

WHAT: Key Message

Growing Older Your Way

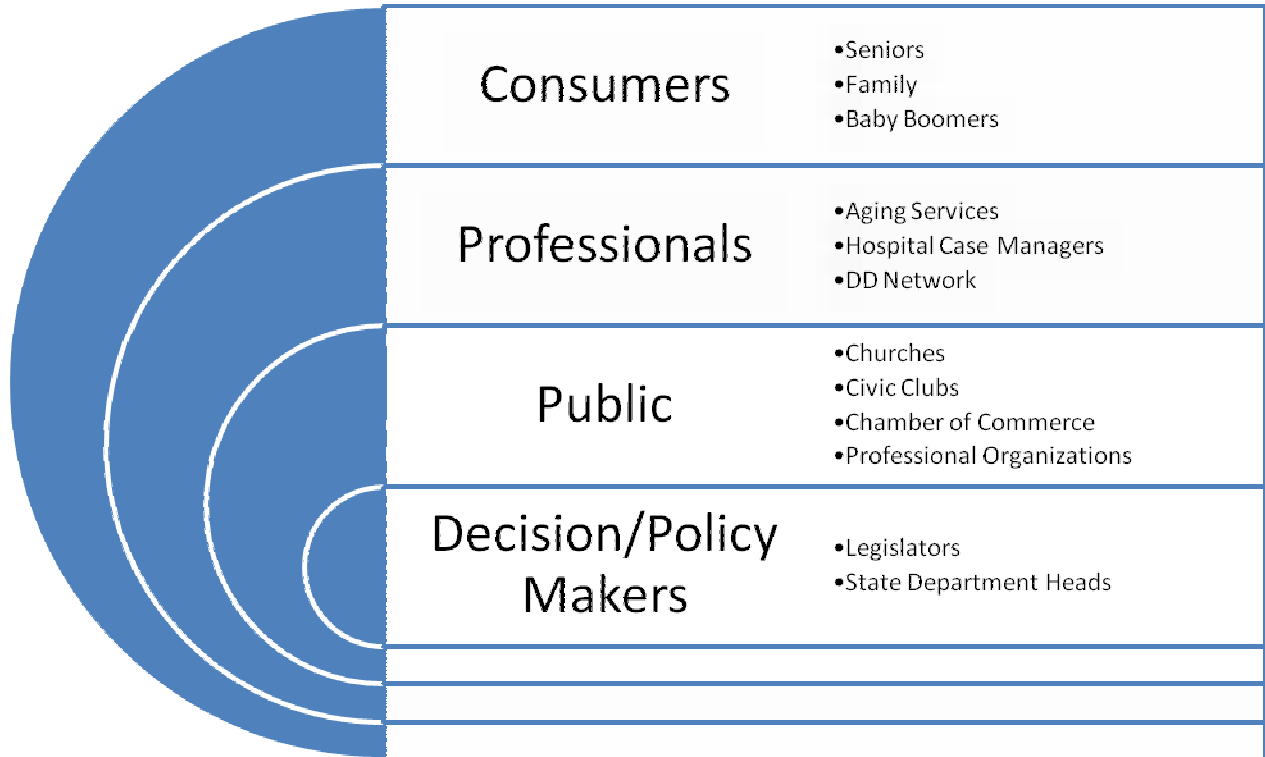
Culture Change is for Everyone

We have the power to change how people grow older in Georgia.

Talking Points/Marketing Materials:

1. There is a national movement on Culture Change. Georgia promotes culture change across the spectrum of service for aging people
2. Culture change involves providing choices and means people make decisions about their future. Other key tenets of culture change include helping elder to create a home environment wherever they live, person-directed care and listening to the consumer
3. Talk about aging – “Get the word on the Street”. It’s okay to get older in Georgia
4. Consumers and the public must be educated on available options, resources and the variety of supports available
5. Answer “What Can I Do?” by providing information on tools/materials that can be shared with others as well as action steps each person can take
6. Answer “What’s In It For Me?” by building a business case related to cost and benefits to culture change
7. Long Term Care can be different, personalized
8. Continuous quality improvement
9. Develop a Community of Caring for Georgia Elders
10. Utilize Pioneer Network’s Mission, Vision and Values

WHO:



HOW:



Video

- Celebrating Agins
- "Chances Are" by Action Pact



Focus Groups

- Picker Part 2



Publications

- Professional newsletters
- Develop Beginner's Kit including Artifacts of Change (NH), Naturally Occuring Retirement Communities (NORCs)
- Brochures
- Website enhancements
- Business Cards for Advisory Group Members



Presentations/Meetings

- "It doesn't have to be that way"
- Principle of Teach Back