

## SUMMARY and UPDATE

Creating Home: Advocating for Change in How and Where We Age

Taking a First Step to Creating Knowledgeable Consumers

*(aka “The Picker Project”)*

### **BACKGROUND and INFORMATION ABOUT PICKER PROJECT:**

**Culture Change Network of Georgia a Pilot Site for National Culture Change Pilot: 2010, The Year of the Consumer ~ Building a Cadre of Informed and Active Consumers Working for Culture Change**

## 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. 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](http://www.pioneernetwork.net)).

### **Timeline for the Georgia Pilot:**

The Culture Change Network of Georgia will complete ***15 meetings by the end of February.***

***Let’s get those meetings scheduled, folks!***

### **SUMMARY OF WHERE WE ARE:**

**Wednesday, October 28<sup>th</sup>** we held the “kick off meeting” for Georgia’s participation in the Picker Pilot Project.

At the meeting, we walked through the entire meeting “agenda” and reviewed the materials. We talked through how to run one of the small meetings, and the different “rolls” that have been identified: People can participate as a HOST or as a FACILITATOR – or BOTH.

The materials that were available at that time were distributed. (Note that additional materials have been added – see below).

## **NEW MATERIALS and INFORMATION NOT YET COVERED:**

PLEASE: LET KIM KNOW WHERE TO MAIL THESE NEW MATERIALS TO YOU.

- 1/ INFORMATION SHEET re PICKER (see attached)  
“About Picker Institute”  
One of these needs to be inserted into EVERY FOLDER to be given to participants.  
(confirm number of folders you have, and I’ll send you same number of Info Sheets.)
- 2/ ENVELOPE with SET OF EVALUATION DOCUMENTS  
“Getting To Know You” (on beige paper)  
“What Did You Learn” (on yellow paper)  
“How Did The Meeting Go” (on green paper)

You will need a set of evaluations for each session/meeting.

The “Getting To Know You” sheet (beige paper) is to be filled out by participants and collected **before** the meeting begins.

The “How Did The Meeting Go” (green paper) is two pages front and back. Please make sure everyone knows to fill out the **entire** evaluation.

After your meeting, you will return the completed evaluations to Kim.  
You will also provide Kim with the completed Sign-In sheet, as well as the host evaluation and the facilitator evaluation.

- 3/ \$50 Publix Gift Certificate/Gift Card  
This is to buy refreshments for your meeting (and pens if you do not have enough pens).  
You are asked to turn in your receipt, and your card with any remaining balance on it to Kim.
- 4/ Electronic Invitation – You can personalize it for your meeting.  
(see attached – change the dates and the locations to make it your own)

### **TO DO:**

Review your name and information on the list below.  
Confirm all information listed next to your name.  
Confirm materials that you have in your possession.

LET KIM KNOW WHERE TO MAIL NEW MATERIALS TO YOU (items listed above).

LET KIM KNOW THE DATE AND TIME OF EACH MEETING THAT YOU HAVE SCHEDULED (date, time, location, audience).

IF YOU JUST WANT TO BE A HOST, AND YOU NEED SOMEONE TO BE A FACILITATOR FOR YOU, PLEASE CONTACT KIM TO FIND A FACILITATOR.

If you were not at the meeting on October 28<sup>th</sup> and you did not receive your materials, but you are still interested in participating, please let Kim know of your interest. We will need to coordinate sharing materials with each other.

Below is a list of Attendees at the Meeting, the roll they identified for themselves, materials provided, potential meeting opportunities. Please note that we were provided with a very limited number of notebooks and folders. Please review this list to confirm if you received a notebook – and the number of folders that you received.

	Oct 28th Meeting	Facilitator	Host	Both	Notebook	Folders	Video	OLD AGE Book
Zandra Matthews Dunwoody Women's Club, Lutheran Towers Residents	x	x	x	x	x	15	x	x
Linda Kluge	x	x	x	x	x	15	x	
Mary Perloe	x	x	x	x	x	15	x	
Melany Sattler Support Groups	x	x	x	x	x	15	x	
Mary Harris	x		x			15	x	
Alfreda Walker	x	x	x	x	x	15	x	
Patrice Earnest Church	x	x	x	x	x	15	x	
Shai Rubin Friends of In-Laws	x	x	x	x	x	15	x	
Eric Lucas								
Sue Burgess		x	x	x				
Dianne O'Donnell Elder Law Clients, Support Group Members, University Women's Club		x	x	x	x	15	x	
Vicki Morton Financial Services Folks	x	x	x		x	15	x	
Walter Coffey	x	x	x	x	x	15	x	
Kim McRae	x	x	x	x	x	15	x	

List of people who expressed interest in participating, but who were not able to attend the meeting. Please let Kim know if you are still interested in participating.

Joan Carlson

Beth Lever

Susan Formby

Kellee Chasnee

Georgia Gunter

Nancy Kriseman

Joanne Grubbs?

Joanna Christus

**NEXT STEPS:**

Let's get those meetings set up and let Consumers know about Culture Change!

Please contact me with information that I have requested, where I need to mail your additional materials AND the dates and times of all meetings as you get them scheduled. I need to keep Pioneer Network updated on our plans...

Please let me know if you have any questions or if I can help you in any way.

All the best,  
Kim McRae, Coordinator  
Culture Change Network of Georgia  
(770) 841-1546