RRR Committee Meeting
May 26, 2021 | 11:00 am EST
Conference Call: 888-585-9008 | Participant Code: 767 510 585

<table>
<thead>
<tr>
<th>OMBUDSMAN PROGRAM REPRESENTATIVES</th>
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<tr>
<td>Choice Edwards, Committee Chair</td>
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<td>Carol Wiedeman</td>
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<td>Marie Brand</td>
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<td>Mary Darling</td>
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<td>Shahzad Kashar</td>
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<td>Tim O’Keefe</td>
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<td>Valerie Nubi-Collins</td>
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Headquarters Updates

- **DOEA & LTCOP website updates**
  - **Highlights:**
    - New addresses:
      - elderaffairs.org
      - ombudsman.elderaffairs.org
        - The old LTCOP address (ombudsman.myflorida.com) will permanently redirect to the new website
    - Fresh, modern look
    - Improved functionality for ADA screen readers
    - Layout compatible with mobile devices

- **Awards presented in April & May:**
  - DOEA Service Awards
  - LTCOP Ombudsmen of the Year
    - Press releases forthcoming
  - President’s Volunteer Service Awards
    - Battery packs were also purchased for ombudsmen as a gift, which were distributed at April and May council meetings

- **New publications:**
  - 2021 Spring/Summer resident activity books
    - Theme: Residents’ Rights
    - Editions for both nursing homes and ALFs
    - Translated into both Spanish and Creole
    - Feedback form for residents
    - Next edition (July/August) will focus on Home & Community-Based Services
  - Quarterly newsletter
Mike Phillips has discussed a quarterly newsletter for resident council presidents, as well as for volunteer ombudsmen

- Volunteer newsletter to include success stories and upcoming events & initiatives
  - Updated Program brochures
  - Updated recruitment brochures
  - Resident Council handbooks
  - Residents’ rights posters

- Future advertising campaigns
  - Florida Association of Broadcasters ad campaign runs through end of June
  - Exploring possible targeted ad campaigns in South Florida
  - Jordan to meet with Cision representative to discuss additional statewide advertisement opportunities

Field Updates

- Open discussion
  - Potential volunteers with full-time jobs are being told that they cannot work full-time while volunteering – why is this happening? Jordan to check
    - Carol Wiedeman mentioned that she works full-time and has never had an issue with volunteering during her time with the Ombudsman Program
  - Marie Brand mentioned a webinar discussing the Oregon ombudsman program, which used advertisements in newspapers and movie theaters, and utility bills, as well as lawn signs, postcards, etc.
    - Jordan to review webinar recording and use these ideas moving forward
  - Carol Wiedeman suggested creating bumper stickers/auto magnets as an inexpensive advertising opportunity
    - Carol also suggested taking advantage of professional development opportunities at local colleges and universities
  - Tim O’Keefe suggested advertising on bulletin boards in libraries, universities, and places of worship

Review Action Items/Assignments

- Jordan to explore options for advertisement and outreach campaigns going into the summer and fall
- Jordan to email ROMs about potential issue with prospective volunteers being turned away due to full-time employment status