several incentives and regulations to foster the micro sector. Among them: adding e-bikes to the Scrap-It electric vehicle rebate program, eliminating PST on e-bikes and passing laws distinguishing between e-bikes and mopeds. (The latter require a licence.) BC also kicked off a multiyear e-scooter and e-bike share pilot in eight communities.

BC takes a test ride

Interest in micromobility is likely to continue growing as workers return to the office post-pandemic. That's even true in small, spread-out cities like Vernon, one of the places participating in BC's e-scooter pilot.

"The uptake has been amazing," says Vernon Mayor Victor Cumming about the city's e-scooter share, managed by Neuron Mobility.

By the time snowy streets shut down the program for the winter, 13,400 people had – scooted? – more than 161,000 km. Cummings expects those numbers to double in 2022. Even more encouraging, more than half of

the trips were commutes, and 40 per cent replaced a trip using a car, making a significant contribution to Vernon's Climate Action Plan.

"The data shows people weren't using them as a novelty, they were actually useful and practical," Cumming says. "I can see these being a very viable option for small cities and large towns throughout BC." The program was so successful, Neuron plans to increase the number of e-scooters on Vernon's streets and add e-bikes into the mix this year.

In Kelowna, sales of e-bikes had been growing steadily for several years, and picked up even more during the pandemic, says Sheldon Smith, the manager of Kelowna E Ride, an e-bike and scooter retailer. When the city joined the province's e-scooter pilot, sales of personal e-scooters accelerated, as well.

"People have seen how convenient they are," Smith says. "A lot of the time you can get to places in town faster than in a vehicle." Customers worry about riding and scooting in traffic, so Kelowna's extensive bike path and lane networks play an important role in the growth, he adds.

The through lane

While every community is different, experts agree that bike-friendly infrastructure like paths and lanes are critical for micromobility to achieve its potential as a link in an integrated network. In a growing number of cities around the world, people can easily hop from mode to mode; micro to transit to share-car and back again.

"That seamless connection of modes is really the future of transportation," says BCAA's Buhler.

What works best in BC cities remains to be seen. But the transportation mix is already evolving to become more shared, more convenient and – most important – more sustainable. ■

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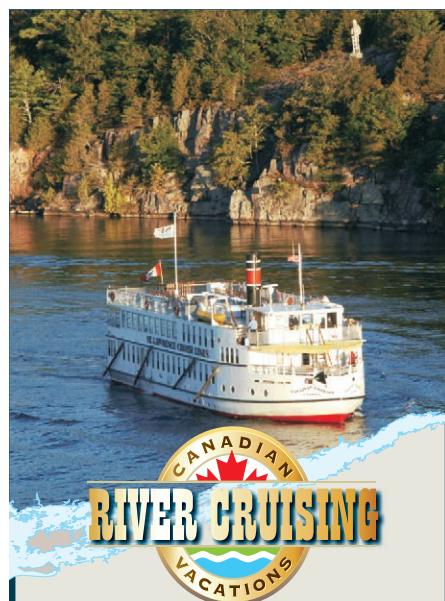
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TRAVEL

The Journey to Better



Going beyond the harm-limiting of “eco” and sustainable travel, regenerative tourism aims for a positive impact on the destinations we visit

BY DIANE SELKIRK

As communities around the world open back up, it feels like it's finally time to hit the road on an adventure. Travel, science tells us, relieves stress, promotes creativity, enriches our lives and generally makes us happier. It also supports communities and economies – key for tourism-dependent destinations around the world trying to recover from the pandemic. It creates deeper cultural connections and makes the world a better place.

Except when it doesn't. It turns out there is a Catch-22 to our long-dreamed-about trips: without careful planning, they can add stress to the environment, threatening biodiversity and cultural heritage, while increasing the wealth gap.

“The current style of tourism is often extractive and ends up depleting a community,” says Paloma Zapata, Chief Executive Officer of global non-profit Sustainable Travel International. “A big resort is plopped onto local land,

▲ MAPLE LEAF ADVENTURES SAILING TOURS

Restoring BC's shoreline and supporting locals

This longtime tour operator has designed itself to be not only sustainable, but regenerative of the environments and communities it touches. From funding conservation research to partnering with Indigenous communities, and spearheading the cleanup of 425 tonnes of marine debris, Maple Leaf teaches guests that tourism and conservation are interdependent. mapleleafadventures.com



SENDA MONTEVERDE HOTEL, COSTA RICA

Preserving endangered rainforest

For each of its guests, the Senda Monteverde covers entry to the neighbouring Aguti Wildlife Reserve, contributing to its protection. Visitors tour this parcel of the biodiverse and fragile Monteverde Cloud Forest, learning how their presence helps conservation efforts, supports a group of young locals on the Monteverde Forest Clean Up and more. sendamonteverde.com

mangroves and sea grass are removed, walls are erected and visitors are told it's pristine." Meanwhile, she says, the benefits that are supposed to trickle down to locals don't always materialize.

Sustainable and "eco" experiences have tried to solve some of these issues in recent years. But travellers and destinations alike have begun to realize that ad hoc efforts to reuse our towels, stay in eco-resorts and skip single-use plastic aren't enough. This is where regenerative travel comes in.

From low-impact to net-positive

The global Center for Responsible Travel (CREST) – a non-profit group dedicated to improving the impact of tourism worldwide – defines regenerative travel as: "Tourism that maximizes the benefits to local communities, minimizes negative

social or environmental impacts, and helps local people conserve fragile cultures and habitats." The idea is to go beyond minimizing harm, to creating a positive or restorative impact on local people, environments and wildlife. For tourism-dependent economies, regenerative travel also shows promise for pandemic recovery, with dollars flowing directly to those who need them most.

Regenerating close to home

This movement toward greater local control is happening across Indigenous tourism organizations in BC, says Paula Amos, Chief Development Officer of Indigenous Tourism British Columbia.

"Our connection and relationship with the land and natural environment means that development is not only about building economy, but includes an

overall holistic view of the impacts on the cultural, social and environmental well-being to sustainably grow Indigenous tourism," she says.

One recent example: the Songhees Nation, of the *lək'wəḡən* (Lekwungen) People, whose traditional territories encompass southeastern Vancouver Island. The Nation recently founded its own tourism group, aiming to help tourists connect with Indigenous-owned offerings, benefitting the community while strengthening local traditions (exploresonghees.com). Current offerings include cultural walking and canoe tours, stays, cuisine and galleries.

In the Bella Bella region, the *Haitzaqv* (Heiltsuk) Nation recently purchased fishing lodge Shearwater Resort and Marina. With this acquisition (and impending name change) the



PAINTED WARRIORS, MOUNTAINVIEW COUNTY, ALBERTA

Sharing Indigenous cultural heritage

This Indigenous-owned enterprise gives guests a chance to learn traditional skills – such as animal tracking, fire-making, traditional navigation and medicinal plant harvesting – through outdoor adventures like glamping, horseback riding and hiking. By deciding what to share and teaching skills in a traditional way, Ojibway, Cree and Mohawk guides bridge cultures and invite guests to confront stereotypes. paintedwarriors.ca



community hopes to create economic opportunities for community members, says Amos. Another powerful plus of regenerative tourism.

Planning tips for regenerative trips

When planning a regenerative journey, it's still important to begin by minimizing negative impacts, says Zapata. As an example: "If you want to, you can participate in initiatives like beach cleanups or tree planting," she says. "But start with a plan that keeps you from generating litter in the first place."

Here are a few tips for planning regenerative journeys:

Stay in locally owned hotels and accommodations. This helps ensure dollars go directly to the community. Also look for accommodations that have been recognized with awards or



WHALE SHARK RESEARCH TOURS, LA PAZ, MEXICO

Protecting wildlife from overtourism

Science comes first when you swim with whale sharks on one of these day trips in the protected waters of La Paz. Visitor numbers are limited and the magnificent creatures decide when to come and go. It's all part of a multi-region conservation and education effort led by scientist Dr. Dení Ramírez Macías to protect the species. whalesharkmexico.com



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certifications from groups such as the Global Sustainable Tourism Council. In North America, keep an eye out for the Green Key eco rating, which scores hotels for utility consumption, waste, emissions, operating costs, community benefits and more.

Eat and shop with locals. By dining in non-chain restaurants that serve locally grown food, buying local goods, arts and crafts – making sure they are actually made in the region – and interacting with local cultures, visitors can ensure they have a positive economic effect on local communities.

Seek out Indigenous and local operators. When it's time for tours or adventures, prioritize Indigenous and local-owned companies and tour guides, especially those who practise Leave No Trace principles. Ask guides if they have certifications that contribute to local education and conservation. In BC, for example, guides from the Commercial Bear Viewing Association of BC advocate for the well-being of bears and their habitat, and work closely with Indigenous communities.

Reduce flight emissions. A single flight can emit as much carbon as some people's activities do in a year. CREST recommends following the NERD criteria when booking a flight: select a Newer aircraft, sit in Economy, choose a Regular-sized plane (versus a jumbo jet) and fly Direct if possible. Many airlines and third parties also offer carbon offsets, credits that invest in emission-reducing activities such as tree-planting and renewable energy. ■

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HOME



Backyard Bliss

Whether you have a bountiful yard, a condo balcony or simply a sunny windowsill, your dream green space is within reach

BY STACY LEE KONG

With British Columbians spending more time at home, it's no wonder many of us want to enhance our outdoor spaces. Spend even a tiny bit of time on Pinterest and you'll be inundated with photos of beautiful backyards. But according to Alexandra Gater, a Canadian stylist and home decor expert known for her cost-effective DIY projects, you don't need a big budget to make your space sing.

Here are three easy ways to inexpensively update your backyard:

Tend to your timber. Power-wash decking, secure loose railings and replace lost or broken post caps. These small tasks instantly spiff up a space – and they can help extend the life of your deck, too. But take care with the power washer: used improperly, it can gouge the wood.

Layer it up. “When I’m designing a backyard or patio area, I layer accessories to make it feel like an extension of the living room,” Gater says. Throw a beautiful tablecloth over a bland picnic or bistro table, and hang planter baskets filled with seasonal blooms. Textured pillows and patterned rugs

can also make a space comfier while bolstering its appeal. If you'd rather not bring your accessories inside every evening, splurge on high-quality pieces designed to withstand the elements.

Light the way. “A simple string of twinkle lights or a few lanterns can add instant ambience to a backyard space,” Gater says. Just make sure they're rated for outdoor use. For homes that don't have an external electrical outlet, look for lights that use a solar power source instead.



TIP!

Deck DIY? Check with your insurer to confirm your policy covers the improvement.



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BACKYARD VIBES INSIDE

No yard or balcony? You can still surround yourself with air-cleansing, wellness-nurturing plant life. Anastasia Johnson of GardenWorks Burnaby-Lougheed offers these tips for greening your indoor space.

Start with hardy foliage plants. Johnson suggests the designer-favourite snake plant for beginners: “Not everyone realizes how many varieties there are,” she says. They look great, tolerate low light, don’t drink much and seldom need repotting. Cast iron plants, robust and aptly named, are another great option to add a leafy, outdoorsy feel inside.

Grow edible greens. Sprouts are the simplest, says Johnson. “People seem to overlook them, but they’re economical,” she adds. “You only need moisture and warmth to cause germination.” Micro-greens (early shoots) are fairly easy, too, requiring only a

small tray and some sunlight. Kale, arugula, broccoli and sunflowers all harvest well at the micro-green stage. Full-size edible plants can thrive indoors, near sunny southern windows. Think herbs, like basil and rosemary, and compact leafy greens, such as spinach and lettuce. Use well-drained soil to prevent root rot.

Top up natural light with LEDs. Windows filter out UVB light, which many plants need to flourish, especially herbs and veggies. There are all kinds of growing kits and hydroponic gadgets, but you can just pop a full-spectrum bulb into a spare lamp and shine it on your plants for a few hours a day. “If you see that your plants are starting to get leggy, that means they’re stretching to find light and you want to add a little bit more,” says Johnson.



READ MORE!

Find helpful tips on lawn care, decks and more on the BCAA blog: bcaa.com/backyardbliss

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Patio Planner

Create an oasis in your dream backyard with these tips from stylist Alexandra Gater



REMINDER: SUMMER SAFETY FIRST

It's all fun in the sun until someone gets hurt. Here's how to guard your yard against accidents:

- If you use a barbecue, make sure it's placed on a flat surface, away from flammable materials like trees, shrubs, fences, awnings, and vinyl or wood siding. Never grill in your garage.
- Don't operate power tools, lawn mowers or other electrical equipment in wet weather. There's a higher risk of electric shock, and wet grass can make the mower harder to control, especially on a slope.
- Trampolines and bouncy castles are fun for kids, but make sure they're safe. Set them on level ground, far from buildings and trees, and never allow children to use them unsupervised. Check your homeowner's insurance too: you may require additional liability coverage.

- Never leave lit candles, fire pits or other open flames unattended.
- Keep garden supplies, including fertilizer and pesticides, in their original packaging, so application instructions remain handy. Store them in a large, waterproof container – so they stay safe and dry – and out of reach of children and pets. ■

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DARRYL SITTLER

A MAN WHO DOESN'T LIKE TO MISS



Whether it's leading a charge down the ice, seeing a scoring opportunity, or getting the puck in the net, **DARRYL SITTLER** doesn't like to miss a thing. That's how he became a Canadian hockey legend with an unbroken record of scoring 10 points in a single game for the Toronto Maple Leafs, scoring the winning goal in the Canada Cup of 1976, and being inducted into the Hockey Hall of Fame in 1989.

Darryl has always believed that to avoid missing out on whatever comes next in life, you have to be prepared. As a kid, that meant working on his skills all summer to be ready for hockey season. Now, it means taking care of his health so that he'll always be able to get the most out of his busy life.

For Darryl, that normally meant getting an annual physical, eye exam, and hearing test. He had noticed for some time that he could not always hear everyone in a crowded corporate suite or at a restaurant with friends, but due to COVID, he hadn't had a hearing check in 18 months. He decided to visit the Connect Hearing location in Orillia, Ontario, near his summer cottage.

"They were awesome," Sittler says. "The test was very easy and didn't take long. And they did a great job of going through the instructions—showing me how to look after the hearing aids, change batteries, that sort of thing."

Now, he notices how much clearer everything sounds, and he doesn't have to ask his wife to repeat something she says from another room. He's not worried about people seeing him wear hearing aids: "I'd rather have a hearing aid on and be a part of the conversation and not miss out on things with my grandkids or other conversations," he says.

To Darryl, looking after your hearing is a health issue. "I'm happy to do what I can to increase awareness if I think it will help people," he says. "I don't want there to be a stigma about hearing loss."

As a long-time ambassador for important health issues, such as cancer, he knows that he can use his voice to help people take care of themselves. "If I can encourage people to not wait and to go get their hearing checked, I'm happy to do it," he says.

After all, he knows first-hand how much better life can be when you don't miss a thing.

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