



Date: Wednesday, January 7, 2009
Time: 12:00 p.m. – 2:00 p.m.
Place: The Wellness Plan
7700 Second Avenue
Detroit, MI 48202

MEMBERS PRESENT

Eric Foster, Co-Chair
Thomas Cervenak, Co-Chair
Rufus Gaston
Kevin Kelley
Hollis Turnham
Jackie Raxter
Leslie Wiggins
Valerie Weatherly

STAFF

Joyce Henderson, Facilitator
Jacqueline McCollum, Recorder
Paul Bridgewater
Sherry McGee

CALL TO ORDER

Eric Foster called the meeting to order at 12:18 p.m.

MATERIAL DISTRIBUTED

Agenda for January 7th meeting.
Meeting Minutes – December 17, 2008
DAAA Stakeholder Engagement Sub-Committee Action Plan and Timelines
Comparison of Advocacy Programs

WELCOME & INTRODUCTIONS

Eric Foster welcomed all members.

MEMBERS EXCUSED

Amne Talab
Louis Green
Henry Johnson
Cathy Mozham
Sa'Trice Coleman
Alex Shulman
Kay Andrzejak
P.A. Brooks
Ann Leen
Oscar King III
George Cardwell
Kendra Howard
Horatio Vargas
Sarah Gleicher
Alfonso Bermea, Jr.

REVIEW AND APPROVAL OF MINUTES

Mr. Foster asked everyone to take a few minutes to review the meeting minutes as they were just distributed.

12:22 p.m. the meeting resumed. Tom Cervenak moved to accept the minutes. It was seconded by Leslie Wiggins. Motion carried.

COMMITTEE TASKS

A. Review and Approval of Work Plan

Mr. Foster opened with a synopsis of the sub-committee's action plan and timelines. Phase I should be worked on from now until the end of January, 2009 with another meeting scheduled before January 31st. Under Phase I are five bulleted tasks which consists of continuing to develop target organization listing to invite potential participants; develop and approve mission, work plan and recommended advocacy model; review and approve sub-committee mission, work plan and scope of services; review various advocacy models and host full-subcommittee meeting Friday, January 23rd from 3:00 p.m. to 5:00 p.m. at the Sacred Heart Seminary. Based on feedback from Mr. Foster and Ms. Henderson, the desired amount of responses to the invitation to join the full subcommittee was lower than expected. Based on that, the date for hosting the full subcommittee meeting would be pushed back to the beginning of March, 2009. This will allow the committee to work with the invitation list, to increase the positive response and commitments to attend the full subcommittee meetings. Ms. Henderson mentioned that the group welcomes additional names to add to the list with regards to targeting organizations as potential participants.

We tentatively scheduled Phase II of the work plan to run from February through May, 2009 with monthly core committee meetings and multiple training meetings. Items to be addressed under Phase II are:

1. PHI will develop advocacy model training modules for organizational advocacy training program during February
2. The core committee will review advocacy training modules and approve training program in February
3. The core committee will review LTC legislative public policy agenda and recommend areas for integration into advocacy training modules
4. The core committee will solidify regional advocacy leadership roles and identify gaps in regional leadership network; conduct training sessions during March and April
5. Training sessions will be conducted on a region by region (for the 12 state representative districts) basis for organizations that are a part of the full stakeholder engagement subcommittee during March and April
6. The full committee will reconvene discuss and finalize full stakeholder engagement subcommittee action steps; and
7. The full committee will launch press release/press conference to communicate the focus and importance of the committee and any upcoming activities.

Ms. Wiggins and Mr. Cervenak asked Mr. Foster if there are segments of Phase II that can be worked on now. Mr. Foster stated as long as those segments are not contingent upon other sections. Item #1 and #4 can be worked on because they are not contingent upon any other

items. However, the other items are contingent upon the first phase and items 1 being complete. Mr. Foster suggested pushing Phase II back to start in March, 2009 in order to accomplish all items listed.

Mr. Cervenak asked if the committee has an organizational chart created to distribute to committee members. Ms. Henderson will create an organizational chart for the next meeting. He also inquired about a list of those who will be stepping into new legislative positions and we should have a list of those individual as well. Ms. Turnham reminded the group that districts will change in two years and we have to potential to lose 1 to 2 seats in Congress and potentially 1 in the Senate. Mr. Foster stated that we should know what our new boundaries are by the year 2012.

Phase III was scheduled to run from June to September with bi-weekly or monthly meetings (tbd). Phase III will include two community education forums regarding advocacy, choice and options for care within the LTC system and the role of the advocacy model; direct the regional advocacy organizations to engage their elected officials in support of the LTC public policy agenda and coordinate public testimony as well as other activities with LTC Legislative/Regulations subcommittee. Ms. Henderson suggested that upon completion of tasks, this committee become the advisory committee. Everyone present was in agreement with her suggestion. Mr. Foster suggested the dates in phase III be moved to start in July and run until September

B. Review and Discussion of Family Council and Consumer Advocate Organization Models

Ms. Turnham opened by referring everyone to the handout entitled "Comparison of Advocacy Program." The handout compared COVE, United Senior in Action – Indiana and the Coalition of Wisconsin Group. Ms. Turnham took the questions that were asked and listed them with corresponding responses from each group. This way she can compare differences and similarities between the three to assist us in determining the most effective model for this group. She noted that all of the organizations are excited about this opportunity for us and offered their continued assistance and communication with regards to Detroit developing a LTC model.

After several attempts, Ms. Turnham spoke with Tom Fraser over the holiday who is the director of CWAG – Coalition of Wisconsin Advocacy Groups. One of the first things Tom mentioned is that we should be very clear about our position with LTC. There are people who want to see nursing homes go away and become extinct. As an organization, we must be clear on our position with regards to this.

Ms. Turnham also mentioned another issue with regards to AARP particularly with aging organizations. What is your relationship with AARP? How do you distinguish yourself from them? How do you create a niche and how do you find yourself? AARP has more resources than anybody else. USA takes on nursing home issues and AARP takes on much more broader issues. AARP definitely has a position with regards to nursing homes and are not in favor of them being shut down.

CWAG is a grassroots organization and has district representation. They are 30 years old and have nine districts. During their annual conference they are presented with a platform and they

pick five or six priorities to focus on over the next two years. So they define their project based upon their two year budget. Mr. Bridgewater further commented that the Milwaukee group has similarities to Detroit. They have the same issues and problems with nursing homes as Detroit. Ms. Turnham stated that CWAG piloted a program called "Family Care." Tom reported that they have 6,700 people currently in family care. Since they started this program, 16 nursing homes have closed.

In terms of funding, USA and Indiana has big financial problem. None of the family work was funded. They do fundraising. Have volunteers come into call other volunteers. Some AAA's Indiana gives them money for special projects. CMP – Civil Monetary Penalties. Civil justice foundation was founded by trial lawyers.

Coal for Wisconsin Aging - 1.7 million budget; 22 staff – does general legal services. CWAG has system called Benefits Specialist. Wisconsin county rule, they run everything. The county runs all. The objective is to help seniors get every public benefit that they need, heating assistance, food assistance, etc. They employ all attorney and paralegal. They don't just take "*no you are not entitled to this benefit*" for an answer. They will go into court and argue for it. They use grants and have corporate underwriting and use unrestricted money.

Ms. Turnham reported that CWAG had to convince two governors on striving to get their program statewide. They had a turning point in 1999 when they brought in county support and convinced the county to join them and push forward. The Coalition then became bigger than nursing home. They were concerned once a new governor took office about their program but have been successful in keeping the program alive and well.

It takes a ton of work to move individual family council. Can't approach it as, "*Oh, we can make this happen.*"

Robin (Indiana) and NCCNHR advocate that if you are going to organize more than one family council, you should organize by ownership; to unite them then you should talk directly to owners.

In Wisconsin, Tom talked about improving the nursing home and talked glowingly about Ombudsmen. Wisconsin program has own Board of Directors. He did not want to deal with volunteers. Five years ago changed his mind and have had an amazing support. Also, serve those in family care. Talked about key to success is an effective regulation system. Have been very supportive to keep that system strong.

Mr. Cervenak asked how many Ombudsmen they have. Ms. Turnham believed it to be hundreds and some of these organizations have had strong support with the Ombudsmen program. Further, it takes staff that does nothing but recruits and work with volunteers. The national recommendation is to have a fulltime, paid Ombudsmen for every 2,000 beds. Michigan is nowhere near that currently. It is probably more like 1 to 5,000 beds. The heart of Ombudsmen is staff and volunteers to be in the facility on a regular basis. Everyone is very excited about this and offering assistance and materials.

Mr. Foster stated knowing how to connect to the Boomer population is key. This region/city is grey and will be significantly more with aging population. Ms. Turnham commented, what you see in AARP is an organization that spends a lot of time and money to reach the Boomers.

They learned a long time ago if they wanted to maintain membership base they had to start appealing to that group. They had to start figuring out what language or other tools to use to attract that group. Maybe AARP will be willing to share some of their market research about how to attract the Boomers.

Mr. Foster asked what the three groups do (USA, Indiana, and Wisconsin) as it relates to consumer education. Ms. Turnham stated that they are done by project and it relates to consumer activity. They've gotten the money from the AAA to do the family care surveys. In terms of general LTC, USA have done broadest work as it relates to consumer advocacy. Don't think any have an ongoing effort in terms of education but thinks they all would like to do that. Ombudsmen program does a lot with education. The challenge is how do you pull that together or leverage little pots of money and coordinate it and add to it? They are still struggling with educational component. Need to look at who's already doing it? Who has access to it? How do you maximize that? How do you pull together?

Ms. Wiggins suggested that we pull in more advocates without alienating some. Mr. Bridgewater stated inviting state Ombudsmen/local ombudsmen and dialogue with them. Support state and local functions so resources are strengthened create some structure or resources that are successful. Establishing communication with AARP is very important.

AGENDA BUILDING/NEXT STEPS

Mr. Foster stated that we should continue dialogue and start moving into direction of this network.

We will need a new date for full committee meeting.

One key issue, noted by Mr. Bridgewater is about broadening our base to bring some clarity in these districts, as well as begin contracting with those that we know we can engage and start pulling a coalition together. The Olmstead Committee meets on a continual basis but has no representative from Detroit. Need someone that can share the breadth of what we are doing. We need representatives.

The next meeting date is Wednesday, January 21st 3:00 p.m. to 5:00 p.m. at the DAAA building.

ADJOURNMENT

Meeting was adjourned by Eric Foster at 2:18 p.m.

Respectfully submitted by:
Jacqueline McCollum

Moving Towards Enhancing the Quality of Care