



MAKING OREGON
VITAL FOR ELDERS

How to Promote Culture Change to Consumers, Residents and Families

Jan. 27, 2010

1:00 - 4:00 p.m.

Roth's West Salem Conference Center (503) 370-3790 1130 Wallace Road, Salem

If your organization has been looking for ways to educate residents, family members and consumers about your culture change journey, you won't want to miss this exciting and important M.O.V.E. educational program!

The Pioneer Network, a national leader in transforming aging, has received a grant from the Picker Institute to develop a consumer education program about culture change. Titled "Creating Home: An Initiative to Educate Consumers about Long-term Care and the Need for Change," the project has three goals:

- To learn the best ways to inform and educate consumers
- To inform consumers of the differences between traditionally-run "facilities" and transformed, person-directed settings
- To get consumers involved in the culture change movement.

As providers of aging services, you will want to be prepared before these newly-informed consumers knock on your door! This instructive program holds great promise for educating your staff, residents and families about your own culture change efforts as well as for marketing your organization's person-directed services.

Participants in this workshop will actively experience the newly-developed consumer education program, led by Oregon's own culture change pioneer, Joanne Rader. Rader serves on the Pioneer Network national board and is Project Coordinator of the consumer education project.

You'll have a first-hand opportunity to see what the Pioneer Network initiative will be advising consumers about their long-term care choices, and you'll be able to assess how you can use these same materials in your educational and marketing programs.

Who should attend:

- Marketing staff, admissions staff, and any other staff who **market** your program or educate consumers about their long-term care choices
- Administrators, nurses, direct care workers, dining staff, social services staff and others who **communicate** with residents and families about your organization's culture change efforts

Educated consumers have the power to effectively demand changes in where and how we age. Be prepared before this tidal wave hits - join us January 27!

3 Ethics CEUs!

Objectives

- Experience a demonstration of the Pioneer Network consumer education initiative on culture change
- Learn how to best inform and educate your residents, family members and potential residents/clients about culture change
- Hear how you will be able to access the Pioneer Network materials for your own educational and marketing efforts

Attend the Jan. 27 M.O.V.E. Program: "How to Promote Culture Change"

Name(s): _____

Organization: _____

Phone: _____ Email: _____

Fees: Individual \$20 Organization/Community Fee: \$75 (up to 5 attendees per organization) Scholarships are available.

Visa MasterCard American Express Check: # _____

Name on Card: _____

Card Number: _____ Exp. Date: _____

Cardholder Signature: _____ Billing zip code: _____

Cancellations must be received no later than 5 working days prior to the event to be refunded.

Enclose check (payable to M.O.V.E.) or credit card information with registration form and mail or fax to:

M.O.V.E., 13500 SW Pacific Hwy, PMB 511, Tigard, OR 97223 or fax (503) 624-0870

For questions about registration, more information or to opt out of faxes call: (503) 684-3788