



NORC Notes

A monthly reminder of available resources and tips for using them.

November 1, 2017

Resources on Program Promotion

Welcome to the first *NORC Notes* email! *NORC Notes* is a monthly email reminder of available resources on the NORC website and tips for how your program can use them.

Ombudsman Program Promotion

The program promotion landing page can be found [here](#). For long-term care ombudsmen programs, marketing can be a way to communicate with long-term care residents and their families about the ombudsman program and its services. Ombudsman programs can use marketing as a way to “advertise” their services and recruit volunteers. Ombudsman programs can also use marketing to raise awareness around certain issues like residents’ rights, elder abuse and more. This page will take you to examples of social media posts, videos, annual reports, brochures, posters, newsletters and media outreach from states around the nation.

The Who, What, Where, Why, and How of the Long-Term Care Ombudsman Program

This presentation provides a brief overview of the program responsibilities required by federal law, so the information is applicable in every state. Attendees will gain an understanding about what the LTCOP does, who the LTCOP services, and how to contact the program.

LTCOPs can personalize these slides and use this presentation during:

- Orientation and/or initial training of new LTCOP representatives
- Resident Council or Family Council meetings
- Community education sessions
- In-services for facility staff

View the slides as a [PDF](#) or [PowerPoint](#).

Infographic for Ombudsman Program Promotion

This infographic has been created to give a brief overview of the work Ombudsman Programs do and the impact they have around the nation. This infographic can be used for volunteer recruitment and program promotion on program websites, via email, and social media. View the infographic as a PDF [here](#).



The Long-Term Care Ombudsman Program

Ombudsman programs are resident advocates!

What does the Long-Term Care Ombudsman Program do?

The Ombudsman program advocates for residents of nursing homes, board and care homes, assisted living facilities, and other similar adult care facilities. Ombudsman programs work to resolve problems individual residents face and effect change at the local, state, and national levels to improve quality of life and care.

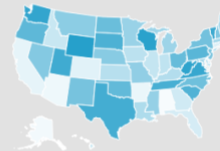


For more information, visit ltombudsman.org/about/about-ombudsman

The Ombudsman Program by the Numbers

In the U.S.

There are 53 State Ombudsmen;
1,300 full-time-equivalent staff; and
7,734 volunteers trained to investigate and resolve complaints.



In 2015 the Program:

provided information regarding long-term care to

398,057

individuals.



visited **27,559** long-term care facilities at least quarterly.



provided information and assistance to

122,213

LTC facility managers and staff.



attended

2,073

family council meetings.



attended

22,281

resident council meetings



provided

5,054

training sessions for long-term care facility staff.



Long-Term Care Ombudsman Programs are Dedicated to Solving Problems



The program worked to resolve

199,238

complaints initiated by residents, their families, and other concerned individuals

The three most frequent nursing facility complaints handled by ombudsmen were:

- 1 Improper eviction or inadequate discharge/planning;
- 2 Unanswered requests for assistance; and
- 3 Lack of respect for residents, poor staff attitudes.

The three most frequent complaints in board and care, assisted living, and other residential care communities handled by ombudsmen were:

- 1 Administration and organization of medications;
- 2 Quality, quantity, variation and choice of food; and
- 3 Improper eviction or inadequate discharge/planning.

The statistics in this graphic are based on FY 2015 NORS Data. For more information about the Long-Term Care Ombudsman Program, and volunteer opportunities, visit ltombudsman.org or email ombudcenter@theconsumerveice.org.



The National Long-Term Care Ombudsman Resource Center

Program Promotion Video from Texas



The Texas Ombudsman Program produced this video for you to use in your own programs. The video gives a short 3-minute overview of the purpose of the ombudsman program and the benefit families can gain if they call their ombudsman when they suspect a problem. The end of the video directs people to visit the NORC website so they can visit our Locate an Ombudsman [page](#) and find the contact information for their local program or programs can add their own contact information.

For program promotion, volunteer recruitment, and public education you can share this video:

- On your program's website and social media
- During facility in-service training
- In volunteer orientation and training
- In volunteer recruitment messages and materials
- At resident council and family council meetings

This video is available on our website [here](#) and [here](#) and on [YouTube](#).

**If you have any questions or are having trouble finding a resource,
email ombudcenter@theconsumervoic.org.**

You have received this e-mail through your subscription to the National Consumer Voice for Quality Long-Term Care's e-mail list.

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