



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

Technical Assistance (TA) Talk

Communication Tools

Kristin Hyde & Katie Hewitt

March 15, 2023

Welcome

- ▶ TA Talks are **informal**, quarterly calls on **specific topics**
- ▶ Hosted on Zoom and **livestreamed on Facebook**
- ▶ Opportunity to **learn from your peers** and **receive technical assistance**
- ▶ Unmute yourself to ask questions via **audio**, or type your question in the **chat**
- ▶ This meeting is being **recorded** and the **PowerPoint** will be emailed to everyone registered
- ▶ Please complete the **evaluation** questionnaire using the link provided in the chat and closing slide at the end of the meeting
- ▶ **Certificates of participation** will be provided to everyone attending on Zoom for at least 30 minutes
- ▶ Links to **resources** will be posted in the chat box and will be posted to the NORC website – ltcombudsman.org.
- ▶ Ideas for topics? Email ombudcenter@theconsumervoice.org

Experts



Kristin Hyde

Writing, Media Relations,
Spokesperson Training,
Storytelling



Katie Hewitt

Digital Strategy,
Advocacy, Training

Agenda

- ▶ **Welcome**
- ▶ Overview of **online communication tools** for program promotion and volunteer recruitment
- ▶ Reminder of **NORC resources**
- ▶ **Discussion** with media experts, Kristin Hyde and Katie Hewitt, to answer follow-up questions from the January webinar, *Communications and Media Relations to Raise Awareness of the Ombudsman Program*.

A solid blue triangle pointing to the right, positioned to the left of the text.

Communication Tools

Communicating Online

- ▶ Purpose
 - ▶ Free/low cost
 - ▶ Access to a wide audience
- ▶ Website
 - ▶ Post resources, updates, job opportunities
- ▶ Emails
 - ▶ Can be used for lengthy messages
 - ▶ Create a listserv for people to join
 - ▶ Send a monthly or quarterly newsletter
- ▶ Social Media
 - ▶ Remind and Reframe
 - ▶ Share images and videos
 - ▶ Highlight a stat or quote
 - ▶ Highlight Ombudsman program representatives
 - ▶ Pose a question (& answer it)
 - ▶ Relate to current events

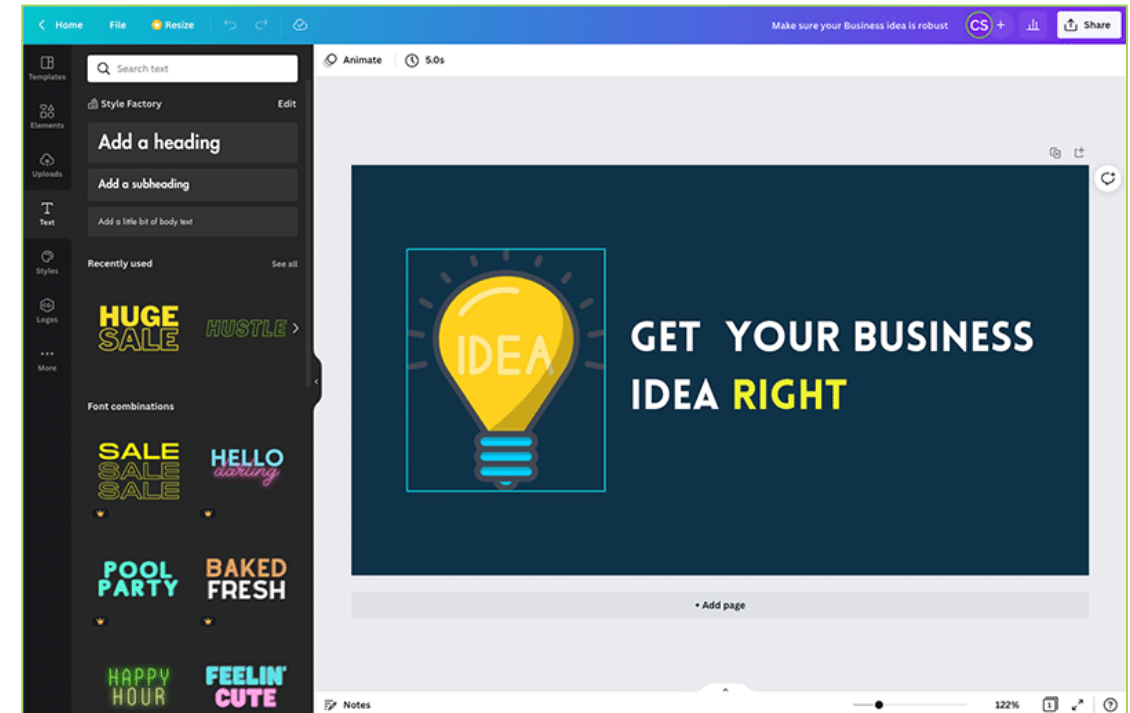
Free or Low Cost Online Tools

- ▶ Canva <https://www.canva.com/>
- ▶ Stock photos
 - ▶ <https://www.pexels.com/>
 - ▶ <https://pixabay.com/>
 - ▶ <https://unsplash.com/>
- ▶ Flat Icon <https://www.flaticon.com/>
- ▶ Powtoon <https://www.powtoon.com/>
- ▶ Email
 - ▶ MailChimp <https://mailchimp.com/>
 - ▶ Constant Contact <https://www.constantcontact.com/>

GRAPHIC DESIGN – Canva

<https://www.canva.com/>

- ▶ Canva is a graphic design website and app that lets you design visual materials without needing extensive graphic design experience.
- ▶ Typically used to create social media graphics, simple videos, presentations, slides, posters, and other visual assets.



GRAPHIC DESIGN – Canva (continued)

<https://www.canva.com/>

- ▶ A wide range of customizable templates and royalty-free images are provided.
 - ▶ Royalty-free means you can reuse or edit the images for your needs such as social media posts, blogs, commercials, printed materials, and website.
- ▶ Unlike traditional graphic design tools like Adobe Illustrator and Photoshop, Canva's learning curve is designed to be very easy, and its pricing is considerably lower than them too.

https://ltcombudsman.org/uploads/files/support/Get_to_Know_NORC.pdf

Are you new to the Ombudsman program?

HERE IS WHAT YOU NEED TO KNOW



VISIT THE NORC WEBSITE
REVIEW [LTCOMBUDSMAN.ORG](https://ltcombudsman.org)
The NORC website is filled with information, resources, and news from Ombudsman programs to support and inform programs across the country. Watch this short [video](#) as an introduction to the NORC website.



GET TO KNOW THE NATIONAL OMBUDSMAN RESOURCE CENTER (NORC)
REVIEW [LTCOMBUDSMAN.ORG/ABOUT](https://ltcombudsman.org/about)
NORC provides support, technical assistance, and training to long-term care Ombudsman programs. If you need assistance [email us!](#)



GET TO KNOW KEY NORC RESOURCES
REVIEW [LTCOMBUDSMAN.ORG/KEY-NORC-RESOURCES](https://ltcombudsman.org/key-norc-resources)
This page serves as a shortcut to access key NORC resources quickly. If you have trouble finding a resource visit the [site map](#) to view all web pages.



JOIN NORC'S EMAIL LIST
REVIEW [WWW.LTCOMBUDSMAN.ORG/SIGN-UP](https://www.ltcombudsman.org/sign-up)
Fill out the form on this page to receive the quarterly *Ombudsman Outlook*, monthly *NORC Notes*, training opportunities, and additional information from NORC!



GET TO KNOW THE LONG-TERM CARE OMBUDSMAN PROGRAM
REVIEW [LTCOMBUDSMAN.ORG/NEW-OMBUDSMAN](https://ltcombudsman.org/new-ombudsman)
This page includes information on the history of the program, applicable federal law and regulations, key stakeholders, and an overview of available NORC resources.

MORE TIPS: [WWW.LTCOMBUDSMAN.ORG](https://www.ltcombudsman.org)



WEBINAR

Long-Term Care Ombudsman Programs and Legal Services

Working Together to Protect Residents from Nursing Facility-Initiated Discharges

Wednesday, June 22 | 3:00 – 4:30 PM ET

om-buds-man The National Long-Term Care Ombudsman Resource Center

NATIONAL CENTER ON LAW & ELDER RIGHTS

QUESTIONNAIRE

Recruitment and Retention/Recognition of Long-Term Care Ombudsman Volunteers

Resources on Advocating for LGBTQ+ Older Adults



om-buds-man

The National Long-Term Care Ombudsman Resource Center

STOCK PHOTOS

<https://www.pexels.com/> | <https://pixabay.com/> | <https://unsplash.com/>

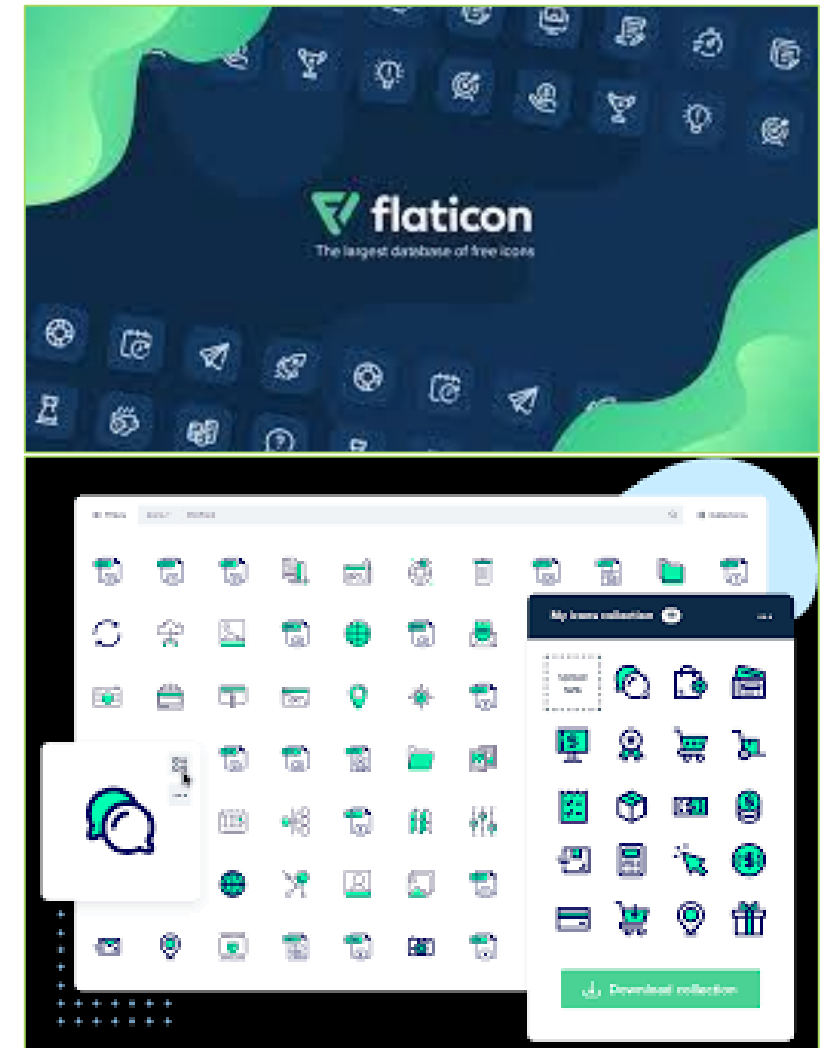
- ▶ If you want high-quality images that look like a professional took them, you will need a stock image.
- ▶ Stock photos are original images taken by photographers who then allow their work to be used and reused for different purposes.
- ▶ These websites offer royalty-free images, which means you can reuse or edit for your needs such as social media posts, blogs, commercials, printed materials, and website images.
- ▶ Don't use photos in your materials or social media that you find by Googling. You don't necessarily have permission to use them. Stick to images from stock photo websites, so you know you are allowed to use the photo for your purposes.
- ▶ There are also websites that allow you to purchase stock photos. The average paid photo for websites and blogs cost around \$10.



ICONS – FlatIcon

<https://www.flaticon.com/>

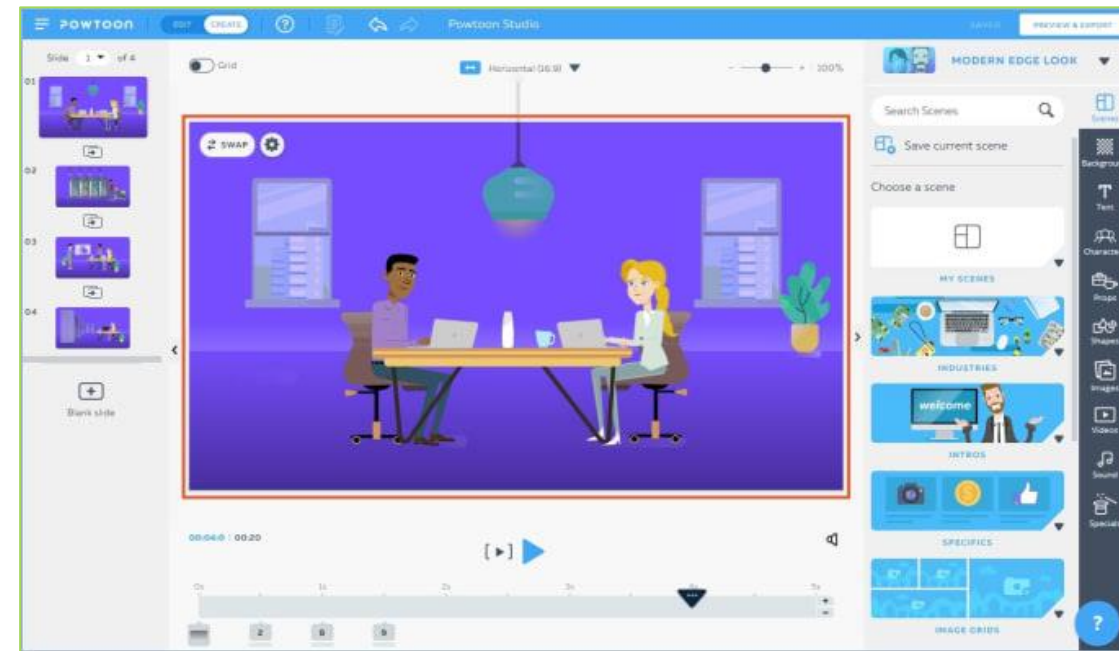
- ▶ Flaticon offers a wide catalogue of free icons in PNG format.
- ▶ A subscription (\$13/month) can be purchased in order to download icons in additional formats.
- ▶ Used on our website, printed materials, and social media.
- ▶ There is a download limit of 10 icons per day for free users and 2,000 per day for subscription accounts.
- ▶ Download icons that have the same style and look.



VIDEO – Powtoon

<https://www.powtoon.com/>

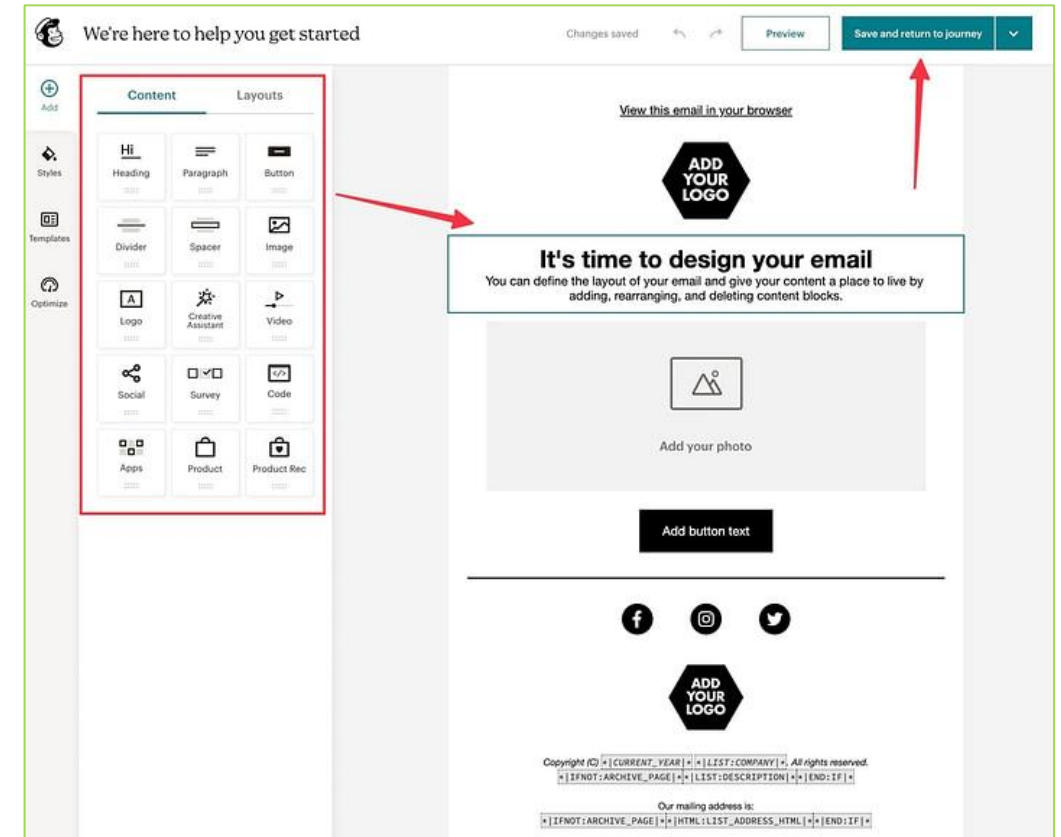
- ▶ Powtoon is an online platform for creating short video presentations.
- ▶ Select from royalty-free libraries of animation, live-action video, images, designed backgrounds, soundtracks, and moving graphics, or you can use your own visual content and voiceover.
- ▶ Powtoon's basic features, which include creating a video, uploading it to YouTube, and sharing it with others is free. The Pro subscription plan is \$288/year.
- ▶ Example Powtoon on Residents' Rights:
<https://youtu.be/uF2pg3BaWSs>



EMAIL – MailChimp & Constant Contact

<https://mailchimp.com/> | <https://www.constantcontact.com/>

- ▶ Email marketing is one of the best online tools to reach a wide audience.
- ▶ An email marketing service will help you collect and manage subscribers and send emails to your subscribers.
- ▶ Two of the most popular email marketing subscriptions that offer free plans are MailChimp and Constant Contact.
- ▶ They offer templates and design features and allows you to schedule emails ahead of time.





Ombudsman Program Examples

Powtoon

- ▶ The Louisiana Long-Term Care Ombudsman program created the Powtoon, *Join Our Louisiana Ombudsman Team!*
<https://youtu.be/EDa3MiiD2ac>
- ▶ Arizona Long-Term Care Ombudsman Program Powtoon:
<https://vimeo.com/540784291>



Yard Signs

- ▶ The Missouri Long-Term Care Ombudsman Program created yard signs for program promotion.
- ▶ Use tools like Canva to create these signs for your program representatives.
- ▶ Add images of them with their signs to social media.



Brochures

- ▶ The Louisiana Ombudsman program created a Residents' Rights brochure.

Calcasieu Council on Aging
3950 Gerstner Memorial Blvd.
Lake Charles, LA 70607
Phone: (337) 312-1061
Toll-Free: (800) 223-5872
Fax: (337) 474-6563
www.ccalcoa.org

**Governor's Office of Elderly Affairs
State Long-Term Care Ombudsman**
P.O. Box 61
Baton Rouge, LA 70821
Toll-Free: (866) 632-0922
Email: StateOmbudsman@la.gov

To learn more about the Ombudsman Program and volunteer opportunities, visit www.goela.gov/ombudsman

Local Ombudsman Contact Info

Open the camera on your mobile device to scan QR code

To file a complaint with the regulatory agency:
**Louisiana Department of Health
Health Standards Section**
P.O. Box 3767
Baton Rouge, LA 70821
Toll-Free: (866) 810-1019
E-mail: HSSComplaints@la.gov

LOUISIANA OMBUDSMAN PROGRAM

FAQs

What is an Ombudsman?
An ombudsman is an advocate for residents of nursing homes and assisted living facilities.

A local ombudsman is assigned to every long-term care facility.

What does an Ombudsman do?

- Visits long-term care facilities on a regular basis
- Investigates concerns and works to resolve issues in facilities
- Provides long-term care information to interested individuals
- Attends resident and family council meetings

What kinds of concerns can an ombudsman help with?

- Involuntary Transfer/Discharge
- Requests for assistance
- Lost property
- Being treated with dignity and respect
- Respect for personal privacy
- Exercising personal preferences

How much does it cost?
All ombudsman services are free of charge and confidential.

RESIDENTS' RIGHTS

RIGHT TO DIGNITY, FREEDOM, AND RESPECT
To exercise your civil and religious liberties and encouragement to exercise these rights
To be treated with consideration, respect, and with the fullest measure of dignity
To be free from chemical or physical restraints, unless medically necessary
To complain or suggest without fear of retaliation

RIGHT TO VISITATION AND ACCESS
To have access to a telephone
To visit relatives, friends, and others of your choosing
To private visits with your spouse
To take part in activities of the facility and the community
To have a monitoring device in accordance with the Nursing Home Virtual Visitation Act

RIGHT TO BE FULLY INFORMED OF
Changes to your plan of care or change in your medical or health status
Available services and the charge for each service
Long-Term Care Ombudsman Program and State Survey Agency contact information
Facility rules and your rights while therein

RIGHT TO MAKE INDEPENDENT CHOICES
To choose your roommate, whenever possible
To have your own clothing and possessions
To choose your doctor and pharmacy
To choose how to spend your free time
To manage or delegate your financial and personal affairs
To refuse, request, and/or discontinue treatment
Reasonable use of tobacco and/or alcohol

RIGHTS DURING TRANSFER OR DISCHARGE
Transfer and discharge only permitted in limited circumstances
To appeal the proposed discharge and remain in facility while appeal is pending
To receive notice of the right to return after hospitalization or therapeutic leave

RIGHT TO PRIVACY AND CONFIDENTIALITY
During treatment and care of your personal needs
Regarding medical, personal, and financial affairs
To receive unopened mail
Private, unrestricted communication with persons of your choice



NORC Resources

Program Promotion Webpage

https://ltcombudsman.org/omb_support/promo

The screenshot displays the website's interface. At the top, there is a green navigation bar with links for 'National Consumer Voice', 'Log Out', 'Shop Our Store', and a search bar. Below this is a secondary navigation bar with links for 'Home', 'News', 'About', 'New ombudsman?', 'Library', 'Events', 'Support', 'Issues', and 'State Ombudsman'. The main content area features a sidebar on the left with a menu including 'COVID-19 Prevention', 'NORC Webinars', 'NORC Notes', 'National Ombudsman Reporting System - (NORS)', 'Program Management', 'Program Promotion' (which is highlighted), 'Ombudsman Program Examples', 'Systems Advocacy', and 'Technical Assistance FAQs'. The main content area on the right is titled 'The Importance of Marketing, Communications and Program Promotion' and contains text explaining the role of marketing in long-term care ombudsman programs. It also includes a bulleted list of promotional materials: Social Media, Videos, Annual Reports, Brochures, Posters & Newsletters, and Media Outreach. A 'Return to top' link is located at the bottom right of the main content area.

- ▶ Includes links to promotional materials from Ombudsman programs, such as:
 - ▶ Social Media pages
 - ▶ Videos
 - ▶ Annual Reports
 - ▶ Brochures, Posters, & Newsletters
 - ▶ Media Outreach

What is a Long-Term Care Ombudsman? Video



- ▶ This video can be used for program promotion; it provides an overview of the purpose of the Ombudsman program.

<https://youtu.be/6VRmetXQVEY>

Long-Term Care Ombudsman Program Postcard



WHAT IS THE LONG-TERM CARE OMBUDSMAN PROGRAM?
Under the federal Older Americans Act (OAA) every state is required to have an Ombudsman Program that addresses complaints and advocates for improvements in the long-term care system.

WHAT DOES THE 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. Ombudsmen work to resolve problems individual residents face and effect change at the local, state, and national levels to improve quality of care.

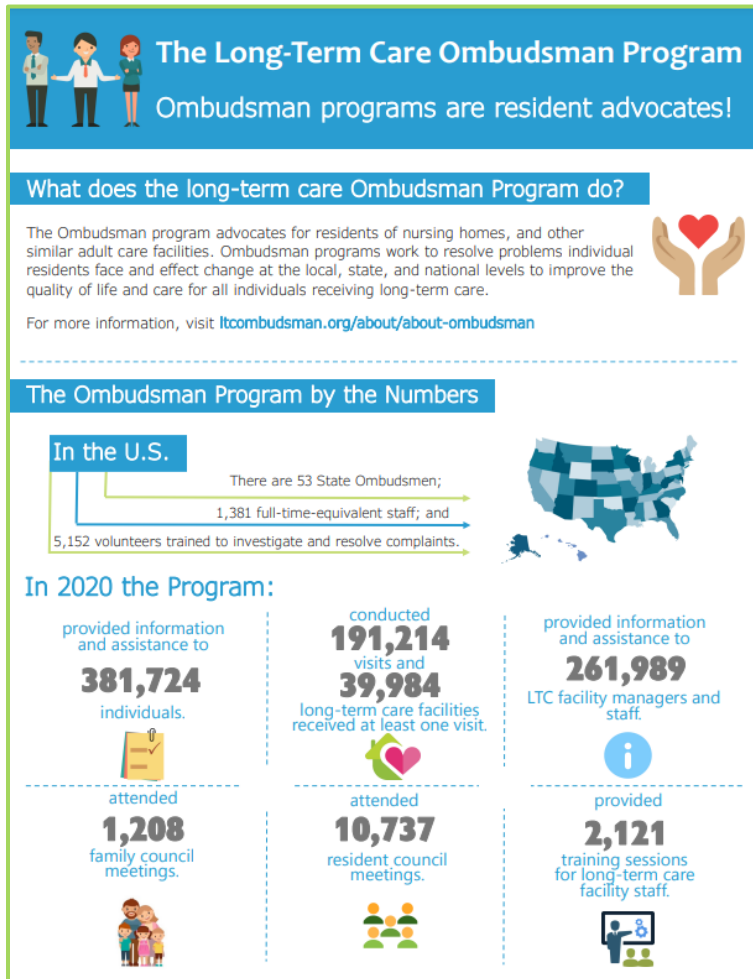
Ombudsman responsibilities include:

- Educating residents, their family, and facility staff about residents' rights and good care practices;
- Ensuring residents have regular and timely access to ombudsman services;
- Providing technical support for the development of resident and family councils;
- Advocating for changes to improve residents' quality of life and care;
- Providing information to the public regarding long-term care facilities and services, residents' rights, and legislative and policy issues;
- Representing resident interests before governmental agencies; and
- Seeking legal, administrative and other remedies to protect residents.

HOW CAN I CONTACT THE OMBUDSMAN PROGRAM?
More information about the Ombudsman program is available at <https://ltombudsman.org/>
To find a program near you, visit https://theconsumervoice.org/get_help or call the Eldercare Locator, 1-800-677-1116

- ▶ This postcard is available in three versions and can be used by long-term care Ombudsman programs or long-term care facilities to share information about the Ombudsman program. Programs can personalize the postcards and/or print and share them with residents and family members.
- ▶ [Version 1 - 8.2 x 5.8 Postcard](#)
- ▶ [Version 2 - Printable Half Sheet](#)
- ▶ [Version 3 - Printable Half Sheet with space for program contact information](#)

Infographic for Long-Term Care Ombudsman Program Promotion



- ▶ This Ombudsman program 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 or program promotion.

<http://ltcombudsman.org/uploads/files/library/program-promo.pdf>

Long-Term Care Ombudsman Program: What You Must Know Fact Sheet



LONG-TERM CARE OMBUDSMAN PROGRAM

FACT SHEET

What You Must Know

WHAT IS THE LONG-TERM CARE OMBUDSMAN PROGRAM (LTCOP)?

Under the federal Older Americans Act (OAA) every state is required to have an Ombudsman Program that addresses complaints and advocates for improvements in the long-term care system.

Each state has an Office of the State Long-Term Care Ombudsman (Office), headed by a full-time State Long-Term Care Ombudsman (Ombudsman) who directs the program statewide. Across the nation, staff and thousands of volunteers are designated by State Ombudsmen as representatives to directly serve residents.

WHAT DOES THE 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. State Ombudsmen and their designated representatives work to resolve problems individual residents face and effect change at the local, state, and national levels to improve quality of care. In addition to identifying, investigating, and resolving complaints, **Ombudsman program responsibilities include:**

- Educating residents, their family and facility staff about residents' rights, good care practices, and similar long-term services and supports resources;
- Ensuring residents have regular and timely access to ombudsman services;
- Providing technical support for the development of resident and family councils;
- Advocating for changes to improve residents' quality of life and care;
- Providing information to the public regarding long-term care facilities and services, residents' rights, and legislative and policy issues;
- Representing resident interests before governmental agencies; and
- Seeking legal, administrative and other remedies to protect residents.

Ombudsman programs do not:

- Conduct licensing and regulatory inspections or investigations;
- Perform Adult Protective Services (APS) investigations; or
- Provide direct care for residents.

RESIDENTS' RIGHTS

Ombudsman programs help residents, family members, and others understand residents' rights and support residents in exercising their rights guaranteed by law. Most nursing homes participate in Medicare and Medicaid, and therefore must meet federal requirements, including facility responsibilities and residents' rights. For more information about residents' rights visit <http://ltcombudsman.org/issues/residents-rights> and <http://theconsumervoice.org/issues/recipients/nursing-home-residents/residents-rights>. Rights and care standards for assisted living/board and care facilities are regulated, licensed or certified at the state level.¹ For more information on assisted living visit <http://ltcombudsman.org/assisted-living> and <http://theconsumervoice.org/issues/recipients/assisted-living>. Regardless of the type of facility all residents have the right to be protected from abuse and mistreatment and facilities are required to ensure the safety of all residents and investigate reports of mistreatment.

¹ Some assisted living facilities provide services for residents receiving Medicaid benefits and must meet federal standards for that program.

- ▶ This resource walks readers through what the long-term care Ombudsman program is, what the Ombudsman program does and does not do, links to information on residents' rights, and some helpful FAQs.

<https://ltcombudsman.org/uploads/files/library/long-term-care-ombudsman-program-what-you-must-know.pdf>



Discussion

Experts



Kristin Hyde

Writing, Media Relations,
Spokesperson Training,
Storytelling



Katie Hewitt

Digital Strategy,
Advocacy, Training

Contact Information

- ▶ Kristin Hyde | kristin@kristinhyde.com
- ▶ Katie Hewitt | katie@percussionstrategic.com

Join NORC's Email List



Join NORC's email list to receive the quarterly ***Ombudsman Outlook***, **training opportunities**, and **resources**.

Visit ltcombudsman.org/sign-up.



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

Connect with us!

 ltcombudsman.org

 ombudcenter@theconsumervoice.org

 The National LTC Ombudsman Resource Center

 @LTCombudcenter



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

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