

State Culture Change Coalitions Networking Call Summary
March 10, 2009

Topic: Organizational Structure and Governance of Coalitions

Present: Karen Guice (Alabama); Bonnie Darwin (California); Heidi Gil (Connecticut); Kim McRae (Georgia); Maureen Statland (Illinois); Milissa Lake Spencer (Indiana); Laura Capp (Florida); Judy Bagby (Kentucky); KaraLe Causey (Louisiana); Adam Suomala (Minnesota); Julie Ballard and Joan Devine (Missouri), Elise Tareshawty (Ohio); Lynda Crandall (Oregon); Ray Rusin (Rhode Island). Staff: Cathy Lieblich

Lynda Crandall discussed how the Oregon coalition, M.O.V.E. (Making Oregon Vital for Elders) started and has evolved over the years. It started with as an informal discussion group which was then formalized in 2005. M.O.V.E has a 12 member Steering Committee consisting of provider organizations, QIO, a private foundation, state office on aging, AARP Oregon, academia, culture change consultants, and individual providers. Lynda is the Chairperson of the Steering committee but the facilitator of each meeting rotates among the committee members. They established committees that turned out to be too numerous to be effective so they now have four committees: Steering, Education, Communications and Advocacy. The Steering Committee developed and passed by-laws to govern its work. For the first 15 months of the coalition's existence, the Steering Committee met monthly and then changed the frequency of meetings to every other month. They discussed whether to have a membership dues structure and decided not to do so and not to become its own 501 C-3 organization. Questions that came up during the discussion included whether they should have membership levels and what the membership benefits would be. The coalition uses a fiscal agent which is the foundation of one of the provider organizations so they are able to apply for grants from foundations and receive conference registration fees and other funds. The coalition uses a listserv to notify people about programs and events. They have obtained funds from a local foundation, Northwest Health Foundation, to bring in a trainer from a company called Spit Fire that specializes in public relations, branding/messaging to meet with them; create a DVD on dining; and hold an annual strategic planning meeting for the Steering Committee. The DVD is for sale for \$25. The coalition does not have a staff person because they do not have sufficient funds to hire someone. The coalition has an "Introduction to Culture Change" power point presentation available for providers to use with new staff and families. They also produced a CD which is an interview with David Farrell on Staff Recruitment and Retention which they are sending to providers. The coalition has also developed an introductory packet about M.O.V.E. and sent it to all nursing homes, assisted living and residential living facilities in the state. The packet consists of the coalition's brochure, an explanation of what culture change is and what M.O.V.E. is and a flyer for the next quarterly education meeting planned by the coalition along with a copy of the CD.

Adam Suomala discussed how the Minnesota Culture Change Coalition started following the St. Louis Accord in 2005. The group was convened by Stratis Health, the QIO and

includes all of the state long-term care stakeholders. The coalition does have a membership with six categories: provider association, provider organization, consumer advocacy group (includes AARP Minnesota and the Elder Care Rights Alliance), state survey agency, state long-term care ombudsman and academia. The coalition has no staff but uses its membership to due to pay for the services of an outside facilitator for the coalition's meetings. When providers contact the coalition wanting to get involved, they are referred to the provider associations that are part of the coalition; when consumers contact the coalition, they are referred to the consumer advocacy organizations. The coalition has a governance document called the Minnesota Culture Change Coalition Accord (which can be accessed through the Pioneer Network web site). The Accord document states that the coalition cannot have more than 25% of its members in any of the categories listed above so that there is a balance in terms of "special interests." The coalition meets quarterly and members must attend a minimum of 50% of the scheduled coalition meetings in-person (Some members travel 5 hours by car to get to the meetings). The coalition has a Convener and a Financial Representative which is rotated yearly among the members. Coalition decision-making is by consensus; when consensus cannot be reached, majority rules. Time is built into every meeting for coalition members to share what their organization is doing related to culture change. The coalition has held educational summits, including a provider/regulator summit in 2006, which have been supported financially by civil monetary funds and has a web site which is supported by membership dues. A staff person from the QIO does the posting for the web site.

The topic for the next Coalitions Networking Call is "Coalition Products" The call will take place on April 7, 2009 from 3:00 - 4:00 p.m. EST. The call in number is 218-936-7988; access code: 72856#.