



Culture Change Network of Georgia

I long, as does every human being, to be at home wherever I find myself.....Maya Angelou

**Georgia One of Three States to Participate in the
National Pilot Project
*Creating Home: A Consumer Initiative
to Educate Consumers about Long-term Care
and the Need for Change***

Background:

Pioneer Network and the state culture change coalitions have been working hard to create places where elders are happy to live and workers are proud to work. In addition, they support the need to create more options and choices for elders and others who need assistance and want to stay in their own homes.

Providers and organizations are changing, and now it is time to educate and inform consumers that things (aging and long-term care) can be different. To do this, Pioneer Network received a grant from The Picker Institute to implement a project focused on connecting with consumers.

Goals of the Project:

- * To learn the best ways to inform and educate consumers,
- * To inform consumers of the differences between traditionally-run “facilities” and transformed, person-directed settings,
- * To get consumers involved in the culture change movement.

Project Partners:

To accomplish the goals and develop the materials, Pioneer Network joined in partnership with other national organizations:

- * American Association of Homes and Services for the Aging,
- * American College of Health Care Administrators,
- * American Health Care Association,
- * American Medical Directors Association,
- * Coalition of Geriatric Nursing Organizations,
- * NCCNHR: The National Consumer Voice for Quality Long-Term Care.

Pilot Phase of the Project:

Pioneer Network will develop and disseminate packets of information on culture change targeted for the baby boomer generation—those faced now or in the future with these decisions for their parents and who may face these decisions for themselves one day. We will conduct the pilot projects in Florida, Georgia and Massachusetts.



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A Project Coordinator in each state will work with the state culture change coalitions and consumer advocacy groups to conduct small meetings with baby boomers. The meetings will be similar to a small “book club” format, and held in individuals’ homes, community centers, faith communities, civic organizations and other locations convenient for participants.

Evaluation and Dissemination:

The project materials and process will be evaluated and then refined for dissemination to other states, project partners and their affiliates, and other interested parties. They will also be available through the Pioneer Network website (www.pioneernetwork.net).

How You Can Help:

If you would be interested in participating in the pilot project or using the materials to connect with consumers, please contact the person designated for your state:

GEORGIA ~ Kim McRae

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About Pioneer Network:

Pioneer Network (www.PioneerNetwork.net) is at the forefront of changing the culture of aging and long-term care of elders in America. A growing coalition of organizations and individuals from across the nation, Pioneer Network is dedicated to making fundamental changes in values and practices to create a culture of aging and long-term care that is life-affirming, satisfying, humane and meaningful. Pioneer Network advocates for public policy changes, creates communication, networking and learning opportunities; builds and supports relationships and community; identifies and promotes transformation in practice, services, public policy and research; develops and provides access to resources and leadership; and hosts a national conference to bring together interested parties with a desire to propel this important work.

About Picker Institute:

Picker Institute (www.PickerInstitute.org) sponsors education and research in the field of patient-centered care in cooperation with educational institutions and other interested entities and individuals. The Institute’s goal is to foster a broader understanding of the practical and theoretical implications of patient-centered care by approaching healthcare with a focus on the concerns of patients and other healthcare consumers. The Picker Principles of Patient-Centered Care embody Picker Institute’s conviction that all patients deserve high-quality healthcare, and that patients’ views and experiences are integral to efforts to improvement efforts.



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About the Culture Change Network of Georgia:

Culture Change Network of Georgia (www.CultureChangeGA.org) is a group of dedicated supporters and stakeholders working as partners to promote and foster culture change to improve the quality of life for older Georgians *in all settings* where aging services are delivered. The Network is committed to: defining culture change, increasing awareness, educating, sharing ideas, and highlighting programs and promising practices that can be replicated in the field of aging services throughout the state.