

GREETINGS FROM MILWAUKEE!

Our goal is to keep you informed and to get your input on the various facets of the Almost Home Project.

By Lauren Burke
Outreach Coordinator

The Almost Home education and outreach effort officially kicked off in early September. PBS stations from around the nation and their community partners attended a two-day summit at the University of Wisconsin-Milwaukee.

Keynote Speakers and break-out sessions addressed a long list of topics and concerns related to changes in the culture of aging and long term care. At the center of it all was *Almost Home*, the documentary which will define and humanize what it's like to grow old in a "nursing home" undergoing culture change. All involved were treated to a sneak peek of the film.

Steven Shields of Meadowlark Hills in Manhattan, Kansas started the morning with a talk on the assembly-line-like fashion in which nursing homes have operated and the need for culture change. Shields spoke of the way long-term care facilities have followed tradition blindly. His need to break this cycle stems from personal experiences. His father was diagnosed with Parkinson's disease, his mother with Alzheimer's, and his brother with HIV. All will eventually need long term care. "It's going to take all of us providers, all of us family members, it's going to take Congress, it's going to take legislators, it's going to take our local Chamber of Commerce, it's going to take all of us," Shields said of instilling culture change.

To continue the deliberation, Shields moderated a discussion whose panel members all had first-hand experience with culture change, albeit in very different capacities. John George,

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Lloyd Herrold in the hallway at St. John's. *photo by Dick Blau*



Steven Shields leads a panel discussion with David Green (Evergreen), Teresa Gyrion (St. Paul's Home), Sr. Sarah Bertler (St. Paul's Home), John George (St. John's), and Dorothy Bosserman (Evergreen). *photo by Jim Herrington*

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Steve Shields discusses the importance of improving long-term elder care facilities.
photo by Jim Herrington

Nursing Home Administrator at St. John's talked about his experiences working at a facility deep in the process. Dorothy Bosserman, a resident at Evergreen in Oshkosh, WI has been directly affected by the changes happening in her home. As a board member, she's also been among those making the changes.

Lunchtime keynote speaker Joseph Shapiro, author and NPR health reporter, was on hand to share his stories and concerns about aging. His book, *No Pity: People With Disabilities Forging a New Civil Rights Movement* dedicates a chapter to nursing home care, using examples from Wisconsin facilities. Shapiro drew lessons for the culture change movement from his extensive research on the disability rights movement.

Break-out sessions ended the day at UWM. The topics ranged from the Principles of Person-First Care to the Role of Family in Culture Change. This session included Amy Blumenthal, a daughter of a St. John's resident and potential character in the *Almost Home* documentary. Break-out sessions such as the Evolving Role of the Nursing Assistant in Long Term Care were designed for those already immersed in the topics on aging. For the public television partners and those newcomers to the field, The ABC's of LTC was the appropriate session.

Anne Basting, director of the UWM Center on Age and Community was pleased with the break-out sessions, "Because our numbers were higher than expected, I couldn't fit into the rooms of several of the break-out

sessions. But I know that the CNA panel was very well received. It demonstrated the power issues at play in the relationship between CNA's and supervisors --rather than lecture about it -- which is always a powerful lesson. I found the Regulations and Culture Change panel to be really informative -- especially the notion that there needs to be education about reforming state surveys for both the surveyors and the surveyed."

Before many participants retired to their area hotels, they had a chance to tour St. John's on the Lake and meet some of the residents and staff that Brad and Lisa have been following since last December.

On Friday, the crowd was narrowed down to the PBS stations and their community partners. The day was spent concentrating on details of outreach; what each partnership was going to do with the information once they arrived home and what activities and programs would work well in their communities.

"The second day of the summit was extremely helpful in clarifying how we should focus the curriculum for the film. The film can touch upon so many topics -- the coalition members really helped us to see where our strengths and focus should be," Basting said.

At 10 a.m., Lynne Blinkenberg and Anne Wilder officially launched the *Almost Home* website (www.almosthomedoc.org). Audience members discussed which topics should be the direct focus of the site, and how exactly the curriculum would relate back to the documentary.

Brad was on hand to answer the plethora of questions directly relating to the production, distribution, funding and long range time-line of *Almost Home*.

The next step in the outreach process is to stay tuned to this newsletter and to continue spreading the word and sharing feedback as the film and educational materials are solidified.



Joseph Shapiro takes a break after speaking at the *Almost Home* summit. *photo by Jim Herrington*

What you had to say...

After the summit, attendees filled out evaluations regarding the information and presentation of the sessions and speakers. The topics were rated on a one to five scale: one being the lowest possible score, and five the highest. The numbers in the chart below represent the average score in each category.

	This session was informative	This session was well-presented
Morning Keynote Speaker Steve Shields: What is culture change?	4.9	5.0
Morning panel: Culture Change in our own words	4.0	4.1
Lunchtime Keynote: Joseph Shapiro: A Good Place to Grow Old	4.0	4.3
Evolving role of the C.N.A. in Long Term Care	4.3	4.5
The role of the family in culture change	4.2	4.3
Regulations and culture change	4.1	4.2
The principals of person first care	3.6	3.8
The ABC's of LTC	3.9	3.8

YOUR COMMENTS:

“So much info and so little time!... That was the only problem. I’m so glad to have learned about this topic.”

“Content in break-out sessions was redundant. No one would argue with “person-first” care but there was no discussion regarding technical implementation regulations, what to do when there isn’t enough staff to meet residents’ needs. I’m feeling more frustrated than motivated.”

“Good idea to include media in a positive venue. Good networking and variety of audience. Thank you for this invitation.”

“Workshop sessions could have been a little longer. Good pacing, good presenters. Really enjoyed the morning sessions/talk. Film clips were excellent. Good conference logistics.”

Need to hear it again?

If you would like a transcript of any of the keynote speakers, panels or breakout sessions from day one of the Almost Home Summit, please send an email request to laburke@uwm.edu

In case you missed it...

Bill boards. Bus signs. 1-800 numbers! By the end of the Almost Home Outreach Summit, everyone had at least one idea. Here are some of the inventive ideas that were a result of the 30 ideas in 30 minutes activity. Imagine what we could have done with 60 minutes!

Partnerships/Collaborations

- Department of Aging/Aging network
- Pioneer Network and coalitions
- American Health Care Association
- American Association of Homes & Services for the Aging
- Collaborate with agencies serving multi-cultural populations
- Extension services
- State associations of Long-Term Care
- United Way
- Alzheimer's Association chapters

Activities

- Inserts in theatre programs (especially matinees)
- Professors to build curriculum using film
- Develop information "kits," study guides, resources/services information
- C.N.A. training at high schools
- Utility bill enclosures
- Story contests within grade schools
- Brochure showing staff, family and patient as a team
- Sermons
- Partnerships with children
- Distribute film clips to appropriate organizations.
- Agenda presentations at industry conferences and health fairs
- Packets on how to choose a nursing home and advance directive materials
- Create sensitivity experience
- Translating print materials to Spanish
- Publish a glossary of terms
- Frequently asked questions page
- Packet on legal issues
- Involve artists to bring creativity
- Packets for family members
- Bus signage
- Public policy outreach
- Information on Long distance care-giving
- Campaign to change age stereotypes
- Poll to determine needs of elders
- Outreach to employers regarding adult day-care
- Prioritize "levels of care" for those who need extras
- Book talks
- "I am your parent" campaign
- Bill boards, "sagging tattoos"
- Distance learning workshops
- Mailing coalition groups
- Focus groups
- Stay-a-day challenge
- Utilize drug/tobacco money for federal ads and awareness campaigns
- Show what good care looks like: not a place, but an attitude of care
- Conference call support
- 1-800 numbers
- Voter awareness and education for elderly

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Events

- Speaking and civic organizations (create speaker's series- use speaker's bureaus and partner with senior centers and youth groups to discuss aging).
- Wellness programs with businesses and insurance agencies.
- Intergenerational activities (screenings, forums, etc.)
- Community technology centers/community libraries
- Screenings for private parties.
- Local follow-up activities
- Town Hall meetings
- Tie in to the "White House Conference on Aging"
- Local call-in centers with answers to questions
- Volunteer education
- Phone banks after broadcast
- AARP forums
- Day-long summits
- Forum to discuss economic issues (life insurance, etc.)
- Workshops for elderly care workers.
- Screening at health fairs, "Family Life Fair," caregiver fairs
- Lunch and Learn workshops
- Tours of nursing homes

Target Audiences

- Elder Bar Association- estate planning, attorney's workshops, advocacy.
- University system/aging centers/local schools/nursing schools
- Elder hostel program
- Legislative/Congressional support, individual policymakers
- Transportation organizations and companies
- Doctor's offices/medical facilities
- Drug companies
- Women's groups, working women
- C.N.A. and RN organizations
- Religious groups
- Media other than PBS (newspapers, magazines, radio)
- Graduate programs
- RN's, teachers
- Elks, Rotary, Lions, American Legions, etc.
- University offerings with "life long learning"
- Target Baby-Boomers to educate
- Target employers to look at policies
- PTAs
- Parish nurses
- "Making the Link", Today's Caregiver AARP, and "United Seniors Action"

Web

- Links with local resource organizations (www.'s)
- Localized websites
- Web chats
- Flash movies (online)
- Web support groups

Broadcast

- Local Programming
- Reality program/prototype
- TV spots
- Local production of local facility
- Call in to professionals during programs
- Weekly aging issues program
- PSA's about "hiding aging under the rug"

A PROJECT UPDATE, Y'ALL

By Brad Lichtenstein
Director/Co-producer

I'm often asked how PBS works. PBS are just three letters in an alphabet soup that somehow manages to provide, in my humble opinion, the best television in America to 349 public television stations across our great country. Lisa, Kay Klubertanz (of WPT), and I were immersed in that soup for two days to attend a series of meetings with ITVS, part of CPB, to discuss AH's CC on PBS by NPS and IL. Shall I explain?



The public television system is not a network like NBC. It is more like a confederacy of stations that must balance autonomy with the pressures and benefits of PBS membership. Stations need autonomy to program television that best serves their community. But stations also need the national programming that comes from the National Programming Service (NPS), the main programming service of PBS that includes series (or "strands") like AMERICAN EXPERIENCE or FRONTLINE. PBS would like stations to program their shows consistent with a national schedule, so that all viewers can expect to see their show at the same time rather than having to seek it out amid a schedule that airs it at different times across the PBS system over three months. This is known as CC, or common Carriage. And it is the holy grail for independent producers like us.

What else do we want? We want eyeballs, but not just any eyeballs. We want eyeballs that belong to a diverse audience, especially with regard to age. That's what Lisa, Kay and I were busy talking about with the Independent Television Service (ITVS) in San Francisco. ITVS is one of the funders of *Almost Home*. They also co-curate a series called INDEPENDENT LENS. And they are in constant programming conversations with stations and PBS. With all of this in mind, we suggested that our goal is for *Almost Home* to be an INDEPENDENT LENS special that is distributed by NPS in October. Why? NPS shows gain the highest rate of common carriage, translating into a single broadcast date that serves both our promotion goals and our outreach efforts. Second, INDEPENDENT LENS has a young audience, which is a rarity in the PBS world. We'd like young people to see our film about aging, and we think branding it as an INDEPENDENT LENS

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ALMOST HOME FUNDING IS ALMOST THERE

By Ben Krutzik
371 Productions Intern

A collective sigh of relief was heard at the 371 Productions office when the results of two major grant applications came in recently. More than \$250,000 in total grant money was awarded to *Almost Home* by the Independent Television Service (ITVS) and the Jacob & Valeria Langeloth Foundation, meaning production is now fully funded and outreach efforts are halfway there.

After some legal finagling to prove its independent status, 371 Productions was able to receive a \$75,000 grant from ITVS. This LInCS grant (Local Independents Collaborating with Stations) will be met with a \$31,000 contribution of in-kind services from Wisconsin Public Television. To finalize the contract, Brad and Lisa are meeting with the ITVS staff on September 30 in San Francisco, where they will also discuss broadcast plans for *Almost Home*.

"Having ITVS on board opens up another pathway to the national PBS schedule," Brad said. 371 Productions is also in constant communication with PBS in Arlington, VA about scheduling the national broadcast of the film.

While the Langeloth Foundation awards grants to projects that address health and well-being issues, they don't usually give money to film projects. But after a long review process, the foundation agreed to give \$163,723 to support post-production and outreach costs for *Almost Home*.

Two outreach funding possibilities are still pending: a Retirement Research Foundation (RRF) grant and Corporation for Public Broadcasting funds. The final decision about the RRF grant will be made sometime in November.

BOOKMARK IT!

www.almosthomedoc.org

THE FILMING CONTINUES

By Lisa Gildehaus
Co-Producer

Over the past several months, Brad and I have focused on building relationships with several CNAs (Certified Nursing Assistants) at Saint John's. Most of the CNAs are African American or Hispanic and, race-relations being what they are in Milwaukee (very segregated), these were the most difficult relationships to develop. There was one woman in particular to whom Brad and I felt drawn. Enchantra is a 36-year-old mother of five who has been a CNA at Saint John's for several years. She works the early morning shift while her mother, Jeraldine, works second shift. CNAs are the lowest paid employees in a nursing home and have the highest turnover rate. Yet their job is the most critical as they provide direct support – assistance with bathing, eating, going to the bathroom, and changing clothes – to the residents.

In pursuing Enchantra, we picked the toughest cookie in the whole bunch. Much of our early summer was spent feeling very frustrated as we tried in vain to reach her. She would let us follow her during shifts at Saint John's, filming her emerge as a leader for culture change while also doing the intimate, somewhat seamy work of "cares," for residents. But we knew she was always on her best behavior when we were around. She would ignore our phone calls or find excuses to keep us away on her days off.

Finally, Brad convinced her to let us film a welcome home party for her 15 year old son, Lance, who had just been released from a juvenile detention center in July. At the party, I met Lance, who is still both very much a child and yet far older than his 15 years. He told me that he was worried about being back in his old neighborhood but that he was determined to change and not fall back into his bad habits that got him jailed the first time. Looking down his street on a Saturday night, filled with broken down homes and busted glass, where the police had already shown up three times that evening over a neighbor's domestic



Enchantra in the dining room at St. John's.
Her mother, Jeraldine stands behind her.

Photo by Dick Blau

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Question of the month

What organization would you recommend as an ideal national partner to add to our list of potential groups?

- Pioneer Network
- AARP
- The Administration on Aging
- American Healthcare Association
- National Citizens' Coalition for Nursing Home Reform
- Alzheimer's Association
- Parkinson's Association
- Centers for Medicare and Medicaid Services
- American Health Quality Association
- American Association of Homes and Services for the Aging

Email your comments to
laburke@uwm.edu

special will attract the "Sundance crowd" who are more interested in independent films than they are in the subject of aging. Once they tune in, we'll hook them with a compelling story.

So, to decipher the first paragraph: Lisa, Kay (of Wisconsin Public Television) and I were meeting with one of our funders, the Independent Television Service. Their mission is to fund independent film for public television. Their budget comes from the Corporation for Public Broadcasting, a source of support for the public television system, or PBS, that gets its budget from the government and...viewers like you. Besides talking about our contract with ITVS, we were discussing how to achieve common carriage through the National Programming Service while also partnering with INDEPENDENT LENS. We'll find out how all of this unfolds in the coming months. Funding from ITVS provides our project an advocate for the best possible distribution in the PBS system. But we have also been in direct conversation with PBS, which endorsed our project over a year ago. So, together, we will all work to land a super terrific broadcast date for *Almost Home*. And with all of you we will work to make the outreach campaign so successful that *Almost Home* and its message about changing aging in America is ubiquitous next Fall.

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dispute, I felt depressingly helpless over the odds of his success. I also learned about Enchantra's eldest son who is in a maximum-security prison and another son, Larry, who is spending two years in the same detention center that Lance had been in. Larry is also the father of 2 baby girls from two different 15-year-old mothers, both of whom rely on Enchantra for money, babysitting and general support.

After the party, the first barrier between Enchantra, Brad and I began to break down. We filmed her as she left her house and learned that she padlocks the door to her bedroom when she leaves because Lance, who had been in prison for theft, steals from her. Leaving for work before the sun rises means she has no way of knowing if her kids get to school, which explains why she calls home frequently during her shift to check on them. Last week, Lance was sent back to the juvenile detention center because he had been consistently breaking parole. When asked how she felt about it, Enchantra said that at least now she knows where he is every day.

If her family life is somewhat demoralizing, Enchantra does not let it crush her aspirations. She has started going back to school because she wants to be a nurse someday, to make a decent living and break out of the cycle of low-paying work. Her other job was in fast-food service. Before enrolling in nursing school she must first earn her GED, something she was initially embarrassed to tell us before eventually allowing us to film with her and her class. I think the breakthrough came when I said, "my dad didn't get his until he was almost 40, either."

As we filmed with her one evening in her GED class, the teacher asked students to write about their dream jobs. One student wanted to be a motivational speaker, drawing crowds of thousands; another wanted to be the president, with Bill Clinton as his right-hand man. When the teacher asked Enchantra, she smiled and sheepishly said, "I want to be the Director of Nursing of Saint John's." After the class she told her teacher all about the culture change she is helping to create in the nursing home. While I don't expect that Enchantra will become the director of nursing by the time we wrap up our filming, I hope that our story of her determination illicit in our audience an empathy for her equal to my own.

STATION	COMMUNITY PARTNER
KLRN San Antonio, TX	Bexar Area Agency on Aging/ Long Term Care Services Ombudsman Program
KMOS Warrensburg, MO	District III Area Agency on Aging
KNPB Reno, NV	Alzheimer's Association of Northern Nevada
KPBS San Diego, CA	Southern Caregivers Resource Center
KWBU Waco, TX	Baylor University Institute for Gerontological Studies
Montana PBS Bozeman, MT	Life's End Institute
Nashville PTV Nashville, TN	Middle Tennessee Council on Aging
Rhode Island PBS Providence, RI	Office of the Lieutenant Governor, State of RI
South Carolina ETV Columbia, SC	SC Department of Health & Human Services
TPT St. Paul, MN	Metropolitan Area Agency on Aging
UNC-TV Research Triangle Park, NC	NC Division of Aging & Adult Services Long Term Care Ombudsman Program
WGTE Toledo, OH	Area Office on Aging, Caregiver Support Department
WIPB Munice, IN	Lifestream Care Giving Program.
Wisconsin Public Television Madison, WI	Task Force on the Aging of Dane County
WIPR San Juan, Puerto Rico	Office for the Affairs of the Elderly
WMVS Milwaukee, WI	Marilyn Lange Center on Age and Community, UWM
WSRE Pensacola, FL	Escambia County Council on Aging
WUFT Gainesville, FL	Mid Florida Area Agency on Aging
WLAE Metairie, LA	Marta Park/ Malta Square
KLRU Austin, TX	Area Agency on Aging of the Capital Area

Almost Home Project Advisors

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Mark Holman, Director for Network Development
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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

Lottie Morris, Older Adult

WANTED: YOUR OUTREACH PLANS!

Now that you've traveled home from the Summit in Milwaukee, had a moment to breathe and enjoy the wonders of Fall, please take a look at your outreach plan as presented to us in your original grant application. Does it still reflect your plan, even with all the wonderful ideas from the Summit? Have you sought out new collaborations after your illuminating plane ride with your partner?

Please send us (blinkenberg@wpt.org) any revisions of the 50-word or less synopsis by November 1st so we can share all the plans electronically.

GOOD LUCK, LORNA!

We would like to wish a fond farewell to Lorna Dilley, who has acted as the Outreach Assistant for the Almost Home Project since last May. Lorna has left to continue working hard on her dissertation and to teach an urban studies course at UWM. We thank her for all the great work she did preparing for the Almost Home Summit and wish her all the best!

CONTACT INFORMATION

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. *Please note that there is a new Outreach Coordinator.

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