

## Why Now?

**“We’ve put more effort into helping folks reach old age than into helping them enjoy it.”**

—Frank A. Clark

It’s true. The proportion of people over 65 in Oregon is projected to double by 2050!

While the “graying” of America offers many opportunities, it also presents considerable challenges, especially where health and long term care are concerned.

Although more people are living longer, relatively few look forward to the prospect of aging and the likelihood that they will need to seek health or long term care options at some point. Making Oregon Vital for Elders (M.O.V.E.) was founded to encourage a new and hopeful vision of aging, both for older people and for those who work and care for them; to produce the kind of changes that will allow Oregonians to not only reach old age, but to actually enjoy it.

**We’re proud to call Oregon a leader, active partner, and a “Champion of Change.”**



MAKING OREGON  
VITAL FOR ELDERNS

**M.O.V.E.**

13500 SW Pacific Highway, PMB 511  
Tigard, Oregon 97223

PLANTING THE SEEDS OF CULTURE CHANGE IN ELDER CARE



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## Culture Change

**A new way of thinking...a different approach...an ongoing process.**



In our culture of aging, nursing homes were often the only choice for elder care. With this choice came the institutionalized environments that often stripped away independence, personal choice and dignity for residents and led to the loss of respect and devaluation of our elders and their caregivers.

**But this culture is changing...and with it new models are emerging.**

During the past few decades, better ways of caring for the elderly and embracing aging as a vital part of life have spread across the country. Driven by a determination to change the values, practices and culture within their organizations, small groups of pioneering long term care professionals have worked tirelessly to create new and exciting options for elder care - places that become “*vital for elders.*”

## Person-Directed Care

Person-directed care begins as simply as choosing when to bathe, when and what to eat, what to do each day, every day...for the best of your life!

It recognizes the individuality, unique life experiences and daily preferences of each older person, as well as the skills and talents of each direct care worker. Person-directed care focuses on maintaining older adults’ independence and choice while empowering caregivers to make decisions based on their close relationships with the elders they care for.

## What is M.O.V.E.?

Making Oregon Vital for Elders (M.O.V.E.) is a network of dedicated organizations and individuals committed to facilitating and supporting culture change in long term care.

Our members are dedicated to reexamining current practices and policies in health care delivery regardless of setting, and assuring a person-directed, value based system.

We represent:

- Education
- Long term care providers, including nursing homes and community based care facilities
- Government agencies
- Provider organizations
- Oregon's Medicare Quality Improvement Organization
- Private businesses and consultants
- In-home care agencies
- Hospitality and food service industries
- Acute care hospitals and clinics
- Private foundations
- Senior advocates
- Hospice
- Public utilities



## Our History

Building on principles of the Pioneer Network, a national grassroots organization committed to changing the culture of aging in America, (www.pioneernetwork.net), Oregonians from a variety of organizations and experiences established M.O.V.E., a statewide coalition in which ideas and actions come together to create culture change for the benefit of elders and those who support them.

We subscribe to the values and principles of the Pioneer Network that include:

- The importance of knowing each person
- Recognizing each person can and does make a difference
- Understanding relationship is the fundamental building block of transformed culture
- Advocating for individualized care and personal choice
- Using all aspects of the environment to create home
- Treating each person with dignity and respect
- Understanding risk taking is a normal part of life
- Recognizing the potential for growth



## Our Mission

Making Oregon Vital for Elders (M.O.V.E.) is united to create and sustain personalized, enriching communities where older adults and those who support them can thrive.

## Our Vision

We share the vision that Oregonians will live and work in communities that embrace aging; where individual contributions are valued, unique talents celebrated and personal life experiences honored.



## Our Committees

**Steering:** provides coalition oversight, organizational strategy and goals.

**Advocacy:** identifies and creates policies to support culture change activities.

**Education:** develops educational materials, conducts meetings and trainings and provides networking opportunities for those starting their culture change journey.

**Communications:** develops internal and external communications, marketing, branding and messaging.

## Collaborative Relationships

Collaborative relationships with state surveyors, Oregon's Medicare Quality Improvement Organization, profit and not-for-profit provider organizations and institutes of higher education inspire many of our initiatives and represent partnership at its best.



## Why join M.O.V.E.?

Network with a diverse group of professionals committed to enhancing the lives of older adults.

Attend quarterly educational meetings and trainings.

Access our website for information on culture change activities and practices taking place in Oregon and beyond.

Access our resources (speakers bureau, training materials, articles, etc.) to help your organization on its culture change journey.

Receive broadcast e-mails via a listserv about upcoming conferences, training events and other relevant activities.

**Get involved. Be inspired. Join M.O.V.E.**



To learn more and to find out how you can participate in M.O.V.E., please visit [www.orculturechange.org](http://www.orculturechange.org) or contact us at 13500 SW Pacific Highway, PMB 511 Tigard, OR 97223

“ My mother lives in a community that has undergone culture change, and it's been an amazing transformation! ”

— FAMILY MEMBER