

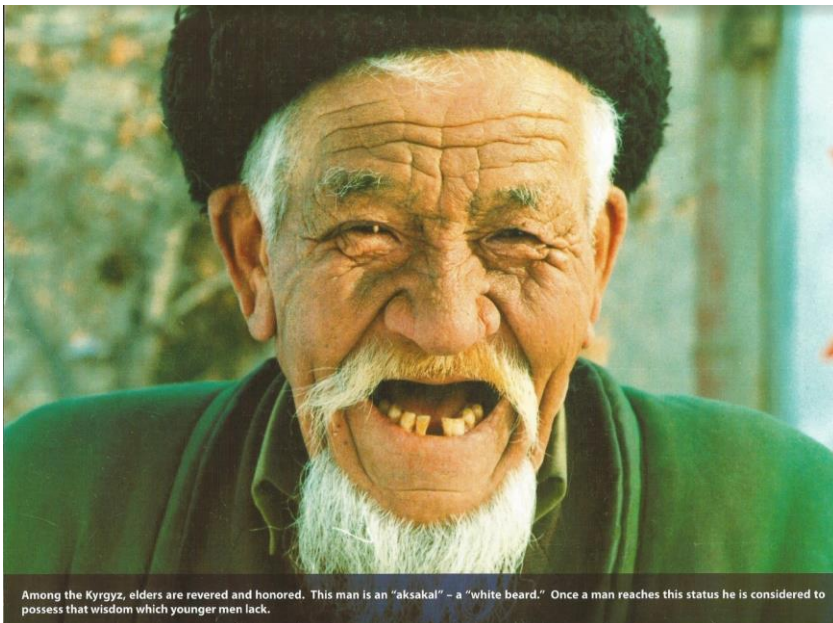
# Ageism Aware

Carmen Bowman, Regulator turned Educator  
*Blending Innovation & Regulation*

**EDU-CATERING**  
Catering Education for  
Compliance and Culture Change in LTC  
303-981-7228 [www.edu-catering.com](http://www.edu-catering.com)  
[carmen@edu-catering.com](mailto:carmen@edu-catering.com)



1



Among the Kyrgyz, elders are revered and honored. This man is an "aksakal" - a "white beard." Once a man reaches this status he is considered to possess that wisdom which younger men lack.

2

## Aging: Good or bad?

Popular to look older in some cultures



ANTI Aging in our culture – what does it mean?



What is the message?

3

## Ageism in Aging Services?

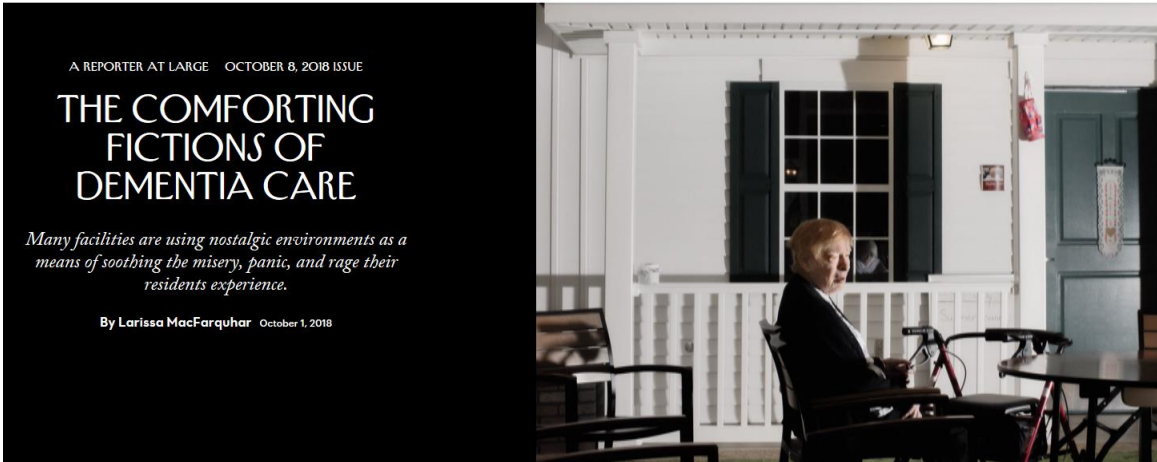
What is the connotation/association?

- Nursing home
- Elderly
- The design of an institution: long hallways, big dining rooms, shared rooms, shared toilet
- “The almighty schedule”
- “Programs” ad nauseum
- The activity calendar
- Departments/department heads
- “Memory Care”
- Dress like a 100-year-old

What are the examples of:

- **Stereotype** - an over-generalized belief about a particular category of people
- **Prejudice** - preconceived opinion that is not based on reason or actual experience.
- **Segregation** - the separation or isolation of a race, class, or ethnic group by enforced or voluntary residence in a restricted area. (Webster)

4



<https://www.newyorker.com/magazine/2018/10/08/the-comforting-fictions-of-dementia-care>

5

“Reminiscence Therapy: triggering positive memories from the past”; can we guarantee?

Storefronts Stage sets

“Alternative reality”



“We believe we can keep her engaged with us longer in this type of environment.”

“Too much preoccupation with preserving the past may actually delay her ability to acclimate and make sense of the new environment.” Al Power, *Dementia Beyond Disease*.

I used to get so excited...

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Look at the word “**therapy**,” for instance. Why does everything have to be therapy once you live in a nursing home? If I liked to paint before I moved into the nursing home and I paint now that I’m there, why is my hobby now “art therapy?” I mean no insult to the wonderful folks who call themselves therapists and their work, their special training, or their skills. In fact, I’m a massage therapist myself. But in this context, “therapy” is another of those separating words.

Karen Schoeneman, *MayDay* article

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Putting the label “therapy” on normal activity has become a tradition in nursing homes and other health care settings in order to establish the “professionalism” of those who do it. This is a case of “**scientism**” (Postman, 1993), a language trend toward elevating status of an action by appropriating medical terminology. People do things that are “**therapeutic**” all the time without therapists around because we feel better when we do them. When you go for a walk, for example, is that physical therapy or just exercise? Doing something you enjoy should not take on a stigma of having something wrong with you and that’s why you do it.

Dr. Judah Ronch, Psychologist

The Power of Language to Create Culture

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Anne Basting shared a video.

September 7 at 8:35 PM · 🌐

Many people ask me what I think about the dementia village concept. I hear their enthusiasm and don't want to dampen it. The most important thing about these is that they accept and support people with dementia for who they are, and that the govt PAYS for this. We need all that. But...what haunts me is that people with dementia ALREADY live in villages. Can we simply make our communities supportive without creating another pretend community for them? Without separating them out from "real" communities?

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You are living with dementia and see in your home...



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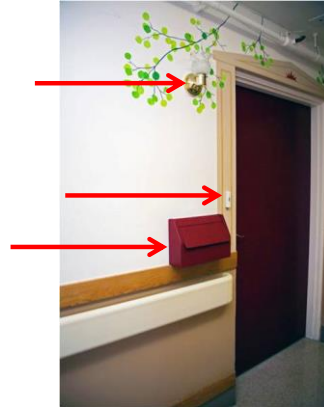
## “RAMPANT NORMALCY”

### Fake post office “stations”



Couldn't find "fake post office" in Adobe Stock, why?

### Real mailbox, porchlight, doorbell



Rowan Community  
Denver, CO

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## Does taking independence away = ageism?



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## Promoting real life and independence



Teresian House, Albany, NY

13

## Ageism?



Green House in Tupelo, MS

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**What is the message?**

15

**What is the message?**

Medical Uniforms required



Medical Uniforms not required



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## Why don't residents get outside?

So many benefits:

- Vitamin D, sunshine, fresh air – for all of us
- Going out can **be the event** – even in the cold
- More group activities, meals, meetings
- Encourage families to go outside with resident
- Take a walk with a resident
- Walking clubs
- More *everything* outside
- Moveable furniture
- America's favorite hobbies:
  - Gardening is #1
  - Birding is #2

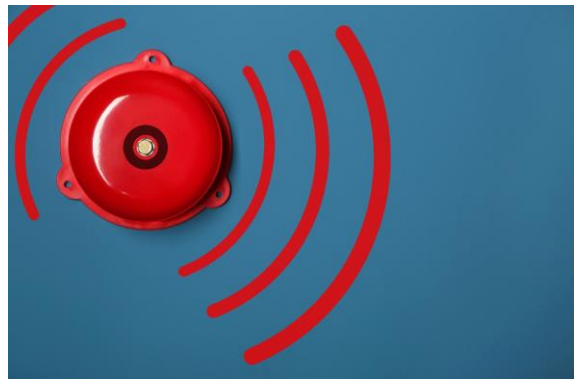
Some residents are now resorting to smoking in order *to be permitted* to go outside...



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## Would all the noise be okay in your home?

- Noisy bed and chair alarms  
"It would be like your fire alarm going off in your house all the time," Joan Wood, resident
- Wanderguards
- Call bells
- Squeaky carts
- Overhead paging



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Courtesy Colorado Lutheran Home  
Arvada, CO

## Why is fake okay?

Decaf coffee, Near beer, mocktails, silk plants, robotic animals, dolls


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“Well, it's better than a stick in the eye.”

If something is better than a stick in the eye,  
it isn't very good, but it is better than nothing.



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When speaking in nursing homes Dr. Richard Taylor [who taught others what life was like living with dementia] likes to take time to visit some of the people who live there. One day he entered a dementia-specific living area and saw two women who would be described as having a moderate degree of cognitive disability.

The women were busy with a pile of children's clothes that lay on the table in front of them; they were folding the clothes and placing them into a laundry basket. Taylor introduced himself and engaged them with pleasant conversation.

After a few minutes, he asked the women of the clothes belonged to children of staff members or if there was a childcare center in the building. One woman responded. "no, there are no children here."

Pressing on, Taylor ventured, "Perhaps these are donations for the poor?" The woman looked at her companion and said, "Should we tell him?" Her friend nodded.

The woman turned back and said, "There are no children here. They bring us these clothes in a big pile, and we fold them and put them in the basket. Then they take them away somewhere, mess them up and bring them back, and we fold them again."

Taylor must have had a look of shock on his face; the other woman looked at him and hastened to add. "Yes, but it's better than a sick in the eye." **He uses this story to implore nursing homes to give people something to do that is not simply "better than a sick in the eye."** Al Power, Dementia Beyond Disease

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**"When people are starving, they will accept anything."**

-Kyrié Carpenter, Gerontologist

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“When we know that people are starving, and that they will accept anything, we need to be really mindful of what we are offering them.”

Sonya Barsness, Revisionist Gerontologist *Conversations with Carmen* Feb. 2019

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## Why are these okay?

Fake robotic cat



Has anyone ever conducted an infection control study?

Real kittens being fostered by real residents



Catalina Springs Memory Care  
Tucson, AZ Twitter@

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## We need more doggy doors and dog parks!

Many Healthcare and Rehab,  
Many, LA  
Animal House Club  
- Rescues dogs  
- Dog Park in courtyard



Courtesy Christopher House, Wheat Ridge, CO

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While the robotic pet category has its champions, it also has its challengers.

**“We believe live animals — be it dogs, cats, rabbits, chickens, turtles, guinea pigs — all offer an important part of ‘life’ that represents nurturing and normalcy and that does not go away even if you have memory problems,”** says Kathy Greene, senior vice president of program services integration at [Silverado Senior Living](#).

Silverado, dedicated to dementia care in its own assisted living communities and in individuals’ homes, has infused pet therapy into its services since the company was founded. Today, with more than 600 pets residing in Silverado’s 20 residential communities in seven states, the company is a strong advocate for pets as part of life — no matter our age or situation.

Greene explains that while robotic pets can offer a **novelty** in the beginning, over time, the spontaneity goes away. That’s because the **owner has to engage the robot** to respond **versus a live animal who can innately and intuitively read a person’s emotions and give him or her a lick on the hand or set its head on a lap.**

“A behavioral repertoire requires varied stimulation, or it loses its benefit. It is the same with children who become bored of the same toy or adults with FitBits which, studies have shown, **the average consumer uses for about a month and then the novelty wears off,**” says Elizabeth Zelinski, director of the [Center for Digital Aging at the University of Southern California](#).

NextAvenue Dec. 7, 2016 <https://www.nextavenue.org/robotic-pets-good-real-pets/>

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### Research Shows Differences

These insights are backed by a comprehensive study published this summer by [Danish researchers](#) who compared a real dog to a Paro robotic pet and a toy animal. The researchers' results show that in the first six weeks, participants responded and communicated most with the real dog and the robotic Paro, **but over time, the probability and duration of talking to and about the animals remained constant only with the live dog.** Hal Herzog, a professor emeritus of psychology at Western Carolina University, wrote in [Psychology Today](#) that many studies on animal-assisted interventions in nursing homes are methodologically weak and have produced inconsistent results. But he feels the Danish study was important in demonstrating the **benefits of a real pet versus a robotic or toy pet.**

Silverado has numerous anecdotal stories of its residents benefiting from the animals in its communities. A woman in its Texas community often attempted to rise and leave her wheelchair, putting her at risk for falls. After a cat was introduced to her, **she sat quietly for hours stroking and brushing the animal in her lap.** A Silverado resident in its Chicagoland community had **high anxiety after every meal until she started having post-meal conversations with Michelangelo the turtle.** (The residency manager had recently installed his own turtle tank near the dining room.) The staff has reported that when the woman starts to talk to the turtle, it **swims over to her and seems to wave at her in recognition.**

NextAvenue Dec. 7, 2019 <https://www.nextavenue.org/robotic-pets-good-real-pets/>

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- We belong together, not in ghettos of old age or single age culture.

\*We need more babies.  
Where can you find some?

**What is lacking is real life.  
Real life is not found in programs.  
Real life is in the give  
and take of everyday life.**

Carter Catlett Williams



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“The children brought my happiness back. My depression is gone. I stopped my medication today.” Mia

Ellie Bowman at age 12, camp participant and youth consultant



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Fake baby doll



Real baby



30

## Moving Toward Real Life

- Think about what you initiate, promote – real or fake?  
Beware – robotic animal company commission
- What is worth your time and effort?
- Rampant Normalcy (Rose Marie Fagan)
- “We just have fun with them with the residents, we don’t pretend they are real.” AL Admin.
- Validation, Naomi Feil - the great psychologists found people have different levels of awareness and KNOW when we are LYING or telling the TRUTH, risk losing rapport and trust



A real cat lives at Murdoch’s Ranch & Home Supply



Naomi Feil, Founder [www.vfvalidation.org](http://www.vfvalidation.org)

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We told the  
TRUTH  
and the truth...



hurt

What is the  
opposite of the  
truth?

LYING

This is where  
lying came into  
it

the “therapeutic lie”

“therapeutic lying”

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## What else is taught to caregivers?

- Redirection/diversion

“Would you like a cookie?”



- What is the message to the person?  
What is the experience of the person?

33

- China – Students  
go to the nursing  
home to learn  
how to become  
wise



**Why don't we go to get wisdom?**

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## Why don't we ask for wisdom?



"We go to "get wisdom" like King Solomon teaches, asking the elders' advice." Ellie Bowman

"**Get wisdom**, get understanding do not forget my words or swerve from them." Proverbs 4:5

Harry, former sherriff: "Don't get in a car with stranger and don't walk across the street by yourself."

\*Wisdom Book

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## Meaning and Purpose

Recommend "too many community service projects to count"

Community service project ideas:

- 
- 
- 
- 
- 
- 
- 



"They want to be able to engage in meaningful activities that make a difference." (Kane, 2001)

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## Why are bibs okay?

F550 Resident rights; respect/dignity  
*Promoting dignity in dining by eliminating such practices as:*

- ***bibs (also known as clothing protectors) and instead offering cloth napkins,***
- Bibs have been mentioned in CMS interpretive guidelines as undignified practice **since 1987.**
- Are bibs normal?
- Residents:  
“Bibs are for babies.”



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## “No bibs here”



Julia Temple Care Center  
Denver, CO



Colorow Care Center  
Olathe, CO

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## Why is waking up others okay? Ageist?

✧ How many of us would rather be sleeping?



### Glorious Sleep

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## Why is it okay to tell people what time they will eat?



40

## Why is a thin, flimsy curtain okay?



Wheat Ridge Manor Wheat Ridge, CO



Colorow Olathe, CO  
Photo courtesy of Mary Pfalzgraff

41

## Why are these okay?

Busy board  
Busy apron  
Activity apron



42

## Why this?



## Why not this?



43

## Real Life, not “activities programming”



Photos courtesy of The Chateau Assisted Living Englewood, CO

44



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## Creative/Normal/Real Life/ The Shock Factor



Ft. Collins Care Center  
Ft. Collins, CO

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## Real Life



Campfire at Colorow Care Center in Olathe, CO



Photo from Conversations with Carmen  
Rampant Normalcy with Glen Blacklock, archived

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**Independent**

**LIVING**

**ASSISTED**

**LIVING**

**?**

**LONG TERM CARE**

Where did the *living* go?

49

**Person-centered... care**

**Person-directed... care**

**Resident-directed... care**

**Life and Living**

**Resident-directed Life/Living**

**Self-directed Living**

50

**"It would be nice if when a person moves into a nursing home, they ask him or her 'How do you want to live?' ... not just all that medical stuff."**

Sonya Barsness  
Sonya Barsness Consulting  
[sonya@sbcgerontology.com](mailto:sonya@sbcgerontology.com)  
[www.beingheard.blog](http://www.beingheard.blog)

-Person living in a nursing home

\*What does LIFE look like from the resident's perspective?

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Sonya Barsness  
 Sonya Barsness Consulting  
[sonya@sbcgerontology.com](mailto:sonya@sbcgerontology.com)  
[www.beingheard.blog](http://www.beingheard.blog)

\*What if we focused on life and living?

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#### Ageist/institutional culture

- People, adults are woken up by other adults
- Institutional schedule
- So many are woken up by each shift, like a quota in a factory
- Set mealtimes no matter if you are hungry or it matches your pattern
- No food for you outside of set mealtime
- Care plan according to MDS

#### Person-centered/normal life

- People/adults served are honored for their own circadian rhythm and daily sleep needs
- Flexible scheduling, natural awakening
- Open dining times
- Care partners have time to give great care
- Care plan according to PERSON

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## Even older people concede to ageism

- “That’s just their schedule. I can’t change it.”  
(As if: All old people must like to eat breakfast at 9:00.  
AFTER ONLY ONE DAY!) Penny Cook’s mom Violet
- “Well, I had to concede yet another preference.”  
Carmen’s friend Vera Mae

55

## Does fake fit in real life?

- We are caught up in the care.
- Is the goal care?
- Is the goal living?
- Living is real.
- Is it person-centered to offer fake things?
- “Mock tails mock the adulthood of adults. “  
Doesn’t it all?
- Is the belief, something is better than nothing?
- Would we give a 40-year-old a baby doll, if they had dementia?
- Why? Tasks, efficiency, fake nursing, lazy?, easy?
- If we want real living in real community would fake fit?
  - Sonya Barsness, Revisionist Gerontologist  
*Conversations with Carmen* Feb. 2019
- “No sparkle with fake. People sparkle with real.” The dog woke him up again, the dog loves him unconditionally.” (Elizabeth Dowden, DON, Many Healthcare Many LA, *Conversations with Carmen* Mar. 2019)
- NY no 4-legged animals so got the 3-legged ones and changed the statute
- Real animals being suggested to help with trauma, reason for living

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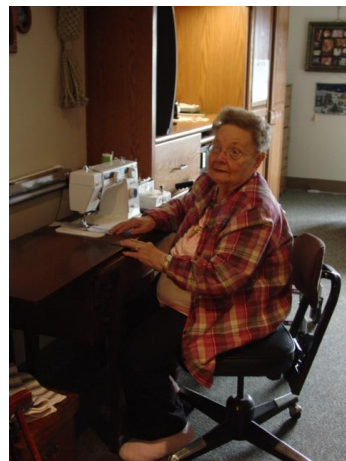
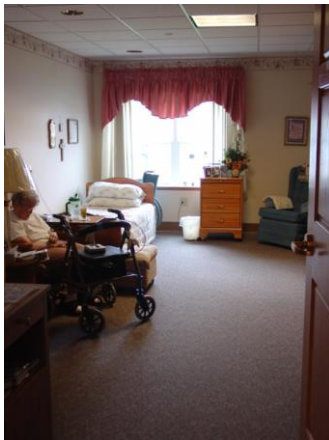
## Moving away from institutional life and toward real life

**Perham Living**  
(Formerly Perham  
Memorial Home)  
Household Model



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## Private Rooms, My Space, Space for my Things



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Staff work area

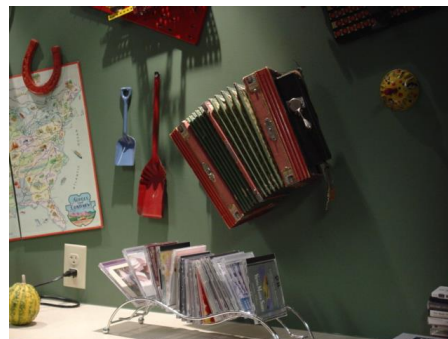


Meds in rooms/no med carts

59

Themed décor

Community involvement



60



61



62



63



64





65



Mail boxes



Now you see the lift, now you don't

66



Lovely décor, no institutional icons, no “reality orientation” boards



67



Which do we have in our homes, bulletin boards or photo frames?



Whatever you do, make sure there's a front porch.

68



69



Competing with your community's best



70

## Why is degrading, institutional language okay?

Pejorative, paternalistic, disrespectful – why?

71

## Language Creates Culture

- Community or home (instead of facility)
- Individual/person, people (instead of patient, even resident, elder?)
- Home, real home (instead of homelike)
- Meaningful engagement (instead of activities)
- Approaches (instead of interventions)
- Communications (instead of behaviors)
- Choice (instead of non-compliant)
- Decline (instead of refused)
- Worked with residents/passed meds (instead of worked the floor)
- Direct care workers/CNAs (instead of frontline staff)



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## Language Creates Culture

- People/bedrooms (instead of beds)
  - Person First language and describe (instead of “the diabetic”)
  - Moved in/out (instead of admitted, placed or put or discharged)
  - Is here for a stay, is a guest, went home (instead of admitted or discharged)
  - Left the building (instead of elope or escape)
  - Died (instead of expired)
  - Field, profession (instead of industry)
  - Dining or culinary services (instead of dietary)
  - Move, walk or wheel (instead of ambulate)
  - Use the bathroom (instead of toileting)
- **Because nursing homes have little traffic from the outside world, we’re exposed to disproportionate support for our own ideas of what is normal and acceptable.**

The Power of Language to Create Culture. C Bowman, J Ronch, G Madjaroff

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## Tag 550 Resident Rights, respect and dignity:

- *Staff should address residents with the name or pronoun of the resident’s choice, avoiding the use of labels for residents such as “feeders” or “walkers.” Residents should not be excluded from conversations during activities or when care is being provided...*

[feeder: Definition from Answers.com](#)

**feeder** n. One that supplies food: a bird **feeder** on a window ledge. ...

**feeder** n. young sows and calves

“I’m what you call a feeder around here.”

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## Why?

Could it be because we do not value, revere, honor older age? Which equals ageism.  
Does institutionalization = ageism?  
Ageism: prejudice or discrimination on the basis of a person's age.  
All the more reason to fight against both!

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**Personal Ageism, what is 1 thing you need to change?**

**Ageism in your work, what is 1 thing you need to change?**

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## BE A LEADER FOR QUALITY OF LIFE

### Vacation

Signature HealthCARE  
Join the Revolution Culture Change Blog  
[blogs.itrevolution.com/quality-of-life/](http://blogs.itrevolution.com/quality-of-life/)

<https://www.youtube.com/watch?v=28LF7ziSEDI> (4 min.)

Your next steps...

BE A PART OF THE SHIFT



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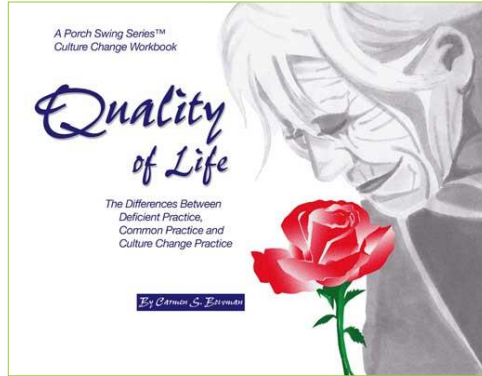
## Regulatory Support for Culture Change



Available from Action Pact at [www.actionpact.com](http://www.actionpact.com)

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# Quality of Life: The Differences between Deficient, Common and Culture Change Practice



Section at Dignity on Using Dignified Language  
[www.actionpact.com](http://www.actionpact.com).

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## Living Life to the Fullest: A Match Made in OBRA '87

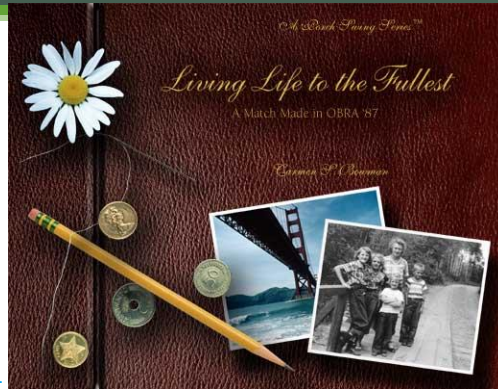
Getting to Know You assessment  
Psychosocial Needs  
Ethnic culture  
Highest practicable level of well-being  
Activity programming according to **interests, not "problems"**

### MEANINGFUL ACTIVITY ASSESSMENT

incorporates:

- CMS Interpretive Guidance,
- MDS 3.0 and
- culture change practices.

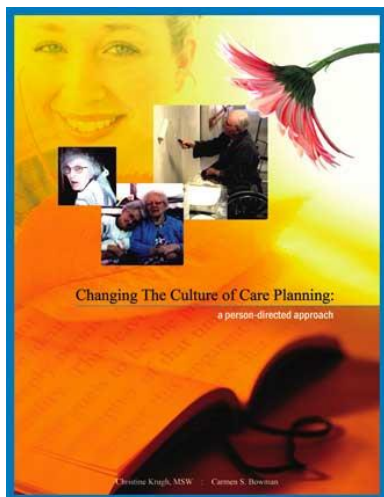
Sold as a **kit** by Action Pact at [actionpact.com](http://actionpact.com)



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## Changing the Culture of Care Planning: a person-directed approach



Covers:

- Regulatory Support
- Individual Care Planning
- I Care Plans
- Narrative Care Plans

Includes:

- Sample IN2L “Visual Care Plan”

Available from Action Pact  
[www.actionpact.com](http://www.actionpact.com)



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## SOFTEN the Assessment Process

- Workbook and training DVD
- [culturechangenow.com](http://culturechangenow.com)

S – Support Simple Pleasures

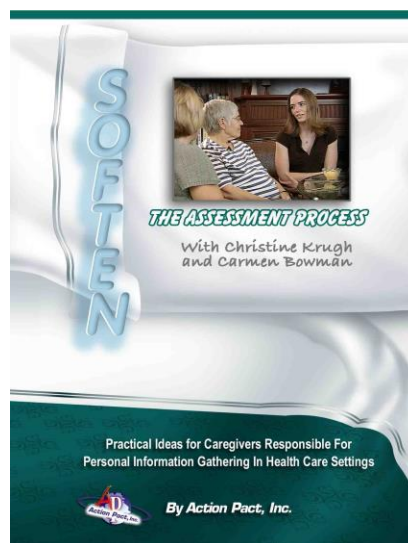
O – Offer Options

F – Foster Friendships

T – Tie-in to Tasks

E – Equalize Everyone

N – Normalize Now

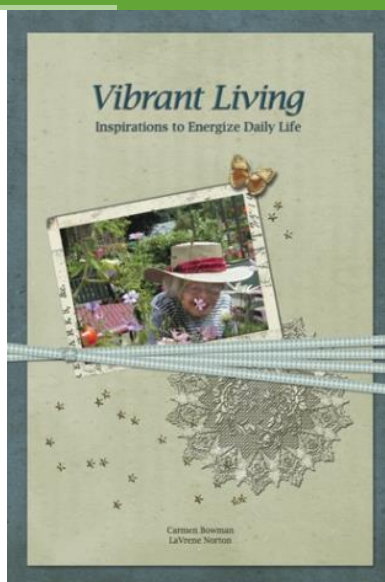


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## Vibrant Living

### Special Features:

- Written **to** Residents/ Householders
- Scrapbook style
- Coffee table book
- Learning Circle questions
- Audits for residents and families



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*Alarms: The New Deficient Practice?*

## Eliminating Alarms and Preventing Falls by Engaging with...

action pact  
Improving the Quality of Life



*Theresa Laufmann, RN and Carmen Bowman, MHS*

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- 1 jam-packed hour
- Every 3<sup>rd</sup> Friday
- Culture change training directly into your home and to your team
- **It is the team that makes change**
- All shows are archived

[http://actionpact.com/calendar/event\\_details/conversations\\_with\\_carmen\\_webinar](http://actionpact.com/calendar/event_details/conversations_with_carmen_webinar)

**Sept. 20, 2019**

The Validation® Method - Moving Beyond Therapeutic Lies and Redirection

Hostess: Carmen Bowman, Certified Validation Worker, Certified Validation Group Practitioner, Certified Validation Presenter

Archived shows on:

Fake Life or Real Life; Real Babies and Children; Real Animals - How to make it work

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[www.edu-catering.com](http://www.edu-catering.com)

Archived shows:

**People First Language**

Kathie Snow, author, advocate

**The Power of Language to Change Culture**

Judah Ronch, Phd, Retired Dean Erickson  
School of Aging, co-author



### The Power of Language to Create Culture

Carmen Bowman, MHS

Judah Ronch, PhD

Galina Madjaroff, MA

July 2012

The Hulda B. & Maurice L.  
**Rothschild**  
FOUNDATION

Supported by a grant from the Hulda B. & Maurice L. Rothschild Foundation

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## Contact Info

If I can be helpful please feel free to contact me

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(email me to get on my list)

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## Q and A

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“The precious moments of elders’ lives are in your hands.”

Ellie Bowman, age 14

**Real Life or Fake Life: Which will you promote?  
Ageism Aware: What will you do next to change it?**