



*The Edna Gates Conference on Alzheimer's Care presents*

# Achieving Outcomes in Dementia Care That Really Matter

*A one-day Intensive on practical strategies for implementing person-centered care*

Thursday, May 5, 2011 • 8:30 a.m. - 5:00 p.m.

Eagle Eye Golf Club, 15500 Chandler Rd., East Lansing, MI 48823

CE contact hours available for Nurses, Social Workers, Administrators and Activity Directors

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P.O. Box 128, Hamburg, MI 48139

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## Achieving Outcomes in Dementia Care That Really Matter

**Thursday, May 5, 2011**

In collaboration with

alzheimer's  association®

Greater Michigan Chapter & Great Lakes Chapter



  
CLARK

  
MPRO

  
Huron Woods

## Introduction

We are pleased to introduce a new series of *Edna Gates Applied Dementia Care Workshops*. These are one-day intensive sessions that will follow an Edna Gates Conference on Alzheimer's Care and Lillian and James Portman Conference Celebrating Direct Care Workers. Each workshop offers in-depth examination of practical strategies for implementing an innovative care practice or evidence-based program featured at one of the conferences. Program components include organization culture, program design, implementation and evaluation.

### ***Achieving Outcomes That Really Matter in Dementia Care***

focuses on staff development, a critical investment for growing skills and reaching quality outcomes. Person-centered care begins with the design, delivery and implementation of effective approaches for learning and staff development. Exceptional learning experiences are those which enrich and transform both our professional and personal lives.

Don't miss out on this unique educational opportunity to spend a dynamic day with **David M. Sheard**, Founder and CEO of Dementia Care Matters and developer of *Feelings Matter Most*, a six-part dementia care training and staff development series. We are very pleased to bring David Sheard from the United Kingdom for this follow-up applied dementia care workshop.

## Who should attend?

- Directors and assistant directors of nursing, managers, staff development coordinators and nursing assistants
- Memory care program coordinators and activity directors
- Social workers and other supports coordinators
- Occupational therapists, physical therapists and other rehabilitation specialists
- Psychologists
- Licensing and regulatory personnel
- Long-term care ombudsman
- Executive directors and administrators
- People who work in home care settings, adult day services, assisted living, skilled nursing facilities, hospitals, hospice, rehabilitation centers and behavioral health programs.
- Send members of your leadership team and board of directors!



**You know within five minutes of walking in whether what you really have is person-centered. You know in your gut... Does this feel like a family, a community, sharing like best friends, or is this just being run by people in control? The problem is, we have decided everything is 'person-centered', so no one really knows what it really looks, sounds, and feels like anymore.**

**– David Sheard**

## Why You Should Attend

Quality of life is what really counts for all of us. David Sheard strongly believes 'feelings matter most' in any relationship. This emphasis transforms services and can enhance quality of life for people who have dementia, their families, friends, and those who support them.

Improving dementia care requires a significant amount of creativity, a set of firmly-held values and feeling-based beliefs; also being committed to a shared vision. Maintaining the momentum of culture change can be challenging. Old habits are hard to break. It is easy to return to a task-based orientation that has long been engrained in our culture of care.

The process begins with earnest self-reflection of obstacles that may interfere with being truly person-centered. Learn how to . . .

- Effectively use an evidence-based approach to humanizing care in your organization
- Develop a strategic operational plan with a focus on measurable outcomes
- Create sustainable culture change in your organization.

The *Feelings Matter Most* series, published by Alzheimer's Society of the United Kingdom, can help leaders transform organizational culture from 'doing' person-centered care to 'being' it. David Sheard will discuss how beliefs, leadership, recruitment, training and appraisal and care priorities can be pieced together with tangible and measurable quality of life improvements and services. These improvements translate directly into your organization's ability to:

- Effectively accommodate the needs of persons with dementia
- Reduce falls
- Decrease use of psychotropic medications
- Reduce the frequency of occurrences of distressing behaviors

Be among the first to learn about core strategies of **ACHIEVING: real outcomes in dementia care homes**, Part 6 of the *Feelings Matter Most* series, scheduled for release in April 2011.

This practical guide demonstrates:

- How various culture change elements can be cohesively assembled to achieve a person and relationship-centered home, adult day program or home care service.
- How to 'do' the being and go from a 'whole person' to a 'whole home' approach.

## Learning Objectives:

Participants will:

- Define what constitutes an 'emotion-led organization'.
- Identify how to move toward being 'attached professionals'.
- Learn how to achieve feeling-based support for individuals in your care and their families, your team and fellow co-workers.
- Develop a personal vision for what person-centered care looks, sounds and feels like.
- Benefit from receiving practical tools, including the Inspiring Action 50-point Checklist.
- Identify (36) outcomes that demonstrate quality of service and quality of life.
- Learn (12) essential principles that can bring these outcomes together.
- Learn how one Medicaid-certified skilled nursing facility is implementing culture change in Michigan.

**Achieving positive outcomes in dementia care requires total commitment at the highest level to support changes in practice and in the environment. Having the belief you can achieve this, possessing massive levels of enthusiasm, being dogged in your perseverance to change culture and practice, combining this with the ability to listen, learn, love and enable leads to results that are amazing.**

**– Suzanne Mumford  
Head of Training and Dementia Care, Carebase,  
United Kingdom**



Also, you will not want to miss out on Debra Stalsonberg and Jean Feimster's session, **True Grit – What it Really Takes to Implement Culture Change**. Ms. Stalsonberg, Director of Nursing and Jean Feimster, Director of Social Services, will share their team's journey of using the *'The Feelings Matter Most'* approach to facilitate culture change at Christian Care Nursing Center, a Medicaid-certified skilled nursing facility in Muskegon, MI.

This session will explore:

- How staff became engaged in the process of culture change.
- The rationale for collecting data to assess changes in the current culture of care.
- The process staff worked through to define their vision of person-centered dementia care.
- The importance of identifying and prioritizing areas in need of change.
- The process for developing, implementing and evaluating the facility's action plan.

**David's latest book, 'Achieving: real outcomes in dementia care homes', provides a practical template for delivering real outcomes in person-centered care. It contains the formula to enable change – we now need collectively and individually to have the energy, courage and passion to put this into practice. There is no excuse not to get on with it and make a difference.**

**– Pauline Shaw, Director of Care and Services Development,  
The Royal Star and Garter Homes, United Kingdom**

## PRESENTERS

**David M. Sheard** is the Founder and CEO of Dementia Care Matters, an organization in the United Kingdom, which offers cutting-edge education and training programs, print materials and consultation services. He holds a Doctor of the University, is a Visiting Senior Fellow at the University of Surrey and a leading dementia care educator and consultant in the United Kingdom. He has also given numerous presentations in the United States and Canada. David Sheard developed and piloted a customized five-day training program for 180 managers of Barchester Healthcare, one of the United Kingdom's largest dementia care provider organizations. He was a

consultant to the 2009 BBC program *'Can Gerry Robinson Fix Dementia Care Homes'* and served as an external training consultant to the Alzheimer's Society in London, England. David Sheard is the author of six publications in the *'Feelings Matter Most'* series. The Dementia Care Matters website offers information on training programs, consultation services and articles David has written. David's books will be available for purchase at the workshop.



David M. Sheard

**Debra Stalsonberg**, RN, CDP, is the Director of Nursing at Christian Care Nursing Center in Muskegon, Michigan. Current responsibilities include: planning, directing and supervising all aspects of the nursing department, leading an interdisciplinary team comprised of partnership agencies and

servicing on a planning team to direct services and program development. Deborah Stalsonberg and colleagues at Christian Care Nursing Center are using the *'Feelings Matter Most'* approach to plan, implement and evaluate culture change efforts. Debra has completed the Apprentice level training in Healing Touch, an energy therapy in which practitioners consciously use their hands in a heart-centered and intentional way to support physical, emotional, mental and spiritual health. She also holds the designations of Certified Dementia Care Practitioner through the National Council of Certified Dementia Care Practitioners and is a Certified Resident Assessment Coordinator through the AANAC Certification Program.

**Jean Feimster**, LBSW, CDP (Certified Dementia Care Practitioner) is currently the Director of Social Services at Christian Care Center in Muskegon. She is part of the team that is using the *'Feelings Matter Most'* philosophy to facilitate culture change in their 44-bed Medicaid certified nursing center. Previously, Jean spent seventeen years working in a long-term care facility in central Michigan where she provided the leadership for the development and refinement of a special program for individuals with memory loss. She was also instrumental in developing a comprehensive dementia education and training program for staff. For several years, Jean has served on the Speaker's Bureau for the Greater Michigan Alzheimer's Association and formerly was a site supervisory for the Senior Companion Program in Clinton County, Michigan.



*David's presentation was incredible! He helped us to focus on the truth about dementia care so much so that my colleagues at Clark have invited David back to facilitate a one-day retreat with our leadership team and staff. David's presentation style touches your inner heart and your will to change dementia care.*

**– Chris Simons, C.T.R.S, Coordinator of Dementia Services  
Clark Retirement Community, Grand Rapids, MI**



The title of the collage on the brochure cover is “Butterfly Breakfast” by Ray Maloney. Ray was an educator and self-taught artist who spent a lifetime working with oils and acrylics. He was diagnosed with Alzheimer’s disease in 1998. Approximately three years following his diagnosis, Ray began designing collages. He spent hours looking through magazines searching for images that could be used. From the thousands and thousands of pieces he cut, Ray then glued the little pieces to form a collage reflecting his thoughts about living with memory loss. Between 2001-2004, Mr. Maloney designed approximately fifty collages. He was commissioned to design an original piece for a local attorney and several of his designs were used by the Alzheimer’s Association for holiday cards. The University of Stirling in the United Kingdom purchased twenty of Ray’s collages to hang in their gallery. Additionally two of Ray’s collages were used as covers for books written by John Killick. Ray died on October 28, 2008. His collages still continue to amaze health care professionals and bring inspiration to others.

If you would like additional information about Mr. Maloney’s work, you may contact his wife, Jan Maloney at 248.549.8215 or e-mail [jmaloney3033@wowway.com](mailto:jmaloney3033@wowway.com). Copies of the collages are available for sale.



## THE SHEARD EXPERIENCE



### Quotes of participants who attended David Sheard’s Intensive at the 2010 Lillian and James Portman Conference:

“As Director of Nursing of a Medicaid certified facility in an economically depressed community in West Michigan, one of my primary responsibilities is leading the culture change process in our Nursing Center. David’s provocative and inspiring approach reminded us that Person Centered Care is not about the bricks and mortar; it’s about building relationships and the sense of home that is created within the structure. David’s intensive session sparked the conversation among our staff that moved our culture change process from a nursing department project to a building-wide initiative.”

**– Debra Stalsonberg, RN,  
Director of Nursing, Christian Care Nursing Center, Muskegon, MI**

“Our team was inspired and motivated by David Sheard’s presentation titled ‘Fixing Dementia Care’. His workshop provided practical tools that we are using to improve our existing programs and strengthen the planning for our newest household that will support residents with dementia. Fox Run’s mission is ‘to share our gifts to create a community that celebrates life.’ David reminded us that each of us (staff, residents and families) bring special gifts to our relationships. He challenges us to explore at a deeper level our understanding of each individual’s goals, dreams and aspirations. David has a keen sense of how to motivate audiences, asking questions that may be painful but true in a way that is non-judgmental and down-to-earth.”

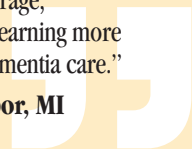
**– Jean Landreville, Director of Renaissance Gardens at Fox Run,  
Novi, MI**

“David Sheard’s presentation was provocative, challenging and truthful. He has a unique way of thinking about person-centered dementia care and getting to the ‘heart’ of the issues that really matter. It was inspiring to reflect on how things could really be. . . Many times throughout David’s session, I said ‘wow’ . . . his insights are brilliant. Who in Michigan is going to take the lead with ensuring that David’s philosophy gets implemented?”

**– Betty Allen, RN, Home Health Aide Coordinator,  
United Home Health Services, Canton, MI**

“Three Huron Woods’ nurses and I had the opportunity attend David Sheard’s presentation ‘Fixing Dementia Care: Being, Inspiring, Nurturing’. It was by far the most moving and inspiring workshop I have ever attended. David challenges all of us who provide person-centered care to really examine our truths: how we still focus on tasks, look for employee competencies vs. emotional intelligence, focus on “doing” person-centered vs. “being” person-centered, create barriers between “us & them”, etc. He encourages us to confront our truths, own them and consciously move from doing to being, enabling, inspiring and nurturing person-centeredness. The work is not easy; it forces us to examine every aspect of our care giving, individually and collectively. It beckons us to overcome traditional roles, attitudes and practices previously learned. Fixing dementia care is not for the faint of heart. It takes, courage, dedication, creativity and perseverance. We look forward to learning more from David and continuing our commitment to improving dementia care.”

**– Susan Pettis, Administrator, Huron Woods, Ann Arbor, MI**



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**Achieving Outcomes in Dementia Care**  
**That Really Matter**

# REGISTRATION FORM

Thursday, May 5, 2011 • [www.optimaldementiacare.com](http://www.optimaldementiacare.com)

## Registration Deadline: Monday, May 2, 2011

### There are three options for registration:

- Individual Rate: **\$115** per person (includes continental breakfast, lunch & educational materials).
- Group Rate: **\$90** per person, when three (3) or more staff from your program register (includes continental breakfast, lunch & educational materials).
- Student Rate: **\$70** This special rate requires students to submit a photocopy of their Student I.D. with the Registration Form.

### CONTINUING EDUCATION

**Nursing:** This activity has been submitted to The Ohio Nurses Association (OBN-001-91) for approval to award contact hours, The Ohio Nurses Association is accredited as an approver of continuing nursing education by the American Nurse Credentialing Center's Commission of Accreditation. Approval was submitted for 6.5 contact hours.

**Social Work:** This program was submitted to the Michigan Social Work Continuing Education Collaborative. Approval is pending for 6.5 hours.

**Nursing Home Administrators:** This program was submitted to the Michigan Board of Nursing Home Administrators. Approval is pending for 6.5 hours.

**Activity Directors:** An application has been submitted to the National Certification Council for Activity Professionals for pre-approval of this program. Approval is pending for 6.5 contact hours.

**General Certificate of Attendance** will be awarded for Occupational Therapists and Physical Therapists for 6.5 contact hours.

Grievance contact information: Anne Robinson, Optimal Life Designs in Dementia Care, 810.231.2723.

### Method of Registration *(check one)*

- U.S. Postal Service, Send to: Optimal Life Designs in Dementia Care, P.O. Box 128, Hamburg, MI 48139
- Fax: 810.231.2743
- Telephone: 810.231.2723

### Method of Payment *(check one)*

- Check or money order made payable to Optimal Life Designs in Dementia Care (Federal Tax Identification # 20-2221266)
- My organization will pay the registration fee.  
The P.O. number is \_\_\_\_\_
- VISA       MasterCard

\_\_\_\_\_  
Full Name As It Appears on Credit Card

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code (3 or 4 digit number on back of card – must be included to process)

\_\_\_\_\_  
Billing Zip Code for Credit Card

**Payment MUST accompany the Registration Form and should be received by Monday, May 2, 2011.**

Name of person filling out the Registration Form: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email (Required) \_\_\_\_\_

Daytime Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Daytime Fax ( \_\_\_\_\_ ) \_\_\_\_\_

List below the names of the staff who will be attending. Please make copies of the registration form if you wish to register more than 5 staff.

1. Name: \_\_\_\_\_  Vegetarian Meal  Special Need

2. Name: \_\_\_\_\_  Vegetarian Meal  Special Need

3. Name: \_\_\_\_\_  Vegetarian Meal  Special Need

4. Name: \_\_\_\_\_  Vegetarian Meal  Special Need

5. Name: \_\_\_\_\_  Vegetarian Meal  Special Need

### Registration Fees

**Individual Rate:** \$115 \_\_\_\_\_

**Group Rate:** \_\_\_\_\_

\$90 per person x ( \_\_\_\_\_ ) # of people = \$ \_\_\_\_\_

**CE Contact Hour Fee:** \$10 per person \_\_\_\_\_

Please check the appropriate continuing education credit(s) you wish to receive:

- Nursing contact hours     Administrator
- Social Worker     Activity Director

**Total Amount Enclosed:** ..... \$ \_\_\_\_\_

### Cancellation and Refund Policy

Once a registration form has been processed by Optimal Life Designs' accounting department, refunds will NOT be issued. No refunds will be provided for no shows. Substitutions are welcome.

Optimal Life Designs in Dementia Care reserves the right to cancel or postpone any or all conference activities due to unforeseen circumstances. In the event the conference must be cancelled or postponed, registration fees will be refunded in full. Optimal Life Designs will not be liable for attendees' housing and/or transportation.

**Registration Confirmation.** There will be NO confirmation sent in the mail.

If you wish to confirm your registration, please e-mail [annerobinson2@sbcglobal.net](mailto:annerobinson2@sbcglobal.net)

No commercial support is declared by the program committee.

### QUESTIONS ABOUT REGISTRATION?

Please contact Anne Robinson at 810.231.2723 or e-mail [annerobinson2@sbcglobal.net](mailto:annerobinson2@sbcglobal.net)  
Brochure and registration form can be downloaded from [www.optimaldementiacare.com](http://www.optimaldementiacare.com)