

**Advisory Commission on LTC Supports and Services
Public Education and Consumer Participation Workgroup
Office of Services to the Aging Board Room
The Chandler Building, 300 E. Michigan Avenue, 3rd Floor; Lansing, MI
September 8, 2008 ~ 2:00 pm - 4:00 pm**

Agenda Item #1: Welcome, introductions, review meeting purpose.

Participants: Sharon Gire, Chair, Jane Church, Co-Chair, Andy Farmer, Tandy Bidinger, Nora Barkey, Lisa Boyd, Carol Dye, Terry Eldred, with Helen Hicks, Helen Love, Cyndy Viars and Toni Wilson on conference call.

Jane Church requested that a strategy discussion for increasing participation be added to the agenda. Some suggestions were: poll all original members to determine whether they are still able to and interested in participating, Carolyn Lejuste should be strongly encouraged to participate; a smaller sized group may be more effective; more consumers need to be included; multi-cultural groups should be included, ACCESS (Arab Community Center for Economic and Social Services) and AA Health Care Institute are two possibilities. Carol will send an e-mail to the WorkGroup requesting contact information and inquire whether they are still able to participate.

DECISION: The 2nd Monday of the month from 2:00-4:00 p.m. is the agreed-upon date and time for workgroup meetings.

ACTION ITEM: Carol will survey the entire membership via e-mail to learn which original members are able to and interested in participating and to obtain updated contact information.

ACTION ITEM: Cyndy Viars will make contact with some multicultural groups to determine their interest/willingness to participate.

ACTION ITEM: Sharon will contact Carolyn Lejuste to emphasize the importance of her participation.

Agenda Item #2: Discussion and Update: Recap/review of decisions made at previous meetings and next steps as reported by co-chairs to LTCSS Advisory Commission. (Handout: Decisions made to date)

- Priority placed on Goals 1 (increase awareness of SPEs), 2 (increase awareness among consumers of array of supports and services available), and 5 (educate legislators on PCP, array of services, and consumer control options) of the original workgroup charge. An action plan, developed with these goals in mind, has the workgroup “doing” things that fall outside the realm of its responsibility. It was clarified that rather than “do”, the role of workgroup is to develop our best thinking on a set of recommendations to take back to the full Commission for their consideration and action. The recommendations should be framed as advisement - a policy

change, implementation of best practices, development of an information piece, and implementation of an activity - which the full Commission can use to recommend specific action to be taken by the Department. For example, development of a specific strategy to increase awareness of various stakeholders about the need for SPE services in non-covered areas, ensuring a movement for statewide expansion, implementation of a sustained, Michigan-specific, Own Your Future-type campaign; development of a brochure/poster that describes the various services and settings, who pays for what, how you access each, etc.

- Workgroup charge was reformatted into a vision statement. As written, the vision statement provides an accurate description of the purpose of the workgroup and will be used as the foundation for a revised charge.

ACTION ITEM: Jane Church to revise Workgroup Charge and circulate for review and discussion at the October meeting.

- Communications and Media subcommittee targeting plan remains a priority. At a future meeting, workgroup will review Tandy's draft plan and consider other models (Midwest Academy Chart for Direct Action Organizing) to determine future direction. Initial activity will focus on identifying and prioritizing target audiences, messages, and methods to convey the messages.

Agenda Item #3: Review Public Education and Consumer Participation Action Plan, dated January 2008, for continued relevance, updating.

The action plan was reviewed. Many of the action items are already being done by other parties, especially as it relates to the Long Term Care Connection demonstrations. Action plan will be revised over the course of future workgroup meetings to zero in on those activities that are within the realm of workgroup's responsibility. Agreement that efforts are needed to broaden consumer participation in the debate.

It was suggested that Public Involvement and Education Plan from the Governor's summit a while back for advocacy groups and citizen groups should be considered for relevance to our efforts.

ACTION ITEM: Tandy to provide members with a copy of the draft targeting plan developed by the Communications and Media subcommittee.

ACTION ITEM: Cyndy to provide members with a copy of the Midwest Academy Chart for Direct Action Organizing and a completed example for consideration when revising action plan (see attached).

Agenda Item #4: Presentation: LTCC marketing, tools, templates, target audiences.

Helen Love and Jane Church reviewed the communications/marketing efforts of the four LTCC demonstrations and described the various products under development. Previous marketing efforts have focused on ensuring providers are aware of and utilizing the LTCCs for nursing facility level of care determinations. Consumers are the target audience for the marketing campaign scheduled to begin on October 1, 2008.

Action Item: Helen to provide electronic versions of products under development, including the brochure and general business card for use in increasing awareness of where to call for help.

Agenda Item #5: Review Recommendations Implementation Map. Does action plan address all consumer education and participation components of the TF recommendations?

The Recommendations Implementation Map was reviewed to determine priority for addressing the various sub-recommendations.

Rec #	Topic	Recommended Action
1	Legislate a Commission to provide meaningful consumer oversight and accountability to reform/rebalancing.	Sustained community education effort needed to ensure meaningful consumer oversight
2	Public awareness and education campaign to promote informed decision-making and personal planning	Implement Michigan-specific Own Your Future-type campaign
3	Increase awareness of SPE through uniform branding...	Deferred to SPE demonstrations
4	Increase community stakeholder (consumer?) awareness of the full array of supports and services and PCP...	Develop brochures, posters, other educational items. Conduct community education events.
5	Authorize continuing education for professionals on SPE, PCP; develop multi-disciplinary curricula...	Teaching about LTC and PCP is needed across many disciplines. Plan for an off-line meeting with PCP workgroup to determine their focus.
6	Assure all state employees involved in any aspect of LTC have mandatory training on PCP...	Explore potential for developing web-based training on PCP (ala the HIPAA and recipient rights trainings that have to be taken on an annual basis). Tandy cautions that we ensure the curriculum reflects true PCP, not the watered down version that is emerging within community-based LTC programs.
7	Provide orientation to legislators et all on PCP, the array...	

8	Create a K-12 education program about direct care careers...	Significant overlap with workforce workgroup. Recommend establishment of a study group ala the nursing reform act
9	Develop and launch a comprehensive state LTC website...	Activity deferred to LTCCs. Working together, they have developed a joint website (www.MiLongTermCare.org) that will be previewed at the October meeting of this group.
10	Develop evaluation criteria...	Focus on measuring impact of information and education

ACTION ITEM: Jane to get with Terri Muniz for an example of PCP curriculum planning and distribute to the WorkGroup for CEU's.

ACTION ITEM: Helen Love to provide a list of ideas/deliverables/products with a brief/broad emphasis on LTC.

ACTION ITEM: Jane will provide a survey on prioritizing recommendations.

ACTION ITEM: Andy and Craig Bradley (Detroit LTCC) will create a flier for the September Commission meeting, underscoring that this represents an opportunity for John Q Public to impact public policy.

ACTION ITEM: Jane will obtain the publicity protocol for the Department.

The next meeting is scheduled for Monday, October 13, 2008, at 2:00 pm at the Office of Services to the Aging, 300 E. Michigan Avenue, 3rd Floor; Lansing, in the Board Room.

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