



## Now Accepting Nominations for the 2025 Consumer Voice Leadership Awards

### About the Awards

Based on a nomination process, 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.

Individuals and organizations may nominate people for an award. Awards will be presented at our 49<sup>th</sup> Annual Conference, November 3-6, 2025, in Arlington, Virginia.

### There are 3 easy steps to submit a nomination!

1. Review the award categories and criteria.
2. Complete the nomination form via SurveyMonkey. *See detailed instructions below.*
3. Submit a letter of recommendation.

### Award Descriptions and Criteria

**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** (e.g., resident of a nursing home or assisted living facility or an individual receiving home and community-based services) who has worked directly with and for consumers to improve the lives of long-term care consumers.

**Howard Hinds Memorial Advocacy Award** - The 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 care consumers on the local level.**

**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.

### Who can submit nominations?

Any individuals or organizations may **nominate people for an award or self-nominate**. Nominators may submit multiple nominations for each award, but a separate nomination form must be completed for each nomination.

### How do I access the nomination form?

We are accepting nominations through [SurveyMonkey](#). Once you start the nomination process in SurveyMonkey you will not be able to save your information online to complete at a later time. Therefore, before starting the nomination process, gather the necessary information about the nominee (see list below), then submit your nomination using our quick, online process.

Required information for the SurveyMonkey nomination form:

- Name and contact information of person being nominated (name, address, phone number, email)
- Your contact information (name, phone number, email)
- Narrative explaining why you are nominating this individual (approximately 500-word limit)
- One-paragraph description that summarizes the qualities and achievements of the nominee. This summary will be used in Consumer Voice announcements regarding the award.

To access the PDF version of the nomination form, [click here](#). To submit your nomination, [click here](#).

### Do I need to submit any other information in addition to the SurveyMonkey nomination form?

At least one letter of recommendation from **someone other than the nominator**, needs to be submitted per nomination. Letters should be no more than one page each, legibly handwritten or, preferably, typed. Also, nominators may submit additional information to support their nomination (e.g., newspaper articles, magazine articles, photos, videos).

Please send the letter of recommendation and other materials via email to [info@theconsumervoice.org](mailto:info@theconsumervoice.org) or by mail to:

National Consumer Voice for Quality Long-Term Care  
Attn: Awards Committee  
1025 Connecticut Ave. NW  
Suite 1000  
Washington, DC 20036

### When are nominations due?

Nominations and all supporting documents must be received or postmarked by **Friday, August 8, 2025**.

### **Questions?**

If you have questions about the nomination process or cannot access the nomination form via SurveyMonkey, please let us know by emailing [info@theconsumervoice.org](mailto:info@theconsumervoice.org).

*Note: Consumer Voice may remove a nominee or change award categories based on the nomination information submitted and award criteria.*