



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

for

Creating Home: A Consumer Initiative to Educate Consumers about Long-term Care and the Need for Change

2010, The Year of the Consumer: Building a Cadre of Informed and Active Consumers Working for Culture 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,



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- * 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).

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

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