

For Release March 30, 2009

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**Pioneer Network Announces New Initiative
Changing the Culture of Aging: Taking a First Step to Creating
Knowledgeable Consumers**

(ROCHESTER, NY --) Pioneer Network announces a new initiative to help promote consumer engagement with person-centered culture change values and principles with support from Picker Institute. Working in an historic, broad-based partnership with the American Association of Homes and Services for the Aging (AAHSA), the American College of Health Care Administrators (ACHCA), the American Health Care Association (AHCA), the American Medical Directors Association (AMDA), the Coalition of Geriatric Nursing Organizations (CGNO), and the National Consumer Voice for Quality Long-Term Care (NCCNHR), Pioneer Network will develop and disseminate packages of information targeted for the baby boomer generation—those faced now with long-term care decisions for their parents and those who may face these decisions for themselves one day. We hope these individuals will join us as promoters, supporters, and advocates for the culture change movement.

Pioneer Network was created in 1997 to develop cross-disciplinary partnerships, collaborations, and networks to advance culture change and promote a culture of aging and long-term care that is life-affirming, satisfying, humane and meaningful. Throughout its first decade, Pioneer Network has met with tremendous success in achieving these goals and promoting a person-centered model of care that places more of the locus of control and decision making in the hands of care recipients and direct care providers. As Pioneer Network moves into its second decade, its focus is on nationwide adoption of consumer-directed models; supportive implementation strategies involving more professionals in the field; and initiatives to provide consumers with knowledge about issues of aging and culture change in long-term care institutions.

Pioneer Network and its project partners believe that we have an opportunity to make the world a better place for today's elders—and at the same time, create a new way to age for ourselves. The goal of this project is to increase the knowledge of consumers about aging and culture change so that we, as a nation and in our communities, can provide responsive care and caring to both short- and long-term stay residents. With this transformation, older adults and their caregivers can express choice and practice self-determination in meaningful ways at every level of daily life as care needs change.

For this project, consumer education packages will be provided within small “book-group” formats to community centers, churches, synagogues, and civic organizations in three pilot geographic areas—western New York state, Massachusetts, and Florida. A survey included with these packages will gather both process and outcome information to direct the project evaluation. Evaluation outcomes will determine the expansion of the project to other communities and states.

Special thanks to Picker Institute for their support. www.pickerinstitute.org

Picker Institute is an independent, nonprofit organization dedicated to the advancement of the principles of patient-centered care and the global patient-centered-care movement. Picker Institute sponsors research and education in the fields of patient-centered care in support of and in cooperation with healthcare organizations, educational institutions and other interested entities and persons. The institute's mission is to foster a broader understanding of the theoretical and practical implications of patient-centered care by approaching healthcare with a focus on the concerns of patients and other healthcare consumers.