

Welcome to the Reframing Long-Term Care Lunch and Learn Series!

Session #2



Reframing Long-Term Care Lunch and Learn Series

The series will feature 3 sessions on reframed LTC outreach materials, how to apply this concept, and how to get others to join in the movement to address and prevent abuse in LTC.



Our speakers

Anna Marie Trester, FrameWorks Institute

Julie Schoen JD, NCEA/EAGLE

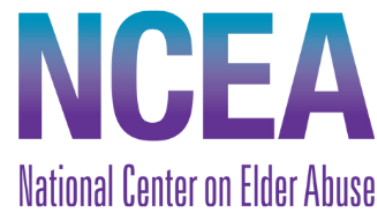


WHY DO WE DO THIS?

- WE DO THIS BECAUSE:
 - We get to build how we live together
 - We get to create the kind of society we want
 - Not just about the care of others
 - Aspirations we share as a community
- Reframing can be disruptive, that is what we need to change the conversation

National Center on Elder Abuse (NCEA)

We provide information regarding policy, research, training, best practices, news and resources on elder abuse for policy makers, professionals in the elder justice field and the public.



We had a problem at the NCEA...

No one would talk to us.

Reframing Elder Abuse



Reframing LTC

Reframing at the NCEA

Newly Reframed
tool for LTC
outreach from the
FrameWorks
Institute!



How to Share the NASEM Report, *The National Imperative to Improve Nursing Home Quality, with Public Audiences*

Evidence-based framing guidance for care providers, administrators, researchers, policy advocates, and others working to build support for change

The National Academies of Sciences, Engineering, and Medicine (NASEM) recently released much-anticipated recommendations in *The National Imperative to Improve Nursing Home Quality: Honoring Our Commitment to Residents, Families, and Staff*. This report underscores the need for transformational changes in how we finance, deliver, and regulate care in nursing homes. Its findings are relevant to everyone in our society and should be widely shared.

The following communications recommendations were developed through research conducted by the FrameWorks Institute and supported by The John A. Hartford Foundation. That work examined how Americans think about nursing home care, including where public understanding differs from the understanding of experts working in the field. Download the full strategic framing brief on *Communicating About Nursing Home Care*.

1. Start with a solution.

There is already widespread understanding that the nursing home care system is in crisis. Where the public conversation gets stuck is on what to do about it. Building communications around concrete solutions, rather than just problems, is critical to moving the conversation forward. Fortunately, the NASEM report lays out several specific policy recommendations. Center these actions in your communications.

- First, name a needed solution. Then, follow up with an explanation of the problem(s) it will help solve.
- Adopt a “we can do this” tone rather than a crisis tone.
- Avoid language that reinforces the already dominant idea that people only end up in nursing homes as a last resort.
- Remind audiences that the recommendations in the report have been thoroughly vetted and are realizable.

"An Unfortunate Necessity"

Session 1 Reframing LTC Review

- Four Parts
 - Start with a Solution
 - Focus on Relationships
 - Emphasize Collective Responsibility
 - Paint a Picture

Review Application-Start with a Solution

- There is already widespread understanding that the nursing home care system is in crisis.
- ***Where the public conversation gets stuck is on what to do about it.***
- **What would you do?**

Step 1: Start with a Solution

What can be done to elevate the public perception of LTC?

Typical newspaper article:

- “Even before the pandemic, the US government failed to ensure that nursing homes were adequately staffed and regulated. The huge number of deaths in nursing homes from Covid-19 and emerging reports of neglect during the pandemic show that these failures have come at an enormous cost.”

Step 1: Start with a Solution

What can be done to elevate the public perception of LTC?

Examples:

- *The voices of residents and family members are integral to fostering person-centered, culturally sensitive, and high-quality care within facilities.*
- *Improving care conditions and eradicating abuse and neglect in nursing homes requires a concerted, comprehensive, and consistent commitment by all invested stakeholders including lawmakers, regulators, owners/operators, employees, residents, and family members.*

Step 2: Focus on Relationships

- Too many media stories pit the needs of residents against those of care providers, family members, or others, which prompts the public to want to “take a side.”
- Blame Game
 - Facility Owners?
 - Government Regulations?
 - The Pandemic?

Step 2: Focus on Relationships

- All People within the nursing home care system are interconnected
- The system works when everyone thrives

Step 3: Emphasize Collective Responsibility

- Appeal to the kind of society we want to build and live in together, not just the kind of care we want for our own loved ones.

Example:

- *We are all aging and may need an increase in level of care as we age, in fact it is projected that approximately 70% of us will require long-term care as we age. Long-term care facilities are a vital resource in our communities and it is our duty to make them safe, secure and livable.*

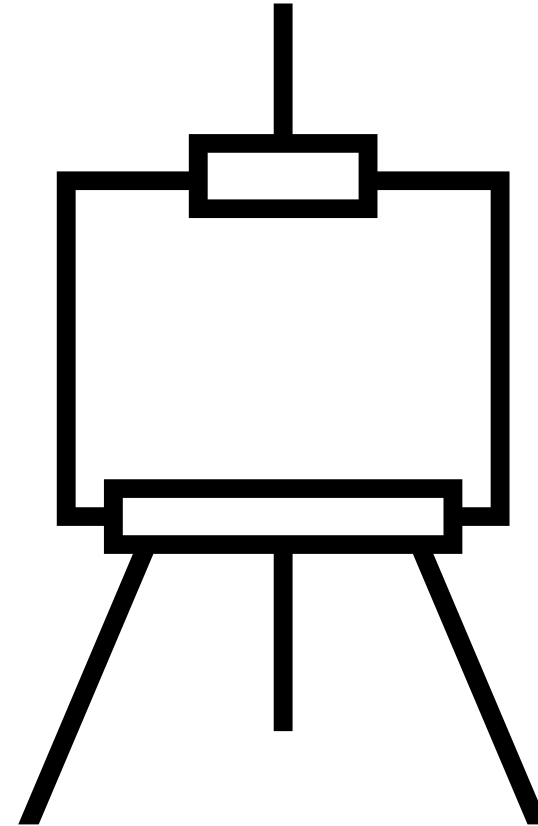
Step 4: Paint a Picture

- For the public to rally around the mission to transform the nursing home care system, they need to have a clear image in their minds of what we're working toward.
- Connect proposed solutions and policy changes to the real-world experiences they will enhance and the many lives they will improve.

FrameWorks Example:

- https://www.frameworksinstitute.org/wp-content/uploads/2022/04/Nursing-Homes-Framing-Guidance_2022.pdf

Let's Paint a Picture



Putting it Together

Long-term care facilities are home to 1.4 million of us, they are also a workplace to over 1.2 million employees whose job-related duties, responsibilities, and performances inextricably intersect with the lives and well-being of residents reliant upon their daily care and competence.

Improving care conditions and eradicating abuse and neglect in nursing homes requires a concerted, comprehensive, and consistent commitment by all invested stakeholders including lawmakers, regulators, owners/operators, employees, residents, and family members.

We are all aging and may need an increase in level of care as we age, in fact it is projected that approximately 70% of us will require some type of long-term care as we age. Long-term care facilities are a vital resource in our communities.



Elder Mistreatment in Long-Term Care

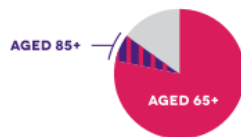
This research brief synthesizes the latest available information and research relating to the mistreatment of residents in long-term care, with a focus on nursing homes. Nursing homes have been associated with deficient care, an ill-prepared and understaffed workforce, substandard infection protocols, and inadequate facility and regulatory oversight which have resulted in substandard care and resident mistreatment. The vast majority of residents experience multiple chronic medical conditions, cognitive impairment, and/or physical frailties. These vulnerabilities and related dependence on others for care expose residents to a heightened risk of harm. With institutionalized residents largely isolated, abuse and neglect have remained mostly hidden and under-detected. Recently, COVID-19 has exposed harms often prevalent in facilities and may serve as a catalyst for collective and comprehensive improvements in the quality of care, safety, and well-being of residents.

KEY TAKEAWAYS

- The voices of residents and family members are integral to fostering person-centered, culturally sensitive, and high-quality care within facilities
- Physical and psychological mistreatment are the most common forms of elder mistreatment reported in nursing homes
- Greater facility oversight, management, and transparency is needed, including an investment in the direct care workforce, to ensure high-quality resident care and prevent mistreatment
- Robust research is necessary to identify evidence-based, best practice approaches to quality care delivery within nursing homes
- Future efforts to improve care and mitigate abuse require committed and concerted efforts among residents, families, and providers in partnership with federal, state, and local regulatory agencies

Demographics

More than **1.4 million** individuals live in over 15,500 Medicare and Medicaid-certified nursing homes in the U.S.¹ Nursing homes provide round-the-clock skilled nursing care for those with acute medical needs.²



Almost **85%** are aged 65 and older
About **6.4%** are aged 85 and older
The majority are women (**63.3%**)³



49.1% are diagnosed with Alzheimer's disease and related dementias, conditions that are most prevalent in nursing home residents compared to other long-term care settings such as assisted living facilities.⁴



https://ncea.acl.gov/NCEA/media/Publication-4.0/RB_LTC.pdf

Nursing Home Abuse: How to Spot it and How to Get Help

All older people have the right to live free from abuse and neglect. Yet, thousands of nursing home residents experience mistreatment every year. It is estimated that nearly one in two people with dementia experience abuse during their illness.¹ Many nursing home residents find it difficult to speak out about their abuse and many find it harder when, or if, people don't believe them. Others may lack the capacity to report abuse or recognize when it has occurred. Families and friends can help by watching for signs of abuse and taking appropriate action if they suspect abuse.

Abuse is the deliberate infliction of injury, unreasonable confinement, intimidation, or punishment, which results in physical harm, pain, or mental anguish. This includes verbal, sexual, physical, or mental abuse, as well as abuse enabled through the use of technology.

What Families Can Do to Identify Abuse

Listen and Ask Questions

- Take the time to sit with and actively listen to the residents.
- Ask open ended questions, like "how are things going?"
- Make eye contact.
- Trust what they tell you until proven otherwise.



Observe

- Any sudden change in behavior should prompt you to ask what's going on.
- Observe for physical injuries – not every bed sore or bruise is a sign of abuse, but they can be and should raise questions.

Work with the Staff

- Discuss concerns with the staff and ask them what's happening. Ongoing, early communication can help address minor issues and prevent escalating problems. If talking to the staff person directly involved does not resolve the concern, file a grievance using the nursing home's grievance process, or ask to meet with someone with more authority, such as the Director of Nursing or the Administrator.
- Ask for a care planning conference to review the current care plan and the resident's needs. Modify the plan if warranted and ask how the nursing home is going to ensure the plan is followed.

What We Know

Nursing Home Abuse: How to Spot it and How to Get Help

https://theconsumervoice.org/uploads/files/issues/CV_NCEA_NHAbuse.pdf



Quick Start Guide



Do	Don't
"We can do this" tone	Crisis Tone
Define health equity	Nursing home = Last Resort
Residents are participants in care	Not objects of care
Show their agency	Make it about vulnerability
Highlight Interconnectedness	Focus on a single group
Address audience as engaged citizens	Address as just consumers
Offer concrete examples of what is working	Use "horror stories"

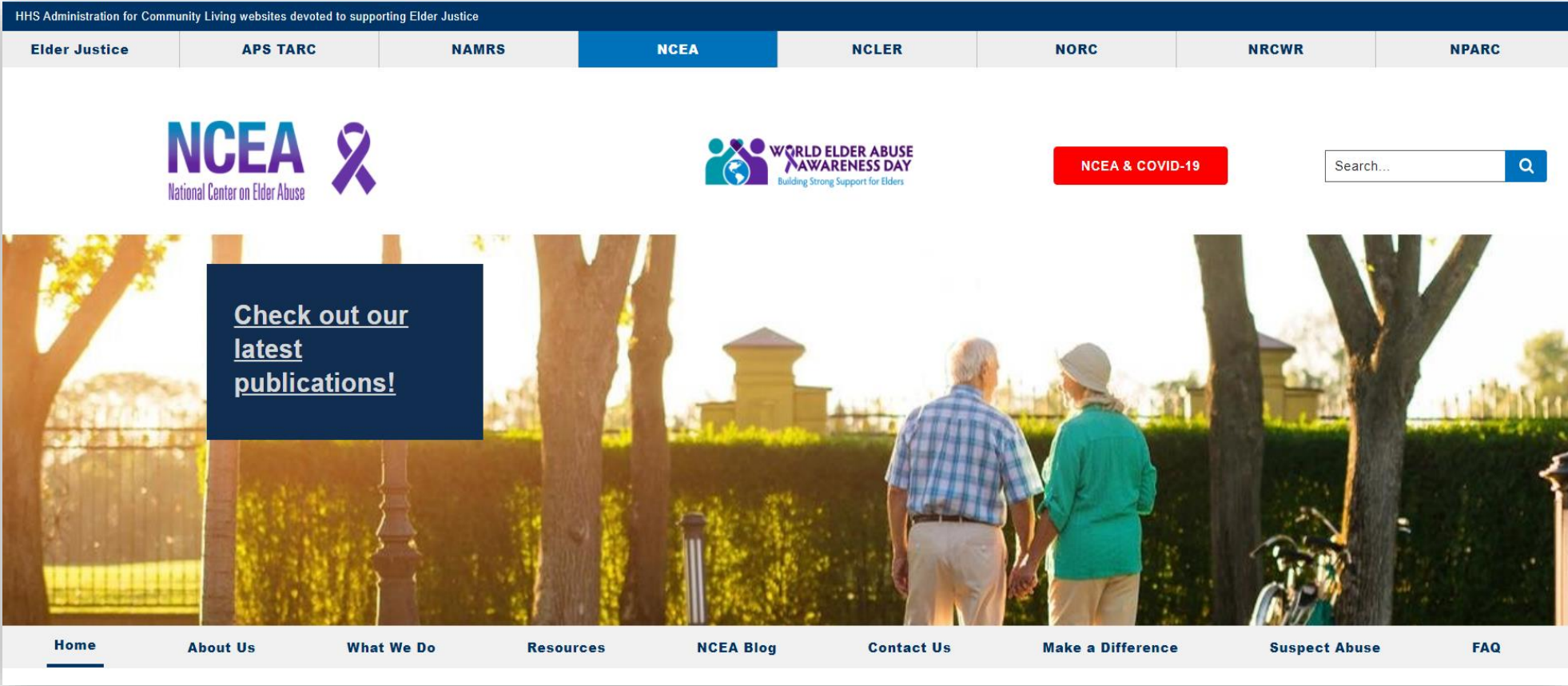


Key Takeaways

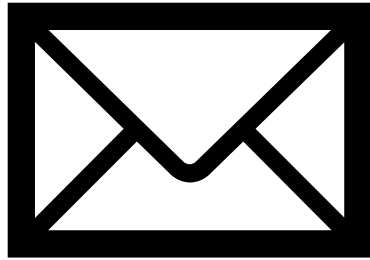
- The voices of residents and family members are integral
- Physical and psychological mistreatment most common
- Greater facility oversight and transparency is needed
- Robust research is necessary
- Call to Action



Visit the NCEA



Questions



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REFRAMING LONG-TERM CARE

Lunch and Learn Series **Session #3**

Wednesday, 2/1/23
12 PM PT / 3 PM ET

