



The National **Long-Term Care**
Ombudsman Resource Center

USING TECHNOLOGY TO RECRUIT, TRAIN, AND KEEP VOLUNTEERS IN THE LOOP

June 19, 2019

Can't Hear Us? Set Up Your Audio

3

The image shows a composite of three Zoom interface elements with red arrows indicating a workflow:

- Audio Settings Panel:** A dark grey sidebar on the left with two sections:
 - Microphone:** Includes a checkmark next to "Sennheiser DECT", "Built-in Microphone (Internal Microphone)", and "HD Pro Webcam C920".
 - Speaker:** Includes a checkmark next to "Sennheiser DECT".
 - Bottom Section:** Contains "Leave Computer Audio" and "Audio Options...". Both are enclosed in a red rectangular box.
- Join Audio Conference Window:** A smaller window titled "Choose ONE of the audio conference options" with a "Phone Call" tab selected. It features a green "Join Audio Conference by" button and a blue link "Test Computer Mic & Speaker". A red arrow points from the "Leave Computer Audio" button to this window.
- Zoom Group Chat Window:** A chat window on the right titled "Zoom Group Chat" containing a message from "Amazing host" to "Everyone". At the bottom, the "To:" dropdown menu is set to "Everyone" and is enclosed in a red rectangular box. A red arrow points from the "Audio Options..." button to this dropdown.
- Zoom Main Interface:** The bottom of the screen shows the Zoom toolbar with icons for "Mute", "Start Video", "Invite", "Participants", and "Share Screen". The "Mute" icon is highlighted with a yellow square.

Speakers

- **Mitzi E. McFatrigh**, Executive Director of Kansas Advocates for Better Care;
- **Gregory K. Shelley**, Managing Local Ombudsman of the Harris County LTCOP in Houston, Texas; and
- **Betsy McAllister**, Florida LTCOP State Training Administrator.
- **Teresa Holt**, Alaska State Ombudsman
- Facilitator: **Carol Scott**, Ombudsman Specialist, National Ombudsman Resource Center



We're **NOT** talking
about **LESS** face to
face time.

Social Media for Volunteer Organizations



MITZI MCFATRICH, EXECUTIVE DIRECTOR
KANSAS ADVOCATES FOR BETTER CARE

Kansas Advocates for Better Care

- ▶ Our MISSION

- ▶ Advocating for Quality Long-Term Care for all Kansans

- ▶ Our VISION

- ▶ All older Kansans receive good quality long-term health care in the setting of their choice

- ▶ Website: www.kabc.org/

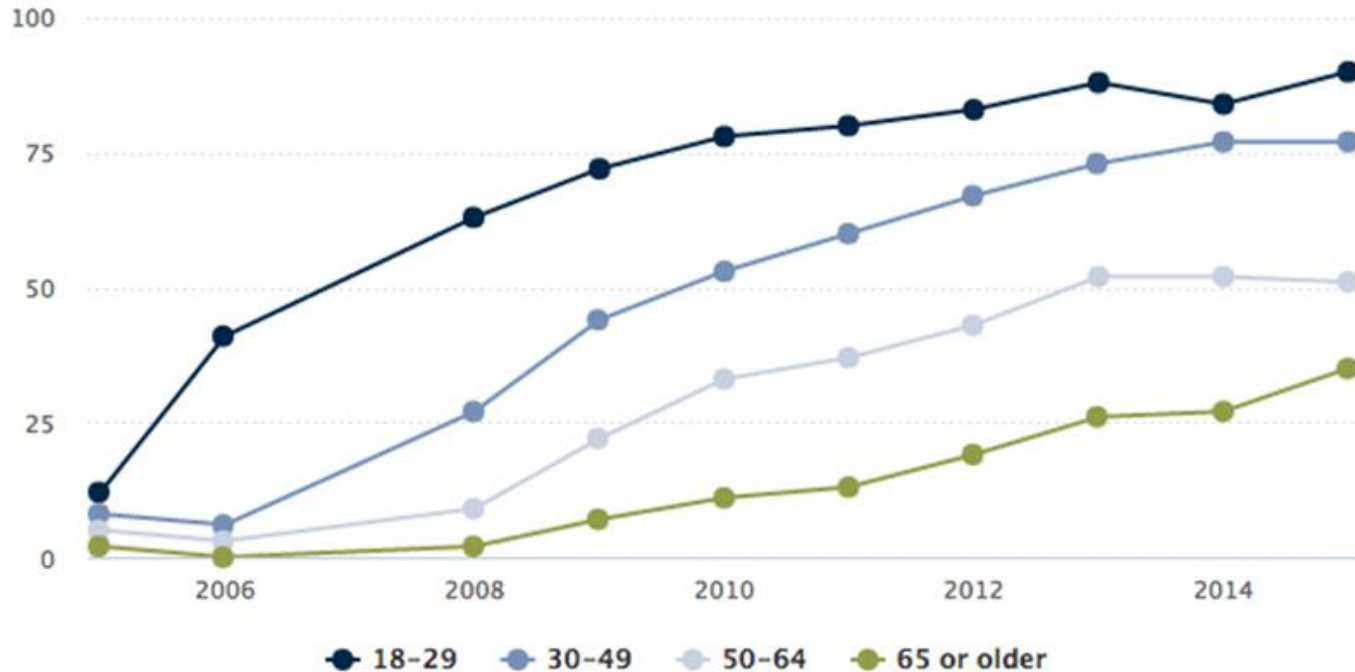
- ▶ Facebook: www.facebook.com/KABC1975

- ▶ Twitter: www.twitter.com/InfoKabc



Social media use is continuing to grow in every demographic

Among all American adults, % who use social networking sites, by age



The Landscape of Social Media Users

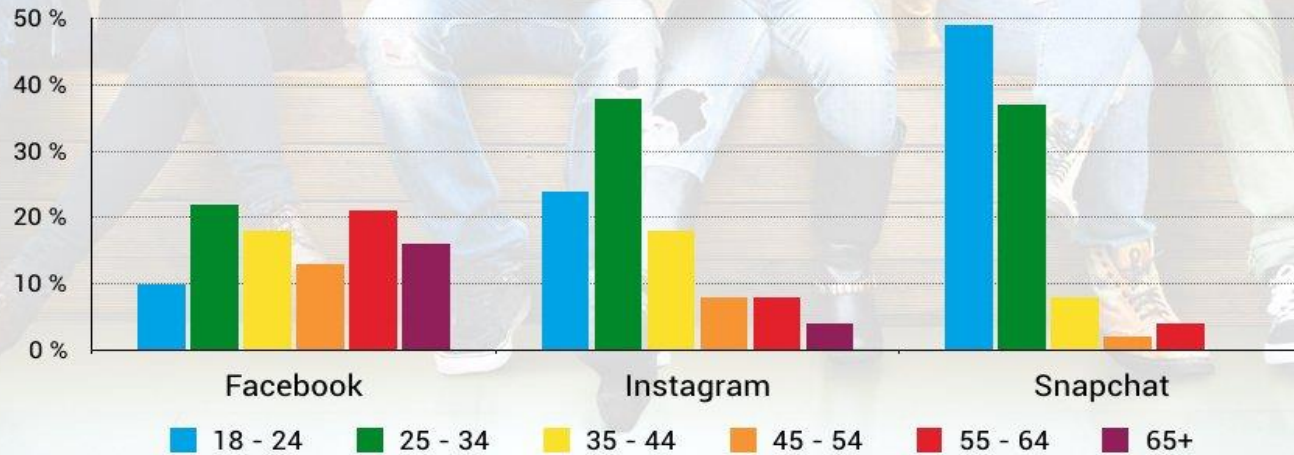
	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

52 percent of people ages **50 to 64** now have Facebook pages

32 percent of people **65 and older** use Facebook

User Age Distribution by Social Networks

United States

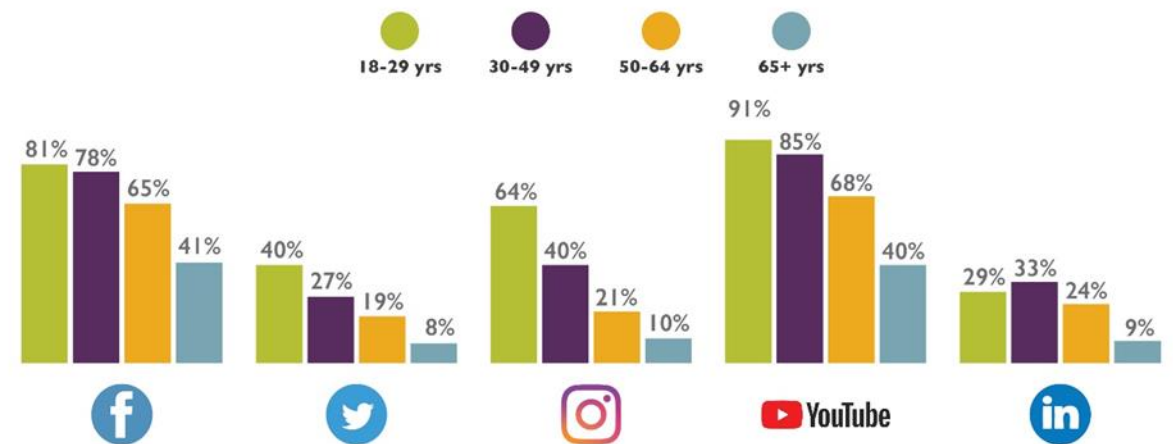


Source: Digital News Report 2015. Reuters Institute for the Study of Journalism.

Facebook is the network used most by older adults, followed by **Instagram** and **Twitter**.

ONLINE SOCIAL NETWORKING

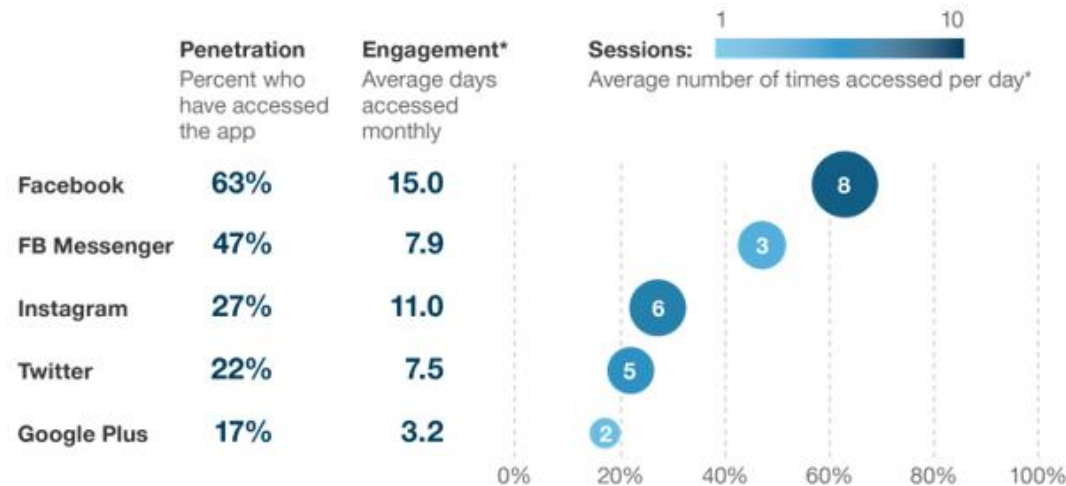
PLATFORM USERS, BY AGE



Among online adults. Source: Pew Research Center Social Media Fact Sheet, February 2018. | www.CreatingResults.com

People are spending more of their time than ever before on SM platforms. Meeting people where they are is an important strategy for volunteer recruitment and organizing.

Facebook Dominates The Social Landscape

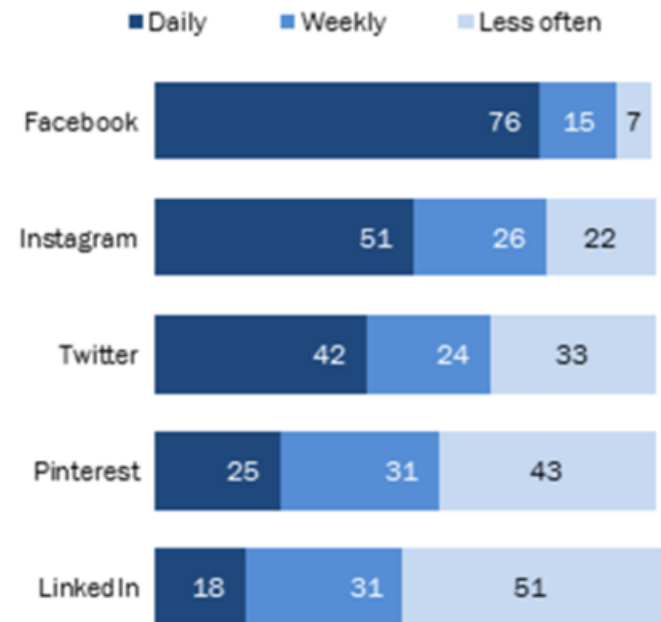


The size of each circle represents the number of days each site was accessed monthly on average.

The color intensity and accompanying number represents the number of sessions.

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...



Popular Social Media Platforms

► Facebook

- Focus on connecting people
- Over 80% of online adults are users.
- Interface features individual user profiles and a “newsfeed” where content is aggregated from people on your friends list and pages you follow. People in your network can interact with, share, and “react to” your posts
- User base has more age diversity and higher average age than other social media sites, used by more women than men.
- Good for marketing to general consumer demo, but posts can be “boosted” and targeted to users outside of follower list based on specified demographic criteria



How to Set Up a Facebook Account

facebook

Email or Phone

Password

Log In

[Forgot account?](#)

- ▶ Go to www.facebook.com
- ▶ Enter your name, email address or mobile phone number, password, date of birth, and gender.
- ▶ Click [Create an Account](#).
- ▶ To finish creating your account, you need to [confirm your email or mobile phone number](#).

Sign Up

It's free and always will be.

First name

Last name

Mobile number or email

New password

Birthday

Jun ▼

7 ▼

1994 ▼

?

Gender

☐ Female

☐ Male

☐ Custom

?

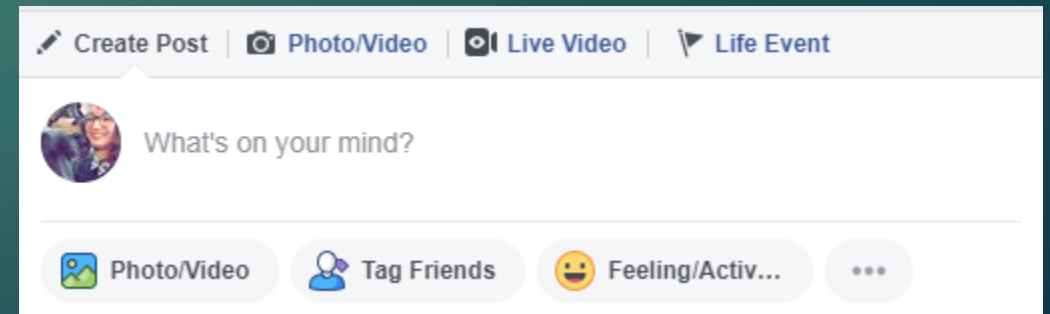
By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

Sign Up

[Create a Page](#) for a celebrity, band or business.

How to make a post on Facebook

- ▶ **Go to the page where you want to post and tap the post box.** Depending on where you want to create your post, this will vary:
 - ▶ **Your page** - You can create a post for your page from the top of the News Feed. Tap the box below the photo section that's near the top of their page.
 - ▶ **A friend's page** - Tap the search bar at the top of the screen, type in a friend's name, tap their name, then tap their profile image.
 - ▶ **A group** - Tap ☰ (on mobile), tap **Groups**, tap the **Groups** tab, and tap your group. Tap the box just below the cover photo.
- ▶ There will generally be a phrase like "Write something" or "What's on your mind?" in the box.
- ▶ You can simply type your text in the box and hit post, or choose options to add photos or videos to your post, tag people, check-in to places or events, ask for recommendations, or start a live video




Facebook

Facebook is where people go to connect.

Whether they use the site to keep up with friends, see photos of grandchildren, or connect with a culture across the world, Facebook users want content that makes them feel something.

Interesting stories, alarming data, connections to breaking news and trending stories all increase the chance that people will read and share your posts.



Kansas Advocates for Better Care (KABC)

February 11 at 5:08 PM · 🌐

1 out of 53 older adults with dementia who are given anti-psychotic drugs risk death after only 10 weeks of use.


Without written informed consent, anti-psychotics may be used to chemically restrain an older adult.

Want to help protect older adults from the dangerous misuse of anti-psychotic drugs? Like, Comment on and Share this post.

Research indicates that
1 in 53 older adults will die
due to inappropriate use of
anti-psychotic drugs.
Between 2011-2018 that represents
594 older Kansans in
nursing homes.

Number of Deaths <i>estimated - late 2011 to mid-2018</i>	594
Serious Harm Deficiencies <i>Cited 2014-17</i>	5


*for
our
misuse*



Joel Gorf @JoelGorf · 15h

Really sweet elderly man on the tube reading 'iPhones for seniors'. My heart melted.

I apologised for peeking at his reading material, & asked him if he wanted some help & he told me he wanted to know how to send pictures of his cat to his grandchildren, so I showed him!!! 🙏❤️






💬 162

↻ 316

❤️ 3,593

📤



Lenette Adams Hamm and 11 others

1 Comment 17 Shares

Tips for making engaging posts



Include appealing media

Facebook algorithms prioritize posts with photos and videos, meaning these posts are more likely to reach more people.

People are also more likely to interact with posts that contain fun or interesting graphics.

Asking questions, telling relatable stories, sharing “exclusive” content, and asking for feedback are good strategies to prompt follower engagement.

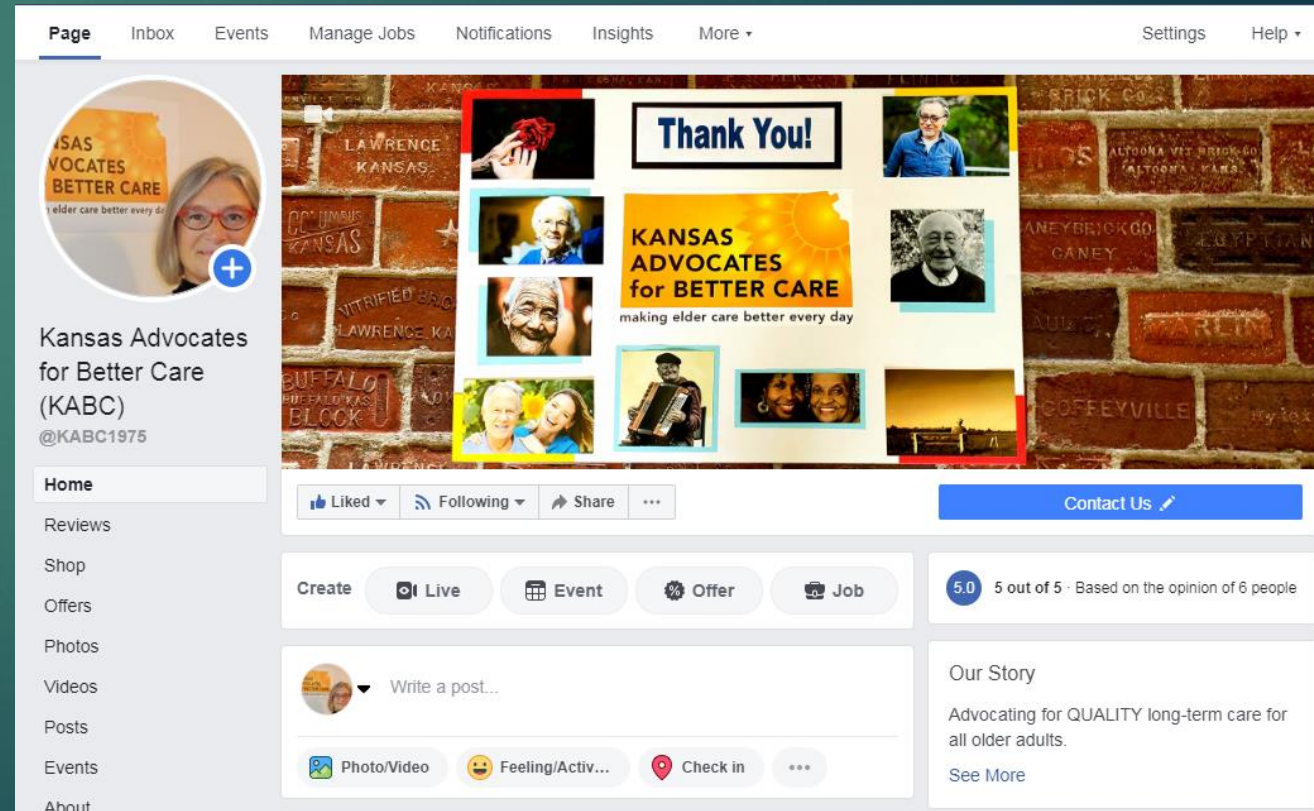


Facebook tools for nonprofit organizations



Facebook Pages

- ▶ Pages are for businesses, organizations, and public figures to share their stories and connect with people. Like profiles, Pages can be customized with stories, events and more.
- ▶ People who like or follow a Page can get updates in News Feed.
- ▶ To create a Page:
 - ▶ Go to facebook.com/pages/create.
 - ▶ Click to choose a Page type.
 - ▶ Fill out the required information.
 - ▶ Click **Continue** and follow the on-screen instructions.



Facebook tools for organizations



Facebook Groups

- ▶ Let you create specific communities of people who interact directly with each other. You can use Groups to share exclusive updates, photos or events, and collaborate.
- ▶ Groups can be public, closed, or secret.
 - ▶ Closed groups are great for sharing information with a select group of people and limiting engagement
 - ▶ Group administrators and moderators can control who posts and what gets posted in a group
- ▶ Groups can be a helpful tool for engagement with existing volunteer/advocate network, especially for content you don't necessarily want to share on your public page



Kansas Women's
Environmental
Network
Closed group

About This Group

Description

The Kansas Women's Environmental Network connects, inspires and empowers environmentally minded women.

KWEN achieves these goals by hosting quarterly meetings and facilitating updates on statewide environmental events as well as jobs and volunteer opportunities.

KWEN provides a forum for networking and shared learning that supports members' personal and professional growth.

Established in 2013, KWEN maintains political neutrality to serve the diverse audience of Kansas women interested in environmental topics. Meetings take place in Lawrence, Kansas.

Facebook tools for organizations

Events

- ▶ Events help you organize and promote gatherings in the real world with people on Facebook. You can create an event for anything from a birthday dinner with friends to a public fundraiser.
- ▶ When you create an event, you can control who sees or joins your event and who gets updates about the event.
- ▶ Events are great way to promote fundraisers, trainings, and volunteer opportunities to people inside and outside your network
- ▶ Events can be promoted (\$) so they show up in more people's newsfeeds. Facebook allows you to target these promotions to certain demographics. **To boost your event to increase awareness and responses on Facebook:**
 - ▶ Click **Boost Event** from your **event** page.
 - ▶ Choose Reach More People.
 - ▶ Select your audience. You can target people based on gender, age, location and interests. ...
 - ▶ Choose your budget and schedule.
 - ▶ Click **Boost**.



Hosting an event?

Make it easy for people to find by using Facebook events.

Create Event



JUN
14

Make Tamales for DACA Scholarships

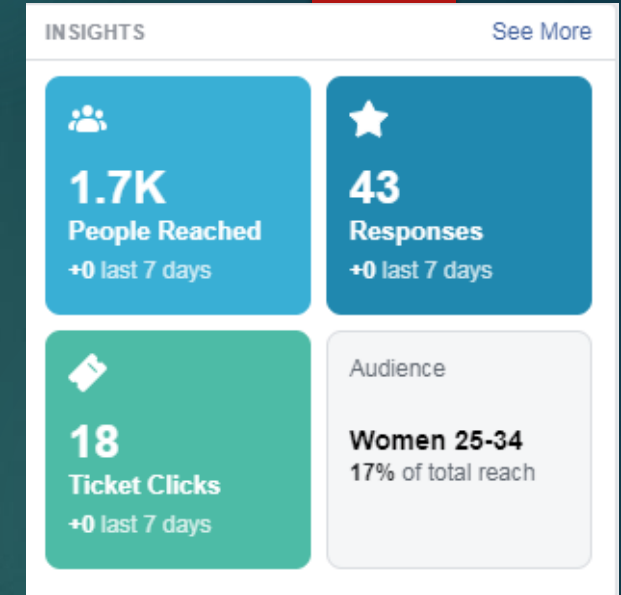
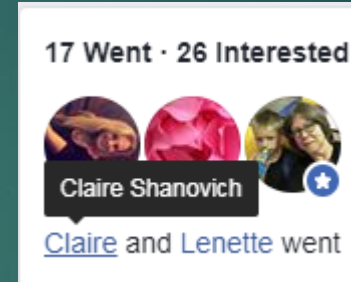
Fri 8 AM · Trinity Episcopal Church in Lawrence,
Kansas · Lawrence, Kansas
Scout is interested

✓ Interested ▼

Once again this year Lawrence Interfaith Refugee and Immigrant Ministry is teaming with Centro Hispano to sponsor scholarships for undocumented students, DACA recipients, attending local colleges and KU. Undocumented students came to the US as children with their parents. Many have not known any other home, but the United States. In Kansas they are able to attend college at the resident rate, but they are not eligible for any federal or state financial aid. There are few scholarship programs that they can qualify for.

Facebook tools for organizations

- ▶ To create a public Facebook event on your computer:
 - ▶ From your News Feed, click **Events** in the left menu.
 - ▶ Click **+ Create Event** on the left side.
 - ▶ Click **Create Public Event**. Anyone will be able to see your event and search for it, even if you aren't friends. Once you've created a public event, you won't be able to change it to private later.
 - ▶ Fill in the event name, location, date, time and description.
 - ▶ Type and select keywords about your public event so it can be better recommended to people who are interested in that topic (example: Food festival).
 - ▶ Choose who can edit and post in your event and then click **Create**. You'll be taken to your event where you can [invite guests](#), [upload photos](#), [add a cover photo or video](#), share posts and edit event details.



Popular Social Media Platforms

► Twitter

- A “micro-blogging” site where posts are constrained to 280 characters
- Twitter users are more likely to follow organizations, news sites, groups, and celebrities, rather than maintaining a personal network like on Facebook
 - **Connect around topics/events/content**
 - Utilizing **hashtags** is important to get your content noticed by people outside of your “followers”
 - Live-tweeting events such as presidential debates, Oscars, Super Bowl, statehouse events, is popular and will bring you into contact with more people
- Twitter has a higher percentage of men, people of color, and urban users than other social media sites.
 - 36% of 18–29 year olds use Twitter.
 - 23% of 30–49 year olds use Twitter.
 - 21% of 50–64 year olds use Twitter.
 - 10% of 65+ year olds use Twitter.



How to create a Twitter account

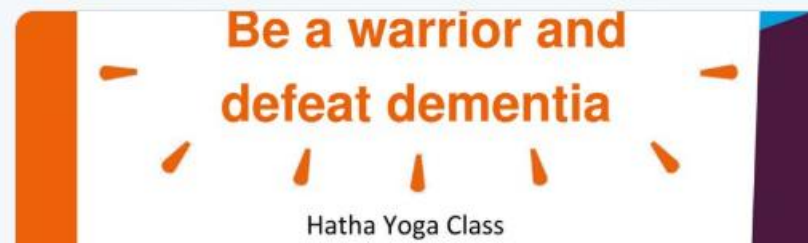
- ▶ **Go to [Twitter.com](https://twitter.com).** Click **Join Twitter**. Complete the form by entering your name, your email, a password, and a username.
 - ▶ You can still change your username later!
- ▶ **Click “create my account”.** Click Next.
- ▶ **Build your timeline.** You must follow 3 people from a selection Twitter gives you. Twitter will then ask you to follow 5 more, and then 5 people you know, but you can skip this step.
- ▶ **Confirm email.** Check your email for the confirmation, and click on the link in the email from Twitter.



- ▶ **Upload your profile image.** Twitter also calls this your avatar. Your photo is how you appear in your Tweets to your followers. It gives your account an identity.
- ▶ **Upload header.** Your header shows up as the background to your Twitter photo on the website and mobile, so it is important to include this in your account.
- ▶ **Add your bio.** You have 160 characters to tell the world about yourself or you organization. Be succinct.
- ▶ **Make your first post!**

Tips for Twitter Posts

Connecting posts to trending topics is a good way to get your content noticed by more people. When many recent tweets contain a hashtag referencing the same topic, these topics are considered to be **“trending.”**



Twitter Features



Comment

Retweet

Like

Direct Message

Hashtag

Tagging Others



Popular Social Media Platforms

Instagram



Instagram

- ▶ A social networking site based around sharing images
- ▶ Similar to Facebook, you have an individual page for posting your own photos and a feed you can scroll through to see what the people and pages you follow are posting
- ▶ Utilizing hashtags is important to get your content noticed by people outside of your “followers”
- ▶ Demographics have veered toward younger generations since its inception, but new statistics from Pew show older generations are starting to embrace the app a bit more.
 - ▶ 59% of 18–29 year olds use Instagram.
 - ▶ 33% of 30–49 year olds use Instagram.
 - ▶ 18% of 50–64 year olds use Instagram.
 - ▶ 8% of people 65+ use Instagram.



Instagram Tips

People use Instagram differently than Facebook and Twitter. Aside from being a photo and video based social network, Instagrammers engage differently. They check the site and engage with posts at a much higher rate than other social networks.

Used right, you could tap into an engaged, active network of passionate people, ready and willing to interact with and boost your posts.

Make sure to use high quality, engaging photos, write compelling captions, and hashtag your posts for better visibility.

In LA County, the elderly are the fastest growing part of the homeless population.

kp.cc/2GThUzR
[#GrayingCalifornia](#)



Retirement means sleeping on sidewalks for a growing number of California seniors
grayingcalifornia.org



ktownforall • Follow



ktownforall This is a depressing article, but there's always something you can do: call your City Councilmember and advocate for more supportive housing for seniors, and until we have housing, demand [#ServicesNotSweeps](#) to protect the elderly from cruel and dehumanizing treatment.
[#homeless](#) [#losangeles](#) [#lacounty](#) [#aging](#) [#seniors](#) [#elderly](#) [#elderabuse](#) [#housing](#) [#housekeysnohandcuffs](#) [#ktown](#) [#sandiego](#) [#advocacy](#) [#everyonein](#) [#housingfirst](#) [#housingisahumanright](#)

4w



everyonein_la [100100100](#)



111 likes

MAY 7





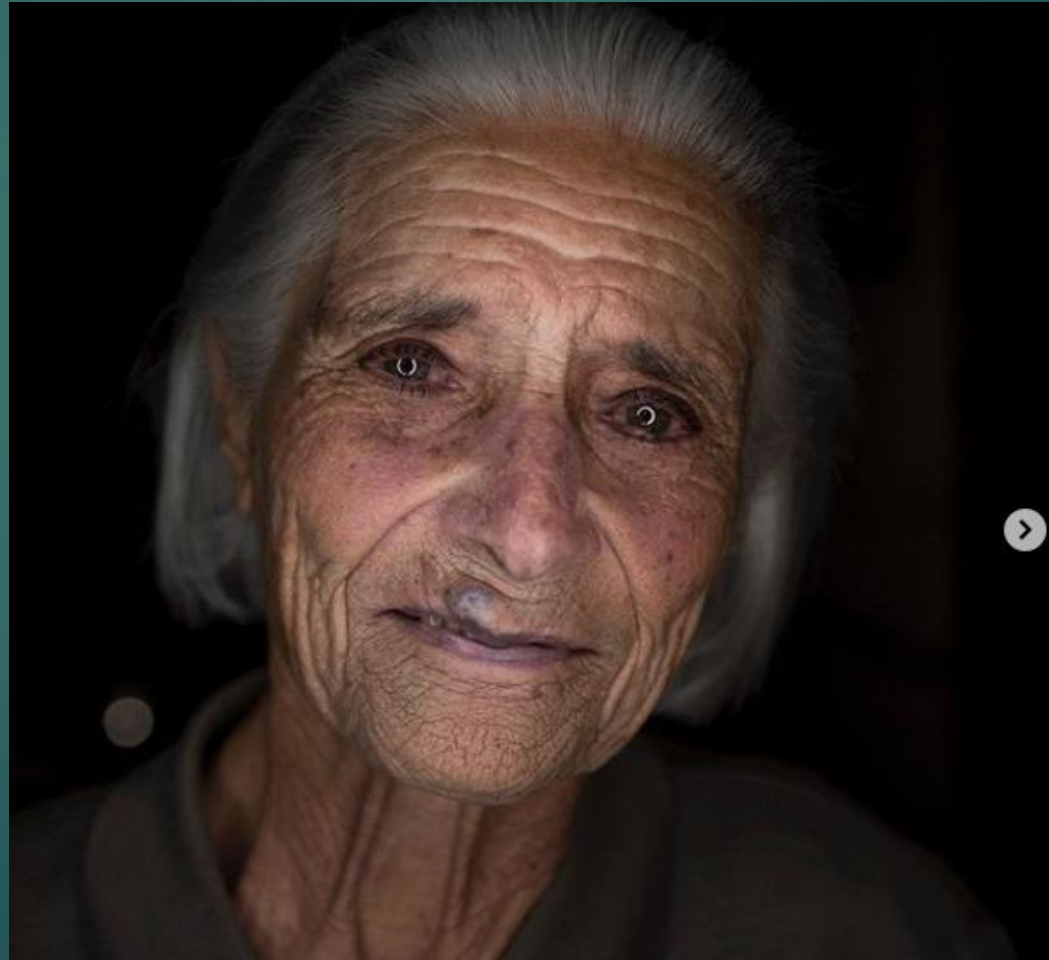
#grandmother

1,960,309 posts

Follow

Like Twitter, Instagram allows users to post by and search by topic through the use of hashtags.

This post included a great photo, a compelling story, and several hashtags that allowed it to be found by more people who searched any of the tagged terms



jacopo_rufto • Follow
San Donato Val di Comino



jacopo_rufto Pasqualina, my 90 yo #grandmother . "The dinosaur" is how we use to call her in the family. She lives in my hometown, in a house full of stairs. Even if she's almost illiterate she know how to use a phone card to call her sisters in the States and France. She's #old , but I still can see in her eyes the cuteness and the innocence of a little #girl .

#portrait #portraitphotography
#streetphoto #streetphotography
#streetphotoawards

6d



891 likes

6 DAYS AGO

Technology Required

- ▶ Facebook, Twitter, and Instagram can each be accessed through their respective websites or through mobile apps
 - ▶ You will need access to the internet through your computer, tablet, or cell phone to access these sites/apps
 - ▶ To access the websites, go to your browser and type in:
 - ▶ www.facebook.com
 - ▶ www.twitter.com
 - ▶ www.instagram.com
- ▶ To access the mobile apps, you will need a data plan to access the internet on your phone. Then:
 - ▶ Access the app store (iPhone) or the Play Store (Android), search for the app by name, and download the app. Facebook, Twitter, and Instagram are free applications.



Analytics and Insights

Facebook

- ▶ You can use **Insights** to:
 - ▶ Understand how people are engaging with your Page.
 - ▶ View metrics about your Page's performance.
 - ▶ Learn which posts have the most engagement and see when your audience is on Facebook.
- ▶ In the **Posts** section of **Insights**, you can see the following information about your Page posts:
 - ▶ The number of people reached
 - ▶ Post clicks
 - ▶ Reactions, comments and shares
 - ▶ Total video views and viewing behavior details

Twitter

- ▶ **Account home** tracks high-level statistics about your profile from month to month.
 - ▶ It will spotlight your top-performing Tweets and introduce you to the influencers in your network.
- ▶ Your **Tweet activity dashboard** is where you'll find metrics for all of your Tweets.
 - ▶ You'll know exactly how many times Twitter users have seen, Retweeted, liked and replied to each Tweet.
- ▶ Your **audience insights dashboard** contains valuable information about the people who follow you
 - ▶ You can track your follower growth over time and learn more about your followers' interests and demographics.

Instagram does not have built-in analytics

Performance for Your Post		
418 People Reached		
19 Likes, Comments & Shares ⓘ		
13 Likes	13 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	5 On Post	1 On Shares
33 Post Clicks		
0 Photo Views	15 Link Clicks ⓘ	18 Other Clicks ⓘ
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

In case you missed it...

- ▶ KABC's Facebook and Twitter pages are where our followers can find information and updates on:
 - ▶ upcoming events and trainings
 - ▶ policy priorities and related legislative updates
 - ▶ real-time advocacy action opportunities
 - ▶ curated content related to LTC issues, stories, policy, and news



- ▶ Facebook: www.facebook.com/KABC1975
- ▶ Twitter: www.twitter.com/InfoKabc

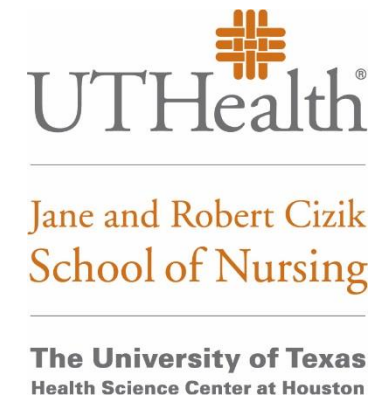
Digital Information Resources



Greg Shelley

Managing Local Ombudsman

Harris County Long-term Care Ombudsman Program



What We Have



www.facebook.com/LTCOmbudsmen



www.twitter.com/TheLTCOmbudsman



www.YouTube.com/TheLTCOmbudsman

What We Have



<http://pinterest.com/gregshelley/harris-county-long-term-care-ombudsman-program/>



<https://www.linkedin.com/groups/3684280/>



<https://www.instagram.com/hcombudsman/>



Cizik
School of Nursing

Agency Needs



Is Ongoing

Certified Volunteer

Ombudsman

Harris County Long-term Care O...

VIEW DETAILS



Is Ongoing

Nursing Home

Ombudsman Volunteer

Pasadena, TX

Harris County Long-term Care O...

VIEW DETAILS



Is Ongoing

Nursing Home

Ombudsman Volunteer

Baytown, TX

Harris County Long-term Care O...

VIEW DETAILS



Is Ongoing

Nursing Home

Ombudsman Volunteer

Harris County Long-term Care O...

VIEW DETAILS



FREE POSTINGS

- ❖ UNITED WAY
- ❖ IDEALIST.ORG
- ❖ VOLUNTEER HOUSTON
- ❖ VOLUNTEER MATCH
- ❖ ALLFORGOOD.ORG
- ❖ SERVICENATION.ORG

WEBSITE:

<https://nursing.uth.edu/coa/ombudsman/>

Web Presence

What Wasn't Working

❖ Program-Centric Vs. Volunteer-Centric

❖ Post Card Mail Outs

❖ Word of Mouth (By itself)

❖ Student Groups

What's Changed

- ❖ Increase in Career Professionals
- ❖ Communication (Less snail mail and more email)
- ❖ Greater Interest in Networking
- ❖ Teams

What We Are Considering

Digital Advertising



Cizik
School of Nursing



FLORIDA OMBUDSMAN PROGRAM

ADVOCATING FOR QUALITY LONG-TERM CARE



Online Training Modules & Ombudsman Corner Webinars

Betsy McAllister, State Training Administrator

Training
Tab




FLORIDA'S LONG-TERM CARE
OMBUDSMAN PROGRAM
Advocating for Long-Term Care Residents




Google Custom Search
Search

HOME
ABOUT US
RESIDENT'S RIGHTS
FILE A COMPLAINT
VOLUNTEER
NEWS
VIDEOS
PUBLICATIONS
TRAINING
LINKS
CONTACT US

JOIN US ON




OMBUDSMAN PROGRAM
4040 ESPLANADE WAY
TALLAHASSEE, FL 32399-7000
1.888.831.0404



Become a Volunteer Ombudsman

Mission Statement:
The mission of the Florida Long-Term Care Ombudsman Program is to improve the quality of life for all Florida long-term care residents by advocating for and protecting their health, safety, welfare and rights.



Change A Resident's Life: Volunteer ...

OMBUDSMAN [awm-budz-man]
An ombudsman is an advocate for people who live in nursing homes.

Our Services are Free & Confidential.



2016-2017 Annual Report

Get Disaster Preparedness Resources

Request an Ombudsman for In-Service Training

Monthly Ombudsman Meetings In Your Area

Quarterly Ombudsman Meetings



Welcome to Florida's Long-Term Care Ombudsman Training Portal!

This portal provides access to all Ombudsman training and online materials currently available.
The training and materials are located at one of the 4 main websites listed below.

All of the training is free and open to the public.

[Certification Training](#)

Please use this online training to become a certified long-term care ombudsman in Florida. These modules, in addition to in-class training, are required.

Ombudsman Corner

Certified ombudsmen can watch the following webinars for 1 HR continuing education (CE) credit:
(click on the link below to access the webinar).

[Big Bend Hospice - 7/26/18](#)

[Dementia Care and Cure Initiative \(DCCI\) -3/22/18](#)

[Guardianship - 2/15/18](#)

[Pharmacy Review of Medications - 1/24/18](#)

[State Ombudsman Q&A](#)

[Legislative Outreach - 1/17/18](#)

[Advocates & Guardians for the Elderly & Disabled - 4/19/18](#)

[DOH - Investigations Unit & Epidemiologist - 4/18/19](#)

[Power of Attorney - 9/19/18](#)

[Mental Health - 9/20/18](#)

[Elder Abuse Prevention - 10/18/18](#)

[AHCA - Agency For Health Care Administration -11/1/18](#)

[Legislative Outreach -1/17/19](#)

[Sunshine Law- 2/21/19](#)

[DOH - Antibiotic Stewardship - 3/21/19](#)

Navigation

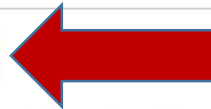
[Module 1 : Introduction](#)
[Module 2 : Resident's Rights](#)
[Module 3 : The Work of an Ombudsman](#)
[Module 4 : The Aging Process](#)
[Module 5: Common Issues in Ombudsman Work](#)
[Module 6 : Protecting Confidentiality](#)
[Module 7 : Communicating Effectively](#)
[Module 8: Summary](#)
[Sitemap](#)
[Recent site activity](#)

This training works best in Chrome or Mozilla Firefox.



FLORIDA
OMBUDSMAN PROGRAM
ADVOCATING FOR QUALITY LONG-TERM CARE

[Module 1: Introduction](#)



This module provides basic information about the purpose, history and unique aspects of Florida's Long-Term Care Ombudsman Program.

[Module 2: Residents' Rights](#)

This module provides a basic understanding of the rights of residents and the role of long-term care ombudsmen in supporting residents in exercising those rights.

[Module 3: The Work of an Ombudsman](#)

This module explains the resident-centered administrative assessment and resident visitation process and identifies the ombudsman's role in supporting residents in exercising those rights.

[Module 4: The Aging Process](#)

This module provides basic information about the aging process in the elderly, including descriptions of some of the most common illnesses found in aging populations.

[Module 5: Common Issues in Ombudsman Work](#)

Acknowledgments

Special thanks to **Sara Hunt** - a consultant for the National Long-Term Care Ombudsman Resource Center with expertise in the areas of Ombudsman training, policy development, and program management - who originally developed the curriculum upon which much of the material in these online training modules is based. Sara was the State Long-Term Care Ombudsman in Louisiana for five years (1981-1986) and has served as a consultant to the Ombudsman Resource Center since 1987. For more than twenty-five years Sara has been developing curriculum and conducting training programs, most of those for ombudsmen. She is co-author of [Nursing Homes: Getting Good Care There](#).

Menu

▼ Module 1 - Introduction

State Ombudsman

Introduction

A Crabbit Old Woman video

The Program's Mission

Origin of ombudsman

Advocate

Ombudsman video

The Ombudsman must be

Bert Nelson audio

History of Ombudsman Program

OAA requirements

Passionate volunteers

Volunteers

Support system

Advocate

Educator

Spokesperson

Investigator

Residents' Rights

Facilities

Nursing Homes

Nursing Homes

Assisted Living Facilities

Assisted Living Facilities

Assisted Living Facilities

Assisted Living Facilities

Adult family care homes

Structure of the LTCOP

Structure of Florida's program

Free Services

Linda Putnam Video

Video

Contact Information

Module Completion Form

Module 1: Introduction

Resources



Milliken Intro



Watch later



Share



< PREV

NEXT >

Menu

Module 7: Summary

In-class instruction

Problem solving

The first function of the Long-T...

Investigation process

Visits

Administrative Assessment

Administrative Assessment

Interviewing

Facility access

Conducting assessment

Ombudsman Approach to Probl...

Complaints

Problem solving

Uniqueness of the Ombudsman...

Problem solving

In-Class, Field Training and Co...

Once certified, ombudsmen are...

Quiz Question#1

Quiz Question#2

Quiz Question#3

Quiz Question#4

Quiz Question#5

Quiz Question#6

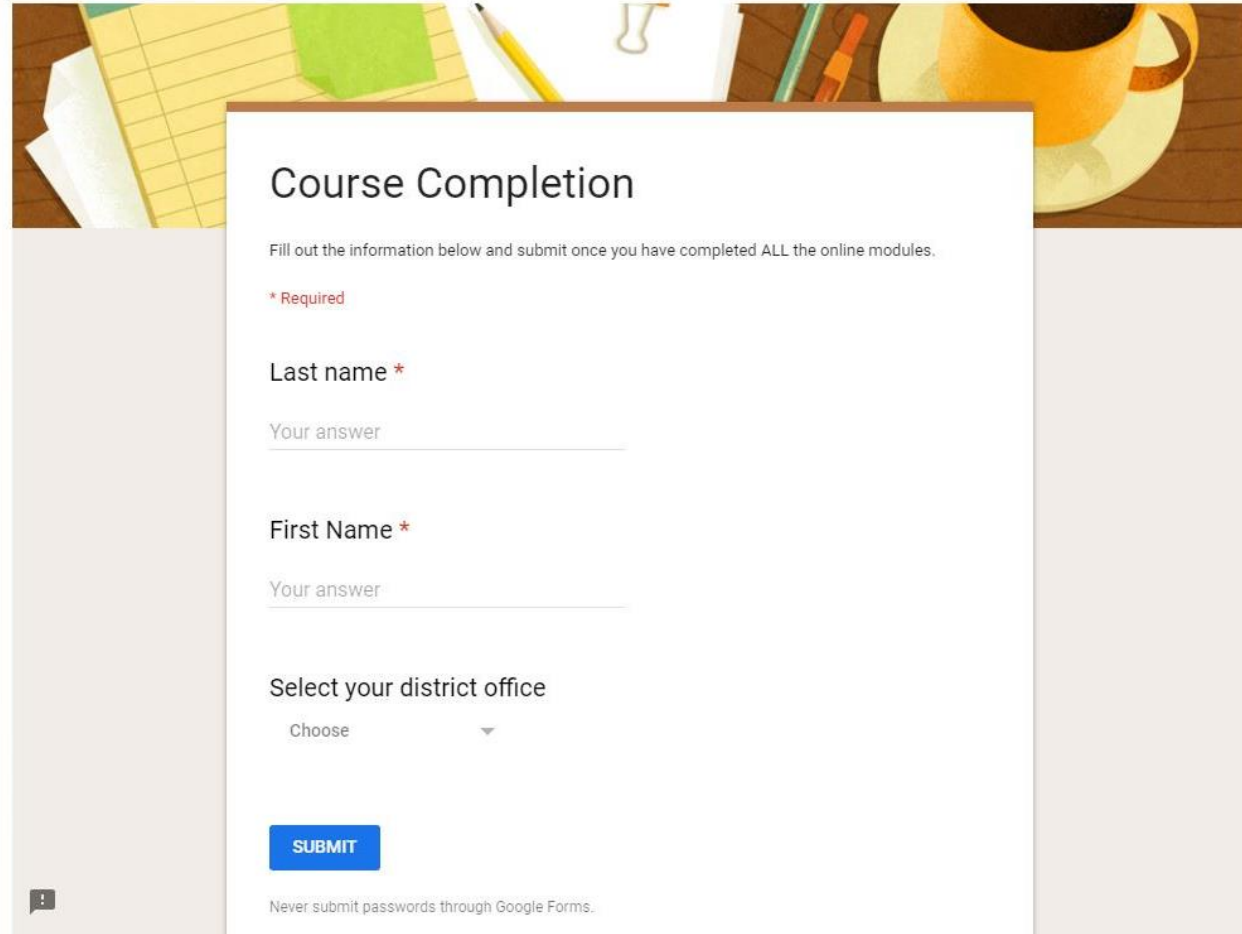
Quiz Question#7

Quiz Question#8

Quiz Question#9

Completion Form

Survey



Course Completion

Fill out the information below and submit once you have completed ALL the online modules.

* Required

Last name *

Your answer

First Name *

Your answer

Select your district office

Choose

SUBMIT

Never submit passwords through Google Forms.



Ombudsman Corner

Certified ombudsmen can watch the following webinars for 1 HR continuing education (CE) credit:
(click on the link below to access the webinar).

[Big Bend Hospice - 7/26/18](#)

[Power of Attorney - 9/19/18](#)

[Dementia Care and Cure Initiative \(DCCI\) -3/22/18](#)

[Mental Health - 9/20/18](#)

[Guardianship - 2/15/18](#)

[Elder Abuse Prevention - 10/18/18](#)

[Pharmacy Review of Medications - 1/24/18](#)

[AHCA - Agency For Health Care Administration -11/1/18](#)

[State Ombudsman Q&A](#)

[Legislative Outreach -1/17/19](#)

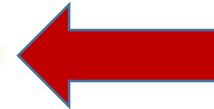
[Legislative Outreach - 1/17/18](#)

[Sunshine Law- 2/21/19](#)

[Advocates & Guardians for the Elderly & Disabled - 4/19/18](#)

[DOH - Antibiotic Stewardship - 3/21/19](#)

[DOH - Investigations Unit & Epidemiologist - 4/18/19](#)



Continuing Education Training

Certified ombudsmen are required to take 10 hours of continuing education each year. This site consists of online trainings on various topics that will help ombudsmen fulfill this requirement. In order to receive continuing education credit, certified ombudsmen should take the brief quizzes which are found at the end of each training.

Ombudsman Resources

This site contains many links to informative web sites, trainings and documents that ombudsmen and staff might find useful. The information is categorized and will be updated with new material regularly.

Old Certification Training Resource

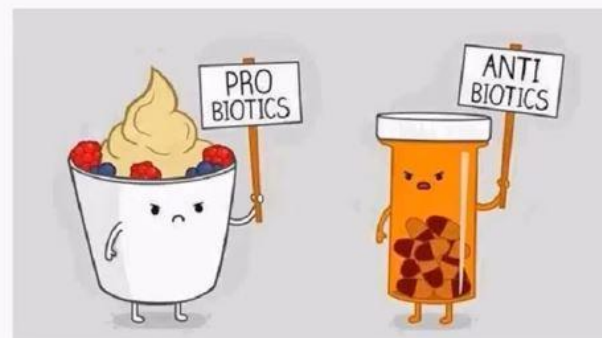
This site consists of 7 online training modules that cover the basics of what you need to know to become a certified long-term care ombudsman in Florida. For individuals





Objectives

- Describe antibiotic resistance (AR) and the burden in Florida
- Discuss the core elements of an antibiotic stewardship program (ASP)
- Explain the major pitfalls of antibiotic use in long-term care (LTC)



Florida Ombudsman Program



Team in Review

New Logo

Shared a Link


<http://ombudsman.myflorida.com/>

Photos


Shared a Photo

FLORIDA OMBUDSMAN PROGRAM
ADVOCATING FOR QUALITY LONG-TERM CARE

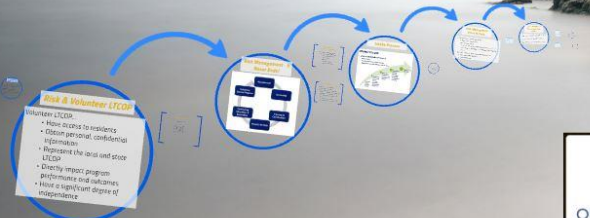
Mission Statement:
The mission of the Florida Long-Term Care Ombudsman Program is to improve the quality of life for all Florida long-term care residents by advocating for and protecting their health, safety, welfare and rights.



Long-Term Care Ombudsman Program



Supporting Volunteer LTCOP & Minimizing Risk



FLORIDA OMBUDSMAN PROGRAM
ADVOCATING FOR QUALITY LONG-TERM CARE

The Ombudsman Volunteer Perspective

0:02 / 3:27

45



LTCOP Ombudsman Management Information System

mcalisterb Logout

Time remaining until automatic logout: 14:46

Ombudsmen

Facilities

Cases

Complainants

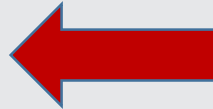
Consultations

Training

Activities

Codes

Districts



[Set Screen Reader Mode On](#)

version LTCOP20190501A



LTCOP Ombudsman Management Information System

mcalisterb Logout

Time remaining until automatic logout: 14:43

Home > Classes

Ombudsmen

Facilities

Cases

Complainants

Consultations

Training

Activities

Codes

Districts

Add a New Class

Q

Go

Actions

	Class Name	Class Description	Is Active	Hours	Approved Date	Ombudsmen in Class
	Parkinson's Disease (Jo [redacted])	Parkinson's Disease ([redacted])	Y	1.5	12/19/2018	View Ombudsmen
	HIPAA ([redacted])	HIPAA ([redacted])	Y	1	12/19/2018	View Ombudsmen
	APD Direct Care Core ([redacted])	APD Direct Care Core ([redacted])	Y	1	12/19/2018	View Ombudsmen
	FEMA ([redacted])	FEMA ([redacted])	Y	1	12/19/2018	View Ombudsmen
	Intermediate Incident Command System for Expanding Incidents	Intermediate Incident Command System for Expanding Incidents	Y	1	12/19/2018	View Ombudsmen
	CMS Webinar New Opioid-Related Part D Policies	CMS Webinar New Opioid-Related Part D Policies	Y	1	12/27/2018	View Ombudsmen
	2019 Annual Parkinson's Symposium (SW)	2019 Annual Parkinson's Symposium (SW)	Y	3	12/28/2018	View Ombudsmen
	AAA SHINE Department Overview (SW)	AAA SHINE Department Overview (SW)	Y	1	01/07/2019	View Ombudsmen
	APS Training for Professionals (SW)	APS Training for Professionals (SW)	Y	1	01/07/2019	View Ombudsmen
	DCF APS Overview (SW)	DCF APS Overview (SW)	Y	1	01/07/2019	View Ombudsmen
	National Center on Law & Elder Rights: Webinar: Student Loan Debt and Older Adults	National Center on Law & Elder Rights: Webinar: Student Loan Debt and Older Adults	Y	1	01/09/2019	View Ombudsmen
	The Importance of Quality Incontinence Care in LTC	The Importance of Quality Incontinence Care in LTC	Y	1	01/14/2019	View Ombudsmen



LTCOP Ombudsman Management Information System

mcallisterb Logout

Time remaining until automatic logout: 14:55

[Home](#) > [Classes](#) > [Edit Class](#)

Ombudsmen

Facilities

Cases

Complainants

Consultations

Training

Activities

Codes

Districts

Edit Class

Class Name

Class Description

Active

☐

Hours

Website

Web Link

Contact Person

Contact Phone

Approved Date

One Time Event

☐

One Time Event Date

[Cancel](#)

[Save](#)

[Set Screen Reader Mode On](#)

version LTCOP20190501A

Cases		Class Name	Class Description	Is Active	Hours	Approved Date	Ombudsmen in Class
Complainants		Parkinson's Disease [REDACTED]	Parkinson's Disease [REDACTED]	Y	1.5	12/19/2018	View Ombudsmen
Consultations		HIPAA ([REDACTED]	HIPAA [REDACTED]	Y	1	12/19/2018	View Ombudsmen
Training		APD Direct Care Core [REDACTED]	APD Direct Care Core [REDACTED]	Y	1	12/19/2018	View Ombudsmen
Activities		FEMA ([REDACTED]	FEMA [REDACTED]	Y	1	12/19/2018	View Ombudsmen
Codes		Intermediate Incident Command System for Expanding Incidents	Intermediate Incident Command System for Expanding Incidents	Y	1	12/19/2018	View Ombudsmen
Districts		CMS Webinar New Opioid-Related Part D Policies	CMS Webinar New Opioid-Related Part D Policies	Y	1	12/27/2018	View Ombudsmen
		2019 Annual Parkinson's Symposium (SW)	2019 Annual Parkinson's Symposium (SW)	Y	3	12/28/2018	View Ombudsmen
		AAA SHINE Department Overview (SW)	AAA SHINE Department Overview (SW)	Y	1	01/07/2019	View Ombudsmen
		APS Training for Professionals (SW)	APS Training for Professionals (SW)	Y	1	01/07/2019	View Ombudsmen
		DCF APS Overview (SW)	DCF APS Overview (SW)	Y	1	01/07/2019	View Ombudsmen
		National Center on Law & Elder Rights: Webinar: Student Loan Debt and Older Adults	National Center on Law & Elder Rights: Webinar: Student Loan Debt and Older Adults	Y	1	01/09/2019	View Ombudsmen
		The Importance of Quality Incontinence Care in LTC	The Importance of Quality Incontinence Care in LTC	Y	1	01/14/2019	View Ombudsmen
		Revised NORS Training - Five Part Webinar Series: Introduction to the Revised NORS	Revised NORS Training - Five Part Webinar Series: Introduction to the Revised NORS	Y	1.5	01/15/2019	View Ombudsmen
		Revised NORS Training - Five Part Webinar Series: Part I: Case, Complaint, Complainant and Information and Assistance	Revised NORS Training - Five Part Webinar Series: Part I: Case, Complaint, Complainant and Information and Assistance	Y	1.5	01/15/2019	View Ombudsmen
		Revised NORS Training - Five Part Webinar Series: Part II: Coding Complaints	Revised NORS Training - Five Part Webinar Series: Part II: Coding Complaints	Y	1.5	01/15/2019	View Ombudsmen

1 - 15 >

Run Training Reports



LTCOP Ombudsman Management Information System

mcastero Logout

Time remaining until automatic logout: 14:39

Home > Classes > Training Report Parameters

Ombudsmen

Facilities

Cases

Complainants

Consultations

Training

Activities

Codes

Districts

Parameters for Training Reports

Report

Start Date

End date

Class

Ombudsman

District

Run Selected Report

[Set Screen Reader Mode On](#)

version LTCOP20190501A



LTCOP Ombudsman Management Information System

mcalisterb Logout

Time remaining until automatic logout: 14:41

Home > Classes > Ombudsmen for Class

Ombudsmen

Add Ombudsmen

Facilities

Q

Go

Actions

Cases

Complainants

Consultations

Training

Activities

Codes

Districts

	Class Name	Ombudsman Name	Dist Code	Class Take Date	Class Notes
	Revised NORS Training - Five Part Webinar Series: Part I: Case, Complaint, Complainant and Information and Assistance		DIST_11	03/30/2019	-

1 - 1 of 1

[Set Screen Reader Mode On](#)


version LTCOP20190501A



FLORIDA OMBUDSMAN PROGRAM

ADVOCATING FOR QUALITY LONG-TERM CARE

Facebook



Alaska Long Term
Care Ombudsman
Office ✓
@AKOLTCO

- Home
- Posts
- Reviews
- Photos
- About
- Community
- Events

Create a Page

Liked Following Share ...

“

AGE IS
no barrier.
IT'S A LIMITATION
YOU PUT ON
your mind.

— Jackie Joyner-Kersey

Prevention

Like Comment Share

Send Message

Send message
www.akoltoo.org
Government Organization
Suggest Edits

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - August 3, 2017

Team Members

Kathryn Rhinehart Curry
Kerri Tanner

Related Pages

Northern Justice Proje...
Lawyer & Law Firm

Alaska Jumping Flea S...
Album

Alaska Health and Dis...
Organization

Alaska Long Term Care ...

308 people like this including Gail Trotter and 4 friends
Government Organization

308 people like this including Gail Trotter and 4 friends

Turn on location

RESOURCES

Ombudsman Training Resources

https://ltcombudsman.org/omb_support/training

**NORC Conference
Calls/Webinars**

NORC Notes

**National Ombudsman
Reporting System -
(NORS)**

Program Management

Program Promotion

**Ombudsman Program
Examples**

Systems Advocacy

Technical Assistance FAQs

Training

► **Documents Related to
Ombudsman Program
Training**

► **Materials Created by NORC**

Ombudsman Training

Training for ombudsman staff and volunteers is critical for maintaining an effective long-term care ombudsman program. The National Long-Term Care Ombudsman Resource Center develops and collects materials and information that enhance and strengthen the training of paid and volunteer Ombudsman program representatives.

Materials included in this section have been either developed by the Center or have been shared with the Center by Ombudsman programs.

- **[Documents Related to Ombudsman Program Training](#)**
- **[Training Materials Created by NORC](#)**
- **[Training Materials Created by Ombudsman Programs](#)**
- **[Ombudsman Program Certification Training Manuals](#)**
- **[NORC Curriculum](#)**
- **[Training Provided by NORC](#)**
- **[NORC Conference Calls/Webinars](#)**

New On-Demand Training Center

This on-demand education platform is a learning center for all individuals interested in achieving quality long-term care and is available through your computer or mobile device. The training center allows you to delve into important topics through online courses. Courses are available for consumers, representatives of long-term care, Ombudsman programs, advocates, and family members. Share information about the Training Center using this **[flyer](#)**.

NORC Curriculum

https://ltcombudsman.org/omb_support/training/norc-curriculum

NORC Conference
Calls/Webinars

NORC Notes

National Ombudsman
Reporting System -
(NORS)

Program Management

Program Promotion

Ombudsman Program
Examples

Systems Advocacy

Technical Assistance FAQs

Training

► Documents Related to
Ombudsman Program
Training

NORC Curriculum

Online Training Curriculum

This training translates the NORC curriculum, *Equipping Long-Term Care Ombudsmen for Effective Advocacy: A Basic Curriculum* (see below) into an online form. The teaching methods found in this training are based on principles of adult learning and grounded in LTCO values such as being resident directed.

Please Note! This online version of the NORC curriculum is meant to supplement your state training, and its completion does not automatically certify you as a long-term care ombudsman (LTCO). For more information, **contact** your State LTC Ombudsman Office.

Review these **Technical Tips** before accessing the Online Curriculum.

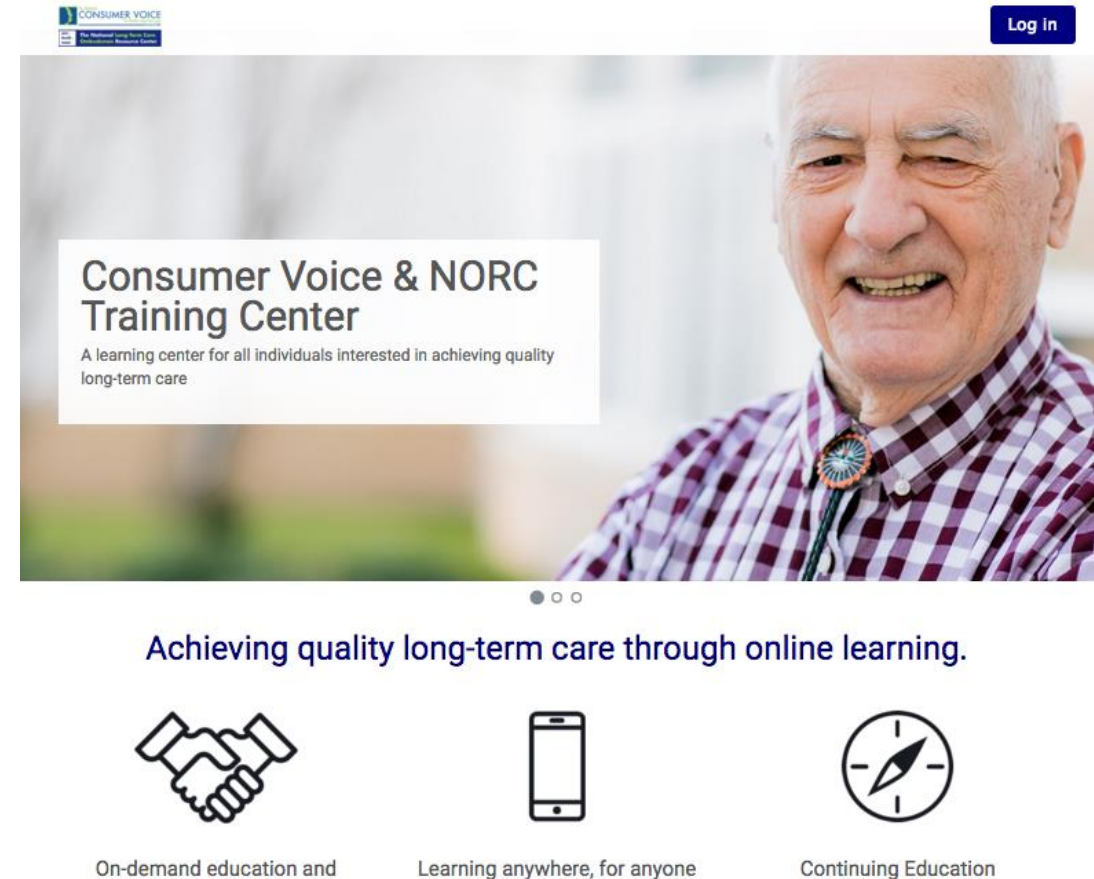
If you would like to work through each module individually, click on the links below.

- **Module 1: History and Role of the Long-Term Care Ombudsman Program**
- **Module 2: The Aging Process**
- **Module 3: Residents' Rights**
- **Module 4: The Problem Solving Process - Investigation**
- **Module 5: The Problem Solving Process - Resolution**

Online training ends here!

New Training Center!

- The site currently has courses Ombudsman programs can use for continuing education and consumer education.
- In the future this site will house a revised NORS training course and an updated NORC Curriculum course.
- New users need to create a new account and then “enroll” in a course.
- Go to www.consumervoice.mrooms.net
- Then click the login button and it will prompt you to create a new account.



Program Promotion

🔒 https://ltcombudsman.org/omb_support/promo

NORC Conference Calls/Webinars

NORC Notes

**National Ombudsman
Reporting System -
(NORS)**

Program Management

Program Promotion

► **Social Media**

► **Videos**

► **Annual Reports**

► **Brochures, Posters & Newsletters**

► **Media Outreach**

Ombudsman Program Examples

The Importance of Marketing, Communications, and Program Promotion

Marketing can mean a variety of things, but in general, it encompasses advertising, promotions, and public relations. According to the American Marketing Association, marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

For long-term care Ombudsman programs, marketing can be a way to communicate with long-term care residents and their families about the program and its services. Ombudsman programs can also use marketing to raise awareness around certain issues like residents' rights, elder abuse and more.

- **Social Media**
- **Videos**
- **Annual Reports**
- **Brochures, Posters & Newsletters**
- **Media Outreach**

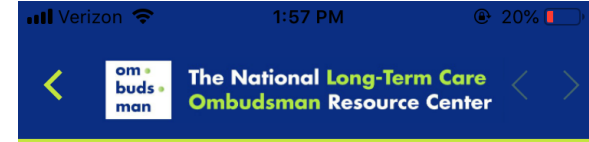
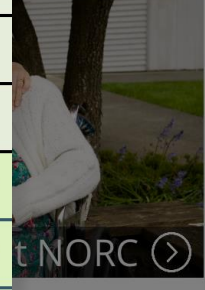
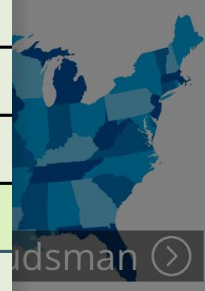
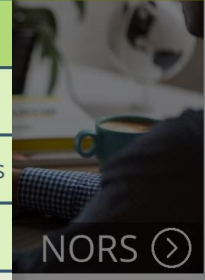
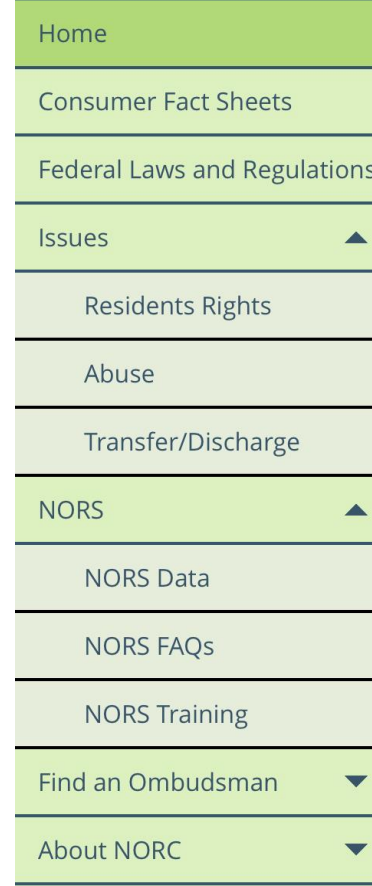
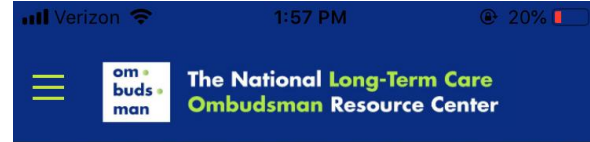
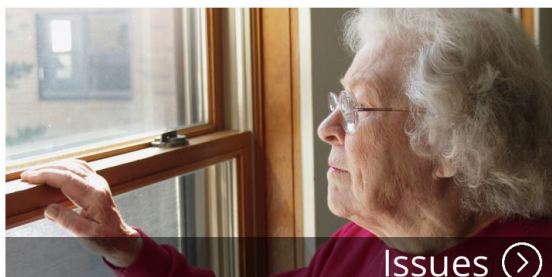
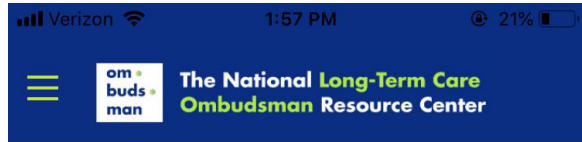
[Return to top](#)

Marketing Opportunities

https://ltcombudsman.org/omb_support/promo

Delivering an Effective Message via Traditional and Social Media - PPT Presentation

NORC App for Ombudsman Programs!



Consumer Fact Sheets

Jump to a topic:

- Abuse, Neglect, and Exploitation
- Antipsychotic Drugs
- Emergency Preparedness
- LGBT Elders
- Long-Term Care Ombudsman Program
- Residents' Rights
- Selecting a Nursing Home
- Transfer/Discharge
- Transitioning from Nursing Homes to the Community
- Quality Care

Abuse, Neglect, and Exploitation

Abuse, Neglect, Exploitation, and
Misappropriation of Property

Get our app! Search for "LTC Ombudsman Resource Center" in the Apple Store or Google Play

Prezi

https://ltcombudsman.org/uploads/files/library/Nursing_Home_Discharge_Recording.mp4

Prezi - video, with voiceover

• Prezi - clickable, without voiceover

• Prezi script

• PowerPoint (includes presenter notes)

• Fact sheet: Nursing Home Discharges You've Been Told to Leave...Now What?



Zoom

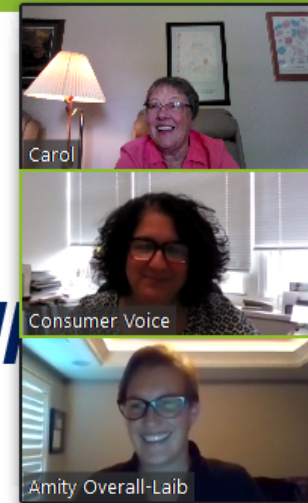
ID: 275-570-3152 Stop Share

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buds
man

The National Long-Term Care
Ombudsman Resource Center

USING TECHNOLOGY TO RECRUIT, TRAIN AND KEEP VOLUNTEERS IN THE LOOP

June 19, 2019



2019 Residents' Rights Month (October)

- Resident's Voice Challenge
- Promotional Materials
- Activity Suggestions
- Resources



<https://theconsumervoice.org/events/2019-residents-rights-month>

STAND for QUALITY

2019 RESIDENT'S VOICE CHALLENGE!

Residents! Display your writing or artistic skills by submitting essays, poems, artwork, drawings, or videos related to the theme for Residents' Right Month 2019 "Stand for Quality."

SUBMISSIONS DUE SEPTEMBER 1, 2019

1

How to participate:

Fill in the sign created by Consumer Voice (available online), or create your own finishing the sentence "I stand for quality" and explaining how or why you stand for quality. Take a photo with your sign.

OR

Answer one or more of the following questions:

- What does quality mean to you and how do you stand for quality?
- How can you partner with others to define quality? How can you talk to facility staff, family members, and others to define quality?
- Give an example of quality care that was provided, or an example of how you experience quality of life.

2

Possible entries include:

Video or audio recordings, poems, word collages, songs, artwork or drawings, photos, or essays.

3

Mail or email submissions to:

Consumer Voice
Attn: Resident's Voice Submission
1001 Connecticut Avenue, NW
Suite 632
Washington, DC 20036

OR

info@theconsumervoice.org

QUESTIONS



The National Long-Term Care Ombudsman Resource Center

Connect with us:

www.ltcombudsman.org



The National LTC Ombudsman Resource Center



@LTCombudcenter



Get our app! Search for "LTC Ombudsman Resource Center" in the Apple Store or Google Play

This project was supported, in part, by grant number 90OMRC0001-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.