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## **Consumer Voice Announces Winners of the 2018 Consumer Voice Leadership Awards**

*Washington, DC, November 13, 2018* – The National Consumer Voice for Quality Long-Term Care (Consumer Voice) recognizes people who have demonstrated an exceptional commitment to improving the lives of long-term care consumers. Individual and group members of the Consumer Voice nominate people for the awards and the nominations are reviewed by the Leadership Award Selection Committee. The Leadership Awards were presented during the 42<sup>nd</sup> Annual Consumer Voice Conference in Alexandria, Virginia.

Consumer Voice executive director Lori Smetanka made the following statement about the awards:

"Consumer Voice is fortunate to honor this year's award winners, a tremendous group of advocates who have made an important difference in the lives of so many residents. The strength of their conviction and efforts to promote quality care, quality of life, and empowerment of residents is something we can all aspire to replicate."

This year's winners are:

**Janet Tulloch Memorial Advocacy Award**- This award was established in 2000 after the death of Janet Tulloch, a nursing home resident, author, committed advocate and long-time member of the Consumer Voice's Board of Directors. It honors a citizen advocate, family caregiver, or long-term care consumer who has worked directly with and for consumers to improve the lives of long-term care consumers.

**Winners:** Kristine Sundberg, Citizen Advocate, Executive Director of Elder Voice Family Advocates (Minnesota)

**Howard Hinds Memorial Award**- The Howard Hinds Award was established in 2005 in memory of the late Howard Hinds, a Tennessee District Long-Term Care Ombudsman. Howard was a true champion for residents and for the ombudsman program as well as a passionate advocate on national issues. The award honors an individual who has effectively advocated for long-term consumers on the local level.

**Winners:** Rachel Tate, Local Long-Term Care Ombudsman, Regional Director of the WISE & Healthy Aging Long-Term Care Ombudsman Program (Los Angeles, CA)

**Cernoria Johnson Memorial Advocacy Award-** Cernoria McGowan Johnson (1909-1990) set up the national program of Nursing Home Ombudsmen in 1974. The award in her honor is presented to someone whose work has had national impact or is a model for national excellence and who exemplifies accomplishment in his or her chosen field.

**Winner:** Heather Bruemmer, Wisconsin State Long-Term Care Ombudsman

**Toby S. Edelman Legal Justice Award-** This award was created in 2009 to honor those who, working through or with the legal system, go to extraordinary lengths to achieve justice for long-term care consumers. It is named in honor of Toby Edelman of the Center for Medicare Advocacy, whose work for more than 30 years has influenced and shaped long-term care law, policy and enforcement.

**Winner:** Maryland Attorney General Brian E. Frosh

**Janet Wells Public Policy Leadership Award-** The Consumer Voice's Public Policy Leadership Award recognizes an individual who has provided exemplary leadership in the public policy field in advancing quality of care and quality of life for residents receiving long-term care services. It is named in honor of longtime advocate and former Consumer Voice/NCCNHR Policy Director, Janet Wells.

**Winner:** United States Senator Richard Blumenthal

#### **Public Service Award**

The Consumer Voice Public Service Award recognizes an individual or organization whose work has profoundly expanded coverage and public understanding of long-term care issues.

**Winner:** Human Rights Watch

**Elma Holder Founder's Award-** Established in 2002 as a lifetime achievement award to honor a person whose life work exemplifies leadership in the field of long-term care reform, the award is also a tribute to Elma Holder, the Consumer Voice's founder and friend. Elma's personal commitment, integrity and vision shaped the organization and quality of care and life in long-term care.

**Winner:** Sara Hunt, Consultant to Consumer Voice and National Ombudsman Resource Center, Former State Long-Term Care Ombudsman, Author of *Nursing Homes: Getting Good Care There*

We are extremely grateful for the members of our Governing Board and Leadership Council that volunteered to serve on the Leadership Award Selection Committee to review the numerous qualified nominees and select the award recipients. We extend our thanks to Heather Armstrong, Deanna Okrent, Erin Pettegrew, Cynthia Rudder, Alana Russell, and Lori Walsh.

For more information on the awardees, review the [2018 Consumer Voice program](#).

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## **About the Consumer Voice**

The National Consumer Voice for Quality Long-Term Care was formed as the National Citizens' Coalition for Nursing Home Reform in 1975 to address public concern about substandard care in nursing homes. Today, the Consumer Voice is the leading national voice representing consumers on issues related to long-term care, helping to ensure that consumers are empowered to advocate for themselves.