

# Action Pact

<http://www.culturechangenow.com>

December 2012

## Winning Video Shares Special Culture Change Story

Only by sharing our vision can we change the way things are done.

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## Affirmation of a Job Well Done

Staff have ...worked with residents and their family members, a few at a time, to see how they might get better rest and sleep until they want to get up.

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## Connect with ActionPact

*We hope you'll join us in any and all of these virtual communities to help us all further our real world work.*

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## Winning Video Shares Special Culture Change Story

<http://www.lutheranseniorlife.org/passavant>

Getting the message out about a better life for elders in nursing homes is essential if we hope to see broad and deep change in long-term care. Only by sharing our vision can we change the way things are done. In this spirit, the Pennsylvania Culture Change Coalition held a video contest as part of their annual ACCORD conference. Congratulations to the winner, Passavant Retirement Community in Zelienople, PA for their touching tribute to their history and how far they've come.

As the team charged with making the video was struggling to develop a concept and script, team member Ann Mutmansky, Director of Marketing and Admissions, received an interesting email through the Passavant website. A woman in New York working on her family tree was looking for information on the only person missing from the branches, her Aunt Alice. Aunt Alice had been listed in the 1930 census as an "inmate at the old people's home in Zelienople." The woman figured Passavant must have been the place. Ann did some research and enlisted the help of a resident who is a historian and had done a history of Passavant. They found Aunt Alice had been buried in a nearby cemetery and Ann did a rubbing of her gravestone and sent it to the woman. As Ann relayed this story to the video team, they realized it was just the hook to make the video special.

The team took the story and ran with it, adding to it to fit their needs. The video contrasts Aunt Alice's diary entries (which the team made up) about her time as an "inmate" with her fictional niece's impressions of Passavant as it is now. It was important to the team to be sure the residents had a voice in the video as it was their lives being represented and so it was a resident who literally had her voice in the video. The resident who gives voice to Aunt Alice's diary entries had done acting and did her parts all in one take. She unexpectedly passed away later that week. The community was so happy to have her legacy captured in the video.

We hope you'll watch the video and share it with your own teams. <http://www.youtube.com/watch?v=vlcHSiTmmVg>

## If You're Considering Creating Households, Let Go of Preconceptions.

Action Pact Development's Martin Dickmann says many organizations assume they can't afford households, or will need to do a lot of fundraising before starting. His recent blog post explains how letting go of assumptions and using an integrated planning process facilitate the development of a balanced project that fits an organization's unique circumstances. Click here to read Martin's blog post: <http://wp.me/p2FWQ5-4b>



Changing Communities. Changing Lives.

### UPCOMING WORKSHOPS

#### The New Face of Leadership

**February 8, 2013**

Sign-in/coffee: 8:00 am

Pilgrim Place—Napier Center—Main Conference Room  
660 Avery Rd.  
Claremont, CA 91711

Attend "The New Face of Leadership" and begin the true journey of growth and learning for your organization. Reshape workplace opportunities for caregivers, housekeepers, activities aides, restorative aides, dining and kitchen staff.

#### Nurse Leadership

**February 26, 2013, 8:30 AM  
To March 1, 2013, 12:30 PM**

Pennybyrn at Maryfield  
109 Penny Road  
High Point, NC 27260

An immersion experience in a Household Model home, this 4 days is essential for Directors of Nursing and other Nurse Leadership. The presenters will address staffing, self-led teams, cross training, person-centered care, regulations, new skills and competencies for nurses in culture change homes.

For more information call (414) 258-3649 or email: [marsha.poulsen@actionpact.com](mailto:marsha.poulsen@actionpact.com)

## Affirmation of a Job Well Done

<http://www.inglis.org/nursinghome.jsp>

The bottom line is we do our culture change work because it is the right thing to do and that our daily struggles with it pay off when we see how much happier residents are made by it. But darn it, if it doesn't feel good to have some affirmation come survey time.

Inglis House in Philadelphia, PA is a skilled nursing home for adults with physical disabilities. President and CEO of Inglis Foundation, Gavin Kerr is happy to report they recently had their best survey in years, a result he credits to their culture change efforts. Some great feedback came out of the process. One of the surveyors who had been on the survey team that assessed Inglis for several years said it "felt like a very different place" on this visit. Also, a resident who has lived at Inglis for 20 years and has been a leader in the organization and part of the resident interview during the survey for all 20 years said that in all that time he had never been part of an interview that was as positive as this year's.

Gavin believes the positive feedback from the residents is a reflection of the more person-centered culture developing at Inglis and that it has been accomplished through new powers in decision making. He said it started with changes in the mindset of the management team. The DON and Administrator now share the title of Co-Executive Director meaning nursing is no longer subservient to administration. As the organizations move toward neighborhoods and eventually households, changes are starting to be made in organizational structure. Each unit now has its own clinical community leader. And finally, and essentially, the Steering Team and resident council are more active in decision-making than ever before, moving Inglis toward its future households and a resident-centered community.

## Connect with Action Pact

We are harnessing the powers of the Internet to give you more ways to get and share information and inspiration about the culture change journey, not to mention to connect with Action Pact consultants and other culture change trailblazers across the country. There's something for everyone!

**For BLOG Readers:** Our blog <http://blog.actionpact.com/> - "Neighbors: Sharing information and insight on the Household Model." We have so many exciting stories, so much helpful information and thoughtful insight to share. Our consultants will highlight areas of their expertise and invite you to join in conversation on the topics presented including: • Linda Bump on Dining and Operations • Megan Hannan on PersonFirst® and Dementia Care • Glenn Blacklock on Wellness • LaVrene Norton on Household Model Organization. We'll feature guest bloggers, success stories from long-term care organizations across the country, and news of culture change, long-term care and elder issues. ***We hope you'll share your comments on the topics as well!***

**For TWITTER Fans:** For continuous updates on what's happening in the world of eldercare and culture change: **Twitter** <https://twitter.com/ActionPactLLC> - Connect to videos on culture change, get workshop news, find links to stories to read when you have a little more time. 140 characters packed full of culture change.

**For the visually driven: Pinterest** <http://pinterest.com/actionpact/> - Find your creative side and share inspiration from the Web on everything from recipes, activities, life enhancement, laughs, gardening, storytelling, nostalgia and more. Be careful, you could lose an hour or so here! Grab a resident to help you pin.

**For the people person who loves meeting and exchanging ideas: LinkedIn** [http://www.linkedin.com/company/action-pact?trk=hb\\_tab\\_compy\\_id\\_2698175](http://www.linkedin.com/company/action-pact?trk=hb_tab_compy_id_2698175) - Connect with Action Pact consultants and others in the long-term care world. Join discussions in groups focused on culture change. See our latest news and blogs updates. No need to wait for annual conferences to connect and share, we're all waiting right on your computer or smartphone. If you're a Choreography of Change graduate, join our Choreography Circle. *We hope you'll join us in any and all of these virtual communities to help us all further our real world work.*

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## Conversations with Carmen

Friday, January 18, 2012

**TOPIC: People First Language**

**Guest: Kathie Snow** - Mother, Wife, Author, Speaker, Advocate

The disability community has worked hard for many years to create a dignified and respectful language. We have much to learn from them, namely what they call people first language. Kathie Snow, a mother of a son with many characteristics, she explains, only one of which is cerebral palsy, is credited with proliferating people first language as a teacher, consultant, speaker, author and developer of many helpful materials including her website [www.disabilityisnatural.com](http://www.disabilityisnatural.com). Join the conversation about changing language with someone who has.

*The hour-long Conversations with Carmen webcast is an educational talk show where you can join in the conversation by asking questions of Carmen and her guests. Webcasts are held the **third Friday of every month at noon Mountain time (11am Pacific, 1 pm Central, 2pm Eastern)**. Certificates of participation will be available to participants as well as handouts for each show. A closing feature called "Words to Consider" - takes a look at undignified language and dignified replacements to consider.*

The \$99 fee is per site, so get as many folks as you can together and be ready to be inspired and informed! For more info: [actionpact.com/calendar/event\\_details/conversations\\_with\\_carmen\\_webinar](http://actionpact.com/calendar/event_details/conversations_with_carmen_webinar) or call our office: **414-258-3649**.