



Yvette Ittu

Benjamin Rose today!

HELPING PEOPLE AGE SUCCESSFULLY Vol. 4, No.2

New Directors Join Benjamin Rose Board

The Benjamin Rose Board of Directors recently welcomed three new members.

Yvette Ittu is Vice President of Cleveland Development Advisor's Inc., an affiliate of the Greater Cleveland Partnership. Prior to joining CDA, Ms. Ittu was an associate with the law firm of Calfee, Halter and Griswold. She serves on several community boards such as the First Suburbs Development Council and was Chairperson of Cleveland Mayor Jane Campbell's transition team focusing on issues related to building a new Finance Department for the administration.

We are delighted to welcome these most capable women to our Board of Directors

Elizabeth (Betsy) Fauver Stueber has a familial knowledge of the Benjamin Rose organization – her mother-in-law Mrs. Anne Stueber is Member Emerita, having served on the Board of Trustees from 1972-1993. Ms. Fauver Stueber is very active in the community, serving on several boards including the Juvenile Diabetes Research Foundation Board, Shaker Lakes Garden Club Board, Roxboro School PTA, and the Junior League of Cleveland.

Myrtle Muntz is no stranger to the Greater Cleveland nonprofit community. She has served as President/CEO of Recovery Resources, is currently President of the Cleveland Women's City Club Foundation, and is a member of the Woodruff Foundation and The Children's Trust Fund. Her efforts were recognized when she was named a recipient of the YWCA Women of Achievement Award. Currently, Ms. Muntz heads up Muntz Consulting Services, helping nonprofit organizations to help others by addressing the fundamental issues that determine their success, governance and development.

(continued inside)

From the desk of Richard Browdie

Some Clevelanders may have seen Benjamin Rose in the front page of the *Plain Dealer*. It was a good thing.



Richard Browdie

As most of you are aware, a goal in our current strategic plan is to provide more effective direct services by expanding our community services to the west side of Cleveland – “*The visibility and coverage of community and in-home services continues to increase, along with our presence on the west side of Greater Cleveland.*” To that end we have been having conversations with MetroHealth about their planned Geriatric Campus to be located on the site of Deaconess Hospital, known as MetroSouth.

In addition, Benjamin Rose and MetroHealth currently are partners in operating a successful PACE site, Concordia Care, at Margaret Wagner House. Because of the need for this type of program on the west side, a second PACE site will be located on the MetroSouth Campus. We are also exploring ways to locate a second Adult Day Program on the west side and the new campus offers us that opportunity. This will not impact the current location of our Adult Day Program at Margaret Wagner House. It gives us the opportunity to offer the same excellent and needed services to residents on the west side of town.

In a time when the needs of Greater Cleveland's older residents are growing, we must strive to participate and partner with organizations with which we have a shared goal to address those needs.

New Directors *(continued from front)*

“We are delighted to welcome these most capable women to our Board of Directors,” says Board Chairperson Catherine LoPresti. “Their expertise and commitment to serve Greater Cleveland’s older residents continues to strengthen Benjamin Rose and our ability to address the issues facing the growing population that we serve.”

Achievements Recognized

Two Benjamin Rose employees were recently recognized by area organizations for outstanding contributions to their fields.

David Bass, PhD, Director of the Margaret Blenkner Research Institute, was awarded the 2005 Outstanding Gerontologist Award from the University of Akron. As part of the award ceremonies in April, Dr. Bass gave a presentation on “Experiences with Integrating Research and Practice: Lessons from the Chronic Care Networks for Alzheimer’s Disease Initiative.”

In May, Polly Clemo, Vice President, Institutional Advancement, was recognized by the YWCA as a Woman of Professional Excellence. The award recognizes women in Cleveland for their professionalism and commitment to their careers and employers.

Thank You for Your Generous Support!

Every gift – whether unrestricted, restricted or made in memory or tribute – supports Benjamin Rose’s efforts to deliver quality services to greater Cleveland’s elderly population. We extend our sincere appreciation to the following donors for their gifts received from January 1 through June 30, 2005.

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Celebrating National Nursing Home Week



A “Mega Salad Bar” was just one of many treats offered at Kethley House during National Nursing Home Week May 8 though 14. During the week, residents, staff and guests also enjoyed a game or two of putt-putt golf, popcorn in the parlor, and even an Academy Awards ceremony!

Dr. Linda Noelker Receives Leadership Award

On March 14 at the annual meeting of the American Society of Aging, Linda S. Noelker, PhD, Senior Vice President, received the 2005 Leadership Award for her contributions to the field of aging. Dr. Noelker has conducted applied aging research for several decades at Benjamin Rose and is currently Editor-in-Chief of *The Gerontologist*, the leading journal in the field of aging. As part of the award, Dr. Noelker presented a Special Lecture at the ASA meeting on the long-term care workforce, dedicated to the employees of Benjamin Rose.

Workforce issues have been the focus of her research in recent years because projections indicate an impending crisis. There will not be sufficient numbers of physicians, nurses, social workers, allied health and direct care workers trained in geriatrics and gerontology. The need is especially great for more and better trained nursing assistants, home health aides and home care workers who provide the most help with daily tasks that frail older adults require. She notes, "By 2012 we will need 888,000 additional direct care workers, which is a 34% increase, to meet the care needs of disabled and frail older persons." Dr. Noelker also co-chairs the Long Term Care Workforce Subcommittee of the Senior Success Vision Council, funded by United Way and local foundations, to improve the recruitment, training and retention of direct care workers in Cuyahoga County.



Dr. Linda S. Noelker (center) was honored for her leadership in the field of gerontology by the American Society of Aging at its annual meeting in March. Also pictured are Susan Perlstein of the National Center for Creative Aging and Cynthia Stuen of the Lighthouse International.

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Benjamin Rose Efforts Help Elders Access Benefits

Advocacy gained new focus at Benjamin Rose over the past year, and a major advocacy initiative was a resounding success.



As reported in the Fall 2004 issue of *Benjamin Rose today!*, the organization teamed up with the Western Reserve Area Agency on Aging (WRAAA) to contact seniors in

Cuyahoga, Lorain, and Medina counties through the Medicare-approved Drug Discount Card Outreach and Enrollment Campaign.

The two primary outreach strategies included calling more than 2,000 individuals receiving home-delivered meals and making presentations throughout the community. Semanthie Brooks, Director of Community Advocacy, reached more than 15,000 older adults and professionals who serve them through presentations on the discount drug program.

By the end of March 2005, the Call Center had assisted more than 2,500 callers and helped more than 1,080 of these older adults enroll in a discount-card program. Three out of four enrollees, a total of 810, qualified for transitional assistance. Collectively through the end of 2005, they could receive up to \$990,000 in cash payments toward the cost of prescriptions. In addition, more than 270 other individuals were enrolled in discount-drug-card and other programs without transitional assistance.

While most calls were made from the Call Center located at the Central Office downtown, the outreach program received a boost in late December when WKYC-TV3 provided a phone-bank opportunity. More than 700 people called in to the phone bank, which was staffed by 18 Benjamin Rose employees (including President and CEO Rich Browdie) who volunteered their time.

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findings

A NEWSLETTER OF THE
MARGARET BLENKNER RESEARCH INSTITUTE

Summer 2005

Join us for
Community Forum on
**From Home
to Nursing Home**
Sponsored by the Margaret Blenkner
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Thursday, August 4, 2005
8:30 to 11 a.m.
Kresge Room, Kethley House,
11900 Fairhill Road

Call 216.373.1674 or register
online at www.benrose.org

From Home to Nursing Home: *How Families Make the Transition*



she fell. It was hard for me to decide to move her to a nursing home.” Another caregiver commented that she knew she had reached her limit, saying, “I was tired all over — completely fatigued. I needed more help.”

Choosing a Nursing Home

Most people don't know much about nursing homes until they need one. But even if a nursing home is not the right choice right now, it's a good idea to become familiar with the services different homes offer. This will help the caregivers make an informed decision should the choice become necessary. Careful research on long-term-care services and specific nursing homes will help the caregiver select the best new residence for a family member.

An array of publications and Web sites offer information to families seeking good nursing home care (see sidebar for a list of resources). These sources include basic information about nursing homes along with checklists to use on visits. The caregiver should compile a list of questions and requirements for nursing home care and arrange to meet with the admissions staff and tour the facility. If possible, each nursing home under consideration should be visited several times and family should meet with staff, residents and other families. Many facilities have waiting lists, so having a sense of what is available

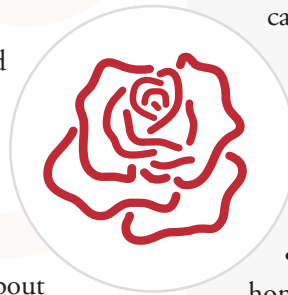
For those caring for older relatives, there may come a time when they can no longer provide the kind of care their loved ones need. Caregiving can take a toll on the caregiver's well-being, especially if that person also is juggling a job, child care, household chores, or has his or her own health problems. Eventually many families caring for relatives with chronic illnesses or memory disorders consider nursing home care. Often, this decision marks a key transition in the lives of caregiving families.

Carol Whitlatch, PhD, Assistant Director of Research at the Margaret Blenkner Research Institute, studies the transition to nursing home placement for caregiving families. Her research focuses on identifying the positive and negative changes families experience throughout the placement process, and successful coping strategies. For this research, interviews are conducted with family caregivers and their loved ones who are making the transition to nursing home care.

One participant explained, “It came to a point where I couldn't handle it anymore. She was falling a lot and I was concerned for her safety. I couldn't lift her when

From Home to Nursing Home: Tips for Families

- Be patient. It may take several months for your relative to adjust to nursing home life.
- Introduce yourself to staff who care for your relative.
- Treat everyone on the nursing home staff as you expect to be treated— with dignity and respect.
- Share information about your relative with staff. Write a short biography of your relative's life and post it in his or her room.
- Attend monthly care planning conferences or schedule regular times to talk about your relative's life with all staff involved in his or her care. Some nursing homes also offer family support groups.
- Plan shorter, more frequent visits, which tend to be less tiring for you and your family member.
- If your relative wants to go home, try taking a walk or short drive to distract him or her. Reassure him or her, “I will always take care of you. Don't worry.”



For More Information: Books & Web Sites

Caring for Your Parents: The Complete AARP Guide, by Hugh Delehanty and Elinor Ginzler. Sterling Publishing, Co., Inc., 2005.

Eldercare 911: The Caregiver's Complete Handbook for Making Decisions, by Susan Beerman and Judith Rappaport-Musson. Prometheus Books, 2002.

Eldercare for Dummies, by Rachelle Zukerman. Wiley, 2003.

Nursing Homes: The Family's Journey. A Guide to Choosing a Facility, Making Decisions as a Family, and Getting the Best Possible Care, by Peter S. Silin. Johns Hopkins University Press, 2001.

When Someone You Love Needs Nursing Home Care, by Robert Bornstein and Mary A. Languirand. Newmarket Press, 2001.

Eldercare Locator, www.eldercare.gov, 800.677.1116

A service of the Administration on Aging, this site provides information on a variety of senior services including long-term care, links to state and local area agencies on aging, and other community-based organizations.

National Citizens Coalition for Nursing Home Reform (NCCNHR), www.nccnhr.org

Offers a variety of publications for consumers and professionals on long-term-care issues including residents' rights, assessment and care planning.

American Association of Homes and Services for the Aging, www2.aahsa.org

A professional organization for long-term-care professionals also includes information for families on decision making and planning for long-term care, locating facilities, caregiving tips, planning for long-term-care expenses, and other aging services.

Official Medicare Site, www.medicare.gov/LongTermCare/static/Home.asp

Discusses the role of Medicare and Medicaid in paying for long-term care. Includes link to a long-term-care planning tool.

will help caregivers and their families be better prepared should a crisis occur.

New Home, New Tasks

The stress and responsibilities of caregiving rarely end once a relative moves into a nursing home. However, daily routines and responsibilities do undergo transitions. Although many caregivers continue to help their relatives with things like eating, dressing and grooming, most tasks are less focused on direct care and more focused on "sharing the care" provided by nursing home staff. While these new responsibilities can be less stressful physically, working with nursing home staff on behalf of a relative can be emotionally and mentally draining. Families often plan visits around mealtimes to eat with their relatives and evaluate the quality of the food, cleanliness of the dining room, and the new resident's appetite. Dr. Whitlatch explains, "Caregivers maintain close contact with their relatives by visiting often and working with nursing home staff to insure that their relative is comfortable, safe and happy with the new living arrangement."

Nursing Home Staff Are Partners in Caring

As a relative settles into the new environment, family members should get to know the people caring for their relative. Relatives should introduce themselves to staff (including those who work weekends, afternoon and evening shifts), learn what their responsibilities are, and determine the most effective ways to communicate with staff to ensure the best possible care.

Caregivers may feel frustrated if they believe their relative is getting inadequate attention and care. Families quickly discover that they must act as advocates for parents or spouses, to speak on their behalf when problems arise. If family members aren't satisfied with care, they shouldn't hesitate to approach staff with concerns, think about possible solutions, and ask questions if they don't understand the information provided. If questions aren't answered satisfactorily, there may

be someone else on the staff to whom they can speak about the situation.

New Emotions for Caregivers

Dr. Whitlatch's research indicates that right after the move to a nursing home, most caregivers feel relieved. They are able to relax, get a good night's sleep (often for the first time in months or years), and their general health and well-being tends to improve. However, this relief can be temporary. After the move, some family members experience depression, sorrow, shame, frustration, resentment, loneliness and other negative but natural emotions. One daughter who had promised her father, "I'll always take care of you. I will never put you in a nursing home," felt guilty when that promise had to be broken. Caregivers often find it difficult to turn personal care tasks over to strangers. "Nobody can care for my mom the way I do," one caregiver reported. When asked about the most difficult part of having a relative in a nursing home, one person replied, "It's not home. There is no privacy there and few activities for nonambulatory residents." Another said the hardest thing for her was "remembering how he used to be" before he became ill. Many caregivers miss the companionship they had with the older person.

Renewed Family Relationships

"Once their family member moves to a nursing home, caregivers must restructure and redefine their lives and adjust to their new role," explains Dr. Whitlatch. Making a new life in a nursing home is challenging for both new residents and their families. Yet, once families and their older relatives adjust to the new living arrangements, many caregivers discover they have more time to spend simply enjoying their relative's company than when they were full-time caregivers. One caregiver commented, "It's easier to take a stroll outdoors and enjoy the sun with your mom if you aren't thinking about getting the laundry done. You can read with your mother or listen to big band music with dad."

We Depend on You!

As a nonprofit organization, Benjamin Rose relies on the generosity of individuals like you to further its mission of advancing the health, independence, and dignity of older adults by raising the standards for quality of care. Please consider making a donation today!

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850 Euclid Ave., Suite 1100
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Attn: Development

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Municipality Project

Identifying Local Services and Needs of Older Adults

In the 2000 census, 46,000 older residents in Cuyahoga County responded that they had “a disability that limits their ability to go outside of their home.”

Those data struck a chord with Sharen Eckert, Vice President for Advocacy and Public Policy Development at Benjamin Rose. “It made me wonder how municipal-level leadership identifies issues and strategies that impact the lives of frail, vulnerable, older persons and their care partners,” she says. “How does a municipality decide to invest in a senior center that provides valuable congregate opportunities versus outreach and care management to those that are homebound? What are the sources of revenues that municipalities tap for senior services?”

We want to use census and other existing data sources to put a face on frail older residents and profile the potential need for services within a local community

In order to learn more about this issue, Eckert came up with a plan, known as the Municipality Project, to profile both the current service system and the level of need for older adults. “We want to use census and other existing data sources to put a face on frail older residents and profile the potential need for services within a local community,” she explains.

Monet Brewerton, a Summer on the Cuyahoga intern from Smith College, is assisting Eckert in compiling information on public funding streams from federal, state, county and municipal sources; determining the availability of community-based services; identifying the need for services now and in the future; and seeing how well funding and services mesh with actual need. In addition, the Municipality Project will identify the challenges faced by the aging services network and pinpoint strategies they and local governments use to reach and serve older residents.

The focus on local governments and services is intentional. “It is often easier to influence public policy at the municipal level,” Eckert notes. “Decision makers are often your neighbors and friends. It is also easier to rally volunteer support from the community at the municipal level to truly help their older, frailer neighbors who will not ask for help themselves.”

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