



The National

**CONSUMER VOICE**

for Quality Long-Term Care

formerly NCCNHR

***PRESENTS***

**THE KICK-OFF OF OUR  
NURSING HOME STAFFING PUBLIC AWARENESS CAMPAIGN**



***Please call 800-768-2983 and use access code 5629525 to join  
the audio portion of today's webinar***



## Welcome and Introductions

Robyn Grant, Director of Public Policy and Advocacy,  
Consumer Voice





## AGENDA

- Welcome and Introductions
- Campaign Overview
- History of Nursing Home Staffing as a Public Policy Issue and Consumer Voice Advocacy: The Time Has Come for Action
- Link Between Staffing and Quality: A Summary of Research Findings
- Link Between Staffing and Quality: The Resident Perspective
- Campaign Action Steps: Toolkit
- Q&A
- Everyone Needs to Get Involved!
- Launch!



## Public Awareness Campaign Overview



- 1) To educate the public and policymakers about the need for stronger nursing home staffing laws at both the state and federal levels.
- 2) To advocate for such laws to be passed.



# **History of Nursing Home Staffing as a Public Policy Issue and Consumer Voice Advocacy: The Time Has Come for Action**



**Sarah Greene Burger, RN, MPH, FAAN, Coordinator,  
Coalition of Geriatric Nursing Organizations**



- **1968: The *Social Security Act Amendments of 1967* signed into law**
  - First basic staffing standards for nursing homes
- **1986: The Institute of Medicine report, *Improving the Quality of Care in Nursing Homes***
  - Finding: one of the major factors affecting nursing home quality of care and quality of life was the number and quality of a nursing home's staff.
- **1987: *The Nursing Home Reform Law (OBRA '87)* enacted**
  - Consumer Voice pushed for robust staffing standards
  - Final language loose and subjective:
    - *A facility must have sufficient nursing staff to provide nursing services to maintain the highest levels of physical, mental and psychosocial well-being of residents.*



- **1998: Consumer Voice developed its own minimum nurse staffing ratios**
  - Recommendation: Residents to receive at least 4.13 hours of direct nursing care each day
- **1998: An expert panel at John A. Hartford Institute for Geriatric Nursing at New York University**
  - Recommendation: 4.13 hours of direct nursing care per resident
- **2001: Phase II of CMS report, *Appropriateness of Minimum Nursing Staffing Ratios in Nursing Homes***
  - Recommendation: Daily minimum standard of 4.1 hours of total nursing time to avoid common quality of care problems



- **2001: Representatives Waxman and Schakowsky introduced *The Nursing Home Quality Protection Act***
  - Would have required a minimum staffing standard of at least 4.13 hours of individual nursing care per day, per resident
- **2002: Consumer Voice delivered a petition to Congress with nearly 100,000 signatures from 49 states calling for action on nursing home staffing ratios.**





- **2010: The Affordable Care Act enacted**
  - Provisions requiring CMS to:
    - Establish a national system to collect and report payroll data on direct care staffing levels
    - Post this information on CMS's Nursing Home Compare site.
- **2012: Consumer Voice submitted comments to CMS regarding nursing home regulations**
  - Recommendation: 4.1 hours of nursing care per day per resident; RN on duty 24 hrs/7 days a week.



# Link Between Staffing and Quality: A Summary of Research Findings

Marybeth Williams, Public Policy Associate,  
Consumer Voice





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- In the past 20 years more than 100 research studies, articles and government documents have supported that residents' quality of care is directly tied to staffing levels, including:
  - 2001 CMS report (*Phase II of Appropriateness of Minimum Nursing Staffing Ratios in Nursing Homes*)
    - Found that staffing levels below 4.1 hours per resident per day resulted in harm or jeopardy for residents
  - Institute of Medicine studies showing connection between staffing and quality care (1986 - *Improving the Quality of Care in Nursing Homes*; 2003 - *Keeping Patients Safe*; 2008 - *Re-tooling Age in America* )



- **Charlene Harrington, Professor at University of California, San Francisco - numerous studies regarding nursing home staffing and quality of care (ex. *Nursing Facilities, Staffing, Residents and Facility Deficiencies, 2005 Through 2010*)**
- **Gerontological Society of America 2011 Study - *The Influence of Nurse Staffing Levels on Quality of Care in Nursing Homes***
  - Found link between CNA staffing levels and quality care.
- **2011 Consumer Voice study titled *The High Cost of Poor Care***
  - Cost of hiring new staff could be offset by savings resulting from better preventative care.



# Link Between Staffing and Quality: The Resident Perspective

Brian Capshaw, Resident Council President Aurora Senior Living of East Hartford, CT; Executive Board Member Statewide Coalition of Presidents of Resident Councils Connecticut; Consumer Voice Leadership Council President





- **My Experience as a Resident: Nursing Home Staffing Levels & Quality**
- **My Observations as a Resident Council President: Other Residents' Experiences regarding Nursing Staffing Levels & Quality**



## Campaign Action Steps

Robyn Grant,  
Director of Public Policy and Advocacy,  
Consumer Voice





# *Nursing Home Staffing Campaign Toolkit*







## Toolkit Contents

- Campaign Description
- Consumer Fact Sheet on Nursing Home Staffing
- Issue Brief on Nursing Home Staffing (for legislators)
- Campaign Talking Points
- Campaign Postcard



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## Better Staffing: The Key to Better Care Postcard (FRONT)



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### **NURSING HOMES NEED MORE STAFF**

Lack of enough staff in nursing homes can harm residents and prevent them from getting even the most basic care they need. Understaffing has been linked to pressure ulcers (bedsores), malnutrition, dehydration, preventable hospitalizations and even death. Residents may also experience loneliness and isolation as a result of understaffing. Even the best nurses and nurse aides cannot provide quality care if there are not enough of them. Nursing home residents are not the only ones who suffer. Insufficient numbers of staff cause on-the-job injuries for overworked employees; distress and anxiety for residents' families; and unnecessary costs for taxpayers when residents end up in the hospital and Medicare must pay the bill.

### **CURRENT FEDERAL LAW MUST BE CHANGED**

Federal law only requires a nursing home to have "sufficient" staff to meet the needs of residents. The term "sufficient" is vague and very difficult to measure. A study by the federal government determined that nursing home residents need at least 4.1 hours of care per day. This is the minimum amount of care residents need to prevent common quality of care problems and loss of the ability to do things independently, like eating. Staffing levels in nursing homes should be increased so each resident receives the recommended minimum of 4.1 hours of care every day.



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## Better Staffing: The Key to Better Care Postcard (BACK)

Dear Member of Congress:

I am concerned about the safety and well-being of nursing home residents in my state. Many residents are not getting the care they need because there aren't enough aides and nurses. They may wait for a long period of time to get help or sometimes not get help at all. They deserve better. Please protect residents by requiring nursing homes to provide 4.1 hours of nursing care per resident every day.

\_\_\_\_\_

Printed Name Your State

\_\_\_\_\_

Signature

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_



## Toolkit Contents C'td

- Campaign Powerpoint Presentation
- Story collection materials
  - Campaign Nursing Home Resident Interview Instructions
  - Campaign Nursing Home Resident Interview Questions
  - Campaign Nursing Home Resident Interview Waiver
- Campaign Letter to the Editor
- Nursing Home Staffing Campaign: What You Can Do!
- Ways Ombudsmen Can Help to Support the Campaign
- Laws and Research Relating to Staffing



# Q&A



Karen Guice, Lead Ombudsman,  
Long-Term Care Ombudsman  
Program, Jefferson County Council  
on Aging, AL

**Everyone Needs to Get Involved!**



## Campaign Goals

- **What:** 1) Send at least one message to each member of Congress; 2) collect 50 resident stories
- **When:** By December 24, 2014



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## Take Action Now – Tell Congress that Better Staffing is the Key to Better Care!



Specialized Information for:

[Long-Term Care Consumers](#)

[Family Members](#)

[Advocates](#)

### Tell Congress that Better Staffing is the Key to Better Care!



We know that higher levels of staffing lead to better care, but the federal government does not require nursing homes to have at least a minimum number of staff on duty. As a result, every day across the country there are nursing home residents who aren't getting the care they need because there aren't enough aides and nurses. Even the best nurses and nurse aides can't deliver quality care if there aren't enough of them. This is an issue that affects all of us; more than 40% of Americans who reach the age of





# INCENTIVES!



Most postcards collected

Most resident stories collected



**Let's Get Off to a Strong Start!**

**Within 24 hours:**

**Contact 75 Members of Congress**



1. Go to: [theconsumervoice.org/betterstaffing](http://theconsumervoice.org/betterstaffing)

2. Click here:



**Send a Letter to  
Congress in  
Support of  
Stronger Nursing  
Home Staffing!**

3. OR go directly to the action here:

[http://wfc2.wiredforchange.com/o/8641/p/dia/action3/common/public/?action\\_KEY=9692](http://wfc2.wiredforchange.com/o/8641/p/dia/action3/common/public/?action_KEY=9692)



4.1

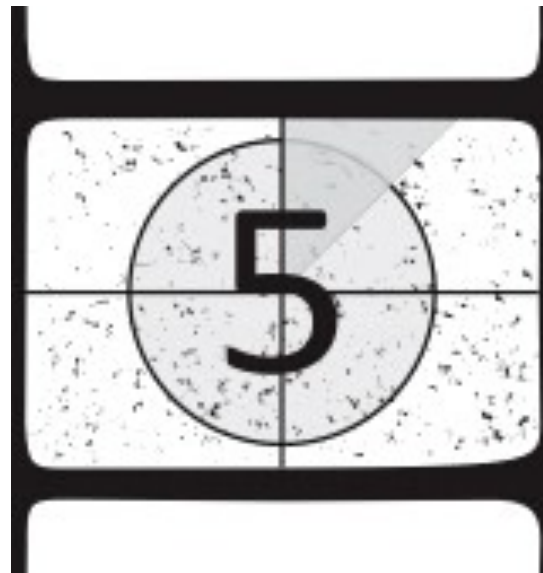
*It can be done!*





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# COUNTDOWN





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# The Campaign is Launched!





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Questions? E-mail [info@theconsumervoice.org](mailto:info@theconsumervoice.org) or  
call 202-332-2275

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Better Staffing: The Key to Better Care  
Campaign Webpage  
[www.theconsumervoice.org/betterstaffing](http://www.theconsumervoice.org/betterstaffing)