



Educating, Engaging & Empowering Consumers

Consumer Voice

- ▶ Advocates on behalf of long-term care consumers in all settings
 - Advocating for public policies that are responsive to consumer needs
 - Educating and empowering consumers to advocate for quality care, quality of life
 - Training and supporting ombudsmen, citizen advocacy groups in their advocacy work
 - Supporting the role of direct care workers and promoting best practices in care delivery

- ▶ Advocating for quality of care and quality of life IS advocating for culture change

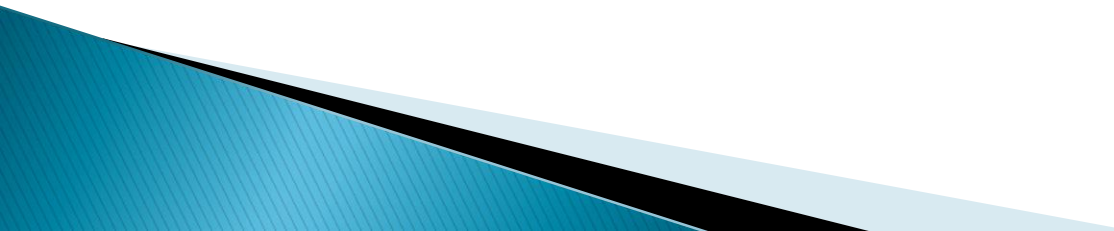
Activity #1

Resident call series

- ▶ Developed by residents for residents
- ▶ Topics:
 - Breaking Down Communication Barriers: Cultural Sensitivity and Verbal Listening Strategies
 - Staffing for Quality Care: Important Elements and Resident Involvement
 - Education and Empowerment for Fall Prevention
- ▶ Two calls in 2011: Check website
www.theconsumervoice.org

Activity #2

Resident listserv

- ▶ For nursing home residents (to begin with)
 - ▶ Check website for information
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Activity #3

Residents' Rights Month

▶ Purpose:

- Honor and celebrate residents
- Focus on dignity, respect and the value of each individual resident

Residents' Rights Month

- ▶ Theme for 2011
 - Welcome Home: Creating Connections Between Residents and the Community
 - Goal: educate the community about residents' rights
increase community involvement with residents.

Residents' Rights Month

- ▶ Residents' Rights Months packets are available (on website)
 - Activities, promotional materials, training tools
- ▶ One activity: Resident's Voice Challenge
 - Based on theme

Activity #4

Consumer Guide

- ▶ *Piecing Together Quality Long-Term Care: A Consumer's Guide to Choices and Advocacy*
 - Goal:
 - Educate consumers about their options for long-term services/supports/care across the continuum
 - Empower them to advocate on their own behalf or on behalf of a loved one for quality services in any setting

Consumer Guide


- ▶ Unique features:
 - For both older adults and persons with disabilities
 - Designed for consumers– people receiving services
 - Covers how to advocate for quality care and services
 - How to select a good provider
 - How to be proactive and involved in your care
 - How to address problems that might arise

Consumer Guide

- ▶ Unique features:
 - Involved consumers from all settings in creating the guide
 - Advisory group
 - Personal interviews with consumers
 - Tips from consumers

Consumer Guide

Consumer Tips

- ▶ Ask for the same attendant to be assigned to you. Many people don't realize that the agency may have the capacity to give you continuity of services.
 - ▶ You should ask for adjustments in your schedule if you find that would work better for you. I like to stay up late, so I asked that my attendant come later than had originally been arranged.
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Consumer Guide

Consumer Tips

- ▶ Get to know the names of your aides and nurses. Help them get to know your likes, dislikes and needs. I told them that my mother comes to visit three days a week at 12:30p.m so I need to have all my care done before that time. They have accommodated my needs.
- ▶ Find out where the nursing home is with culture change.

Consumer Guide

- ▶ Available free online
 - www.theconsumervoice.org
 - Formats accessible to those with visual impairments
- ▶ Available in hard copy for purchase

Activity #5

- ▶ *Consumers for Quality Care, No Matter Where Initiative*
 - Three year project to focus on home and community-based services (HCBS) – particularly quality home care
 - Work at national level and in five states:
 - CA, OH, NM, VA, VT

Consumers for Quality Care, No Matter Where Initiative

- ▶ Consumer education, involvement and focus in all aspects of project
 - Advisory groups will include as many consumers as possible
 - State-specific and national consumer education materials will be created
 - National training calls for consumers will be conducted

Consumers for Quality Care, No Matter Where Initiative

- **Consumer Perspective on Quality** report to be written
 - Conduct interviews about quality
 - Make policy recommendations

In Closing

▶ Five action steps:

◦ Nursing home residents:

1. Promote resident calls. Help residents complete and return registration forms
2. Inform residents with computer access about resident listserv
3. Conduct Residents' Rights Month activities (all year long!)

Closing

- ▶ For home care consumers:
 4. Promote upcoming national training calls & CV consumer education materials
- ▶ For all long-term care consumers:
 5. Inform them about *Piecing Together Quality Long-Term Care: A Consumer's Guide to Choices and Advocacy*

Nothing about us, without us

