

Benjamin Rose today!

RAISING THE STANDARDS OF ELDER CARE Vol. 6, No. 1

A New Look for today!

In this issue, you'll find a new feature: Focus on Quality, a service of the Community/In-Home Services division. As its name implies, this section is devoted to sharing information about the quality of Benjamin Rose services and the satisfaction of elders and their caregivers with those services.

We've also adopted a full-color format. Our printer, Academy Graphic Communication (AGC), has moved to a complete digital workflow, from set-up to printing. Thanks to these technological advances in the printing industry, today's *today!* can be printed in full color at minimal cost to the organization.

Senior Health and Wellness Center

A Partnership for Excellence in Elder Care

The Benjamin Rose Institute has teamed up with other care organizations to create the Senior Health and Wellness Center at the former Deaconess Hospital in Old Brooklyn. The collaborative project, led by MetroHealth Systems, will provide comprehensive elder care and a unique learning opportunity for students from various health fields.

As part of the project, the Margaret Blenkner Research Institute of Benjamin Rose will work with other professionals to study and evaluate a variety of subjects related to geriatrics. This includes the impact of innovative, coordinated

service delivery to older adults, their caregivers and the community.

Other partners include Concordia Care and the Visiting Nurse Association's Hospice and Palliative Care Partners of Ohio.

The \$65-million center, which begins operations in Fall 2007, will include outpatient clinics, a hospice unit, wellness programs, adult day care and other services. Students in medicine, nursing, social work, therapy and other disciplines will work with skilled practitioners to learn the care needs of older adults in various settings.



From the Desk of Richard Browdie



Richard Browdie,
CEO/President

The dictionary defines *advocacy* as the act of supporting a cause or pleading in favor of something. That simple definition doesn't tell the whole story.

Advocacy in the public policy arena invariably encounters resistance for a lot of reasons. The one that can be the most difficult to overcome is the challenge advocates face in proving their case. Will what is being requested work better than what is being done now? What evidence is there that change is needed? If it is something new, will the cost be commensurate with the benefits? Will it work? Will people like it? Today's policy environment is crowded with competing ideas. To many policy makers, all advocates are equally committed to their purposes.

The Benjamin Rose Institute has been working with older adults and their caregivers for nearly a century...99 years, in fact. This grounding in the actual lives of Cleveland-area elders led directly to the uniquely applied research focus of the Margaret Blenkner Research Institute.

(continued inside)

Browdie *continued from front*

That, in turn, led us to develop the skills of discerning when evidence is really available and what it means. To advocates and program managers, research can seem tedious and time-consuming. Our reputation, our expertise and our experience comprise valuable assets when working to educate the public and policy makers on issues that influence program policies and practices regarding care for elders and their caregivers.

Just a month or so into his term in office, Governor Ted Strickland has already called upon Benjamin Rose to be represented on two statewide task forces. Benjamin Rose also is a co-sponsor of *Senior Voices!* The late-February conference brought together a broad coalition of people working toward a unified legislative agenda for older adults. Recently, Benjamin Rose has been sought out as an advisor for several projects with the U.S. Administration on Aging.

We are just beginning to identify all the ways Benjamin Rose, through its talented workforce, can be a leader in learning new ways to support elders and their caregivers as we have for many years. We are also just beginning to identify the ways in which we can most effectively help find the evidence of what works and what doesn't, and to share what we learn with Cleveland-area colleagues and policy makers in Columbus and Washington.

Benjamin Rose
today!
RAISING THE STANDARDS OF ELDER CARE

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Polly Clemo, *Vice President, Institutional Advancement*
Jeanne Hoban, *Manager of Marketing*
Doug Knoop, *Manager of Development*

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MythBuster: Virgil Brown



From the shop floors at Republic Steel, Sherwin-Williams and the Wolf Envelope Company, to the halls of power in Cleveland and Columbus, the personal philosophy and can-do attitude of Virgil Brown Sr. have helped him find success.

His accomplished life had a rocky start. Born with influenza during the epidemic in 1917, Mr. Brown was not expected to live. Though he made a full recovery, he remained sickly and underweight until age 13, when a doctor told his mother that Mr. Brown needed his tonsils removed. "When they took them out...my health improved immediately," he notes.

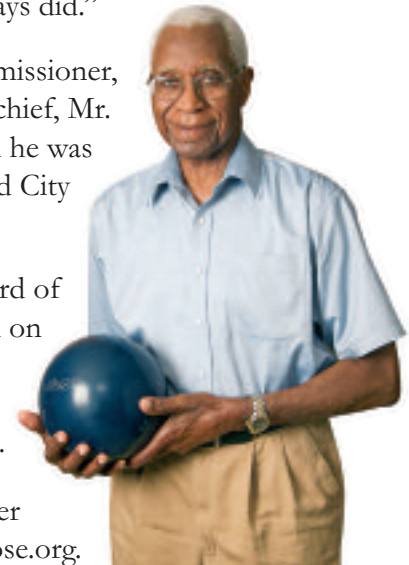
Mr. Brown's father, a construction worker, moved the family to Cleveland's Central neighborhood from Cincinnati when Mr. Brown was 12 years old.

"One of the earliest lessons I learned from my father was to make my own decisions," says Mr. Brown. "He was always telling us: Don't do something because everybody else is doing it. You know what is right and you know what is wrong, and when others start doing the wrong thing, you come home. And that's what I always did."

Best known to Clevelanders as a county commissioner, city council member, and board of elections chief, Mr. Brown didn't enter politics until age 50, when he was elected to the first of three terms in Cleveland City Council.

Today, Mr. Brown serves on the advisory board of the Center for Community Solution's Council on Older Persons. He is also a member of the trustee board of Bethany Baptist Church, of which he was been a member since the 1940s.

To read more about Virgil Brown Sr. and other Benjamin Rose MythBusters, visit www.benrose.org.



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quality

Stakeholder Survey

In the first issue of *Focus on Quality* newsletter, a report was given about our Referral Source Satisfaction Survey, also known as the Stakeholder Survey. As of this time, our stakeholders are still returning the survey, which cannot yet be evaluated. Those who have responded so far expressed satisfaction with our services and response time. Respondents are especially pleased that we provide a continuum of care for Benjamin Rose clients.

Look for a report on all the questions and responses in the next *Focus on Quality*.

Employee Recertification

Each year, employees of the Benjamin Rose Institute are required to participate in an annual recertification process. The 2007 process began in January with completion due by February. By recertifying, employees acknowledge that they adhere to the Corporate Compliance Code of Conduct, the Health Insurance Portability and Accountability Act (HIPAA) of 1996, Client Rights, and our own Ethics Statement.

Recertification is actually an educational process for all employees. Once certification forms are signed, they are placed in respective personnel files.

These annual recertifications, detailed below, ensure a commitment to lawful and ethical conduct and client care practices.

The **Corporate Compliance Code of Conduct** ensures that all those connected to the Benjamin Rose Institute do not jeopardize the welfare of the organization, its employees, its clients and the community.

HIPAA procedures protect the privacy of information about individuals who request, are referred for, or participate in Benjamin Rose services. These procedures comply with Ohio laws and administrative rules, and Federal rules enforcing the Act.

Protocols to safeguard **Client Rights** are included throughout the organizational poli-



cies and procedures of the Benjamin Rose Institute.

The organizational **Ethics Statement** is a commitment to the ethical provision of assistance to all Benjamin Rose clients. It brings together the principles expressed in the Corporate Compliance Code of Conduct, HIPAA and Clients Rights



Behavioral Health Nursing

The Benjamin Rose Home Care Department recently added behavioral health nursing to its repertoire of services. Behavioral health nurses are certified to provide primary mental health care.

“This program complements the other programs that the Benjamin Rose Institute provides,” Cindy O’Connell, Director of Benjamin Rose Home Care, says. “It promotes a continuum of care like no other in Cuyahoga County.”

For intake, information and advice, call 216.791.8000.

Cultural Diversity Training

The Benjamin Rose Institute is planning an agencywide training on cultural diversity. The training will help staff understand their own personal cultural values and beliefs in order to understand the multicultural facets of the people Benjamin Rose serves. In addition, staff will learn why the concept of diversity will be integrated into everything associated with Benjamin Rose. That includes staff, clients, contractors and services provided in the community.

Cultural diversity has primarily been associated with race and ethnicity. However, it is now seen in a broader sense to encompass the sociocultural experiences of individuals. The concept comprises gender, social class, religious and spiritual beliefs, sexual orientation, age, and physical and mental abilities.



This broader definition of cultural diversity requires a conscious and continuing effort at Benjamin Rose to provide training and educate staff on the importance of cultural diversity in the professional workplace. When staff have completed the training, they will:

- Understand the value and importance of diversity
- Understand the changing demographics in our society and why valuing diversity is important for them as individuals and for Benjamin Rose as an organization
- Understand why diversity must be implemented into every aspect of the Benjamin Rose business including activities such as interviewing, supervising and communications
- Be able to analyze their own perceptions on diversity
- Know how to act in ways that value diversity

Ethics and Consequences: Understanding the State Board

Social workers, nurses and other interested individuals are invited to a program sponsored by the Benjamin Rose Community/In-Home Services division. The presentation, titled *Ethics and Consequences: Understanding the State Board*, will be held Tuesday, March 27 from 9 a.m. to 12:30 p.m. at Kethley House, 11900 Fairhill Road.

Lisa M. Barrett, Esq., with Norchi, Barrett, & Forbes LLC, will discuss ethical issues that may result in legal action or complaints to the Ohio Counselor, Social Work, and Marriage and Family Therapy Board. The processes, powers and limitations of the state Board in investigating ethical complaints will also be discussed. Finally, participants will learn about the different treatments available for depression in the elderly.

Ethics and Consequences meets the criteria for 1.5 contract hours to satisfy the license renewal continuing education requirement for social workers. Nurses also may use this certificate for license renewal.

While there is no charge for the program, attendees are asked to register in advance. A light breakfast will be served.

For more information, call 216.373.1762.

1908 Legacy Society

Members of the 1908 Legacy Society have included the Benjamin Rose Institute in their estate plans or established endowment funds. These donors share a belief in the value of our mission and services and wish to support them for future generations.

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HELPING OLDER FRIENDS TODAY AND TOMORROW

legacy

Our Legacy of Caring

This past fall, a longtime friend of the Benjamin Rose Institute passed away. A Lakewood resident, she first came into contact with the Institute when her mother needed assistance being admitted to, and paying for, nursing home care in 1951.

With help from Benjamin Rose, her mother became a resident of one of the Institute's group homes, which were predecessors of the Margaret Wagner House. The cost of her mother's care was \$150 per month. With the state paying \$55, the Institute was honored to fund the balance.

Though she was a resident for less than two years, the care and respect given to her mother made a lasting impact on this young woman. Later in life she found herself fortunate to be able to remain in her own home, in generally good health, into her own later years. In response to an inquiry from Benjamin Rose, a relationship began anew. At a spry and sharp 83, she wasn't in need of services herself, but

wanted to help others who found themselves in a situation similar to that of her mother. Over the course of a few months, she decided it would be best to include Benjamin Rose as a beneficiary of her estate. Along with a number of other worthy charities, the Institute would receive a gift to continue helping families such as hers.

This woman's gift becomes a part of the legacy of the Benjamin Rose Institute, insuring our continued ability to provide the care needed in our community.

If you would like to be part of this legacy of caring, please contact Doug Knoop in the Benjamin Rose Development Office at 216.373.1607.

Mr. Rose's Legacy, Not His Alone



Throughout his life in Cleveland, Benjamin Rose was an active participant in the community, including being one of the incorporators of the Case School of Applied Science (later Case Western Reserve University).

This connection with his community, and friendships that he made and maintained, became the basis for his final wishes. In the early 20th century there were few social safety nets, especially for the aged. Witnessing friends who fell on hard times in their elder years moved Mr. Rose to create the organization that bears his name. In his will, he made provision for the establishment of the Benjamin Rose

Institute to "provide for the elderly in their homes" so that they may age with dignity. Through income generated from his estate, these elders received a small stipend. This model has changed quite a bit in the past century, but the core value remains the same: provide for the elderly of Cleveland.

Today our mission to "advance the health, independence and dignity of older adults by raising the standards for quality of care" is supported in part by Mr. Rose's generous final wishes. This legacy gift to Cleveland has been bolstered by the generous philanthropy of others through the century. Partners in the mission of the Institute, these donors have helped to expand and improve services, support research and continue the mission. Their shared vision enables us to provide care to more than 1,500 Clevelanders annually.

Thank You for Your Generous Support!

Every gift – whether unrestricted, restricted, or made in memory or tribute – supports the Benjamin Rose Institute’s efforts to deliver quality services to greater Cleveland elders and their families. We extend our sincere appreciation to the following donors for their gifts received from October 1, 2006 through January 31, 2007.

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Share Your Thoughts!

The Margaret Blenkner Research Institute is seeking volunteers for the project *Enhancing the Role of Older Adults in Research and Care Planning*. Funded by the Retirement Research Foundation, this project seeks to learn more about the communication and health care decision making of older adults. Any adults aged 75 or older can participate. Participation involves two 30-minute in-person interviews.

Everyone who completes both interviews will receive \$25.

For information, contact Justin Johnson at 216.373.1666 or jujohnson@benrose.org

findings

MARGARET BLENKNER RESEARCH INSTITUTE

ACES Project Helps Caregivers Cope

Caring for a relative with dementia can be a rewarding experience. It also can be associated with various negative consequences.

“Many caregivers are so busy taking care of their loved ones, they often neglect their own needs,” notes Carol Whitlatch, PhD, Assistant Director of Benjamin Rose’s Margaret Blenkner Research Institute.

As a result, many caregivers experience exhaustion, depression, anxiety and other physical and mental challenges.

While there are many interventions designed to help caregivers deal with the stress of providing care, these often take a one-size-fits-all approach. Staff from the Margaret Blenkner Research Institute and the Pennsylvania State University are working together to create a more flexible intervention that can be adapted to the individual needs of caregivers.

ACES: Adaptive Caregiver Education and Support helps caregivers identify stress and come up with a plan to reduce it.

During the course of the program, participants find answers to their questions about their relative’s illness and memory loss. Caregivers create a personalized care plan that they can continue to use as a reference after the program is completed.

The ACES program consists of in-home sessions between the caregiver and an ACES program specialist. Besides helping participants develop their individualized care plans, the ACES specialist provides educational materials and information on avoiding burnout and other negative outcomes of caregiving.

If you are helping someone with memory loss and would like more information on the ACES project, call Silvia Orsulic-Jeras at 216.373.1625 or contact her at sjeras@benrose.org



Research VP Named

David Bass, PhD, has been named the new Vice President for Research for the Benjamin Rose Institute. Dr. Bass has been a senior research scientist and director of the Margaret Blenkner Research Institute since 2001. He joined the Benjamin Rose staff in 1984.

Dr. Bass earned his doctorate in sociology through a joint program of the University of Akron and Kent State University. His research interests cover a wide range of topics, including gerontology, integrated care, health care organization, family caregiving, social support, service utilization, medical sociology, program evaluation, death, dying, and bereavement.

Dr. Bass is also a senior fellow in the Institute for Life-Span Development and Gerontology at the University of Akron.



Benjamin Rose employee Brenda Watkins explores some of the resources of the Benjamin Rose Library during a recent open house.

Rediscovering the Benjamin Rose Library

Employees pass everyday through the open hall separating the Margaret Blenkner Research Institute and the offices of Community/In-Home Services, many barely noticing the shelves of books and wall full of journals. Those who do notice may think the books and journals were the sole domain of the staff in the Research Institute.

Librarian Karen Bensing hosted a library open house recently to set the record straight. In fact, with an appointment, anyone can browse the collection of materials on aging, gerontology and geriatrics. Some subjects include Alzheimer's disease, death and dying, housing, mental health, sexuality and successful aging. There's even a children's book or two.

Since 1971, the Library has offered information services to researchers, health and social service professionals, students, educators and the public. It is one of the few libraries in the United States devoted entirely to aging.

If you do not find what you're looking for among the nearly 2,500 books, journals and other materials shelved on site, don't fret. The Library participates in a National Library of Medicine's network of libraries that lend books and supply copies of articles to other participating members.

For information or to schedule an appointment, call 216.373.1682.

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