



STATE OF WISCONSIN  
BOARD ON AGING AND LONG TERM CARE  
1402 Pankratz Street, Suite 111  
Madison, WI 53704-4001  
(608) 246-7013  
Ombudsman Program (800) 815-0015  
Medigap Helpline (800) 242-1060  
Fax (608) 246-7001  
<http://longtermcare.state.wi.us>

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**ADVANCING EXCELLENCE IN AMERICA'S NURSING HOMES CAMPAIGN**  
**2006-2008**

The Board on Aging and Long Term Care is participating in a national campaign titled, "Advancing Excellence in America's Nursing Homes" to improve the quality of life and care in nursing homes in the State of Wisconsin. In support of this campaign, we have created a handout describing the program's purpose and goals and how residents and families can join in this effort and become involved.

**CAMPAIGN PURPOSE**

The Advancing Excellence in America's Nursing Home Campaign pursues excellence in the quality of life and quality of care for the more than 1.5 million residents of America's nursing homes by enhancing choice, strengthening workforce and improving clinical outcomes.

Nursing homes participating in this voluntary campaign will work on at least three of the eight identified goals and will be able to access technical assistance and guidance from quality experts in reaching their targeted goals. Consumers participating in the campaign will help to create greater awareness of quality care, the resources available now, and they will encourage providers to improve the care they deliver. The campaign will report on providers' continuing quality improvement progress. Those reports will guide consumers' choices to meet future long term care needs.

**GOALS TO CHOOSE FROM (AT LEAST THREE)**

1. Reducing high risk pressure ulcers;
2. Reducing the use of daily physical restraints;
3. Improving pain management for longer term nursing home residents;
4. Improving pain management for short stay, post-acute nursing home residents;
5. Establishing individual targets for improving quality;
6. Assessing resident and family satisfaction with the quality of care;
7. Increasing staff retention; and
8. Improving consistent assignment of nursing home staff, so that residents regularly receive care from the same caregivers.

## **RESIDENT AND FAMILY PARTICIPATION**

Residents and families participating in the campaign will help create greater awareness of quality care and the resources available now, and they will encourage providers to improve the care they deliver. Residents and families should encourage facilities to focus their efforts on those goals that are most important to the residents.

## **HOW TO BEGIN PARTICIPATING AS A RESIDENT OR FAMILY MEMBER**

- Go to campaign website at: [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org)
- Click on “For Consumers”
- Read about opportunities for consumers to support the campaign
- Fill out registration form
- Begin communicating with others about the campaign

## **NATIONAL CAMPAIGN OBJECTIVES RELATED TO RESIDENT AND FAMILY PARTICIPATION**

The Advancing Excellence in America’s Nursing Homes Campaign has the following objectives for the involvement of residents, their families and friends and their advocates.

### **THE CAMPAIGN WILL:**

- Provide consumers the opportunity to participate in a national two-year campaign designed to improve nursing home quality.
- Promote opportunities for residents, their families, ombudsmen, citizen groups, and other advocates to work with nursing facility staff on ways to achieve the campaign’s goals and to support facilities’ efforts to institute meaningful, lasting changes.
- Create opportunities for national, state and local dialogues on nursing home quality that promote resident-directed care, culture change, improved quality of care and life for residents, and better working conditions for staff.
- Provide consumers with concrete educational materials on the seven areas of quality being addressed in the campaign.

The Board on Aging and Long Term Care encourages residents and families to get involved with this national campaign to improve the quality of life and care in nursing homes in the State of Wisconsin. There are a variety of ways of getting involved and the Board on Aging and Long Term Care can assist and guide you with this process. **Please call us at the number listed below and a Regional Ombudsman will call you to discuss further details.**

**1-800-815-0015**

