



A campaign to improve quality of life for residents and staff  
<http://www.nhqualitycampaign.org>

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## Why nursing home staff should get involved in Advancing Excellence in America's Nursing Homes (A National Campaign to Improve Quality of Life for Residents and Staff)

**Advancing Excellence is the first quality initiative that recognizes that having nursing home employees as members has the potential to more positively impact the quality improvement efforts of nursing homes.**

### What is Advancing Excellence in America's Nursing Homes?

This is a national campaign to improve the quality of life and care in nursing homes across the country. The *Advancing Excellence in America's Nursing Homes* campaign is the first national effort to measure quality by setting measurable "clinical quality goals" and "organizational improvement goals." The campaign is directed by over 25 national organizations including those who represent providers, consumers (residents and families), employees, and regulatory agencies. The Campaign also encourages each state to organize a coalition LANE (Local Area Network of Excellence) to lead Campaign activities in their state.

Every nursing facility may participate by voluntarily agreeing to focus on 3 or more goals. Nursing homes that participate will receive free access to assistance and information from quality experts to help them meet their targeted goals. Individual staff and consumers are also invited to become members.

### What are the goals of the campaign?

There are eight goals nursing homes can select. These goals were chosen because improvements in these areas will be able to improve resident care and quality of life.

1. **Staff Turnover:** Nursing homes will take steps to minimize staff turnover in order to maintain a stable workforce to care for residents.
2. **Consistent Assignment:** Being regularly cared for by the same caregiver is essential to quality of care and quality of life. To maximize quality, as well as resident and staff relationships, the majority of Nursing Homes will employ "consistent assignment" of CNAs.
3. **Restraints:** Nursing home residents are independent to the best of their ability and rarely experience daily physical restraints.
4. **Pressure Ulcers:** Nursing home residents receive appropriate care to prevent and appropriately treat pressure ulcers when they develop.
5. **Pain:** Nursing home residents will receive appropriate care to prevent and minimize episodes of moderate or severe pain. Objectives for long stay and short stay are slightly different.
6. **Advance Care Planning:** Following admission and prior to completing or updating the plan of care, all NH residents will have the opportunity to discuss their goals for care including their preferences for advance care planning with an appropriate member of the healthcare team. Those preferences should be recorded in their medical record and used in the development of their plan of care.
7. **Resident/Family Satisfaction:** Almost all Nursing Homes will assess resident and family experience of care and incorporate this information into their quality improvement activities.
8. **Staff Satisfaction:** Almost all nursing homes will assess staff satisfaction with their work environment at least annually and upon separation and incorporate this information into their quality improvement activities.

## Why should nursing home staff be involved?

Nursing home staff from all departments are critical to the quality of care and quality of life of those who live in nursing homes. Frontline staff interact with the residents daily and provide 90% of all care and services.

At some facilities the nursing home administrator, corporate office or board of directors will make the decision to participate or select the facility's goals. At other facilities staff members may be involved in the nursing home's decision to participate and the selection of goals on which to work. In either case, the involvement and support of *all* members of the nursing home staff will be critical as facilities work to improve resident care and quality of life and quality of staff. Your ideas and suggestions about how to achieve your nursing home's goals are very important to the nursing home's quality improvement efforts.

## What can you do?

- Find out if your nursing home is participating in the Campaign by talking with your administrator or director of nursing, or by checking the list on the Campaign website.
- If your nursing home is participating, find out what goals it has chosen, and become involved in the process that your facility is taking to meet the targets it set.
- If the nursing home you work for has not joined the Campaign, talk with the administrator and director of nursing about why you think it is important to join and be a part of the Campaign. Suggest goals that you think are most important for improving the quality of care of your residents.
- Talk with those you work with about this Campaign, its goals and why it is important to participate.
- Share the consumer information available on the Campaign website with the resident and family councils.
- Talk about the Campaign at meetings of your professional associations and organizations.
- Read the specific Nursing Home Staff Fact Sheets for each of the eight goals located on the Campaign website.
- Read the *Top 10 Ideas to Involve All Staff in the Campaign* located on the Campaign website.
- Become familiar with the other resources and tools available on the Campaign website that may help in learning more about what you and your facility can do to improve the quality of resident care and nursing home staff.
- Contact your state LANE (Local Area Network for Excellence) and become involved in its' statewide activities. Find your state LANE on the listing on the Campaign website.
- Visit the Advancing Excellence in America's Nursing Homes website, <http://www.nhqualitycampaign.org>, regularly for updated information and resources.