



State Culture Change Coalitions Networking Call Summary
October 20, 2009

Topic: Further discussion on the language of culture change

Present: Beth Mann (California); Laura Capp (Florida); Kim McRae (Georgia); Maureen Statland (Illinois); KaraLe Causey (Louisiana); Arlene Germain (Massachusetts); Cean Eppelheimer (Michigan); Julie Ballard (Missouri); Sheri Clark (Colorado); Jill Rize (Idaho); Susan Odell (Iowa). Staff: Cathy Lieblich; Guests: Vickie Orcutt, BSW Intern, University of Texas-Pan American and Diane Burns, MSW Intern, University of Central Florida.

Cathy welcomed everyone and said that the interest in the topic of the language of culture change warranted a return to the topic, and participants had copies of the Karen Schoeneman article "The Language of Culture Change – 'Mayday,'" with the accompanying list of "old words" and "suggestions" to consider. Beth Mann pointed out how great it is that the article is attached at the end of the interpretive guidelines. She mentioned that terms often need to be made more specific, i.e., not "activities" but a specific class or program. Changes in wording need to start where the people are. Many on the call preferred the term "resident assistant" to "nursing assistant."

The group agreed that there is a need for training programs for direct care workers, nurses, administrators, activities staff and medical directors to include content related to culture change, including the language. Cean mentioned that Michigan State University has a yearly course on aging which includes two segments on culture change and person-centered care. Kim mentioned the background paper on person-centered care in assisted living that was submitted to NAB (organization that has a national nursing home administrators licensing exam) which focuses on the creation of community within assisted living and consistent assignment. Laura mentioned that assisted living generally has better language since it is a market driven setting although their actions don't always follow suit.

Laura says she is on a campaign to change the "Culture Change" label. She says the term is misleading and isolates us. Cathy said the term came from the original "Pioneer" goals of "Changing the Culture of Aging in America" and changing the culture of organizations that provide long-term care. She said that she struggles with it, but it's come to be recognized/branded with CMS, many providers and within the movement. Laura said that it doesn't mean anything to those not involved in the movement and compared it to calling the movement to get women the right to vote "suffrage" – many don't understand what it means. It was noted that the term is often confused with cultural diversity. Maureen said the term, "culture change" and the name "Pioneer Network" have baffled her since she started as the Illinois Pioneer Coalition's Executive Director. Cean mentioned that's why the newly formed Michigan coalition is called, "Michigan Alliance for Person-Centered Communities." Cathy pointed out the names of other state coalitions such as, "Iowa Person Directed Care Coalition"; "Kentucky Coalition for Person-centered Care"; LEADER (Louisiana Enhancing Aging with Dignity Through Empowerment and Respect); Missouri Coalition Celebrating Care Continuum Change (MC5); Nebraska Aging Enrichment Coalition; Innovation Network of New Mexico; North Carolina Coalition for LTC

Enhancement; Ohio Person-centered Care Coalition; Making Oregon Vital for Elders (M.O.V.E.); RI Generations; Wisconsin Coalition for Person-Directed Care.

The group discussed ways of describing the culture change movement. Kim said that she likes, "This is a movement about creating the kind of care we all want for our loved ones and ourselves." She said that we need an elevator speech to describe the purpose of state coalitions and what they are doing, their importance, etc. It was acknowledged that the term "culture change" is becoming more widely used; for example, the CMS guide to Medicare beneficiaries talks about culture change and refers readers to the Pioneer Network. It was agreed that perhaps "the train has left the station" and we need to define the term in understandable ways, perhaps by using a tag line. Cathy mentioned that Florida Pioneer Network's tag line is "Promoting Quality of Life in Long-term Care." Arlene Germain mentioned that Massachusetts Advocates for Nursing Home Reform has a PowerPoint presentation for consumers that includes a definition of the culture change movement. Cathy asked Arlene if she would send her the power point to share with others ([see attached PDF](#)).

Laura mentioned that she and others associated with Florida Pioneer Network were interviewed on an Orange County (FL) T.V. When Laura was asked about what the culture change movement is trying to do, she described it as "nursing homes have been institutions in which the emphasis is on the word "nursing" and that the movement now is placing the emphasis on word "home." Kim asked what everyone thinks of the word "elder"? Some on the call said they like it and others do not. The question is what do individual "older adults" want to be called - both themselves and as a group. Many prefer the word for the group to be "seniors." It was agreed that as far as individuals go, they need to be asked what they'd like to be called.

The terms "consumer" and "customer" were also discussed. A number of those on the call preferred "customer" and said that culture change and person-centered care is all about "customer service." Cathy mentioned that many involved in the movement want to get rid of the term "facility" since it denotes an institution. In terms of assisted living, many are moving from the term "assisted living facility" (ALF) to "assisted living residence" or "assisted living community." It was noted that these settings are called different names in different states. For example in Florida they are called "assisted living facilities"; in Georgia, they are called "personal care homes" and in California, they are called, "residential care facilities" The term "community" instead of "facility" was discussed and some said it was confusing because the homes are also part of the larger community. Cathy mentioned that the VA nursing homes are now called, "Community Living Centers" and everyone liked that term.

Continuing care retirement communities (CCRCs) were discussed and the fact that usually the independent living residents want nothing to do with the assisted living or health center (skilled nursing) residents. Kim McRae said that Joan Carlson from a CCRC in Georgia has succeeded in getting independent living, assisted living and health center residents to interact in a positive way so that relationships are established and maintained and there is less of an "us" and "them" mentality. Kim will ask Joan if she will join our next call and talk about how that has been accomplished.

In addition to Joan's presentation, coalition representatives will have the opportunity on the next call to "brag" about something that their coalition is doing or has done this year. The call is scheduled for November 17th from 3-4 p.m ET.