



State Culture Change Coalitions Networking Call Summary
September 23, 2011

Topic: How coalitions have maintained their momentum over the years

Present: Judy Citko (California); Marion Summers (California); Penny Cook (Colorado); Amelia Schafer (Colorado); Beth Irtz (Colorado); Kim McRae (Georgia); Betty Hilliar (Illinois); Carmelita Karhoff (North Carolina); Hilary Stai (Ohio); Bev Laubert (Ohio); Lynda Crandall (Oregon); Ken Beiler (Pennsylvania); Bill Kubat (South Dakota); Cathy Lieblich (staff).

Cathy asked Ken Beiler to talk about the Pennsylvania coalition's history and how it has sustained momentum over the years. Ken said that the coalition is 12 years old (1999) so was one of the first state culture change coalitions in the country. It was started by Carol Tschop who was passionate about culture change based on the state attorney general's conference on the subject. Ken knew Carol because her father lived in his nursing home. Carol owned several nursing homes and founded the Institute for Caregiver Education. Carol found other people who were passionate about person-centered care, including Mary Anne Kelly who was a major advocate in the state and they formed the Pennsylvania Culture Change Coalition. The coalition mostly conducted educational sessions and then due to personal circumstances both Carol and Mary Anne could not continue to be involved with the coalition so the coalition "floundered" for a few years. Then five years ago after the St. Louis Accord, passionate people realized that a more formal, organizational structure was needed with new "talent." The coalition incorporated as a 501 C-3 organization with a Board and by-laws and developed a regional way to offer educational programs. The coalition now conducts 4 programs a year using technology to spread each program across the state plus the annual conference (Accord). Funds are raised from the Accord due to sponsorships and registrations. The Accord also helps to bring in more passionate people who want to spread the word across the state. The location for the Accord varies each year by region and it is the regional groups that serve as the local planning committee. There is a list of tasks with a timeline for planning the Accord which is used by each region so they don't have to reinvent the wheel. There are currently three regions with a lap top computer, LCD projector and screen at each site. The one to 1.5 hour presentations are followed by learning circles in each region based on the topic. 50-100 people usually attend in each region. Coalition Board meetings are held every other month via webex and one in-person meeting before the Accord. Ken stressed that the most important factor for the success of a coalition is finding enough passionate people who are willing and able to do the work.

Cathy then asked Penny Cook, Amelia Schafer and Beth Irtz to talk about the Colorado coalition's history and how it as sustained momentum over the years. Amelia, who is the current Board President, explained that the Colorado Culture Change Coalition was

established in 2002 so it will be celebrating its 10th anniversary next summer. It was started by three people, a regulator, an ombudsman and a provider (Pinon Management). Partnerships and collaboration were driving forces for success. Jack York of Its Never 2 Late and his brother were big supporters of the coalition so they helped to get the coalition's website started. Pinon Management provided a lot of in-kind support for the coalition in the early years and the group realized that it had to broaden its scope beyond one company.

In 2008, the coalition received a grant from the Colorado Health Foundation to hire a contractor for a year who worked on the Colorado Accord, and Board and organizational development. The coalition received a second grant to hire its first Executive Director who took the organization to the next level by developing policies and procedures, a central location for the coalition, financial records, an email database and a website. . In 2008, a state legislator came to the Accord and asked the coalition how she could help. At the time, the state had collected over \$3 million in civil monetary penalty (CMP) funds, some of which was being spent on involuntary closures of nursing homes so the coalition told her about that and how the funds could be used for culture change activities in the state. The coalition's Public Policy Committee worked with her to develop a bill to create a Culture Change Accountability Board "to promote improved quality of life at nursing facilities through grants that support progressive culture change" (information about the CCAB can be found at <http://www.coculturechange.org/account-about.html> . For the first year, \$200,000 was written into the bill for organizations (not only providers) to apply for grants. In subsequent years, 25% of collected CMP funds are to be used for the grant program which comes to \$80,000 this year. A representative from the coalition is a member of the CCAB but excuses herself when the Board is considering a grant proposal from the coalition. The coalition also provides some administrative support to the CCAB. The coalition received funding to develop consumer education materials, a Speaker's Bureau and to enhance its website for consumers. Those materials were adapted for a national audience and are now available on the Pioneer Network website. In addition to the funds from the Colorado Health Foundation and the CCAB grants, the coalition raises revenue from the Accord each year.

In early 2011, the coalition Board realized that the coalition needed someone charismatic who understood culture change from the ground up so Penny was hired as its second Executive Director in late May 2011. In terms of what has made the coalition so successful, Penny reiterated the importance of relationships, collaboration and partnerships. She said that the fact that the coalition's Public Policy Committee was "at the table when decisions were being made regarding long-term care" has given the coalition some clout. Amelia added that Beth was instrumental in helping diversify the coalition board including people who may not have known what culture change is and those that are involved with other parts of the long-term care continuum as well as direct care workers. Beth said that the coalition had a strategic planning retreat three years ago and realized that they had to diversify the Board. Penny said that there are now 18 Board members and when she started in her position, she met with each Board member which includes professors, bankers, business people, providers, C.N.A, etc. regarding their role on the Board, their skills and interests so now she knows which Board

members to call on to help with what. The Board is exploring other ways to raise revenue for the coalition.

The next Coalitions Networking Call is scheduled for October 28th at 3 p.m. EDT.