



FLORIDA OMBUDSMAN PROGRAM

ADVOCATING FOR QUALITY LONG-TERM CARE

Michael Phillips
State Ombudsman

RRR Committee Meeting

May 26, 2021 | 11:00 am EST

Conference Call: 888-585-9008 | Participant Code: 767 510 585

OMBUDSMAN PROGRAM REPRESENTATIVES			
Choice Edwards, <i>Committee Chair</i>	Present <input checked="" type="checkbox"/>	Jordan Cress Morrison, <i>Staff Liaison</i>	Present <input checked="" type="checkbox"/>
Carol Wiedeman	Present <input checked="" type="checkbox"/>	Betsy McAllister	Present <input type="checkbox"/>
Marie Brand	Present <input checked="" type="checkbox"/>	Charles Bellows	Present <input type="checkbox"/>
Mary Darling	Present <input checked="" type="checkbox"/>	Merel "York" Shuler	Present <input type="checkbox"/>
Shahzad Kashar	Present <input type="checkbox"/>	Michael Phillips	Present <input type="checkbox"/>
Tim O'Keefe	Present <input checked="" type="checkbox"/>		
Valerie Nubi-Collins	Present <input checked="" type="checkbox"/>		

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



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- **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