



A campaign to improve quality of life for residents & staff

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**We Need You! Please get involved in *Advancing Excellence in America's Nursing Homes!***  
**(A National Campaign to Improve Quality of Life for Residents and Staff)**

High quality nursing home care – where each resident gets the care that is right for them – is important to all of us. Nursing home residents, their families, and people who may someday choose a nursing home should be able to expect the best possible care and quality of life. The *Advancing Excellence in America's Nursing Homes* campaign is the first national effort to measure quality by setting measurable “clinical quality goals” and “organizational improvement goals.”

**What is Advancing Excellence in America's Nursing Homes?**

This is a national two-year campaign to improve the quality of life and care in nursing homes across the country. Every nursing facility may participate by voluntarily pledging to focus on three or more campaign goals. Nursing homes that participate will have free access to assistance and information from quality experts to help them meet their targeted goals. The majority of resources are available through the campaign's Web site at [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org). Over 20 national organizations and 46 statewide coalitions are participating in this campaign.

**What are the goals of the campaign?**

There are eight goals nursing homes can select. These goals were chosen because improvements in these areas will be able to improve resident care and quality of life.

The campaign goals are:

1. Reduce pressure ulcers
2. Reduce use of physical restraints
3. Improve pain management for long stay residents
4. Improving pain for short term stay residents
5. Establish facility targets and strategies for improving quality
6. Assess resident and family satisfaction
7. Increase staff retention
8. Increase consistent assignment of staff so residents receive care from the same caregivers.

**Why should nursing home consumers be involved?**

Nursing home consumers are crucial to the success of the campaign. We need all family members, friends, residents and concerned citizens to contribute ideas and suggestions as a part of this quality improvement initiative. Your involvement will encourage nursing homes to participate, assist facilities in choosing goals, and support facilities as they work to improve resident care and quality of life.

## What can you do?

- √ Find out more about the campaign by visiting the official Web site at: [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org).
- √ Click on the “For Consumers” button and register as a participating consumer to show that you want nursing homes to strive for excellence.
- √ Ask your nursing home administration if they are participating in the campaign.
- √ If the nursing home where you reside or visit is participating, find out how and what goals they have chosen. Discuss what steps they will be taking to improve quality and how consumers can participate.
- √ If the nursing home where you reside or visit is not participating in the campaign, talk to the administration about it and encourage them to sign-up. Suggest which goals you think would be most useful to residents.
- √ Talk to other families, residents, and consumers of nursing home care. Educate them about this campaign and encourage them to participate.
- √ Discuss the campaign during resident and family councils meetings.
- √ Volunteer to brainstorm with a team from the nursing home on how to improve in the areas chosen by the nursing home to work on.
- √ Contact the LANE (Local Area Network for Excellence) if you want to be a part of statewide activities. Click on “For LANEs” on the Web site.