

**Culture Change Network of Georgia
Advisory Group – Strategic Planning Meeting
April 9, 2010**

PRESENT

Alice Truluck, facilitator; Walter Coffey; Kim McRae; Angela Pollock; Zandra Matthews; Beth Lever; Joan Carlson; Sue Burgess; Ginny Helms; Susan Formby; Eve Byrd; Linda Kluge; Anne Hernandez; Kathryn Fowler; Andrew Hales; Becky Kurtz; Marsha Bond; Vicki Morton; Eric Lucas; Mary Arthur; Andy Morris; Maxine McCullar

INTRODUCTIONS and HISTORY

Walter Coffey

Most of us in Georgia “play well with others” and we’re all about “The Greater Good!”

LEARNING CIRCLE

Joan Carlson, Park Springs – 30 years in long-term care
Renovation almost completed; food in skilled; homelike food
Independent residents visiting skilled! Cobblestone Action Committee

Susan Formby, Alzheimer’s Association – always focused on person-centered care
Keeps hearing a “LONGING” for better options
We’re all looking at our OWN aging
Working on early stage groups – lifting up their aspirations

Andy Morris, CEO, Reliable Healthcare
JUST DO IT!
All of his folks stepped over the culture change line
Looking into rebuilding
Been visiting culture change homes – taking staff: The Cottages in Greer, SC;
Meadowlark Hills in Manhattan, KS; Pennybyrne in High Point, NC (two bus loads of staff)
Wants a “HOW TO”

Maxine McCullar, COO, Reliable Healthcare
She LOVED “Choreography of Culture Change” (ActionPact)!!! It changed her life!
She went with both groups to Pennybyrne, and has gone on all visits Andy mentioned.
She has fabulous pictures she will share with us.
They have been working on changing breakfast, changing med pass...
AND working on low-hanging fruit!

Zandra Matthews, Lutheran Towers

Is privileged to serve – Leadership aahsa opened up culture change to her.
Culture change makes her “nipple-ly”
Regarding our own aging, “Don’t go slowly into that good night!”

Angela Pollock, The Gardens at Calvary

April 1st 2010 was 3 year anniversary (first AL for dementia in US)
They want to build skilled nursing Green Houses – PLEADING for C.O.N.
Congressman Westmoreland visited The Gardens
“I LOVE *LOVE* my job!!!”

Beth Lever, Wesley Woods Newnan

Is thrilled that leadership is totally “on board”
Explained the history of culture change at WW – story of SOPHIE
Sophie has undergone a “transformation” and she GETS IT!
GREAT article in the newspaper about cc at WW!
Harrison Ford – *bridge appeared as he was walking on it...*
It’s a “zen” thing ~ have to have the faith to do this

Andrew Hales, GA LTC Ombudsman

Always focus on “WHAT DOES THE RESIDENT WANT?”
Recognize the direct care workers
Community volunteers

Mary Arthur

Late 70s co-founded Pinon - - company was one of original “pioneers” in cc

Linda Kluge, gmcf

Got involved with cc in the beginning – Vivian Tellis-Nayak
'02 Q10 GA; '04 PN conference; pilot with 6 NH (Barbara Frank, Cathy Brady
and David Farrell)
Workforce – CELEBRATE the C.N.A.s
BUILD ON SUCCESS

Vicki Morton, Consumer Advocate, Life Coach and Financial Advisor

Got into this as Kim’s cousin – and working with folks on their financial plans –
realizing that they do not understand long-term care at all! Huge need for
education
Picker project – it is a ‘given’ that this is what people want
Came to 2nd CC Summit and got “sucked in”

Anne Hernandez, gmcf

Comes from disability world – been focusing on this kind of ‘stuff’ for a long time
in that world – now how to get it into the world of ltc

CMS focus changes every three years, but so thankful – because of Linda Kluge – that they are able to maintain the focus on the PEOPLE!

Sue Burgess, ARC

Comes from the disability world

Been involved lately in a lot with the Administration on Aging re CC – speaker talked about the three types of people involved in CC comparing them to movies:
Forrest Gump: Run Baby Run!

Brave Heart: Folks who want to hold change down

Jerry McGuire: “You Had Me At HELLO!”

Eric Lucas, IAHSA

20 years in healthcare, years of that focusing on hospital quality

He did Eden training in Nashville at Bordeaux

Urges us to learn from other cultures and other countries

Becky Kurtz, GA LTC Ombudsman

WHAT DOES THE RESIDENT WANT – they wear that around their necks every day

They are finding people who are DOING IT! (asking what resident wants)

Structure organizations so that it’s all about what the residents want

’94 started down CC path

Has been really discouraged – when Steve Shields spoke at ghca, most of the room was “NAH!”

THIS is the room where the HOPE IS!!! (the people in this room today)

Ginny Helms, Alzheimer’s Association

Focus on person-centered care

Policy and Protocol

What to do to make this STICK

Giving pwd purpose and meaning

NH and Dining

Help from incentives

Take it DEEPER and MAKE IT STICK

Eve Byrd, Emory Fuqua Center for Late Life Depression – 10 years

Mental health and older adults

THIS is the room where the HOPE IS

THIS is the group that will change mental health!!!

BASIC FUNDAMENTAL RIGHTS (correct words?)

Kathryn Fowler, Georgia Council on Aging

She too started with DD

26 years working with Athens Community Council on Aging (adult day from a medical to a social model; were doing homemaker services and was saddened to watch that become medical – even the food became medical)

Has been a cc advocate since '95

It's all about WHAT THE PERSON NEEDS

Georgia for a Lifetime

Her father just died...

What GA needs to do to GIVE QUALITY OF LIFE in ALL THAT WE DO

We've got to make the need for culture change extinct!

ALICE TRULUCK – facilitated exploration...

Puzzle Exercise

We don't have a picture of what it's supposed to look like!

"I sure wish they'd make up their mind" (what staff think)

ALL PEOPLE have to be part of the CONVERSATION and build it together

In SC, they rewrote the regs

It's about compliance assistance – educating about the regs and how they support culture change

Making sure the surveyors are helping, not hindering, efforts to change

We need to add an educational component to each of our CCNG meetings

Everyone in ltc needs to understand everyone's "world" and how it works

Becky: they have guest speakers

We can teach each other about what we all do

Position CCNG to be/become a CONTINUOUS LEARNING ORGANIZATION

Calls

Web Ex

Education

Discussion

Keep it Moving

Our website

CMS – update on this is an example

How can we get/what kind of commitment can we get from everyone's world???

(Aging Services of GA and GA Institute on Aging have given HUGE commitment - - but they don't want to "own" CCNG - - we ALL need to come to the table and build this together!)

What can EACH organization do to contribute?

How can EACH organization become a force?

Each organization needs to try to get as many people as possible to our summit, to Pioneer Network conference, to Eden conference

FROM “WALL CHARTS”

CHANGING AGING IN GA

Coming together to create our OWN aging

No warehousing

ELDERS & FAMILIES MUST be at the table

What does it LOOK like?

FEEL like?

TASTE like?

What this means to us as a REVOLUTION

Putting the needs of the PEOPLE into ALL planning in GA

Attractive OPTIONS

Honoring our Elders' CHOICES

ASK!

Can't make assumptions

How do we make this so ALL can do it?

Process

“CREATING” not changing

WHO DECIDES?

We don't even know what we need to decide!!!

Fear of unknown

WHAT IS OUR CULTURE?

Change the “culture” of aging

AGING – change how people think! Their basic thinking...

Doctors! – their thinking needs to change too

BOOMERS! – untapped resource

Fear of Aging

MENTAL health education

DEMENTIA

Tie-in with Dr Oz/Oprah

CC in GA

Commitment to move from institution to HOME (no matter where you may live)

Building relationships

Life of meaning and value
Continuing life as you know it
Reducing isolation from broader community
Faith communities??? – how to get them involved
Spiritual piece

EDUCATION of REGULATORS

Grant exceptions/waivers
Open dialogue
Not confrontational
Open kitchen
Meds in room/at bedside
Staffing ratios
Blended rolls
Common areas required but no one uses

FUNDING STREAMS

Funding following the person
 Nursing homes
Community living
Support options

WHO NEEDS TO BE AROUND THE TABLE

GA Tech
Technology
Planners – been watching
Medical Home Model – Morehouse
 Patient-Centered Care
Planetree

ZONING

159 counties
“Don’t want any in my neighborhood”
Churches get around it!
CITY
COUNTY
NO to mother-in-law suites in Athens
Livable communities

2040

ARC
AAA

COMMUNITY EDUCATION

GA for a Lifetime

DCA – Dept Community Affairs (Eve Byrd talking about this – discuss with her!)

Housing

Federal Funding

Supportive Housing

Crossing Disabilities

We decided to focus on 3 specific FOCUS AREAS:

Policy, Practice and Education...

BREAKOUT INTO THREE GROUPS:

#1 POLICY

A/ Federal – policy & funding to support/grow CC

CMS

AOA

HUD

ETC...

B/ State – policy to support/grow CC

Influence state agencies/lawmakers

ie. Grants, reimbursements, CMP

X \$ incentives

X C.O.N. – open for innovation

X impact regulations

Interpretive guidelines

- nursing homes

- assisted living

- adult day services

c/ Local/Zoning

page 2 notes on policy

State

Local

Zoning

Federal
Organizational

- S Policies to drive – incentives
 - Quality measures
 - Reimbursement piece
 - Grants/etc
 - AOA
 - CMS
 - CMP – make sure to use it well/appropriately
 - Expand quality incentives
- F CMS
- S HFR (DCH)

Regs – input in Interpretive Guidelines
C.O.N. – can we open it for those willing to use innovations ex.
Angela/Greenhouse
Relationship building

#2 PRACTICE

* LEADERSHIP

#1 STAFF

- Core Training
- Reapply for job with new description
- Sign a “commitment” as a team

#2 TRAINING/EDUCATION

- On the PERSON/the resident
- “What if it was me”
- Understanding the elder

#3 CHOICES

- Waking
- Bathing
- Sleeping
- Eating
- Activities

DEEPER COMMITMENT – C.N.A. Secrets

- Revealing their problems & solutions

CCNG Needs a curriculum to meet the needs of continuum tool kit

A master training with home and community emphasis

FULL Curriculum

How to apply across all settings

Person-centered with key principles re: home, choices

Staffing – how to engage

How to impact within ALL our settings

Readiness assessment

(??artifacts for all settings)

Build into C.N.A. training for state requirements

THE “HOW TOs”

Train on core principles – within 2 hours w/common language

Person 1st

Choice

Community

Staff

Dining

Home

Select differently – HR hiring practices

Developing staff to influence versus “care for”

Re-interview for job – blended (universal/versatile) worker

SC “pkg” for Culture Change Strategies – How To

“Self-Education”

Books

Tour facilities

3 week training (Green House)

Communication with staff

Communication with elders

“T the T” (?? Does this mean Talk the Talk??)

Est. “CHOICE”

Teach the workforce

Emphasis on staff with Value/Respect/Decisions

OK to make mistakes

#3 EDUCATION

Have to have/create basic definition for the whole continuum

Have to 'translate' culture change to each piece of the continuum

What is culture change?

The FUNDAMENTAL TRUTHS...

Who decides? YOU DO!

YOUR voice COUNTS

Be careful about using "home" – have to explain/in adult day, "home" isn't easy concept to "translate" – have to give more explanation

Dispel aging myths

All people need to be empowered about own aging and own long-term living!

Create an "elevator speech" for Culture Change Network of Georgia...

Changing Aging in Georgia...

"Just Be Nice!" ~ Culture Change Network of Georgia

"Do you only go to church one time???"

Must identify all stakeholder groups:

Consumers/families

Caregivers/C.N.As

The continuum itself (providers) – everyone in LTC needs to understand and "know" each other and what each other does!

Regulators

"Nay-Sayers"

Others missing?

ALL need CROSS EDUCATION...

All need to learn how to understand the CULTURE of their OWN organization to see it for what it is now – and what it can be...

Each stakeholder group needs to be looked at and "educated" differently based on who they are...

#1 identify stakeholder groups

#2 Elevator speech for each stakeholder group– "noun" – action – jargon

#3 identify communication channels for each STAKEHOLDER GROUP

What is the REACH that each of us have??

Lists/conferences/newsletters/websites...

How can we all work together to spread the word!

AFTER THE MEETING...

ADVANCING EXCELLENCE/LANE

ADVANCING EXCELLENCE/LANE

Meeting with Linda Kluge, Anne Hernandez, Becky Kurtz, Walter Coffey, Kim McRae

The group would like to house the LANE within the Culture Change Network of GA to save time re meetings and better connect to the nursing home focus of the culture change work.

For every meeting of the CCNG, adding an educational piece about Advancing Excellence/LANE – so that everyone is updated and remains current

Then holding the LANE meeting after the CCNG meetings