



MAKING OREGON VITAL FOR ELDERS

Making Oregon Vital for Elders (M.O.V.E.) is united in changing the way Oregonians feel about health and long-term care for older adults.

Our Mission

To create and sustain personalized, enriching communities where older adults and those who support them can thrive.

We are dedicated to culture change by enhancing the way care and services are delivered to older adults throughout Oregon. Our goal is for all people to live in communities where each person's capabilities and individuality are affirmed and developed regardless of setting.

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.

Building on principles of the Pioneer Network, a national grassroots organization committed to changing the culture of aging in America, Oregonians from a variety of organizations developed a statewide coalition in which ideas and actions come together to support culture change.

If you share this vision and commitment to building person-directed communities and an empowered workforce, please consider joining us on our journey to make culture change in Oregon a reality.

M.O.V.E. is committed to the values adopted by the Pioneer Network:

- Know each person.
- Each person can and does make a difference.
- Relationship is the fundamental building block of transformed culture.
- Respond to spirit, as well as mind and body.
- Risk taking is a normal part of life.
- Put person before task.
- All people are entitled to self-determination wherever they live.
- Community is the antidote to institutionalization.
- Do unto others as you would have them do unto you.
- Promote the growth and development of all.
- Shape and use the potential of the environment in all aspects: physical, organizational, and psycho-social/spiritual.
- Practice self-examination, searching for new creativity and opportunities for doing better.
- Recognize that culture change and transformation are not a destination but journeys, always works in progress.

M.O.V.E. is a network of dedicated individuals and organizations representing:

- Education
- Long-term care providers, including nursing homes and community based care facilities
- Government agencies
- Provider organizations
- Oregon’s Medicare Quality Improvement Organization
- Private foundations
- Senior advocates

We are guided by a Steering Committee that is responsible for organizational strategy and goal setting.

Steering Committee Members:

Margaret Cervenka
 The Alliance
 503-684-3788
 mcervenka@oashs.org

Lynda Crandall
 Private Consultant
 503-393-5235

Linda Dreyer
 State of Oregon
 971-673-0139

Jennifer Fuller
 NW Health Foundation
 503-220-1958

Demi Haffenreffer
 Private Consultant
 503-297-2732

Terri Harvath
 Oregon Health Sciences University
 503-494-3855

Linda Kirschbaum
 Oregon Health Care Association
 503-726-5260

Joanne Rader
 Pioneer Network/Private Consultant
 503-873-6748

Bandana Shrestha
 AARP
 503-513-7368

Polly Youngren
 Providence Benedictine Nursing Center
 503-845-2766

Diana White
 Portland State University
 503-725-2725

Advisory Members:

Mary Gear
 Seniors and People with Disabilities
 503-945-5833

Judith Woodruff
 NW Health Foundation
 503-220-1958

M.O.V.E. is also supported by three other committees:

Advocacy: Identifies and creates policies to support culture change activities.

Communication: Develops internal and external communications, marketing, branding and messaging.

Education: Develops educational materials, conducts meetings and trainings and provides networking opportunities.

Advocacy:
 Demi Haffenreffer
 Private Consultant
 503-297-2732

Communications:
 Rochelle Arochas
 Rochelle & Associates
 503-297-7997

Education:
 Marilyn Sanguinetti
 Volunteer
 503-645-0162

Why Join M.O.V.E.?

- Network with a diverse group of professionals committed to enhancing the lives of older adults.
- Participate in educational opportunities to support your culture change journey.
- Research our website for sharing information on culture change activities and practices taking place locally and nationally.
- Access culture change resources for your organization.
- Receive broadcast e-mail, via a listserv, about upcoming conferences, training events and other relevant activities.

Additional Information:

To learn more and to find out how you can participate in M.O.V.E. please contact:

**Making Oregon Vital for Elders
13500 SW Pacific Highway, PMB 511
Tigard OR 97223**

You can also visit our website at: www.orculturechange.org

If you would like to be added to our listserv please email
Bernadette Murphy at bernadette.j.murphy@state.or.us

For more information on culture change activities happening across the United States
visit the Pioneer Network website at: www.pioneernetwork.net

