

## Of Interest

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CAHSA is the  
Colorado affiliate of



American Association  
of Homes and Services  
for the Aging



Assisted Living  
Federation of America

### CMS Overhauls Web Site

The Centers for Medicare & Medicaid Services (CMS) announced its new and improved web site located at [www.cms.hhs.gov](http://www.cms.hhs.gov). The new site employs a user-friendly design to let visitors get the information they need with the least amount of effort. It introduces also one-stop shopping "centers" targeted to specific professionals such as providers and partners who frequent the site.

### Federal Home Health Telehealth Access Act Introduced

The Home Health Telehealth Access Act, sponsored by Representative Ramstad (R-MN), was introduced. This legislation would allow for Medicare coverage for telehealth services in addition to traditional home health visits. Telehealth services would include activities such as technology-based consultations, patient training and monitoring, assessment and treatment. In addition to providing coverage for these services, this legislation would establish remote monitoring pilot projects that would offer incentives to home health agencies to utilize home monitoring and communications technologies that will enhance health outcomes and reduce costs. To learn more, visit AAHSA's web site at [http://www.aaahsa.org/advocacy/hcbs/providers\\_services/homecare/hh\\_telehealth.asp](http://www.aaahsa.org/advocacy/hcbs/providers_services/homecare/hh_telehealth.asp).

### Delegates Issue Top 10 Resolutions for 2006

Delegates at the 2005 White House Conference on Aging proposed 10 resolutions to help address pressing aging issues that face the country—ideas that they will present to President Bush and Congress. The delegates developed resolutions and strategies during workshop sessions held in Washington last December:

1. Reauthorize the Older Americans Act within the first six months after the conference.
2. Develop a coordinated, comprehensive long-term care strategy by supporting public- and private-sector initiatives that address financing, choice, quality, service delivery, and the paid and unpaid workforce.
3. Ensure that older Americans have transportation options to retain their mobility and independence.
4. Strengthen and improve the Medicaid program for seniors.
5. Strengthen and improve the Medicare program.
6. Support geriatric education and training for all health care professionals, paraprofessionals, health profession students, and direct care workers.
7. Promote innovative models of non-institutional long-term care.
8. Improve recognition, assessment, and treatment of mental illness and depression among older Americans.
9. Attain adequate numbers of health care personnel in all professions who are skilled, culturally competent, and specialize in geriatrics.
10. Improve state and local integrated delivery systems to meet the 21st century needs of seniors.

For more details about the conference, visit the web site at <http://www.whcoa.gov/>.

### CAHSA Revamps Web Site

CAHSA has revamped its web site to better serve members and provide Colorado seniors and their families with access to information about the available options for housing, medical and community-based services. CAHSA's new home on the web was designed by Media Marketers and will help members, future customers and Colorado's aging adults stay informed and abreast of the latest industry news and items of interest. Remember, as a member you have the opportunity to submit news about your organization and create a link in the Press Room, which features a "Members in the News" section. Check out photos from the 2005 Annual Business Meeting by visiting us on the web at [www.cahsa.org](http://www.cahsa.org).

As usual, January was a busy month at CAHSA! The first week of January I attended the AAHSA Executive Forum meeting. We heard an interesting presentation on "Transforming Associations: From Good to Great," and we heard an AAHSA member from Indiana talk about how she transformed her organization during the past few years. We also got an update on AAHSA's intent to revisit the Scenario Planning activity undertaken several years ago. This effort will include a focus on the Association in terms of how we need to plan so as to continue to be relevant to our members as they continue to "transform." And speaking of transformation, this month we will be launching a new communication for members called, "Transformations – CAHSA promoting culture change in eldercare." This is a quarterly newsletter and each issue will have an article on - you guessed it - how change is transforming our organizations. Look for it mid-month and let me know what you think.

The second week of January found me in Arizona at the ALFA Executive Council meeting. Attendees included Rick Grimes, president and CEO of ALFA, and ALFA staff Paul Williams and Mary Beth Bersani. Mary Beth was hired recently to head up the Public Policy work for ALFA. One of her first efforts is to gather information from the states on relevant policy issues for Assisted Living and to prioritize the top areas of interest for *Special Reports* to be produced this year. She reported on emerging policy trends and her impressions from the recent White House Conference on Aging. Many of you may remember meeting Mary Beth when she participated in CAHSA's Assisted Living Summit a few years ago. We look forward to working with her in her new role at ALFA.

By now you know that the legislature is in full swing and our lobbyists are busy at work for you. Weekly issues of *Capitol Focus* will help keep you on top of our efforts on your behalf at our state Capitol. It's not too late to join our "Virtual Legislative Action Team" and help us review new bills that are introduced. We have a group of members who meet each week with our lobbyist, but we can always use more opinions on certain bills. If you are able to assist with our review, please call or email me at the CAHSA office.

This month we will be sending you weekly updates about our "Time to Bloom with CAHSA" Campaign. Announced at the annual membership meeting this past December, the CAHSA Blooming Project features the very essence of growth and the creation of a better environment – potted plants that will brighten the room, the day, and the future for your residents and/or program participants. Look for all the details coming your way beginning February 8<sup>th</sup>. Kits will be sent out to members in early March. Flowering plants will be delivered in April.

At this time I want you to take out your calendar and block out some important dates for CAHSA activities this year. First, our Annual Legislative Luncheon will be held on Thursday, March 2<sup>nd</sup> at noon at Maggiano's Restaurant in downtown Denver. For those of you who wonder why we always hold it at that location, there are two reasons. One, it is close to the Capitol, which is important due to the limited lunch break in the session schedule. Second, we get a good turnout from Legislators who enjoy having lunch there. Please plan to join us and invite your legislators to attend. Watch *Capitol Focus* for additional information as the date gets closer.

Also schedule time to attend our annual convention, May 11-12 at the Marriott Resort in Vail. The brochure will be in the mail shortly. We have an outstanding program this year and I hope that you will plan to attend. Once again we will be recognizing our Quality First Award winners, and also the winners of the Blooming Project. The Quality First Award nomination form and information were sent to all members in January and we have enclosed another copy with this issue of the newsletter.

For more information on any of these updates, please call me at the CAHSA office at 303-837-8834 or email me at [laura@cahsa.org](mailto:laura@cahsa.org).

*Laura Landwirth*

Laura Landwirth, Executive Director

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### A Business Partner

**How long have you been a member of CAHSA?**

Three years.

**Why did you become a member?**

Our quality improvement organization works very closely with CAHSA in achieving the goals of Quality First and providing education for providers in Colorado.

**What goods or services does your organization provide and what would you like members to know about this service/product?**

CFMC offers assistance to nursing facilities interested in continuously improving the quality of their care. CFMC provides nursing facilities with expert technical support and best practice strategies to enhance their clinical and organizational systems.

**What do you think is the biggest challenge for providers in relationship to your service/product?**

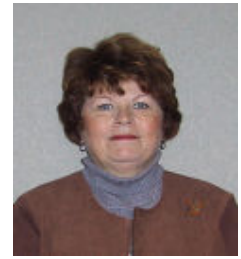
Not letting competing priorities decrease efforts to continuously improve services.

**Who's your hero/heroine?**

My 96-year-old grandmother is my role model and heroine. She has experienced a lot of adversity and hardships through the years beginning with the loss of her mother at the age of seven. Her father never remarried and raised five children by himself making family a very central part of his life that has been his legacy. My grandmother has always found the positive in every individual and situation she has encountered and radiates that warmth and love. She currently resides in a long-term care facility in North Dakota after living with my parents and our family for more than 30 years.

**What do you do on your time away from work?**

My husband and I enjoy spending time with our children, grandchildren and extended family. We enjoy camping, the great outdoors, gardening, watching movies and football games.



**Shari Ward**

## Get out there!

### Tips for Gaining Exposure

#### Testifying Before the State Legislature

CAHSA approaches the new legislative session with a commitment and determination to maintain our strong advocacy on your behalf. Of course, we need your active participation in our legislative efforts. Direct contact between providers and state legislators makes a difference. These legislators need to hear directly from you on budget, regulatory or other concerns that impact us and the seniors we serve. One way you can help is by testifying before legislative committees or at public hearings.

Testimony by CAHSA members at legislative hearings is critical to ensure awareness and understanding of health care policies, programs, and challenges, as well as ensuring support for CAHSA legislative initiatives, resource requirements, and policies and programs. The goal is to make the aging services industry as visible as possible. Presenting yourself as an informed political player encourages legislators to take notice of senior health care and positively influence the health care industry.

If testifying in front of a committee sounds intimidating, take heart. Consider the following tips and ideas to make the task more manageable:

- Above all, be informed. Know the issues and challenges facing your industry and your company specifically. Be able to give a clear, succinct picture of your operations and purpose for testifying.
- Hearings are used by members of the legislature to gauge support and opposition for measures and proposals, so craft a persuasive, well-supported argument.
- Before testifying, most witnesses are required to submit a written statement, which is then summarized orally. Be prepared for both!
- Use this opportunity to establish or cultivate positive relationships with lawmakers, as well as educate them on the importance of issues facing seniors.

- Most meetings and hearings are scheduled in advance. Please check the Colorado Legislature's web site at <http://www.leg.state.co.us/> to confirm dates and times and find contact information for individual legislators.

CAHSA, in particular, encourages members, residents, families, and others involved with senior care to testify in support of bills that provide adequate funding and access to the services we deliver. In order to reap the benefits of a democracy, you must participate. Check out this month's edition of *Insights on Leadership* to learn more about a CAHSA member and his experience testifying over the years.

Don't forget, all CAHSA members are invited to the upcoming Legislative Luncheon taking place Thursday, March 2, from noon to 1:30 p.m. at Maggiano's Restaurant in Denver. This luncheon is a chance to get to know your local legislators in an informal atmosphere while enjoying fabulous Italian cuisine. So *Get Out There* and testify at a legislative hearing or meeting, and be sure to join your fellow CAHSA members as well as your Colorado representatives at the Legislative Luncheon!

Don't forget, to keep members up-to-date on bills and items of interest CAHSA publishes *Capitol Focus*, a weekly activities summary of the Colorado Legislature. Please review, recommend and share this resource with members of your staff. For more information, or to receive your own direct copy, contact Karen Simmering at 303-837-8834 or [Karen@cahsa.org](mailto:Karen@cahsa.org).



**Russ DenBraber**  
Chair, Quality First

Each month Russ DenBraber, chair of CAHSA's Quality First Task Force and CEO of Christian Living Communities, highlights examples of quality within CAHSA's membership.

By now you should have received information and an application pertaining to CAHSA's Second Annual Quality First Awards. The CAHSA QF Awards recognize CAHSA communities that demonstrate commitment to exceptional care, services, systems and/or practices in one or more components of the AAHSA QF 10-point plan. Nominees must be from members who have signed the Quality First Covenant and awards will not be limited to one per area so please apply for multiple award categories.

Any CAHSA member that meets the criteria, including both ALFA and AAHSA member organizations, may self-nominate their organization and receive an award. An award may be given also for "noble experiments" or nominally unsuccessful programs that nonetheless demonstrate QF commitment. New this year, we will be presenting also an award to a CAHSA business partner who exhibits best how their product or service supports QF.

An Awards Task Force comprised of CAHSA Board members and representative of the full spectrum of housing and aging services will review the nominations and select the winners. Recipients of this year's awards will be honored during CAHSA's Annual Convention held May 11-12 in Vail. **Deadline to apply is February 28.**

Over the last year, I've highlighted numerous examples of QF that I think would make great award nominations. Take, for example, comments from Boulder Good Samaritan's Director of Nursing Nea Sullivan. Last February, Sullivan discussed ways her community has incorporated culture change into the organization through special events and activities, including a pajama party and special "drug holiday." These events tied in well with one of QF's 10 key elements – *Leading-Edge Care and Services* – and were a huge success with both staff and residents.

In August, I profiled Hover Community Inc., which has always engaged in a *Continuous Quality Improvement* process that demands a forward focus. This ongoing process, which includes customer satisfaction surveys, family interviews, care planning conferences and governing board discussion, has allowed Hover to maintain a position of leadership within the community, exceed minimum standards and earn a position of excellence in service delivery.

In October, I told you how several of Alterra's Executive Directors attended last year's Annual Conference, including the inaugural QF awards ceremony which piqued their interest in the initiative and whet their competitive appetites. Soon after, the community got on board with the QF Initiative and became the first ALFA member organization within CAHSA to sign the QF Covenant. In addition, the organization set a target goal that at least two of their 15 Colorado facilities would be presented with a distinguished CAHSA QF award at this year's convention. Last year's winners (**Golden West Senior Residences, Christian Living Communities—The Johnson Center, Christian Living Communities—The Village, Seniors' Resource Center and Kentucky Circle Village**), look out!

Consider also the example we discussed in November with Eaton Terrace II Director of Assisted Living Lisa DeGrace, who told us about a two-hour staff training/field day that conveyed the frustration of being confined to a wheelchair, holding medication when you've lost the feeling in your hands, navigating when your eyesight is minimal, and most importantly, what it's like to ask for help. The goal of the exercise was to improve *Workforce Excellence* and foster *Continuous Quality Improvement*, two of QF's key elements.

These are just some of many great examples of QF taking place within CAHSA's membership. What's your story? Consider sharing the successes, failures or noble attempts you've made in any of the areas of QF by applying for this year's second annual CAHSA QF Awards program. Nominated communities can expect to hear from me in the coming months to help spread the QF news through this column and to help showcase what other member organizations are doing. Good luck everyone!

## CAHSA Next

### CAHSA Next Hits the Slopes

Christian Living Communities invites all CAHSA Nexters and anyone else who wants to join in the fun for a Ski/Snowboarding day on Saturday, Feb. 25, at Winter Park Resort. For more information, please contact CAHSA Next committee member Neisha Balleck at 303-758-4528 ex. 3710 or [nballeck@clcmail.org](mailto:nballeck@clcmail.org). See you on the slopes!

### CAHSA Next Hopes to Develop Mentoring Program

CAHSA Next kicked off the New Year with a special January event at Golden West Senior Residence in Boulder. High winds didn't keep members away as 40+ Nexters showed up for the afternoon event. John Torres, executive director of Golden West, spoke about his career path and gave a special presentation on the importance of mentoring. John's talk coincided nicely with National Mentoring Month and served as an opportunity to gauge member interest as CAHSA Next committee members look into the possibility of developing a mentoring program.

Special thanks to John, CAHSA Next Committee member David Smart and all the staff at Golden West who helped make this event a success. The spread was fabulous and the views from the Penthouse were breathtaking. The CAHSA Next Committee will meet in early February to discuss developing a mentoring program, and begin planning activities for 2006, including a special event for CAHSA Nexters at the Annual Convention in Vail. Stay tuned for more details.

# Resources

## Green House Project Workshops

The Robert Wood Johnson Foundation (RWJF) has awarded a \$10 million grant to help spur the widespread adoption of the "Green House," an innovative model for skilled-nursing care. The Green House is a total rethinking of the architecture, organization, staffing and philosophy of care normally associated with nursing homes. The RWJF has funded a five-year rapid replication initiative. The goal of this initiative is to create Green Houses in every state by 2010. To achieve this goal the Green House Project is sponsoring educational workshops throughout the country. There will be a workshop in Santa Fe, New Mexico, at the Hilton Santa Fe Historic Plaza, on Feb. 28, 2006. A one-day workshop will also be held in Denver on May 18 at a venue that is still to be determined. The cost is \$100 per participant. Visit [www.ncbdc.org](http://www.ncbdc.org) and click on "Green House Initiative" for more information about registering for this event.

## San Francisco Earthquake Discussion on Tap

Active Minds for Seniors™, an organization committed to bringing educational seminars to seniors, will present "The Great San Francisco Earthquake," on Tuesday, Feb. 28, at 2 p.m. at Sunrise Senior Living at Pinehurst, 5195 W. Quincy Ave., Denver. As the 100<sup>th</sup> anniversary of the 1906 San Francisco earthquake approaches, the presentation will tell the story of the great quake, its aftermath and what we learned from the event. The discussion will compare the earthquake to recent natural disasters such as hurricane Katrina, the earthquake in Afghanistan and the tsunami in Indonesia, and discuss the current debate as to how to best allocate national resources to disaster preparedness of all types. This event is free and open to the public but space is limited; reservations are requested at 303-984-1431. For more information or to bring an Active Minds event to your community, please call Jeff Robertson at 303-320-7652 or visit [www.ActiveMindsForSeniors.com](http://www.ActiveMindsForSeniors.com).

## Senior Athletes Prepare for the Rocky Mountain Senior Games: June 20-25

More than 500 senior athletes, age 50+, will compete in the Rocky Mountain Senior Games in Greeley, June 20-25. Athletes who compete in the 2006 games will qualify to participate at the national level in 2007 in Louisville, Ken. Registration forms will be mailed to participants throughout Colorado and surrounding states in March. Registration deadline is early May. To register, call 970-350-9433 or email [Carrie.Fehringer@greeleygov.com](mailto:Carrie.Fehringer@greeleygov.com).

Events offered include: archery, badminton, bowling, cycling, field events, golf, horseshoes, power walking, racquetball, road race, rowing, shuffleboard, swimming, table tennis, technical race walk, tennis, track, trap and skeet shoot, eight ball and nine ball, and weight throw. Team competition will be held for three on three basketball, volleyball and softball at various dates throughout the year. Gold, silver and bronze medals will be awarded for 1<sup>st</sup> through 3<sup>rd</sup> place and ribbons awarded for 4<sup>th</sup> through 8<sup>th</sup> place in all events.

In addition to the athletic events, seniors will enjoy many social activities, including the Celebration of Athletes, Taco and Margarita evening, track relay, and a hospitality center. The Games are sponsored by the Greeley Recreation Department and hosted by the Greeley Senior Activity Center. For more information, visit [www.rmseiniorgames.com](http://www.rmseiniorgames.com), or call 970-350-9433.

## 7<sup>th</sup> National Conference on Immunization Coalitions

Colorado has been selected to host the 7<sup>th</sup> National Immunization Coalition Conference taking place August 9-11 at the Hyatt Regency Denver at the Colorado Convention Center. For more information on the conference, please visit <http://www.seeuthere.com/event/m2c666-455170415278>.

## Eastern Star Hosts Two Educational Lectures

Eastern Star - Masonic Retirement Community will host an educational presentation by the Colorado Rockies on Tuesday, Feb. 14, at 1:30 p.m. Don't miss this opportunity to learn more about the history of the Rockies and their special programs for seniors. Eastern Star welcomes also Kay Stolcis, PAC, of Senior Care of Colorado on Wednesday, Feb. 22, at 1 p.m. Stolcis will dispel old wives' tales with her presentation, "Myths, Misconceptions and Truths about Medicine." As part of Eastern Star's programming for its residents, these educational lectures are free and open to the public. Please call Barbara Borkan at 303-756-9489 to register. Eastern Star is located at 2445 S. Quebec St. in Denver.

## Consumer Booklets Help Explain Reverse Mortgage Process

The Nat'l Reverse Mortgage Lenders Assn. is releasing a new series of consumer booklets explaining how reverse mortgages can help seniors live at home longer. Produced by the Nat'l Council on Aging, the booklets advocate reverse mortgages as a possible solution to help reduce seniors' dependence on public assistance programs, such as Medicaid, to cover long-term health care costs. Visit [www.reversemortgage.org](http://www.reversemortgage.org) or [www.seniorsafehome.com](http://www.seniorsafehome.com) for more information.

## Diabetes Awareness Campaign

The newly updated *Power to Control Diabetes Is In Your Hands* awareness campaign for older adults with diabetes will help the 18.3% of adults aged 60+ with diabetes manage their disease. The highlights of the National Institute on Health material include a community action kit and a brochure. For more information, visit [www.ndep.nih.gov](http://www.ndep.nih.gov) or call 1-800-438-5383.

## New Resource for Alzheimer's Caregivers

The Alzheimer's Family Relief Program (AFRP), a program of the American Health Assistance Foundation (AHAF), has produced two new informational brochures for Alzheimer's caregivers and family members.

"Staying Safe: Wandering & the Alzheimer's Patient" was created to help explain and manage the issue of wandering. The seven-page brochure discusses wandering, how to prevent the behavior and what to do if a person is missing. The second brochure, "Caring for the Caregiver: Managing Stress," recognizes the hardships of caregiving and offers tips and resources for taking care of oneself. The 12-page brochure discusses the warning signs of stress, how to recognize what you can and cannot change and strategies to reduce stress. Brochures can be ordered online at [www.ahaf.org](http://www.ahaf.org) or by calling 800-437-2423. Single copies are free, but there is a fee for multiple copies.

## End-of-Life Care Report Released

The Hastings Center has released a thought-provoking report on why it's been so difficult to improve end-of-life care despite 30 years of effort. You can download the full 60-page report at [http://www.thehastingscenter.org/research/health\\_carepolicy8.asp](http://www.thehastingscenter.org/research/health_carepolicy8.asp).

Dean Painter, CEO of Eaton Senior Programs, has testified at several congressional hearings about senior-related issues and the health care industry. His most recent testimony was before the House & Senate HEWI Committees during the 2005 legislative session. As an involved member of the political process, Dean represents an integral part of CAHSA's informed leadership.

We caught up with Dean to learn about his experience testifying and why political consciousness is important to aging services. Here's what he had to say....

**What is it like to testify before a legislative committee of leaders?**

You prepare for the issues that might be raised by Committee members, especially those which might hinder passage, and trust that nothing blind-sides your efforts.

**How did you feel the first time you testified? Has testifying become easier over time?**

Testifying always makes me somewhat uneasy, but it can be exciting also. The first time I spoke before the U.S. Senate Select Committee on Aging, on behalf of AAHSA's position on assisted living consumer issues, was exhilarating. Speaking to the upper echelon of political leaders about the need for federal legislation in assisted living was awe-inspiring.

**What kind of prep work do you do prior to testifying?**

I read up on the issue and focus on the key points that need communicating. I rely also on the support and knowledge of CAHSA staff and lobbyists to help me avoid pitfalls and fine-tune my position.

**What do you get out of testifying? How do you parlay this into your own organization and leadership?**

It's an opportunity to contribute to the community and advocate on behalf of those with limited means and no political voice. This translates back into the mission and values of Eaton Senior Programs, which is to support seniors in meaningful ways.

**Have you ever been involved with the successful passage of a bill? If so, which one, and what was it in support of?**

I testified last year in support of SB05-173, which established a Long-Term Care Advisory Committee to address Medicaid service delivery across the continuum of care. This bill passed unanimously in both houses of the state legislature.

**Why do you think being involved in the political process is important for those working in the aging services industry?**

We bring a human face to many of the legislative issues that deal with the needs of an aging population. CAHSA's advocacy efforts focus not just on our member organizations, but on the needs of residents and support staff as well. I believe we can contribute to better public understanding of aging issues and highlight the need for better, more consistent fiscal support.

**Do you have any advice to help prepare members who may be thinking about testifying for the first time?**

Personalize your testimony by drawing on your own experience, then flesh out the more global implications to support the point of view you are trying to communicate.

**How is good leadership connected to being politically aware?**

Good leadership balances the "big picture" with local needs and realities to keep the political agenda moving forward. Being a good political leader requires one to connect individual hardships with structural problems and reconcile these issues with long-term goals.



Dean Painter

## Housing News

### Online Tool Sorts Data for Top 30 Markets

Investors in housing for seniors can now obtain online data about virtually all properties and units in the nations' 30 largest metropolitan statistical areas, or MSAs. An online supply directory, offered by the National Investment Center for the Seniors Housing & Care Industries, is the newest feature of the organization's subscription-based data and analysis service known as the NIC Market Area Profiles. By using the online directory, subscribers are able to access supply information within the 30 MSAs on every senior-housing property that is age-restricted and has 25 or more beds or units. The information is available for independent living, CCRC, dementia and nursing care properties. Supply data can be searched by zip code, county, MSA or within a requested radius. Searches provide the property name, address, property type, and longitude/latitude, profit status, unit and bed counts, and unit types (where available) for all housing requested. New construction starts will be added shortly. NIC has spent more than three years developing the online supply directory.

-Source: Reprinted with permission, CD Publications, *Housing for Seniors Report*. December 2005. For free sample issue, call 1-800-666-6380.

### HUD Publishes First Part of Fiscal Year 2006 Funding Notice to Help Grant Applicants Begin Early on Funding Requests

HUD unveiled the first part of its Fiscal Year 2006 "SuperNOFA," a notice that will make available approximately \$2.1 billion in grants through 40 individual programs. By publishing the *General Section of the Fiscal Year 2006* early, HUD hopes to give applicants a jump start in preparing this year's applications, and to promote early electronic registration. HUD anticipates publication of the remainder of the SuperNOFA shortly.

This is the first year that HUD is publishing the General Section in advance of the individual program. Releasing the General Section early allows applicants the opportunity to become familiar with the general requirements of the FY2006 SuperNOFA and to ask HUD staff questions about General Section requirements. To learn more visit <http://www.hud.gov/offices/adm/grants/fundsavail.cfm>.

# Design Matters



by *William Brummett*  
President, *William Brummett Architects*

## Therapeutic Environments for Memory-Care Settings: Snoezelen Rooms

Design is important when creating special care programs. New and emerging approaches to caring for people with Alzheimer's and other memory-related dementias focus on directing and redirecting behavior and activity, as opposed to limiting it. The most successful approaches integrate programming for people with mid-stage dementia, when wandering, repetitive behavior, agitation and disruptive behavior can reach its peak.

Two concepts on behavioral intervention provide guidance when designing environments for people with dementia. The first acknowledges that there is little value in "reality therapy," and perhaps a more successful approach is to redirect activity and behavior towards that which is not disruptive and may be beneficial. The second is akin to the notion "use it or lose it." New Alzheimer's research supports the belief that there is value in providing the right kind of cognitive stimulation. The idea of cognitive reserve is emerging, which suggests that the more one engages in intellectually stimulating activity, the more one is able to create or activate new cognitive pathways for brain activity—as other pathways are eliminated through the degenerative process of dementia.

Thoughtful design for environments serving those with dementia build upon these concepts to create spaces that support and invite beneficial activity. For example, Snoezelen rooms are at the forefront of designed spaces that have tremendous therapeutic potential for patients with Alzheimer's disease and other forms of dementia.

Developed in the 1970s by Dutch psychologist Ad Verheul, the word "Snoezelen" is derived from the Dutch words for "to doze" and "to sniff." Initially used to provide relaxation for people with learning disabilities, Snoezelen rooms have successfully been used with Alzheimer's and dementia patients to stimulate the primary senses—smell, sound, touch and sight. These multi-sensory experiences have been found to achieve focus, reduce unwanted distractions and attain calmness.

The Snoezelen concept revolves around the creation of two rooms: one designed to positively stimulate brain activity (the active room) and one designed to calm and relax a patient (the passive room). The active room is believed to have the potential to build cognitive reserve, while the passive room has proven helpful to calm and soothe patients who may experience agitation or anxiety.

Typically, the active Snoezelen room is designed open to a corridor or common space, inviting residents to take advantage of the space. The room may include interesting materials, a panel of colors, textures and adjustable lighting. Custom casework can provide a space for specific Snoezelen items. The central elements of the active room are exhibit-like installations/equipment, including light and bubble tubes, aquariums with interesting fish, colorful items to move and buttons to push. Web sites that specialize in Snoezelen equipment are available. However, some equipment is designed for children and others who may not have dementia. Take care in selecting the appropriate items as the use of equipment depends on the individual patient and results may vary.

The passive Snoezelen room may include a reclining massage chair, dimmable lighting, soothing music, aroma therapy, and a screen, TV or computer monitor to display comforting images. This room is typically intended for use by one resident at a time, and is separated by a door from other spaces. In some cases, the passive room has been found to be a beneficial retreat for staff too. A thoughtfully scheduled 10 minutes in a calming and relaxing environment can do wonders to alleviate the intense stress of working with a challenging resident.

While the Snoezelen concept is relatively new in the United States—most examples exist in Northern Europe and Canada—the therapy is gaining popularity. As a result, many organizations have been successful in finding grants to help fund and develop Snoezelen rooms.

Snoezelen rooms can provide a place to relax and to stimulate residents — something everyone can benefit from.

*Design Matters is brought to you each month by William Brummett, principal of William Brummett Architects. If you have an idea for a Design Matters column, contact Bill at [wba@brummettarchitects.com](mailto:wba@brummettarchitects.com) or call 720-570-2302.*

# Nursing Home News

## Workplace Danger

Nursing homes remain some of the most dangerous places to work, according to the U.S. Department of Labor Bureau of Labor Statistics. The worker-injury rate in the nursing home profession was the third highest among 84 industry groups in 2003. The year 2003 is the latest year for which information is available. Injuries come as a result of caring for those who cannot care for themselves. Nursing assistants hurt their backs, necks and shoulders while lifting patients. They also face potential hazards of working with residents who might lash out, kick or strike caregivers.

-Source: CAHSA NewsFront, December 2005

## "Almost Home" Broadcast Rescheduled

To avoid conflicting with President Bush's State of the Union message, PBS will now broadcast the documentary "Almost Home" on February 21. This film depicts relationships among a traditional nursing home's residents, their families and staff as well as the administrator's efforts to implement culture change. Check your local television listings for full details or visit the PBS web site at <http://www.pbs.org/independentlens/guide.html#bop>.

## AHIMA Report on Technology - A Roadmap from Industry Leaders

In August 2005, the American Health Information Management Association (AHIMA) brought together leaders and health care stakeholders to outline a national agenda for health information technology. The goal was to tap and unite health care leaders in building a vision, consensus, and strategy around what to do in the next 12 to 24 months to help ensure that long-term care is ready to participate in the national agenda for an interoperable health care system.

The Long-Term Care Health IT Summit engaged stakeholders, AAHSA among them, to recognize their common interests and vision and set a collaborative course to improve the planning for and use of health information technology. The resulting summit report outlines and highlights 11 key action items for the next six to 12 months. To review the report visit [http://www.ahima.org/meetings/ltc/documents/LTC\\_HIT\\_Summit\\_Report\\_Final\\_122005.pdf](http://www.ahima.org/meetings/ltc/documents/LTC_HIT_Summit_Report_Final_122005.pdf).

# People & Places

## Submit Content to CAHSA Connecting

Send press releases, administrative changes, awards and event announcements to [cahsanews@comcast.net](mailto:cahsanews@comcast.net) or fax to 303-474-3025 ATTN: CAHSA Newsletter. Please include photographs (with label) when possible. CAHSA reserves the right to edit all submissions for length and content.

**Tammy Minuhin** announced that the former Merrill Gardens Assisted Living in Loveland is now the **Alterra Sterling House at the Orchards**. This 50 bed residence is a wonderful addition to Alterra's existing 15 properties. Residence Director **Sonja Guy** will maintain her role with Alterra. Welcome!

**Kentucky Circle Village** has launched a new and improved web site. Visit [www.kentuckycirclevillage.com](http://www.kentuckycirclevillage.com) to learn more.

The **Gardens at Columbine** rang in the New Year with a special 2006 calendar featuring resident pictures. Those who volunteered for the "Calendar Girls" project played "dress up" and performed based on the month of their choice. Not only was this a fantastic activity with lots of fun for the residents and the staff, but it has become a wonderful gift for families and friends. Anyone interested in purchasing a calendar should contact Administrator **Ted Clark** at 303-973-5115.

**Total Longterm Care** recently appointed **Cindy R. Hogan** vice president of PACE Operations. Total Longterm Care is Colorado's Program of All-Inclusive Care for the Elderly (PACE) provider and is a technical assistance center for developing and expanding PACE throughout the country. Cindy will be responsible for operational program development and implementation. Cindy was formerly Director of Organizational Effectiveness at TLC. Congratulations!



**Cindy Hogan**

The Social Services Department and the Care Consultation Team at Eaton Senior Programs is excited to introduce **Jennifer Truchard**, as the new Social Worker at **Eaton Terrace II** Assisted Living Center. Jennifer is a graduate of the University of Denver's Graduate School of Social Work. She has social work experience with adults, older adults and adults with chronic mental illness and developmental disabilities. Before joining Eaton Senior Programs, Jennifer worked at **Total Longterm Care**.

**Eaton Senior Programs** held an employee/staff holiday luncheon on December 13. Seventy-nine employees and resident volunteers attended. Thirteen employees were recognized with service awards. Five-year award winners included: **Riki Arellano, Betty Blakesley, Myrtle Coffee, Dorothy Forwood, Juan Lopez, Priscilla Nunes, Darlene Robles, Linda Rodriguez,** and **Beth Sjulstad**. Ten-year award winners included: **Edith Byers, Christina Lacefield, Kimberly Hill,** and **Gary McBride**.

**Christian Living Communities** welcomes three members to its board of directors: **Ed Schans**, president, Donsons Distributing, Inc., was named chair; and **Don Kitto**, a partner in **Community Capital Corporation** and **Cindy Lefferdink**, case manager at Exempla Saint Joseph Hospital, will serve as board members.

Governor Bill Owens appointed **Russ DenBraber**, CEO and president of **Christian Living Communities**, a commissioner on the Colorado Commission on Aging. The Commission consists of 17 members appointed by the Governor and confirmed by the State Senate to serve a four-year term. The focus of the Commission is to inform and advise state decision-makers and to advocate for the quality of life of seniors. The Commission is currently focusing on the Old Age Pension Program, affordable housing, transportation and health care.

**Christian Living Communities—University Hills'** employees, staff, visitors and residents embraced world cultures by hosting its first International Fashion Show. Employees proudly shared their heritage by modeling beautiful native costumes. Fifteen countries were represented, including Thailand, Indonesia, South Korea, Bosnia, Netherlands, Liberia, Nigeria, Zimbabwe, Ghana, Ethiopia, Antigua, Haiti, Guatemala, Canada, and the United States. The mistress and master of ceremonies gave a brief description of the country being presented, and models took the stage and presented themselves accompanied by music from their native country. Several chose to dance, sing their national anthem, or demonstrate a ceremony from their culture.

One of the residents also proudly joined the festivities, introducing her native country, Haiti. The event was a wonderful tribute to diversity and culture.



**Lantz-Boggio Architects** announced five new promotions: **Vicki Stone** and **MaryLou Parham** were named principal, **Mark Baker** and **Paul Bormann** were named senior associate, and **Syed Mayraj Peer** was named associate. Congratulations!

**Lantz-Boggio Architects** announced several new additions to its Englewood office: **Peter Adams**, project architect; **Stacey Rose**, project coordinator; **David Bosley**, project manager; **Rebekah Pesce**, intern architect; and **Bill Parker, Peter Melander** and **Matt Brinkman**, CAD technicians.

**CAHSA's** Executive Director **Laura Landwirth** recently completed the Goofy Challenge at Walt Disney World running a half-marathon and full marathon at their Marathon Weekend. We always suspected she was "Goofy" but now she actually has a medal to prove it!

# Assisted Living/ALFA News

## ALFA Responds to Articles on Fire Safety Issues in Assisted Living

In December 2005, *USA TODAY* and several Gannett newspapers published articles about fire safety in communities that care for the elderly, including assisted living. In response to the articles, ALFA prepared a statement and talking points to assist any of its members contacted by the media.

"ALFA and its State Affiliate organizations remain committed to the highest standards of resident safety, including measures related to fire prevention," said ALFA President and CEO Richard P. Grimes. "ALFA believes that individual states are committed to resident safety and should continue to be the driving force in establishing effective fire safety standards for assisted living communities," Grimes added.

In addition to fire safety issues, the *USA TODAY* series of articles focused on unlicensed assisted living communities. "We agree with *USA TODAY* on the need for all assisted living communities to be licensed. ALFA has been successful in increasing the number of assisted living communities that are licensed and expects its members to exceed minimum state and local fire safety requirements," said ALFA Chairman Steven Vick. To read about the series or review the talking points, visit <http://www.alfa.org/public/articles/details.cfm?id=793>.

## Welcome to these new members...

Golden Pond Retirement Community  
Hank Melton, Executive Director  
1270 N. Ford  
Golden, CO 80403

Prairie Pines Assisted Living Community  
Don Howell, Consultant  
P.O. Box 100  
Eads, CO 81036

Lifeline Senior Living  
Marc Crosier  
111 Lawrence St.  
Framingham, MA 01702

## Thank You to these renewing members...

The Academy  
Beatrice Hover Assisted Living Residence  
Bent County HealthCare Center  
Bonell Good Samaritan  
Castle Country Assisted Living - Cantril House  
Castle Country Assisted Living - Valley House  
Castle Country Assisted Living - Victorian House  
Castle Creek Terrace  
Christian Living Communities - Holly Creek  
Colorado Assisted Living Homes  
Colorado Health Facilities Authority  
Colorado Springs Senior Homes  
Conejos County Hospital - LTC Unit  
Crestview Manor

Eastern Star Masonic Retirement Community  
Garden Park Villa  
The Granville Assisted Living Center  
Guadalupe Senior Apartments  
HealthONE Alliance Johnson Adult Day Program  
Homestead Adult Day Care  
Horizons Healthcare and Retirement Facility  
Hover Community  
Inglenook at Brighton  
Kentucky Circle Village  
LaRue Coffee  
Mary Sandoe House  
Myron Stratton Home  
New Lifestyles

Nightingale Suites  
Prairie Creeks Living Center  
Residences at Franklin Park  
Rocky Mountain Health Care Service  
Seniors' Resource Center-Central  
Seniors' Resource Center-Southwest  
Seniors' Resource Center-Evergreen  
Simla Good Samaritan  
Total Longterm Care  
Volunteers of America Valley Manor Care  
Center  
Willow Glen  
Ziegler Capital Markets Group

## and Thank You to these organizational sponsors:

**Silver Level Sponsorships**  
Bethesda Adult Communities  
Eaton Senior Programs

**Benefactor Sponsorship**  
Ziegler Capital Markets Group

## Did You Know?

### Safety Counts

Safety is the main reason seniors choose to move into a retirement community, according to a survey of seniors age 62-75. Nearly 54% of respondents to the "2005 Senior Sentiment Survey," conducted by Financial Freedom, said they felt safer in a planned community. The other major reason for moving into a senior community is to be surrounded by people their own age (49%). Other reasons seniors gave for moving to a retirement community are as follows:

- Programs, services and amenities offered, 44%
- Eliminate daily demands of owning a home, 35%
- To be near places frequently visited, 31%
- Health care on-site or nearby, 9%

-Source: Reprinted with permission, CD Publications, *Housing for Seniors Report*. November 2005. For free sample issue call 1-800-666-6380.

### Health Care Spending Growth Rate Continues to Decline in 2004

The growth in health care spending in the U.S. slowed for the second straight year in 2004, according to a report released January 10 by CMS. Spending in 2004 rose 7.9%, slower than the 8.2% growth in 2003 and 9.1% growth in 2002.

## Classifieds

**Activity Assistant** – Part time for assisted living on 26 acre beautiful campus in north Denver. Creative, energetic, self motivated individual to work with seniors and adults. Must work weekends and evenings. Email resume to [ahmarycrest@comcast.net](mailto:ahmarycrest@comcast.net) or fax to 303-433-4838. Apply at Marycrest Assisted Living, 2850 Columbine Road, Denver, CO 80221. (53<sup>rd</sup> & Federal). EOE 1/23/06

Kiowa County's Assisted Living Facility, a 20-bed facility currently under construction in Eads, Colorado, is offering an exciting opportunity for an **Administrator/Executive Director**. The Administrator/Executive Director will assist in preparations for opening the facility and will lead and direct the overall operations of the facility in accordance with customer needs, government regulations and facility policies, with primary focus on maintaining excellent care for the residents. Candidates for this position must meet the following requirements: Must possess a valid Colorado State Board of Health *Certification of Administrator Training*, possess a valid State of Colorado certificate to practice as a Nurses Assistant and to administer medications in Colorado, have 3 – 5 years experience in the Senior Health Care field, possess knowledge of Federal and State laws and regulations, be able to relate professionally and positively to staff and visitors, and possess good communication, interpersonal, leadership and management skills. Submit resume w/cover letter to: ALF Administrator, P. O. Box 100, Eads, CO 81036. Kiowa County's ALF offers a competitive salary and benefits package. EOE M/F/D/V 1/17/06

# The CAHSA Calendar

**Feb. 8 CAHSA "Time to Bloom" Committee Meeting**  
10:00 - 11:00 a.m.  
Christian Living Communities Corporate Office, Greenwood Village

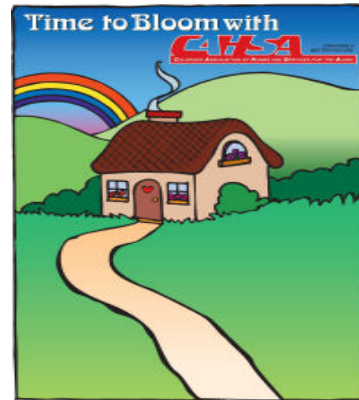


Get more information on these events from our website - [www.cahsa.org](http://www.cahsa.org)

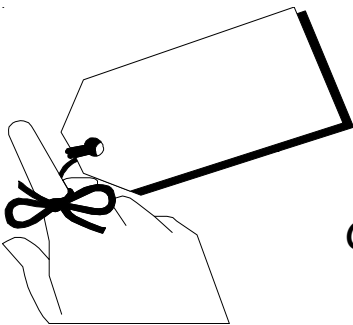
**Feb. 8 CAHSA Next Committee Meeting**  
12:00 - 1:00 p.m.  
Seniors' Resource Center, Wheatridge

**Feb. 23 CAHSA New Board Member Orientation**  
1:30 - 3:30 p.m.  
CAHSA Office, Denver

**Feb. 24 CAHSA Board of Directors Meeting**  
1:00 - 4:00 p.m.  
Total Longterm Care, Denver



**Time to Bloom with CAHSA -**  
Watch for weekly announcements beginning this month!



## SAVE THE DATE!

*CAHSA's 2006 Conference & Exhibition*  
May 11-12, 2006  
at the Vail Marriott Resort & Spa  
Vail, Colorado



CAHSA Next January 2006 Meeting