

Almost Home **Newsletter**

August 2004

Greetings from Milwaukee!

Our goal is to keep you informed and up to date on the various facets of the Almost Home Project.

Updates...

Educational Summit, September 9 and 10, 2004 at the UWM Union

We are happy to announce that Joseph Shapiro, Health and Science Reporter for National Public Radio, will be the lunch Keynote on day one of the Summit. Shapiro covers health, aging, disability, and children and family issues for NPR. Before joining NPR in November 2001, Joe spent 19 years at *U.S. News & World Report*, where he wrote about healthcare and medicine, aging and long term care, disability and chronic illness, children and families, poverty, civil rights, and other social policy issues. He also served as the magazine's Rome bureau chief, White House correspondent, and congressional reporter.

His journalism has won numerous awards, including honors from the Society of Professional Journalists for public service, the Casey Journalism Center for Children and Families for coverage of disadvantaged children, Harvard University's Joan Shorenstein Center on the Press, Politics and Public Policy for investigative journalism, the National Easter Seal Society, and the Education Press Association. Shapiro's book, *NO PITY: People with Disabilities Forging a New Civil Rights Movement* (Random House/Three Rivers Press, 1993, 1994), has won awards from several major disability organizations. His book will be available for sale at the Summit.

Joe's presentation at the Summit will focus on the elder right's movement and the denial of aging in America.

Logistics

Those of you flying in for the Summit, we will be in touch soon regarding ground transportation from the airport. We have arranged accommodations at the Park East Hotel (916 E. State St) in downtown Milwaukee for all out-of-town Coalition Partners and guests. Please note that we have reserved rooms for Wednesday and Thursday, September 8th and 9th only. If, for whatever reason, you plan to stay additional nights (either before the 8th or after the 9th), you need to contact the Park East Hotel directly to make those arrangements. That phone number is 414.276.8800, or www.parkeasthotel.com. Also, while UWM is paying the room charges for September 8th and 9th, any additional charges (long distance phone charges, room service, etc.) are the responsibility of the individual hotel guest.

Day One Schedule

While the coalition partners/mini-grant participants (see below for description) are definitive attendees, this first day of the Summit is also open to the public and professionals in the field. Professionals will have the opportunity to receive continuing education credits for their attendance.

Below is the most up to date version, which includes speakers and panelists confirmed since the last e-newsletter. We have also added a fifth breakout session entitled "The ABC's of LTC," for those attendees interested in some of the basic terminology related to long term care.

8:00-9:00	Registration and Continental Breakfast
9:00-9:15	Opening Remarks
9:15-10:30	Morning Speaker: Steve Shields, Meadowlark Hills: "An Introduction to Culture Change: Discovering What We Already Know"
10:30-10:45	Break
10:45-12:00	Panel and Open Discussion: "Culture Change in our Own Words" Steve Shields, Moderator <ul style="list-style-type: none">• David Green, CEO Evergreen (Oshkosh, WI)• John George, Nursing Home Administrator, Saint John's on the Lake (Milwaukee, WI)• Sr. Sarah Bertler, DON, St. Paul's Home, member of Wellspring (Kaukauna, WI)• Teresa Gyron, CNA, St. Paul's Home, member of Wellspring (Kaukauna, WI)• Dorothy Bosserman, Resident and Board Member, Evergreen (Oshkosh, WI)
12:00-12:30	Lunch
12:30-1:15	Lunch Speaker: Joseph Shapiro, NPR: "Changing Aging in America"
1:15-2:15	Breakout Session I
2:15-2:30	Break
2:30-3:30	Breakout Session II

The Breakout Sessions include the following topics and proposed panels:

- A. Principles of Person First Care
 - Bill Keane, Mather LifeWays (Chicago, IL)
 - Beth Meyer-Arnold, Luther Manor (Milwaukee, WI)
 - Nancy Tischer, Director of Education, Saint John's on the Lake (Milwaukee, WI)

- B. The Evolving Role of the Nursing Assistant in Long Term Care
 - Cyrena Pharm, CNA, Luther Manor (Milwaukee, WI)
 - Marilyn Farsee, CNA, Saint John's on the Lake (Milwaukee, WI)
 - Ann Wyatt, Nursing Administrator, Center for the Independence of the Disabled in New York, Independent Living Services (New York, NY)

- C. The Role of the Family in Culture Change
 - Tom Lohuis, Director of Education and Support, Wellspring Institute (Green Bay, WI)
 - Amy Blumenthal, Family Member, Saint John's on the Lake (Milwaukee, WI)
 - David Green, CEO, Evergreen (Oshkosh, WI)

- D. Regulations and Culture Change
 - Sharon Prusow, DON, Saint John's on the Lake (Milwaukee, WI)
 - Sr. Sarah Bertler, DON, St. Paul's Home (Kaukauna, WI)
 - Diane Peters, Vice President, Nursing Homes and Home Health Quality Initiatives, MetaStar (Madison, WI)
 - Cris Ros-Dukler, Director, State of Wisconsin Department of Health and Family Services Bureau of Quality Assurance (Madison, WI)
 - Senior Policy Official TBA, Centers for Medicare and Medicaid Services

- E. The ABC's of LTC (just added!)
 - Nell Mally, Aging Specialist, Talk Force on the Aging of Dane County (Madison,

- WI)
- Vickie Bergquist, Long Term Care Ombudsman, Board on Aging and Long Term Care (Milwaukee, WI)
- Lynne Blinkenberg, Director of Community Outreach, Wisconsin Public Television (Madison, WI)
- Maria Ledger, Associate Director, Center on Age & Community (Milwaukee, WI)

These will be offered during Breakout Session I and then repeat for Breakout Session II so people can attend more than one.

To those of you attending the Summit who have not already done so, please inform Lorna Dilley or Maria Ledger at the Center on Age & Community (ljdilley@uwm.edu or mledger@uwm.edu) which **two of the **five** breakout sessions you prefer to attend. This will help us set up the space based on actual numbers rather than guessing! Thank you.

There will be a tour of Saint John's on the Lake from approximately 4:30-6:30 p.m. Thursday, complete with cocktails, hors d'oeuvres, and brief remarks by Steve Shields of Meadowlark Hills and Jerry Weisman, Professor of Architecture at UWM. Transportation for out-of-town Coalition Partners and guests will be provided.

Day Two Schedule

Our outreach partners at Wisconsin Public Television, Lynne Blinkenberg and Anne Wilder, have designed a plan for day two, which is intended for the Almost Home Coalition Partners and will focus on the nuts and bolts of outreach campaigns. Day two is outlined as follows:

- 8:00 Continental Breakfast
- 8:30 Review Day 2 Agenda
 - Debrief Issues from Day 1
 - Identify the top 3 highlights of the day and how that applies to coalition partner outreach efforts
- 9:00 30 Ideas in 30 Minutes
 - Break participants into small groups to brainstorm 30 outreach ideas for this project
 - Timed discussions
- 10:00 Break
- 10:15 Small groups report back
- 10:45 Website demonstration
- 12:00 Lunch
- 12:30 Film clip and Q&A with Brad Lichtenstein, Producer of *Almost Home*
- 1:00 The Rest of the Story
 - Facilitated with Debbie Rubenstein (formerly Executive Director of Special Projects for Bill Moyers' Public Affairs Television, Inc.)
 - Fundraising
 - Promotion
 - Partnerships/Coalitions
- 1:45 Wrap up
 - Continuing Support (teleconferences, listserv)
 - Revise outreach plans
 - Evaluations

Filming Update from Brad Lichtenstein

You never know what to expect. We've been following Amy Blumenthal and her mother, Arienne, for about 6 months, now. Arienne suffered a stroke before moving into Saint John's, and has been working to recover some movement, especially in her hand, which needs to be painfully splinted. Amy visits often and we have shot some touching scenes involving the family. We've also shot touching scenes of Saint John's staff and residents becoming her new family.

But in recent months Arienne has been complaining of pain, even after she's been given powerful drugs to relieve it. Most pronounced was her birthday party. She couldn't enjoy the staff and residents because she was consumed by pain despite strong doses of relieving drugs. She also asks repeatedly to be helped to the bathroom, despite having been only minutes prior to her request. This is no small affair as regulations require nursing assistants to use a mechanical lift for Arienne because of her size.

Amy, an ideal caregiver and daughter, has been working closely with Erika Stoving, a nurse at Saint John's, to figure out how to comfort her mother. Humans being human, Arienne's constant need for attention and reduced personality has challenged Saint John's commitment to "person-first" care. Erika worries that her staff tends to focus on the task rather than the person during dire situations. As I write this, we are filming at the hospital with Amy and Arienne, who was rushed to the emergency room when Erika suspected that she might be experiencing a new series of mini-strokes.

Arienne and Amy's story is about the reality and responsibilities of family caregiving as well as the challenge of maintaining a commitment to culture change values when confronted with unrelenting anxiety and pressure. It's scenes like these that will not only resonate with viewers who experience similar situations privately, but educators and advocates of culture change who recognize that the real test of their values comes in tensest of moments.

WPT Coalition Partners

To find and reach the "uninitiated" we will build and support (with "mini-grants" and in-kind help) coalitions in 20 communities across the United States. These coalitions will include PBS outreach specialists, aging network professionals, community-based organizations, and businesses. Coalitions will develop a model program that uses the film and outreach resources to address long term care issues of local concern. They will then train local community leaders to replicate the model program for their own constituencies. Local PBS partners will augment our support with their resources.

In the last newsletter, we listed 17 of the 20 coalition partnerships, with the last 3 still in the works. Thanks to the efforts of the outreach team at Wisconsin Public Television, the mini-grant recipients and their respective community partners have since been finalized. Below is the complete list:

1. **KLRN, San Antonio, TX**
Partner Organization: Bexar Area Agency on Aging/Long Term Care Services
Ombudsman Program
2. **KMOS, Warrensburg, MO**
3. **KNPB, Reno, NV**
Partner Organization: Alzheimer's Association of Northern Nevada

4. **KPBS, San Diego, CA**
Partner Organization: Southern Caregivers Resource Center
5. **KWBU, Waco, TX**
Partner Organization: Baylor University Institute for Gerontological Studies
6. **Montana PBS, Bozeman, MT**
Partner Organization: Life's End Institute
7. **Nashville PTV, Nashville, TN**
Partner Organization: Middle Tennessee Council on Aging
8. **Rhode Island PBS, Providence, RI**
Partner Organization: Office of the Lieutenant Governor, State of RI
9. **South Carolina ETV, Columbia, SC**
Partner Organization: SC Department of Health Human Services
10. **TPT, St. Paul, MN**
Partner Organization: Metropolitan Area Agency on Aging
11. **UNC-TV, Research Triangle Park, NC**
Partner Organization: NC Division of Aging & Adult Services: Long Term Care Ombudsman Program
12. **WGTE, Toledo, OH**
Partner Organization: Area Office on Aging, Caregiver Support Department
13. **WIPB, Muncie, IN**
Partner Organization: LifeStream CareGiving Program
14. **Wisconsin Public Television, Madison, WI**
Partner Organization: Task Force on the Aging of Dane County
15. **WIPR, San Juan, Puerto Rico**
Partner Organization: Office for the Affairs of the Elderly
16. **WLAE, Metairie, LA**
Partner Organization: Malta Park/Malta Square
17. **WMVS, Milwaukee, WI**
Partner: Marilyn Lange
18. **WSRE, Pensacola, FL**
Partner Organization: Escambia County Council on Aging
19. **WUFT, Gainesville, FL**
Partner Organization: Mid Florida Area Agency on Aging
20. **KLRU, Austin, TX**
Partner Organization: Area Agency on Aging of the Capital Area

We welcome the recent additions to the project and look forward to seeing all of the coalition partners at the Summit!

Website...www.almosthomedoc.org

It's official. Although not yet up and running, the *Almost Home* project now has a home in cyberspace! The website is intended to be one of the key products of this project. It will serve as the outreach hub, hosting educational content, film excerpts, and tools for organizing, promoting, and assessing outreach programs. Michael Bridgeman, Sue Fey, and Erika Kachama-Nkoy of Wisconsin Public Television, along with Brad Lichtenstein of 371 Productions, are currently designing the website – its look, format, and functionality. On day two of the Summit there will be a website demonstration using a prototype of the end product. This will include just a portion of what will eventually be offered once the website is up and running, but it will provide coalition partners and advisors with a better idea of what the website will look like and how it can be used. We will certainly let everyone know when the website is complete and ready for use.

News from Behind the Scenes

Funding

Almost Home is funded by the Helen Bader Foundation and the Faye McBeath Foundation. We are also awaiting the outcome of several other grant applications. Recently we learned and are happy to announce that the project advanced to the final round of funding at the Independent Television Services' LinCs program. LinCS—Local Independents Collaborating with Stations—offers public television (PTV) stations the opportunity to form co-productions with independent producers with matching funds provided from ITVS (www.itvs.org). More good news... *Almost Home* also advanced to the final round of funding at the Jacob & Valeria Langeloth Foundation (www.langeloth.org). We expect to hear about the status of these grants in the fall.

Talent

We are pleased to announce that Tom Haneke recently joined the project as editor. Tom is one of the most respected documentary editors working today. He has edited films directed by David Grubin, Barbara Kopple, and Peter Davis. His very first feature, FROM MAO TO MOZART, won the Academy Award in 1980. Two other films he edited won academy awards — HE MAKES ME FEEL LIKE DANCING in 1983 and AMERICAN DREAM in 1990. His has also been awarded the Emmy in outstanding editing for his work on HE MAKES ME FEEL LIKE DANCING, the CBS special JACK, and MOTHER THERESA. His films GHOSTS OF ATTICA and the PBS series LBJ, part of THE AMERICAN EXPERIENCE each won the Alfred I. Dupont-Columbia Award for Excellence in Journalism. Other PBS documentaries include ABRAHAM AND MARY TODD LINCOLN for THE AMERICAN EXPERIENCE and THE RISE AND FALL OF JIM CROW, which was awarded a Peabody. When Tom is not structuring hours of footage, he teaches editing to graduate students at NYU. His participation will greatly benefit this project. Welcome Tom!

Almost Home Project Advisors

Dr. Mary Jane Koren, Senior Program Officer
The Commonwealth Fund

Dr. Rhonda Montgomery, Helen Bader Endowed Chair of Applied Gerontology
The University of Wisconsin-Milwaukee

Dr. Anthony Lemelle, Chair, Department of Africology
University of Wisconsin-Milwaukee

Sherri Dangberg, Director of Community Outreach
KNPB, Reno, NV

Rosemary Olas, Education and Outreach Manager
KMOS-TV, Warrensburg, MO

Mark Holman, Director for Network Development
Lutheran Services in America

Joanne Rader, Secretary of the Board
Pioneer Network

Karyne Jones, President and CEO
National Caucus and Center on Black Aged

William Keane, Director of Dementia Services
Mather Lifeways

Barry Barkan, Director
Live Oak Institute

Contact Information

It is probably obvious by now that there are as many pieces to this project as there are people working on it! That's one reason why we think it is so promising. But it can also be a lot to keep track of. So please do not hesitate to be in touch with any of the people listed below should you have questions, concerns, or ideas to share. Call or email anytime:

Center on Age and Community: coordinating Summit and developing educational content for website

Anne Basting, Director – basting@uwm.edu; 414.229.2732
Maria Ledger, Associate Director – mledger@uwm.edu; 414.229.2729
Lorna Dilley, Outreach Assistant – ldilley@uwm.edu; 414.229.2831

371 Productions: Film production and editing for outreach

Brad Lichtenstein, Founder and Co-Producer – iblich@uwm.edu; 414.229.2890
Lisa Gildehaus, Co-Producer – ldg2@uwm.edu; 414.229.2890

Wisconsin Public Television: supervising PBS and coalition building

Lynne Blinkenberg, Director of Community Outreach – blinkenberg@wpt.org; 608.265.6331
Anne Wilder, Community Outreach Manager – wilder@wpt.org; 608.265.9092
