



## CCNG Advisory Group August 20, 2010 Minutes

### Present

Kellee Chassner, Lisa Dodgen, Angela Williamson, Zandra Matthews, Mary Arthur, Walter Coffey, Louise Linder, Meredith Swinford, Patrice Earnest, Cathy Simpson (for Ginny Helms), Susan Formby, Alfreda Walker, Eve Byrd, Anne Hernandez, Marsha Bond, Dan Look, Eric Lucas, Vicki Morton.

Joan Carlson and Kim McRae Facilitated

### Next Advisory Group Meeting

Friday, November 12<sup>th</sup> 9:30 – 1:30pm

It was decided that anyone who would like to will stay after the meeting (ends at 12:30) and have lunch together so that we can network, “visit” and have “convivium”

Note that Focus Area Groups have their own unique meeting schedules

Your Group Facilitator will provide you with info

**NOTE: Advisory Group materials will move FROM the “Supporting Organizations” TO “Special Projects” area of the CCNG website.**

### Decisions Made:

- Minutes were accepted from the April meeting.
- Regarding public policy issues, templates (sample letters, etc.) will be made and distributed to the advisory group that can be adopted/adapted by each organization as appropriate.
- Policy group focus will be on obtaining CMP funds for the work of the network.
- An executive committee was assembled.
- Nursing homes that are on the cc journey will be surveyed (we need to know who they are)
- The advisory group will be surveyed to agree on values/principles, find out who can reach whom, etc.
- The advisory group agreed to let the sale of DVDs go through Have a Good Life Media since they have the ability to process orders, etc. and have put so much into the development of the DVDs the last two years.
- The advisory group will make efforts to include the CCNG in their 2011 budgets. This can be done via sponsorships, grants, consulting fees, etc. The Georgia Institute on Aging can develop invoices as appropriate.
- Anne Hernandez volunteered to facilitate next meeting with Kim

## To Dos:

- ID nursing homes who are on their cc journey to survey
- Complete survey from Ed/Comm/Outreach group posted in “Special Projects”
- Include CCNG in budgets for financial support in 2011 (suggested larger organizations \$4000-\$6000)
- Forward information RE the 3<sup>rd</sup> Annual GA Culture Change summit and help encourage participation.

## Introductions

Welcomed Meredith Swinford, St George Village – new to Advisory Group

Welcomed Cathy Simpson, Alzheimer’s Association – sitting in for Ginny Helms

## Brief Updates

### Grant

Walter Coffey reported that all is going well with the grant. See “2010 Update” attached.

The Richard Taylor DVD “Be with me TODAY!” has been mailed to all NHs and all adult days in the state.

From last year’s grant the “Many Paths to Culture Change” Three-Part DVD series has been mailed to all NHs in the state and each advisory group organization has received a copy. We will be selling that through Have a Good Life Media soon.

All were asked to continue to motivate, encourage and promote the use of these materials with the organizations within your “reach.”

The Culture Change Connection™ newsletter is going very well and gaining national exposure and recognition. (More about this later in the Funding/Development Task Group report)

The Institute received a contract from the Office of the LTC State Ombudsman to produce 5 on-line training webinars for them relating to culture change. They are also sending a large group of ombudsmen to the Summit in October.

### Culture Change Symposia

#### **“Changing the Culture of Long-Term Care” (Sept 8 Athens; Sept 10 Valdosta)**

Thanks to funds allocated via the State Office of the LTC Ombudsman, this fabulous opportunity to explore the culture change movement and “spread” culture change throughout Georgia. Keynotes include: RoseMarie Fagan, Karen Nichols and Kim McRae. Thanks to sponsorship by the Institute of Gerontology and the Georgia Geriatric Education Center, College of Public Health, University of Georgia; the Georgia Council on Aging and its initiative Georgia for a Lifetime;

The Culture Change Network of Georgia Advisory Partners; and the Division of Social Work, Valdosta State University, the program is offered free to the first 180 participants registered at each site. Athens is FULL. Sign up for Valdosta here: <http://training.geron.uga.edu/conferences1>

### **Pioneer Network Conference and National Coalitions Mtg**

Walter gave an overview of the conference - - there were over 1200 people in Indianapolis, IN. Kathy Greenlee spoke and gave her total support of culture change. She introduced Becky Kurtz during her speech. (“Becky Kurtz said hello!”) Georgia had 15 people in attendance this year! Let’s beat that next year!  
From St. George Village: Abbie Byron-Gos, Sharolyn Flemons, Renee Krosner, Almedia Pendleton, Meredith Swinford  
From the William Breman Jewish Home: Jennifer Alberson, Regina Ford, Beth Laxton, Chinwe Okeke, Tamara Stephens  
From Sava Seniorcare: Gaynelle Kahigian  
From Lutheran Towers: David Sprowl  
From GA Tech: Jon Sanford  
From Aging Services of Georgia: Walter Coffey  
From Culture Change Network of Georgia: Kim McRae  
During the National Coalition Pre-Conference session, Walter and Kim were asked to speak about our work in Georgia to expand culture change beyond NHs into the continuum. We got quite a bit of kudos for our accomplishments so far – especially the Culture Change Connection.

### **Advancing Excellence/LANE Disparity Pilot**

Anne Hernandez provided an overview of this exciting project focusing on bringing together the GA LANE partners to support and help several nursing homes in Macon to study and work on Disparities in Care. Georgia was one of four states chosen to participate in this Advancing Excellence project. Three nursing homes in the Macon area agreed to participate in the projects. (Roberta Healthcare, Heritage Healthcare of Macon, and Eastview Nursing Center) Teams from the LANE have been assigned to work with them.

### **3<sup>rd</sup> Annual Culture Change Network of Georgia Summit Planning**

Save the Date ~ October 14, 2010  
Loudermilk Center, Atlanta

*“Getting to Know All About YOU!”*

LaVrene Norton  
How to Implement CC



Virginia Bell and Tonya Cox (for David Troxel)  
Best Friends Approach & Activities ~ Dementia Focus

Kim McRae brought everyone up-to-date on the summit plans. Poster Session garnered a lot of discussion. It was decided that we would “invite” some organizations that are on their culture change journey to do posters to provide some positive examples of “There’s Something Happening in Georgia” to celebrate. Key to make sure there is not a “marketing/sales” slant to the posters. Kellee Chasnee will be the main contact person for posters and Patrice Earnest will work with Kellee on how to “operationalize” the set-up. Scholarships will be available again this year thanks to the grant from Healthcare Research, Inc. Emphasis on direct-care worker/C.N.A. staff. Via the grant we have scholarships, so we will advertise BUY 1 GET ONE FREE with the emphasis of bringing a direct-care worker.

Review Minutes from Last Meeting

Joan Carlson asked if there were any changes. None noted.

Dialogue Regarding 3 Task Group/Focus Area Reports

(Note: report from each group posted on website)

ALL FOCUSING ON:

How do we want the culture change movement to be reflected in Georgia?

How do we continue to build momentum?

Policy ~ Cathy Simpson for Ginny Helms

Cathy gave review of the work of this focus area.

Group discussed/investigated together how to speak “on behalf of the group” for big issues such as CMP funding Action Alert. Large organizations can not do this because of legal counsel issues. **Advisory Group decided it would be necessary to develop “templates” that could be adapted by each organization.**

Policy workgroup to focus on obtaining CMP funds to support the work of the network. Kim gave overview of work of “CMP workgroup” that helped to “rescue” the Georgia CMP funds from being “swallowed up” by the state general budget. The task group will work on developing a suggested process for applying for CMP funds as well as research on what other states are doing to use these funds. **The advisory group agreed with this focus.**

The task group also suggested it may be in best interest of CCNG to have an “executive committee” for between meeting decisions, to plan meetings, and/or to represent the group if needed. **The advisory group decided to assemble an executive committee to include the following participants:**

Each of the facilitators for the three focus areas: Ginny Helms/Policy, Mary Arthur/Practice, Anne Hernandez/Communication; Joanne Grubbs from GHCA; Andrew Hales, Ombudsman; Walter Coffey from Aging Services of Georgia;

Kim McRae from CCNG. We will add others at the will of the advisory group.

### **Practice ~ Mary Arthur**

Mary explained the focus of the group is HOW TO IMPLEMENT CC as an organization and how to understand/support/promote cc as a consumer. The HOW TOs and the NUTS & BOLTS...

Start by developing PATHS TO CULTURE CHANGE, which will be a living document.

Develop a simple initial (nursing home focus) **survey** of organizations we know who have had some cc activity – who have done this – to see what’s worked, what hasn’t, why, what has been biggest impediment?? A lot of folks get started – maybe with bathing or dining – then get STUCK... Why did they get stuck? What/how did you get stuck? What are those barriers?

Homes identified: Summerhill in Perry, Jewish Home, Budd Terrace, Sadie G. Mays, VA (Atlanta), AG Rhodes, Park Springs, St George, Ethica (50 homes)...

Also look at folks who came to Summit #1, Summit #2, Summit #3.

Eric Lucas suggested adding some homes from other states – suggested Bordeaux in Tennessee where he did his Eden training. Eric also mentioned an Eden presentation he had seen where homes who had tried it and failed discussed WHY... He will try to obtain this for us.

QIO and Ombudsman and Survey - - all to “feed” who is doing “it” out there. Discussion around starting with nursing homes only before we branch into the whole continuum. Or Sampling the continuum – CCSP, waiver, home care, sub-acute... Since we are all about “the continuum”

If we START with NHs and ID all the ones that we know that have done something – the EARLY INNOVATORS – then report back out to all participants to get to “peers helping peers” - - How did you first learn about cc? Where did you get stuck?

Joan Carlson said that she would help with this.

Dan Look said that he could help with doing it “on-line” and using Constant Contact if needed.

All to look for and ID more homes/places to identify who are on their journey!!!

It’s a movement – find GEMS of people who can help others!!

### **Education, Communication & Outreach ~ Anne Hernandez**

Anne explained that the group is focusing on key messages, branding, audiences, defining “what it is” and creating marketing/outreach vehicles, a CCNG CC “101” template presentation we can all use so that we’re all speaking the same language.

Messages being thought about include: Long-Term Care CAN Be Different, Growing Older Your Way, Culture Change is for Everyone, Changing the Culture of Aging in Georgia, We have the power to change how people (how we) grow older in Georgia...

Patrice Earnest said that she had done a “CC 101” to 120+ Home Care Providers. 2/3rds of them were NOT aware of cc. She said that she focused on CC IS GOOD BUSINESS. SURVEY all of our Advisory Partners to agree on values/principles, find out who can reach whom - - working on expanding our REACH and our OUTREACH... and find out who is missing from the “table” (posted under Special Projects on website)

## **NEW TASK GROUP:**

### **Development/Funding ~ Walter Coffey**

Walter reported that this group met to discuss ways to fund the CCNG. The first approach is to request CMP funds. We had a long discussion regarding the development of the Culture Change Connection™. We decided to go big (national product) and try to get monthly sponsors. We have secured the cc connection domain name. State coalitions and other interested parties can simply subscribe to the e-newsletter at no charge. We also have the chance to make some money from the sale of Richard Taylors DVD as well as from the sale of DVDs produced this year from the 1<sup>st</sup> summit. The advisory group agreed with letting the sale of DVDs go through Have a Good Life Media since they have the ability to process orders, etc. and have put so much into the development of the DVDs the last two years.

We also asked the group to include the CCNG in their 2011 budgets. This can be done via sponsorships, grants, consulting fees, etc. The Institute can submit invoices with appropriate language as needed. We are asking larger organizations to look at \$4000-\$6000 each. The advisory group agreed with this idea and will begin to work through their organizations getting back with us regarding ideas of ways their organizations can provide financial support for the 2011.

## **Old/New Business ~ Kim & Joan**

### **Co-Facilitator for November 12<sup>th</sup> meeting**

Anne Hernandez volunteered to facilitate next meeting with Kim

### **Should we add a networking lunch after November 12<sup>th</sup> meeting ???**

Group decided to do this (Details to come)

## **Announcements & Adjourn**

Eric Lucas announced that an Alzheimer’s researched from Stuttgart, Germany will be arriving on September 2<sup>nd</sup> to spend six weeks at Fountainview. Her name is Micaela Meiger. This is her first time in the US. Eric will be reaching out to introduce her to folks.

The group was discussing CCNG and how well we're all coming to the "table" and working together to try to improve the lives of older Georgians in all settings...

Susan Formby said that our partnerships and collaboration is so great – everyone listens to each other and has a place at the table.

The process of listening to each other – not slamming doors – OPEN to ALL

Someone said, "Collaboration is the most unnatural thing among consenting adults!" 😊

We ended on a proud note!

**Notes:**

Make sure Louise Linder email is correct (she did not get Action Alert or DVD)  
Add Louise Linder and Angela (Pollock) Williamson to Practice Task Group.

## **Task Groups (August 2010)**

**\*\* New to Group**

### **Practice**

Mary Arthur, facilitator

Maxine McCullar

Cathy Lipton

Debbie Conway

Kellie Chassner

Carolyn Roper

Walter Coffey

\*\*Louise Linder

\*\*Angela Pollock Williamson

Joan Carlson

Sue Burgess

Jocelyn Ellison (She is moving)

Georgia Gunter

Vicki Morton

Kim McRae

### **Education/Communication**

Anne Hernandez, facilitator

Patrice Earnest

Andrew Hales

Susan Formby

Michele Nelson

Vicki Morton

Kim McRae

Dianne O'Donnell

Zandra Matthews

### **Policy**

Ginny Helms, facilitator

Kathryn Fowler

Walter Coffey

Eve Byrd

Becky Kurtz

Eric Lucas

Kim McRae

### **Funding/Development Group**

Walter Coffey, facilitator

Kim McRae

Dianne O'Donnell

Ginny Helms

Vicki Morton

Mary Arthur

# Culture Change Network of Georgia

## 2010 Update

### 2010 So Far...

- January 11, 2010 Presentation of “Development and Focus of Culture Change in Georgia” by Walter Coffey to his AAHSA colleagues in other states at national meeting
- January 21, 2010 GHCA Conference, “Regulations and Transformation: The Perfect Combination for Culture Change”  
Presentation by Alfreda Walker and Kim McRae
- January 26, 2010\* Webinar Series from 2<sup>nd</sup> Summit (\* series)
- January 27, 2010\* “Setting the Stage for Culture Change: Preparing for Our Aging Population”
- February 3, 2010\* Kim McRae “Overview of Culture Change & Person-Centered Care”
- February 10, 2010\* Karen Stobbe “Dementia and Communication”  
Steve Shields “Vision and Leadership”  
Karen Nichols “Implementation, "How To... & Celebrating Success”
- February 18, 2010 Elderly Housing Symposium: “Update on Culture Change in Affordable Housing” (Kim)
- February 26, 2010 Adult Day Symposium: “Humanizing Dementia Care in Your Center” (Kim)
- March 17, 2010 Design and Technology for Healthy Aging Initiative at Georgia Tech (DATA) (Kim presented on CC and CCNG)
- March 17, 2010 Aging Services NEXT: “What’s NEXT? Culture Change and Person-Centered Care” (Kim)
- March 22-24, 2010 Aging Services of Georgia Conference: “WHO DECIDES? Partnering with Consumers to Create Culture Change Throughout the Continuum” (Kim)
- April 14, 2010 HUD/SAHMA. “Elderly Issues: Affordable Housing & Creating Community” (Walter and Kim)
- April 29, 2010 Assisted Living: Hotel or HOME?: “Humanizing Dementia Care From the Inside Out” (Richard Taylor, PhD); “Culture Change: The

Basics” (Kim); “How to Humanize Care and Create HOME in YOUR Community” (Kim)

May 3, 2010 Thinking Outside the Box Conference: “Culture Change in Service Delivery in Georgia” (Joan Carlson, Anne Hernandez, Dianne O’Donnell, Kim)

June 21, 2010 GA Department of Community Health (DCH) ALL STAFF TRAINING SESSION: “Person-Centered Care and Culture Change Part 1” (Kim to all staff); “The New CMS Interpretive Guidelines” (Alfreda Walker to NH folks); and “Person-Centered Care and Culture Change Part 2” (Kim to non-NH)

August 8 – 11, 2010 Pioneer Network Conference: “The Times They Are A Changin’: What Long-Term Care Settings Can Be” (Kim); “Conversations At The Crossroads: The Collective Wisdom of Coalitions” (Walter Coffey and Kim presented on CCNG regarding our work toward the entire continuum and consumers); Creative Engagement Learning Circle (Kim facilitated); “Increasing the Consumer Voice in States’ Uses of Civil Money Penalties” (Kim presented GA story of CMP funds); “Reaching Out to Consumers: The Creating Home – Advocating for Change in How and Where We Age Project” (Kim presented the GA “Picker Pilot” story)

### Upcoming in 2010

August 25 – 25, 2010 Service Coordinators’ Leadership Conference: “Creating Home: Culture Change in Affordable Housing” (Kim to present)

September 8, 2010 Changing the Culture of Long-Term Care (Leonard September 10, 2010 Poon, Kathryn Fowler, Melanie McNeil, Anne Glass, RoseMarie Fagan, Karen Nichols, Kim McRae and Walter Coffey are presenting)

September 22, 2010 Activity Professional Symposium: “Building A Sense of Community: *What does culture change look like in your environment?*” (Kim to present)

September 26 – 29, 2010 National State Units on Aging (NASUA) Joint Conference with National Home and Community Based Services Conference ~ in conjunction with GGS: “Culture Change Throughout the Continuum of Long-Term Living” (Walter Coffey and Kim to present)

- October 14, 2010 3<sup>rd</sup> Annual Culture Change Network of GA Summit:  
 “Who Are You? *Getting to know all about YOU!*”  
 (LaVrene Norton, Virginia Bell and Tonya Cox are presenting)
- October 27, 2010 CEAL (Center for Excellence in Assisted Living) Webinar Series:  
 “Person-Centered Care: It’s More Than an Art” (Kim to present)
- October 31, 2010 AAHSA Pre-Con: Culture Change and Dining (Dan Look & Walter Coffey to present)

WEBINAR SERIES For GA Ombudsmen

WEBINARS 3 for 2010 GRANT

### **Additional CC Activities IN 2010**

“Culture Change Connection™”

CCNG Meetings

2010 Strategic Planning “Retreat” April 9, 2010

Developing Task Groups

- \* Communication, Education & Outreach
- \* Policy
- \* Practice
- \* Development/Funding

Instrumenting Culture Change in Affordable Housing

Instrumenting Culture Change in Adult Day

LANE/Disparity Pilot

Website: Update/Add Focus Areas by “Venue” (see above)/Special Projects section

GET FOLKS TO TELL THEIR STORIES

Richard Taylor DVD Out to all NH and all adult day (*Be with me TODAY!*)

*Many Paths to Person-Centered Care* (Video Training from 1<sup>st</sup> Summit) out to all NH

CMP Committee - Georgia

Expanding Picker – 2010 “The Year of the Consumer” ~ Picker II

3<sup>rd</sup> Annual Summit

Changing the Culture of Long-Term Care Symposia Project (Ombudsman, Co-Age, UGA, Valdosta)

Ombudsman Webinar Project

### Nursing Homes

#### **Budd Terrace**

Meetings with corporate staff to plan strategy, follow-up meeting with executive staff, then management team

Culture Change & Person-Centered Care (CC “101” Parts #1 & #2)

#### **Sadie G. Mays**

Meeting with corporate leader, tour and meet with management team, CC “101” Parts #1 & #2 with management team

### **To Be Planned**

Reliable, Ethica, Westminster Commons (per Roseanne Glick, ombudsman),  
Florence Hand Home/Twin Fountains, LANE Project NHS: Heritage Healthcare  
of Macon, Eastview Nursing and Roberta Healthcare

### Related Organizations & Involvement

Pioneer Network National Coalition Marketing Calls

Pioneer Network National Coalition Committee Calls

Pioneer Network Marketing and Communications Committee

Pioneer Network Legacy Committee

Pioneer Network Humanize Dementia Care Now (Richard Taylor)

Pioneer Network Conference Review

Picker Pilot (Phase I)

Picker Pilot (Phase II)

CMP Committee – Pioneer Network National Workgroup

Consumer Consortium on Assisted Living (CCAL)

Center for Excellence in Assisted Living (CEAL)

National Assisted Living Disclosure Collaborative Workgroup

Advancing Care Transitions (February 24, 2010)

PN/CMS Food and Dining – snowed out

Wesley Woods Center at Emory

Design and Technology for Healthy Aging (DATHA) Initiative at GA Tech

Center for Positive Aging

Adult Day Forum

Best Friends Institute (2 day train the trainer), June 7-8, 2010, Annapolis, MD

Eden International, June 13-15, 2010, Denver, CO

Pioneer Network Conference, August 8 – 11, 2010, Indianapolis, IN

Planetree, October 5 – 8, 2010, Denver, CO (??)  
Consumer Voice (NCCNHR), October 19 – 22, 2010, Orlando, FL  
AAHSA, October 31 – November 3, 2010, Los Angeles, CA