

MA Advocates for Nursing Home Reform

Increasing Consumer Involvement

One idea for increasing consumer involvement that I'm recommending to our culture change coalition may also be helpful to CAGs. It involves having a sub-committee of "leaders" of consumer organizations, rather than trying to run lots of random consumer forums on culture change. These consumer leaders would be asked to run articles about culture change in their respective organizational newsletters. The coalition would also have a better chance of running culture change forums for members of these groups, since the leaders would be invested in culture change. These groups could include women's organizations (like OWL, League of Women Voters, etc.), religious organizations, humanist organizations, Masons, Rotary Clubs, COAs, etc. This kind of sub-committee may also be beneficial for CAGs in helping to expand their membership and awareness of long-term care issues.

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