



NCCNHR
The National **Consumer Voice** For Quality Long-Term Care

Norma H. Atteberry, President
Sarah F. Wells, Executive Director

Ph: 202-332-2275
Fax: 202-332-2949
www.nccnhr.org

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Contact:
Sarah Wells, (202)332-2275, ext. 209

**Long-Term Care Consumer Voices Strengthened:
*NCCNHR, the Only National Organization Exclusively for LTC Consumers Receives Major Planning Grant***

WASHINGTON – NCCNHR (formerly the National Citizens’ Coalition for Nursing Home Reform) announced today the launch of a major strategic planning process, which will help strengthen the organization’s role as a voice for individuals receiving long-term care. NCCNHR is the only national organization exclusively for residents and their families and is a source for long-term care education and advocacy at both the state and federal levels.

The planning process, funded by a grant from The Atlantic Philanthropies, will enable NCCNHR to strengthen and expand its support to consumers, advance advocacy work to improve the quality of long-term care and to refine organizational goals. According to the Department of Health and Human Services at least 70 percent of the people over the age of 65 will need some kind of long-term care service during their lives.

“I am extraordinarily proud to announce the launch of NCCNHR’s strategic work,” said Sarah F. Wells, NCCNHR’s Executive Director. “I cannot say enough how valuable this opportunity is for both NCCNHR and the long-term care community. The planning process will be transparent and actively involve our membership and other partners in the community.”

Currently, NCCNHR addresses issues such as inadequate staffing in facilities, poor working conditions for direct-care workers, residents’ rights, support for family members and accountability to taxpayers. NCCNHR’s work focuses on the growing concern about the high cost of poor care in today’s long-term care settings.

“Strategic planning is a crucial next step for NCCNHR,” said the organization’s founder Elma Holder. “NCCNHR has made a tremendous positive impact on lives of long-term care consumers since the organization was founded in 1975. This is an excellent opportunity for the organization to set future goals and build on the mission.”

“The Atlantic Philanthropies is pleased to support NCCNHR’s planning process,” said Stephen McConnell, program executive for policy and advocacy in Atlantic’s U.S. Ageing Programme. “This process will enable NCCNHR to develop a strategy that strengthens its advocacy efforts on behalf of and with long-term care consumers.”

NCCNHR will begin the planning process in October, and its progress can be tracked on www.nccnhr.org.

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NCCNHR (formerly the National Citizens’ Coalition for Nursing Home Reform) is a 501(c)(3) nonprofit membership organization founded in 1975 by Elma L. Holder to protect the rights, safety, and dignity of America’s long-term care residents.