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**NATIONAL CONSUMER ORGANIZATION EXPANDS ITS COMMITMENT TO
QUALITY LONG-TERM CARE THROUGH NEW THREE-YEAR PROJECT**

WASHINGTON - September 29, 2010 - The National Consumer Voice for Quality Long-Term Care (formerly NCCNHR), also known as the Consumer Voice, announces the launch of a major project, *Consumers for Quality Care, No Matter Where*, funded through a three-year grant by The Atlantic Philanthropies. *Consumers for Quality Care, No Matter Where* will expand the organization's national grassroots advocacy network to focus on health care issues faced by older long-term care consumers in all care settings, activating the consumer voice on long-term care issues and the need for quality, accessible, well-coordinated care wherever the consumer lives.

Additionally, *Consumers for Quality Care, No Matter Where* will develop models for engaging consumers through state pilot projects, facilitate collaboration with national organizations to implement health reform, result in a report with policy recommendations to respond to the growing long-term care needs of a diverse aging population and offer training and grant opportunities for consumer advocates.

"This is an exciting time for the Consumer Voice and the individuals we represent," said Executive Director Sarah F. Wells, MA. "Our organization has had much success in advancing consumer advocacy for nursing home residents and will continue to move forward on those efforts. *Consumers for Quality Care, No Matter Where* presents a new opportunity to advance the goals we developed through our strategic business plan, reflecting our commitment to meeting the changing needs of long-term care consumers."

The Consumer Voice is widely recognized as the only national organization bringing consumers' voices directly to federal policy discussions and was instrumental in passing the 1987 Nursing Home Reform Act, which created the framework for nursing home regulation and consumer protection. The organization was also a leader in the passage of the Nursing Home Transparency and Improvement Act, the Elder Justice Act and the Patient Safety and Abuse Prevention Act in the health care reform law.

For more information, visit www.theconsumervoice.org.

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The National Consumer Voice for Quality Long-Term Care is a 501(c)(3) nonprofit organization founded as the National Citizens' Coalition for Nursing Home Reform (NCCNHR) in 1975 by Elma Holder. The organization represents the consumer voice at the national level for quality long-term care, services and supports by advocating for public policies that support quality care and quality of life responsive to consumers' needs in all long-term-care settings; empowering and educating consumers and

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families with the knowledge and tools they need to advocate for themselves; training and supporting individuals and groups that empower and advocate for consumers of long-term care; and promoting the critical role of direct-care workers and best practices in quality-care delivery.

About the Atlantic Philanthropies

The Atlantic Philanthropies are dedicated to bringing about lasting changes in the lives of disadvantaged and vulnerable people. Atlantic focuses on four critical social problems: Ageing, Children & Youth, Population and Health, and Reconciliation & Human Rights. Programmes funded by Atlantic operate in Australia, Bermuda, Northern Ireland, the Republic of Ireland, South Africa, the United States and Viet Nam. To learn more, please visit www.atlanticphilanthropies.org.