



State Culture Change Coalitions Networking Call Summary  
April 22, 2011

**Topic:** How state coalitions have set up regional coalitions or groups and what they are doing

Present: Sue Crane (Florida); Annette Kelly (Florida); Kim McRae (Georgia); Monica Perry (Idaho); Betty Hilliard (Illinois); Nancy Wild (Iowa); Julie Ballard (Missouri); Joan Devine (Missouri); Debbie Yellseagle (Oklahoma); Mary Brinkley (Oklahoma); Lynda Crandall (Oregon); Ken Beiler (Pennsylvania); Kay Lynne Ege (Pennsylvania); Bill Kubat Lisa Brady (Texas); Amy Meckle (Texas); Vickie Orcutt (Texas); Cathy Lieblich (staff).

Julie Ballard: The Missouri Coalition Celebrating Care Continuum Change (MC5) was formed in early 2005. The coalition was initially meeting in the central part of the state and had a number of people from the St. Louis area that were attending. Those participants decided to form a regional group in the St. Louis area. Once that group was formed, other regional groups were formed. Then others wanted to form regional groups. After several regional groups were formed, MC5 realized that there were still parts of state that didn't have a regional coalition so they looked for people who might be interested in forming one in those parts of the state. Missouri has 10 Area Agencies on Aging so the regional groups of MC5 roughly follow these lines. The regional groups are part of the state coalition. Each looks a little different but typically they consist of 15 to 30 people with a group leader or co-leaders although some have over 50 participants. Each regional group is required by the state coalition to have a quarterly meeting. The main function of the regional groups is education and networking. All of the regional groups initially had a representative on the state coalition Board but now it is not required that regional leaders be Board members so some are and some are not. Most, however, do attend the Board meetings and report on the activities of their regional groups. Carmen Bowman was the presenter on a webinar for the regional groups on the Artifacts of Culture Change. Funding for the webinar came from a donation from the ombudsman program and the Alzheimer's Association donated the webinar service. The regional groups were responsible for getting the equipment needed to show the webinar to a group. The regional groups have gotten away from meeting in long term care communities because they found that having their meetings in another community location worked better. These have included faith communities, community centers, hospitals, the Ombudsman's office and the Alzheimer's Association. The Missouri League of Nursing is the CEU provider for the education part of the meetings and the fees for the CEUs from interested participants are sent by them directly to the League. MC5 conducts an annual conference which includes sponsors and vendors which is a revenue generator for the state coalition. Vendors also occasionally sponsor regional groups but no lunch is provided during the meetings; volunteers do bring snacks.

Volunteer speakers for the meetings have presented on such topics as consistent assignment, language of culture change, communication with people with dementia, renovations, and culture change and the regulations. Sharing among providers during the meetings has been on such topics as med pass changes, dining changes, and other person-directed practices. They have used some videos such as Dining with Friends following by learning circles to discuss the video.

Kay Lynne Ege: The Pennsylvania Culture Change Coalition began in 2000 by having meetings in Southeastern PA (between Harrisburg and Philadelphia) and held its first conference (Pennsylvania Accord) in 2003 and the subsequent Accords were held in the same area attracting about 200-300 people. In 2007 the state coalition met with 40 people from Western PA who wanted to organize a regional group. Then the PCCC Board decided to divide the Commonwealth into 3 regions – Western PA, Central PA and Eastern PA.

The Board then decided to have an Accord in Western PA and 15 people from that region volunteered to plan the Accord. Kay Lynne was the chairperson and they met on a monthly basis. Over 400 people attended the Accord that year mainly because of the location and Dr. Bill Thomas was the keynote speaker. Many people in the western part of the state were very excited about culture change so after the Accord, the PCC Board “commissioned” the Western PA group to develop a template of policies and procedures for the management of the Pennsylvania Culture Change Coalition as a whole to include the continuum of long-term living. Governance and administration of the Coalition became the responsibility of the state Board but each region also has its own policies and procedures that make sense for their areas. The template focuses on: 1. communication 2. involvement 3. advocacy for culture change and 4. education and networking. The template outlines the responsibilities of a region that is managed by a regional leadership team with a team leader. Kay Lynne is the team leader for western PA and is also currently the Treasurer of the Board of the Pennsylvania Culture Change Coalition. The WPA Regional Leadership Team is made up of 2 Facilitators from each of the Collaborative Teams that meet monthly. Each also has a community advisor – an individual that supports and advocates for culture change who may be a consumer. The WPA Regional Leadership Team is focusing on consumers now with its participation in the Pioneer Network’s consumer education project funded by the Picker Institute. The WPA region has developed growth plans with goals and has 4 major collaborative teams: Communication collaborative team; Involvement collaborative team, Advocacy collaborative team and the Education collaborative team. The PCCC Board used some of the revenue from the Accords to invest in a Webex training system so that educational events could be broadcast at numerous sites across the state. The coalition also purchased 3 laptops for each region and headsets for speakers to do the broadcast. Host sites are required to provide a LCD projector and Internet access in the meeting room Every other month 200-250 people gather at regional sites to watch the broadcast for 2 hours and then network with each other. The coalition has also decided to rotate the Accord location from East, to West to Central PA. The next Accord will be in the Central part of state. A template for establishing a coalition region in the Commonwealth has been developed and approved by the PCCC Board (see attached). Next year, the coalition wants to have the Accord in the Eastern corridor

(Philadelphia) and then organize the eastern region using the template. Each regional educational site offers opportunities for sponsorship for \$500 and the sponsor is given 15 minutes to talk about their company so there is no charge for attending the regional meetings even though a light lunch is served. The meetings are typically held at long-term care communities. The regional groups get local people, usually providers on their culture change journey, to speak; they have used the Artifacts for Culture Change Tool for selecting topics for the meetings.

In terms of involving consumers, Kay Lynne said that once the coalition has completed the meetings for the consumer education project, they plan to bring consumers onto the leadership teams for the WPA region. They anticipate that most of these consumers will be people who live in the residential communities where the events are held.

The next Coalitions Networking Call is scheduled for May 27, 2011 at 3 p.m. EDT and the topic will be "How state coalitions have developed good working relationships with the state survey agency, provider associations and state long-term care ombudsman in order to advance culture change in their state."