

REFRAMING LONG-TERM CARE

Lunch and Learn Series **Session #2**

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"

