



State Culture Change Coalitions Networking Call Summary November 17, 2009

Topic: Open discussion about coalition activities

Present: Bonnie Darwin (California); Laura Capp (Florida); Kim McRae (Georgia); Sheri Clark (Colorado) Staff: Cathy Lieblich; Guests: Sonya Barsness, Pioneer Network Consultant; Vickie Orcutt, BSW Intern, University of Texas-Pan American.

Cathy welcomed everyone and informed the group that Pioneer Network has a Coalitions Committee chaired by a Board Member. Nora Gibson (Washington) has been the Chairperson but can no longer serve in that capacity so Lynda Crandall (Oregon), will be chairing the Committee. The responsibility of the Coalitions Committee is to provide input into the planning of the annual Coalitions Intensive at the Pioneer Network Conference; the Coalitions Networking Calls; and the State Coalitions Section of the Pioneer Network web site; provide templates or other resources for state coalitions to put on the web site that will be useful to coalitions in their work; other functions related to supporting state culture change coalitions as determined by the Committee, Pioneer Network staff and Board of Directors and bring opportunities, challenges, issues and information to the attention of the Pioneer Network Board and staff. Lynda will be contacting all of the coalitions to ask for volunteers to serve on the Committee. Also, it turns out that Lynda is unable to participate on the calls if they continue to be held on the 3rd Tuesday of the month (which is why she wasn't on this call), but could do the 1st Tuesday. Sheri is unable to do the 1st Tuesday so Cathy said that she will send out possible dates for 2010 for review and input by the coalitions networking call participants.

Cathy asked who had things to share about their coalition. Bonnie said that California's State Operations Manual now states that surveyors can provide resources to providers about culture change. She said that the CMS Region 9 (Federal) surveyors are very willing to provide homes with the California coalition's resource materials but that it is difficult to get the over 400 state surveyors to do so. She said that the director of the state survey agency, Cathy Billingsley, is willing to help promote the coalition's conferences. Cathy asked about other coalitions' relationship with their state survey agency (SSA). Sheri said that the Colorado coalition is in the process of building their relationship with their SSA. Bonnie said that the California coalition is working on a proposal to submit to their SSA to use CMP funds for the coalition to conduct individual coaching webinars with nursing homes that get quality of life deficiencies. Cathy reported that the Florida coalition now has a representative on its Steering Committee from the SSA and that the SSA has been conducting periodic roundtables for the coalition, providers and others on issues related to culture change and regulations or survey.

Cathy asked about other things call participants had to share about what their coalition is doing. Sheri shared that the Colorado coalition is co-hosting the 2010 International Eden Alternative Conference that will be held in Denver. The coalition is involved in the planning of the conference including reviewing session proposals, working with exhibitors, etc. The revenue from the conference will be split 50-50 with the Eden Alternative. Bonnie Darwin said that the California coalition has been approached to co-host conferences or other educational programs with other organizations and has not done so. She suggested that this issue be the topic for the next call.

Sheri also shared that there is now a Culture Change Accountability Board in Colorado appointed by the Governor (as a result of HB 1196). House Bill 1996 states that the CMP funds may be used to relocate residents to other facilities, to close a nursing facility, reimburse residents for personal funds lost, measures that will benefit residents of nursing facilities, consumer education to promote resident-centered care in nursing facilities, training for State Surveyors, Supervisors and other state and local long-term care ombudsman, development of a newsletter and web site detailing information on resident centered care and education and consultation for purposes of identifying and implementing resident centered care initiatives in nursing facilities. The Colorado coalition will be submitting a grant proposal to the Board (which will be using CMP funds) to provide education on culture change and to get culture change information out to consumers. The coalition is tasked with providing the administrative support for the Board so hopes to receive some financial support for this function.

Bonnie shared that the California coalition is planning a conference on culture change and the physical environment, piggybacking on the 2008 CMS/Pioneer Network symposium that will be held in March 2010. Lois Cutler and Betsy Brawley are among the presenters. Bonnie said that there are no household models in California and that there are challenges to building them (or renovating into them) in California.

Laura shared that the Florida coalition is holding a scenario planning/strategy meeting on Monday and that as part of planning it, she reviewed the 2003, 2005 and 2006 FPN strategy meetings. Laura reported that what she found is that the coalition is still struggling with some of the same issues, especially the funding/sustainability issue. Bonnie agreed that this is an issue for the coalitions. She also mentioned that due to the severe state budget problems in California, the enthusiasm for culture change seems to be lagging. She also mentioned that it seems that everyone is waiting to see what happens with health care reform. Bonnie reported that the coalition had to cancel an educational program that they had planned with Barbara Frank due to insufficient registrations. Sheri mentioned that there still seems to be a problem with the word "culture change" in terms of marketing. Laura told the group that she would speak with the FPN chair about sharing the scenario planning process experience with the other coalitions.

Kim reported that the Georgia coalition had its second summit in October which attracted over 170 people across the long-term care continuum and that the Governor had declared October 15, 2009 as Culture Change Day in Georgia. Cathy pointed out that the "market" for educational programs is larger when the target audience is not just nursing homes but the entire spectrum of residential and home and community-based long-term care.

Laura stated that the FPN Steering Committee includes all of the state long-term care stakeholders including the provider associations, state ombudsman, and state survey agency but that it sometimes seems that they have "competing agendas". Some on the call agreed and said they were glad that Laura brought it up. Bonnie suggested that it would be great if the coalition's partner organizations would make a concerted effort to utilize the coalition's expertise around culture change for their conferences and that with everything they do, they would ask, "should the coalition be involved in this?"

Bonnie suggested that the topic for the next call be: "Is there culture change fatigue?" and if so, how it can be dealt with by the coalitions as well as the issue of co-hosting educational programs with other organizations. It was decided that there will be no call in December. Cathy will send everyone the meeting dates for 2010 after she consults with Lynda and obtains input from her coalition contacts.