



State Culture Change Coalitions Networking Call Summary
August 18, 2009

Topic: Pioneer Network Conference Feedback and “The language we use to describe what we do.”

Present: Liz Prosch (Alabama); Bonnie Darwin (California); Laura Capp (Florida); Kim McRae (Georgia); Becky Haldorson (Illinois); Maureen Statland (Illinois); KaraLe Causey (Louisiana); Lisa Deaton (Louisiana); Tammy Rolfe (Maine); Alyssa Weintraub (Massachusetts); Cean Eppelheimer (Michigan); Heather Picotte (Michigan); Julie Ballard (Missouri); Joan Devine (Missouri); Lynda Crandall (Oregon); Joe Angelelli (Pennsylvania); Carol Mace (Tennessee). Staff: Cathy Lieblich

Cathy asked for feedback on the Coalitions Intensive and the Pioneer Network Conference. Lynda Crandall: The conference was great; obtained very useful information. Only criticism: “old culture” language was used by many of the presenters. Lisa Deaton: First conference I’ve been to and it was great. Especially touched by Linda Sadden’s (the long-term care ombudsman from Louisiana) remarks about how her experience with Hurricane Katrina and the making of the film changed her orientation as an ombudsman. Cathy will try to obtain Linda’s written remarks to share. Laura Capp: The intensive was very helpful. Suggest perhaps having different tracks depending on the development stage of each coalition. Also recommend more opportunity for interaction between coalitions throughout the day. Becky Haldorson: Did Little Rock community know PN was there? Need more outreach to the local and national media. For example, in 2001 at Rochester, NY conference, there was a bus trip to Fairport Baptist Homes – there were signs and the press was there; everyone was excited.

Cathy asked the group to bring up issues around the language we use to describe what we do. KaraLe Causey pointed out that CMS still uses the term “facility/facilities.” Becky Haldorson pointed out that “community” has also been discussed as an alternate word for “facility” but questioned where that would leave the larger community. That it is hard to break language habits; it is the terminology used in the regulations. Laura Capp suggested that we not use jargon such as “culture change” or “Pioneer.” Person/resident-centered or person/resident-directed care” may be a preferable term to “culture change.” Cathy indicated that the various names of state coalitions reflect this to some extent. Names range from the state name followed by or preceding “Culture Change Coalition” or “Culture Change Network of...” to the state name followed by “Pioneer Network” or “Pioneer Coalition” to the state name followed by or preceding “Person-directed Care (or Person-centered Care) Coalition to more “unique” names such as “LEADER (Louisiana Enhancing Aging with Dignity Through Empowerment and Respect),” “Michigan Alliance for Person-centered Communities,” “Missouri Coalition Celebrating Care Continuum Change”, “Nebraska Aging Enrichment Coalition”, “Innovation Network of New Mexico”, “North Carolina Coalition for LTC Enhancement”, “M.O.V.E. (Making Oregon Vital for Elders)”, and “RI Generations.”

There was discussion that we need an “elevator speech” to describe what we do/the movement does but it was noted that perhaps the speech needs to be different for different audiences, e.g., providers,

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consumers, etc. Kim McRae pointed out that when we reach out beyond the world of nursing homes, finding the language that is suitable for all becomes even more difficult. Sandy Dole expressed concern that some nursing homes are using culture change as a marketing tool, that they may not really be doing it but just say that that they are. The issue of “short stay” residents was raised because they do not want the nursing home to be their home. It was agreed that although that is the case, it comes down to what does the person want? Cean Eppelheimer said the Person-Centered Planning workgroup out of the Michigan Long-term Care Support and Services department has developed a definition, principles and elements of “person-centered care” for use across the spectrum of aging services and she will share it with Cathy to share with the coalitions.

Kim McRae asked what those on the call think of the term “elder.” Joan Devine stressed that the “right language” to use is unique to the individual depending on relationships and the individual’s preferences. Cathy asked Joan to tell the group about her new book (with accompanying CD) called, “Word of the Week: Building a Culture Change Dictionary - *A Collection of Reproducible Flyers for Your Journey to Home*.” Joan explained that as Director of Performance Improvement for Lutheran Social Services which operates CCRCs in the mid-west, she came up with a “word of the week” and shared it with the staff and vendors of their communities which generated many conversations around language. Joan wrote the book and included a CD with everything a home needs to replicate what Lutheran Social Services has done. The book can be ordered through the Pioneer Network (www.pioneernetwork.net) or directly from Joan by contacting at her at: 1150 Hanley Industrial Court, St. Louis, Mo 63144; 314-446-2555; jdevine@lssmo.org.

The next call is scheduled for September 15, 2009 at 3 p.m. ET. The topic will again be “The language we use to describe what we do.” The call in number is 218-936-7988; access code: 72856#.

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