



The National Gerontological Nursing Association seeks to influence the health of older adults by enhancing the professionalism of gerontological nurses.

**National Gerontological  
Nursing Association**

January 10, 2007

Dear Nursing Home Professional:

On September 29 a new nationwide campaign, *Advancing Excellence in America's Nursing Homes*, was launched at a Quality Summit of stakeholders held at the National Academy of Sciences in Washington, DC. It is very exciting to see long-term care providers, healthcare practitioners and professionals, caregivers, medical and quality improvement experts, government agencies, political leaders, and consumers come together to recognize the challenges of providing quality care to our nation's most vulnerable population. Those of us who have worked in long-term care for many years live these challenges every day.

The goal of this campaign is to provide support to this nation's 16,000 nursing homes as they work to improve the quality of care they provide to elderly and disabled residents. A growing body of evidence is demonstrating better ways to provide care to this population. The campaign will assist nursing homes in identifying and implementing strategies to manage disruptive residents without restraints, prevent and manage pressure sores, improve nutritional intake, identify and manage pain, and improve and maintain function. Having a competent, stable workforce is requisite to being able to implement strategies to improve the quality of care; therefore, the campaign is also working to help nursing homes identify ways to recruit, retain, and provide consistent staffing.

I urge you to sign up, join forces, and take an active part in this campaign! As our nation continues to age, with dramatic increases in our population of older adults anticipated over the next 30 years, assuring the care provided by nursing homes is high quality care is critical. There's no question this grey tsunami is coming. Getting involved in the *Advancing Excellence in America's Nursing Homes* campaign is an investment in the future.

Sincerely yours,

Robin E. Rensburg, PhD, APRN, BC, FNGNA, FAAN  
NGNA President