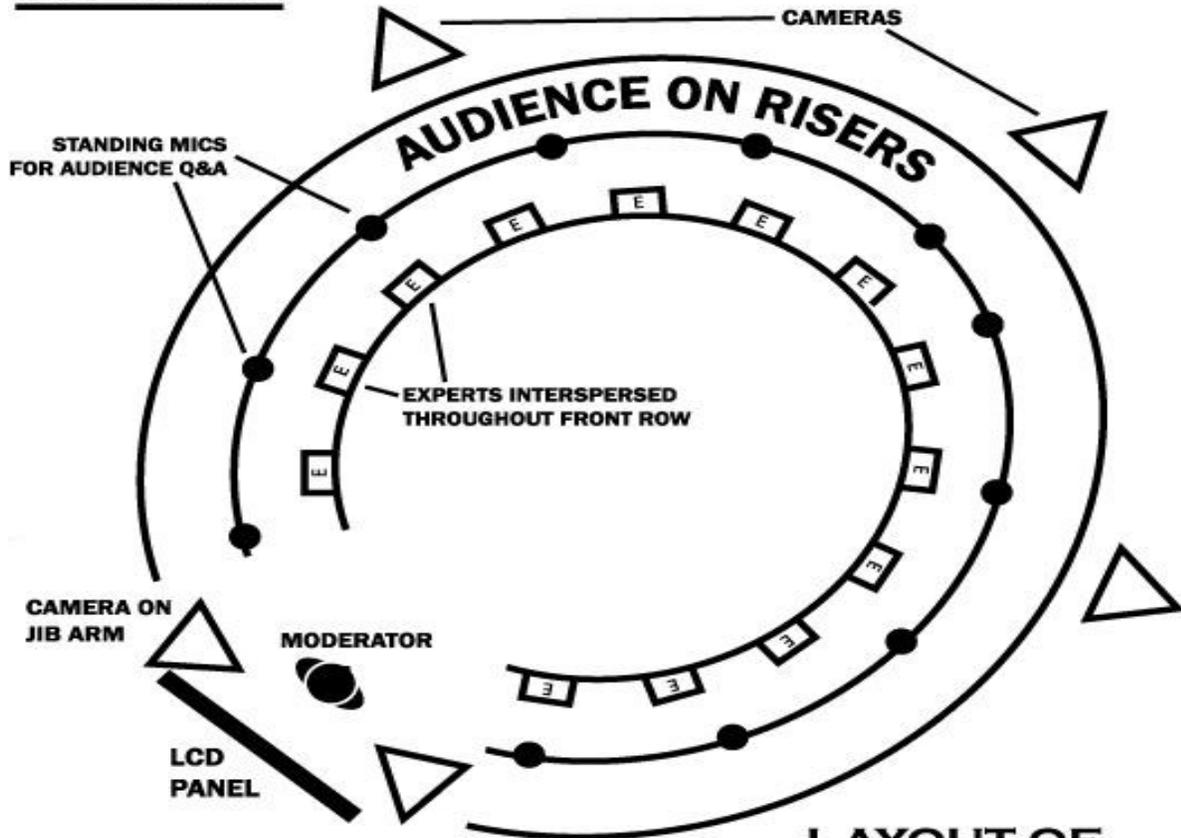
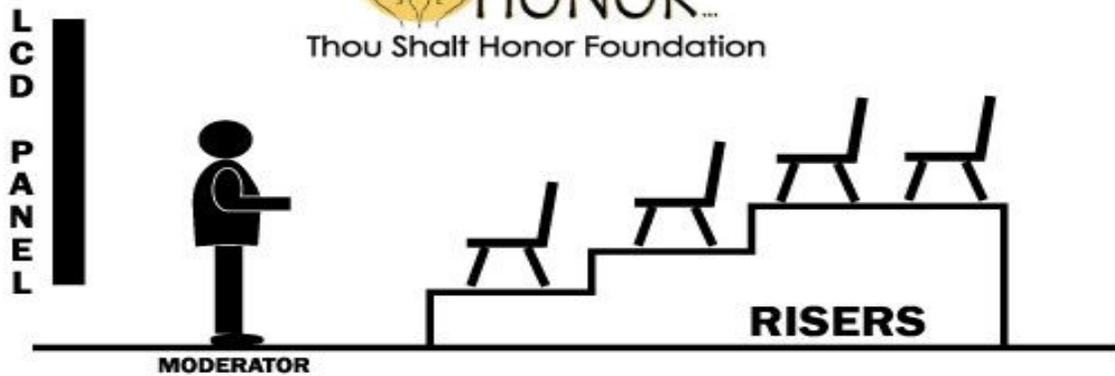


**TOP VIEW:**



**SIDE VIEW:**



Thou Shalt Honor Foundation

**LAYOUT OF TOWN HALL MEETING VENUE**

**TOWN HALL MEETING PRESS REPORT**

## [The Challenge of Caregiving in the 21<sup>st</sup> Century](#)

Our nation now has more parents to care for than children, and the aging baby boom generation will soon present unprecedented challenges to our current healthcare system. How will we get ready for longevity in the 21<sup>st</sup> century? Across America, family caregivers and their communities are coming together in local Town Hall Meetings to expose inequities, share solutions, and change the way they care for their parents, spouses and friends.

The genesis of the *Caregiving Town Hall Meeting* was “...And Thou Shalt Honor,” the 2-hour PBS special, created and produced by Harry Wiland and Dale Bell. Both had life-transforming experiences caring for their parents. That first national PBS broadcast in October 2002 has led to a series of nine community-based *Caregiving Town Hall Meetings* broadcast by PBS stations into 14 states over the past two years. A national dialogue on chronic long-term healthcare has begun.

### [A Short History of the “...’And Thou Shalt Honor’ Caregiving Town Hall Meetings”](#)

Each gathering began with a historical root that defined why the meeting was being held in that community. The first THM was held in Kansas City, Missouri, home state of Harry Truman, the first president to call for a national healthcare policy in 1949. Denver—the city with the highest percentage of baby boomers—was next, followed by California, which created the first statewide network of caregiver resource centers.

These firsts spawned a national movement. Milwaukee conducted a statewide march to their capital to demand elder care reform. Five thousand people showed up to tell Wisconsin’s government that older people were important in this state. Cleveland focused on superb medical care, cutting edge research and the latest high tech medical treatments and procedures. Arizona, the state with the second highest percentage of elders, basked in the sunshine of their growing senior communities. Seattle, the area of future technologies, attracted 13 governors to their Town Hall Meeting. Many of the governors spoke passionately about their own parents as they sat among caregivers. Boston, the birthplace of the nation’s founding fathers, brought new meaning to the challenges of the 21<sup>st</sup> century. Most recently, the pioneering university community of Kearney, Nebraska, wanted to discuss the rural aspects of caregiving and how they differ from urban problems.

A different moderator is used for each program, each affected by a caregiving experience. The audience consists of a diverse mix of caregivers, other support people, national experts and government representatives. To stimulate discussion, each audience is presented with 15 issues in the form of video questions. The primary aim is to give the television audience access

to the many services and solutions they might not otherwise know about in their area.

This Press Report offers a look at several THM productions, their pre- and after-broadcast outreach efforts, and the positive impact that local communities experienced as a result of ***Caregiving Town Hall Meetings.***

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● KANSAS ●



October 13, 2003

Dale Bell & Harry Wiland,  
Wiland-Bell Productions  
2125 Arizona Avenue, 2nd Floor  
Santa Monica, CA 90404-1337

Dear Harry and Dale:

I promised I would get back to you to report on the response KCPT received for broadcasting the nation's first **"...And Thou Shalt Honor Caregiving Town Hall Meeting."** I apologize for the delay in getting back to you, but in truth, three weeks after televising the show, we're still getting calls.

Let me share a few of the comments we've received:

*"How timely. I'm going through this right now with my mother. She has Alzheimer's and it's so hard and I feel I have no help. I loved the comment from one of your speakers about the demands made by out-of-town siblings who have expectations of care but don't invest any of their time in helping. My brother is in California and he tells me what I should be doing for mom, but he's never here. It's lonely and hard. Thanks for making me feel that I'm not going through this alone"*

**Kelly Ludwig, 42, Kansas City, MO**

*"The program was terrific. You need to put it on once a year. I want to plan my own care. I don't want to have somebody else do it."*

**Ann Lewis, Liberty, MO**

*" When are you going to repeat the program? It was an excellent show and I have some church friends I'd like to show it to".*

**Pat O'Rourke, Prairie Village, KS**

As of now, KCPT has received 436 separate e-mails and phone calls about the program. Many of them were calling for a local *Caregiver Resource Guide* our community partners compiled to coincide with the program. We have had 72 requests for tapes. While the numbers may not mean much to you in isolation, let me put them into context. Prior to this program, the show that prompted the largest viewer response at KCPT was **ON OUR OWN TERMS**, the 2000 program produced by Bill Moyers on death and dying in America. That show topped 800 calls. But that program was over four successive nights (*the town hall meeting was a one-night stand*) and came with a multi-million dollar national advertising budget (*we had meager promotion dollars to spend*).

As you know, KCPT initially agreed to run only an hour-long edited version of the three-hour town hall meeting. But when our top management saw the strength of the content and its high production values, they agreed to a 90-minute program. I think that was a wise choice. The fact that we received only one complaint from a viewer that evening (*he was upset that the British Antiques Roadshow was pre-empted*) suggests our audience thought it was a good choice too.

From a programming point of view, the other gratifying aspect of the **AND THOU SHALT HONOR: Town Hall Meeting** was that it obviously reached a demographic we don't always hit in public television. In public TV we say that our audience is under-5 and over 50. Well I have been taken aback by how many people in their 30's and early 40's who've called us to say this program really hit home to them. We think of this as an older person's issue but it's really touching a whole younger generation.

Dale and Harry, I appreciate your faith and willingness to bring this project to Kansas City. I hope you are as satisfied with the outcome as we are. If I can be of any further assistance, please don't hesitate to call.

Sincerely,

**Nick Haines**

Executive Producer

Public Affairs/News

## News Release



Media Contact:

Michael O'Brien  
Fleishman-Hillard  
816/512-2239

# Kansas City is First Site of National Town Hall Meetings on Caregiving

*Overwhelming support for "And Thou Shalt Honor" documentary  
leads to 20-city meeting tour*

KANSAS CITY, Mo. (Aug. 11, 2003) — The first in a series of high-profile Town Hall Meetings that will offer a revealing glimpse into the most important health care issue of the 21<sup>st</sup> century is taking place in Kansas City, Mo., Aug. 26.

*"And Thou Shalt Honor: A Town Hall Meeting on Caregiving"* will highlight the economic, emotional, spiritual, and political aspects of caregiving in America and explore the broad effects caregivers' daily acts of selfless heroism have on local communities. Panelists for the Kansas City meeting will include some of the region's most influential experts on aging, bioethics, health care policy, and caregiving and will be filmed by *KCPT*, Kansas City's *PBS* affiliate, in their studios.

*KCPT* will air a one-hour special on the town hall meeting at 8 p.m. (CDT) Sept. 25, recounting the most poignant topics covered in the meeting. *KCPT* also will host a phone bank of trained professionals that will offer one-on-one help and resources to viewers immediately following the broadcast.

The opening sequence of the special broadcast will be videotaped at the Harry Truman Presidential Library in nearby Independence, Mo., to recognize President Truman's legacy as the first president to call for a national health care policy for the United States.

Kansas City's town hall meeting is the launching point for 19 subsequent meetings to be held through next spring in major cities across the nation. The series of meetings will culminate next fall with the National Town Hall Meeting in Washington, D.C., where the issue will be brought before an audience of national policymakers.

The town hall meetings were organized in an effort to rally a movement of activism in support of caregivers across the nation and designed to enlighten and motivate the public, building awareness and keeping caregiving at the forefront of the national policy debate.

With an estimated 54 million Americans making daily sacrifices to honor their loved ones by caring for their physical and emotional needs, caregiving has replaced childcare as a leading health care issue, and it is perhaps the largest social and financial dilemma our nation will face in the coming years.

"The issues surrounding caregiving reach into all areas of life, transcending age, gender, race, and class to affect us and those we love," said Kansas City town hall meeting organizer Myra Christopher, executive director of the Midwest Bioethics Center.

"Currently, one in every four households has someone who functions as a caregiver, and that number is expected to increase dramatically as every eight seconds a member of the baby-boomer generation turns 50. The nation as a whole is aging, and it is imperative the issues surrounding caregiving be proactively addressed before this alarming trend becomes a national crisis."

Caregiving is one of the most difficult responsibilities a person can assume. Studies have shown chronic stress takes a toll on elderly caregivers, placing them at risk of disease. Depression also is a serious concern for caregivers — 61 percent of family caregivers who provide at least 21 hours of care a week suffer from depression.

Beyond the emotional and mental strain of watching someone you love suffer the effects of illness or old age, the stress and time commitment that comes with caring for that person often forces caregivers to reduce their work hours or quit their jobs altogether. A 2002 survey of Maryland caregivers revealed that a staggering 92 percent of caregivers take time off of work, reduce their hours, or quit their jobs because of their personal commitment to care for a loved one. A recent study conducted by Met Life calculated American businesses lose as much as \$29 billion each year due to employees' need to care for loved ones.

While the value of the services caregivers provide for "free" is estimated to be \$257 billion a year, the majority of caregivers do not qualify for government assistance. The much-needed funding is available only to those who choose to put their loved one into institutional care.

"How we treat our elderly and vulnerable citizens defines us as a society, but more importantly, the act of caregiving provides us the opportunity to honor those we love," said Dale Bell, the Oscar-winning co-producer of the *"And Thou Shalt Honor"* documentary, which aired on PBS stations nationally last fall. "I urge everyone in Kansas

City and across the nation to become engaged in the caregiving cause. Chances are good that every person either is a caregiver, a care-receiver, knows a caregiver, or will become one at some point in the future.”

The Kansas City town hall meeting is sponsored by the Kansas City Caregiving Partnership, a coalition of organizations and agencies convened by the Midwest Bioethics Center to improve and increase resources for families caring for frail, elderly people. Donors for the event include: The Sunflower Foundation – Topeka, Kan., The Greater Kansas City Community Foundation, Truman Hospital Foundation, Ten Ten Foundation, University Health Sciences, St. Joseph Medical Center, North Kansas City Hospital, Medicalodges Inc., Elder and Disability Law Group, Met Life, Fleishman-Hillard International Communications, and several individuals.

###

**SAMPLE OF FUNDERS FOR  
KANSAS CITY TOWN HALL MEETING**

| <b>Organization</b>   |   | <b>Amount</b> |
|---|---|---------------|
| Sunflower Foundation  | X | \$35,000.00   |
| Claude Thau - Mr. and Mrs. Isidor Wachstein and their son Julius and Thau Family Trust Fund | X | \$15,000.00   |
| Greater Kansas City Foundation  | X | \$5,000.00    |
| Medicalodges, Inc.  | X | \$5,000.00    |
| North Kansas City Hospital  | X | \$5,000.00    |
| University Health Sciences  |   | \$5,000.00    |
| St. Joseph Health Center Foundation   | X | \$5,000.00    |
| Fleishman Hillard   |   | \$5,000.00    |
| Joan and Bert Berkley   | X | \$2,500.00    |
| Elder and Disability Law Group  |   | \$2,500.00    |
| H&R Block Foundation  |   | \$2,500.00    |
| Ten Ten Foundation  | X | \$2,000.00    |
| Truman Medical Centers Charitable Foundation  | X | \$2,000.00    |
| JoAnn S. Field  | X | \$2,000.00    |
| Richard B. Cray   |   | \$2,000.00    |
| The Prime Health Foundation   |   | \$1,500.00    |
| Menorah Medical Center  |   | \$1,000.00    |
| Foundation on Aging   | X | \$1,000.00    |
| Creative Care Consultants   | X | \$1,000.00    |
| Diane Neubecker – Met Life  |   | \$1,000.00    |
| Kansas City Hospice   |   | \$1,000.00    |

## *And Thou Shalt Honor*

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### **Town Hall Meeting -- Kansas City**

Fleishman-Hillard Kansas City carried out the following public relations tactics to promote the Town Hall Meeting in Kansas City. We are proud to present these program results.

#### Media Relations

- Local coverage of the actual Town Hall Meeting taping.
- Local coverage encouraging viewership of the PBS special.
- National media coverage of the *And Thou Shalt Honor* movement

#### Community Outreach

Letters and fliers were mailed to medical professionals and community groups urging them to promote the program to their patients/members:

- Medical Professional letters: More than 700 in the KC area
- Community Organization letters: More than 100 in the KC area

#### Video Tapes:

Dubs of the 10-minute promo were made and mailed to about 60 of the partner organizations.

#### Caregivers Guide

FH designed, edited and printed the first-ever Caregivers Guide.

Contact Michael O'Brien, Fleishman-Hillard Kansas City, 816-512-2239.

## **MEDIA ADVISORY**

**For more information contact:** Becky Wiedeman, Fleishman-Hillard  
816/512-2366 [wiedemb@fleishman.com](mailto:wiedemb@fleishman.com)

### **KCPT to Air Locally Filmed Documentary Addressing Issue of Caregiving “And Thou Shalt Honor” National Initiative Kicked Off in Kansas City**

**WHAT:** KCPT will broadcast “And Thou Shalt Honor,” a PBS documentary on caregiving. This leading health care concern affects more than 54 million Americans who make daily sacrifices to honor their aging, disabled, or ill parents, spouses, or friends by caring for their physical and emotional needs.

The documentary was filmed Aug. 26, in Kansas City, at a Town Hall Meeting, where issues facing people involved in caregiving were discussed by a panel of local experts on caregiving and eldercare including elected officials, health care professionals, and local community members. At the end of the “And Thou Shalt Honor” documentary, a toll-free number will be given for people to call to obtain a guide of area resources for caregivers. Viewers also can log onto “And Thou Shalt Honor’s” Web site, [www.atsh.org](http://www.atsh.org), for additional caregiving resources.

The “And Thou Shalt Honor” initiative in Kansas City was the kickoff to a grassroots movement to raise awareness about what may be the most important social and health care issue of the twenty first century. A series of 20 town hall meetings will be held over the next year in major cities nationwide. The meetings, and subsequent airings of documentaries in each city, are aimed at providing resources and information to caregivers in each of the 20 communities. The “And Thou Shalt Honor” initiative will conclude next fall with a town hall meeting in Washington, D.C., where the issue will be brought before an audience of national policymakers.

**WHEN:** 7:30-9 p.m., Thursday, Sept. 25, on KCPT Channel 19

**WHY:** Currently, one in every four households has someone who functions as a caregiver, and that number is expected to increase dramatically as every eight seconds a member of the baby boomer generation turns 50. Here are just a few other staggering statistics from recent studies:

- Approximately 80 percent of home care services are provided by family caregivers.
- The value of services family caregivers provide for “free” is estimated to be \$257 billion a year, yet the majority of caregivers do not qualify for government assistance.

- Approximately 92 percent of caregivers take time off from work, reduce their hours, or quit their jobs to care for a loved one.
- It is estimated American businesses lose up to \$29 billion each year due to employees' need to care for loved ones.



## The Problem

Caregiving is one of the most critical social issues facing our country and affects an estimated 54 million Americans who make daily sacrifices to honor their aging, disabled or ill, parents, spouses, or friends, by caring for their physical and emotional needs. Currently, one in every four households has someone who functions as a caregiver, and that number is expected to increase dramatically as every eight seconds a member of the baby boomer generation turns 50. Here are just a few staggering statistics from recent studies:

- Approximately 80 percent of home care services are provided by family caregivers.
- The value of services family caregivers provide for “free” is estimated to be \$257 billion a year, yet the majority of caregivers do not qualify for government assistance.
- Approximately 92 percent of caregivers take time off work, reduce their hours, or quit their jobs to care for a loved one.
- It is estimated American businesses lose up to \$29 billion each year due to employees' need to care for loved ones.
- Approximately 61 percent of family caregivers, who provide at least 21 hours of care a week, suffer from depression.

## Solution

To raise awareness of this growing national concern, “And Thou Shalt Honor” was created. A national initiative to provide education and support for people affected by caregiving, “And Thou Shalt Honor” will be holding national town hall meetings across the country over the next year to address the issue of caregiving. The nationwide town hall meetings will be supported by televised airings of a PBS documentary, “And Thou Shalt Honor,” featuring stories and clips recounting the most poignant topics covered in the local town hall discussions. The “And Thou Shalt Honor” initiative in Kansas City was the kickoff to a grassroots movement to raise awareness about what may be the most important social and health care issue of the 21<sup>st</sup> century.

The following are upcoming Town Hall Meetings:

- October 27 – Denver
- November 8 – Milwaukee

\*\*Editor's Note: **INTERVIEW OPPORTUNITIES**

- **Dale Bell, Academy Award winner, caregiver and co-producer of the “And Thou Shalt Honor” documentary is available to speak. For many years, Dale was the primary caregiver for his parents and shares a dramatic and compelling story.**

- **Caregivers in Kansas City are available to speak. Please help your readers with their experience of attending the first Town Hall Meeting by utilizing the stories and resources of Caregivers in Kansas City.**

*To set up an interview, please contact Justin Emily Shaw, 816/512-2387.*

## **Town Hall Meeting Fact Sheet**

### **Did You Know . . .**

That Eldercare has replaced childcare as a leading healthcare issue? Today, we have more parents to care for than children. Therefore, how we choose to esteem and treat the elderly and vulnerable members of our community will define us as a society. A monumental public policy debate is needed at both national and state levels to determine how best to fund the expectations and needs of the elderly. For nearly forty years, the Medicare and Medicaid programs have been our only public funding vehicles; and both programs now face serious funding challenges and have few provisions for caregivers. Policymakers and industry leaders recognize the issues and are striving for resolution. A government solution is not obvious, but we can take action locally.

### **What Is the Town Hall Meeting Initiative?**

Building on the over-whelming success of the “*...And Thou Shalt Honor*” PBS national broadcast in October 2002, the Thou Shalt Honor Foundation is conducting a series of high-profile Town Hall Meetings, in conjunction with local PBS stations, in 20 major markets over the next 18 months.

### **Why Are Town Hall Meetings Important?**

The purpose of the Town Hall Meeting series is to enlighten and motivate the public and elicit audience testimony for the national policy debate. The meetings are objective forums to air diverse views and concerns about the issues and are staged in varying multicultural and geographic settings. An unveiling of a state-by-state rating of elder caregiving effectiveness authored by Consumer Reports is planned for the events.

### **Goals**

- Encourage local and regional discussion of issues related to caregiving and eldercare.
- Provide a forum for local and regional expert participation.
- Support local and regional PBS station and grassroots coalition interactivity and community dialogue.
- Create a groundswell in the national healthcare debate.
- Create an additional platform to help coalitions extend their effectiveness throughout their communities.

### **What Are the Components of a Town Hall Meeting?**

The Town Hall Meeting format consists of videotaping a 2.5 hour, vigorously moderated dialogue in which a panel of experts will be "challenged" to address and respond to four recorded caregiver/care recipient "case scenarios." Panelists include individuals representing 12 core eldercare and caregiving disciplines; for example, elected and public agency officials, private agency and healthcare professionals, company spokespersons, and academics in the field. As part of the five-camera videotaped session, audience members will also participate in an extended Q&A session with panelists. This videotape will then be edited to one-hour and become a program for local PBS station broadcast and wider distribution via videocassette, DVD, and other commercial media.

### **What Is Kansas City's Commitment and Involvement?**

Spearheaded by Midwest Bioethics Center, a coalition of agencies, organizations, and individuals from the Kansas City Metropolitan Area, northeast Kansas, and western Missouri are coming together to present the national premiere Town Hall Meeting in August 2003. We will be the first of other city/regions, including Cleveland,

Milwaukee, South Florida, Seattle, Denver, Los Angeles, Raleigh-Durham, Columbus, and New York City, in producing a meeting to heighten public awareness of the eldercare and caregiving crisis and to facilitate future public policy debate of the issue.

## ● SEATTLE ●

Reported by Liz Taylor  
Freelance column on aging, The Seattle Times  
Founder, Aging Deliberately  
206-780-8085

### Northwest Caregiving Town Meeting Summary

Eight months of planning, fund raising, and promotion culminated on July 19, 2004, in a zesty, poignant and inspirational event in Seattle called the Northwest Caregiving Town Meeting, the eighth in a series of And Thou Shalt Honor Caregiving Town Hall Meetings being held throughout the country and broadcast on local and regional PBS stations.

Taking place in the midst of the National Governors Association's annual conference, 175 invited guests and 13 governors filled a large ballroom at the Westin Hotel to talk passionately about their moms, dads, grandparents and spouses. Their common thread: caring for a frail older or disabled family member – or working with those who do -- and hoping to find solutions and new policies for caregivers everywhere.

By 8:15 AM, it was, “lights, cameras, action!” as videotaping by Seattle’s public television station, KCTS-TV, began. As one of twenty “eldercare experts” invited to field questions (and having cared for my own parents for eight years), I was jittery with stage fright but excited by the unfolding of this magical event that so many had worked so hard to produce – especially Nora Gibson, Executive Director of Elderhealth Northwest, and Project Manager, Jan Knutson, in partnership with Wiland-Bell Productions and KCTS Television.

Enrique Cerna, host of a weekly current affairs series, KCTS Connects, moderated. “Earlier this year, I became a caregiver for my 59-year old brother who suffered a massive heart attack.” Cerna said in his introduction. “My sister and her husband take care of my 91-year old father. For my family, caregiving is important and challenging. And it’s not easy.”

In a recent survey, AARP found that 859,000 people in Washington State identify themselves as caregivers. If nothing else, this Town Meeting – with an audience ranging broadly in age, wealth, power, ethnicity, and sophistication -- was a testament to the huge diversity of people who care for their loved ones, and the challenges, stress, and revelation they experience every day.

Governor Dirk Kempthorne of Idaho -- NGA’s chair this year who selected caregiving as its primary theme -- was inspired by his own family: his 88-year old father, nearly blind from macular degeneration, now cares for his 87-year old wife who’s partially paralyzed from a stroke.

Three seats down from Governor Kempthorne was David earning \$7.45 an hour as a caregiver paid by Medicaid. As little as David earns (without a paid vacation or even the hope of a merit raise for the last ten years), he’s the single reason his client is able to live at home, rather than a nursing home. Yet his poor pay indicates the low value our society places on his work.

One of my favorite stories came from Art Thiel, sportswriter for the Seattle PI. An only child, his mother was diagnosed with Alzheimer's. After his father -- his mom's caregiver for six years -- died, he had to learn what to do from scratch. Did he reach out and ask for help, Cerna asked? "Of course not," says Thiel, "I'm a guy. I thought I'd just reach into my toolbox and get what I needed." Then he discovered: he didn't have the right "emotional" tools.

Part of Thiel's salvation was a relative whom he hired to care for his mother. The other was the Alzheimer's Association, which provided critical information and guidance. And that's a big part of the problem--families don't realize the wealth of resources that exist to help or about the network of agencies-- called, "Senior Information & Assistance" --that provide free lists of organizations that can lighten their burden. From anywhere in the country, families can find the nearest office by calling the Eldercare Locator Line at 1-800-677-1116 or going on line to [www.Eldercare.gov](http://www.Eldercare.gov). But few people know where to go because most wait until a crisis before awakening to the problem -- when it's too late to do a calm, organized search.

That's when I chimed in. Having worked in the aging field almost 30 years, I said, "One of the keys is not to wait for the crisis. More and more of us are growing older, so we need to explore our options and figure out what we want and need -- ahead of time. Only by kicking tires while we're healthy will we get what we want when we're not." Well, given my stage fright, I'm not sure I said those exact words, but close.

We were repeatedly reminded of the two sides of the family caregiving equation--the person who needs care, and the person who gives it. Many admitted to being victims of their own denial and guilt, providing care well past the point of exhaustion. One woman said she gave up her own family in order to care for her mom.

Another spoke about caring for her father on 2-1/2 hours of sleep -- because she maintains two jobs and her family refuses to help.

"It's vital that you find the help you need--for you," Gibson interjected. "The risk is that you're going to have a breakdown. This isn't about your love for your father -- it's about how you can be there in the long haul, which means figuring out the best way you can care for yourself while caring for him."

A man held up a picture of his wife, a nurse who developed early-onset Alzheimer's. With tears in his eyes, he said the hardest thing he's ever done was divorce her -- to spare his family financial ruin paying for her care -- after 32 years of marriage.

Governor Judy Martz from Montana spoke movingly about seeing her 91-year old father cry for the first time when her mom died the week before. "As you can see," said Virginia Governor Mark Warner, "this isn't simply a policy issue--it's something we're all living with. In my case, I have a mom with a bad case of Alzheimer's--and the most stubborn father in the world who resists all help."

Governor Gary Locke of Washington, whose American-Chinese heritage makes caring for elders a central tenant of his culture, said that his mom, a once vibrant woman, now has Parkinson's disease and has fallen many times, bruising and breaking her ribs, even falling onto a hot stove once.

"We view her care as a family responsibility," Locke said, "but there are many families, not only in Washington but across the country, where this isn't possible. There's a place for the government to step in."

Then they talked about the public policy side of the issue--where the rubber meets the road--and the two greatest barriers to change: lack of money and lack of federal leadership.

At a time when the federal deficit is \$400 billion and every state is reeling from devastating budget cuts, South Dakota's Governor Mike Rounds asked, "How do you divide your limited funds between children and the elderly?"

"Here in the richest country in the world," said Governor Locke, "we need health care for every single American. To get there, we need comprehensive reform at the national level. But there's no urgency." The audience applauded.

Governor Kempthorne told of an initiative in his state, "In Idaho, we provide 100% tax deductibility for people who buy long-term care insurance. We'd love to see the federal government adopt this."

"If nothing else comes out of this Town Meeting," said West Virginia Governor Bob Wise, "I hope it's a real American push for a bi-partisan 'let's work together' approach to solving our nation's caregiving problems. If we wait for the federal government to act, we're going to be waiting a very long time. With more flexibility and a little more money--I'm not asking for the moon--we can make the system better. I think the states are going to give this country the best buy for the dollar by becoming the laboratory of what works best."

Whatever the changes and wherever they come from, the Northwest Caregiving Town Meeting made clear: we each have a responsibility to plan for our own aging. The solutions are likely to come from a combination of forces--our individual initiatives and, let's hope, the efforts of community, state and federal governments.

Other governors who participated in the Northwest Caregiving Town Meeting include: Louisiana Governor Kathleen Babineaux Blanco, Maine Governor John Baldacci, Nebraska Governor Mike Johanns, Oregon Governor Ted Kulongoski, Utah Governor Olene Walker, Vermont Governor James Douglas, and Virgin Islands Governor Charles W. Turnbull.

And Thou Shalt Honor: Northwest Caregiving Town Meeting, a 90-minute special, will premiere on KCTS at 9:00 PM on Thursday, September 9, and again at 11:30 AM on Sunday, September 12, 2004. It was a thrill to participate -- and inspirational to see (I watched an advance tape). I urge everyone who might be a caregiver -- now or in the future -- to catch this program. By arrangement with KCTS, it will also be broadcast in Oregon, Idaho, and Alaska at later dates.

#####

**TALES FROM THE CAREGIVING FRONT, WHICH IS ALL AROUND US**  
**Journal of Healing - July 28, 2004, By Mary Koch**

"I saw my 91-year-old dad cry for the first time." The tall woman had an authoritative manner. Still, she choked backed tears recalling the painful event and added softly, "That was very hard."

I was attending a "Northwest Caregiving Town Meeting" in Seattle last week. I sat in a hotel ballroom filled with people who had poignant, personal stories to tell about caring for family members.

One man told of his 87-year-old mother, a stroke survivor, being cared for by his 88-year-old father, who is suffering from macular degeneration.

An American-Chinese man noted that caring for family members is at the core of his culture. His mother, who has Parkinson's disease, has suffered broken ribs from numerous falls, and his wife, a busy young mother and professional woman, nonetheless finds time for the older woman.

A man with connections in high places told how he found himself asking some basic questions: "How do I help Dad? Where can I get help?" Even with his connections - and to his amazement - he discovered, "There was no simple way to find answers."

**THOSE SPEAKERS** were, in order, the governors of Montana, Idaho, Washington and Virginia. The caregiving meeting was held in tandem with the National Governor's Conference, and about a dozen governors joined the caregivers' discussion.

The people in that room ranged from the powerful to powerless, affluent to scraping-by, urban sophisticates to rural realists. What we all held in common was frustration and love.

Three seats down from Gov. Dirk Kempthorne of Idaho, who chairs the National Governors' Association, sat David, who earns \$8.43 an hour as a paid caregiver.

Next to him, in a wheelchair, was David's client. David makes an infinite difference in the life of his client and family. Few families can manage 24-hour care without some paid help or respite. Yet, noted David, our system places minimal value on his work.

Agreeing with him was a family physician from Seattle. "The people in this room are the angels of health care," she said. "They provide 95 percent of the care and get 5 percent of the health care dollar."

**CAREGIVERS DO** have a wealth of stories. A sampling:

-- The Latino woman from eastern Washington who averages two-and-a-half hours sleep a night

after working two jobs and caring for her father. "I am so tired," she confessed, "but I love my dad so much."

-- The Boeing worker who was forced into what is known in the trade as a "Medicaid divorce" to keep his family afloat financially when his wife, a nurse, was diagnosed with early-onset Alzheimers. "It broke my heart," he said.

-- The brother who moved to eastern Washington from Oregon and lived in a tent to help his sister after tumors were found in her husband's brain.

-- The young mother who gave up her job and apartment to care for her dying grandmother and is now without a grandmother, a job, and a home.  
What people will do out of love!

The governors offered a multitude of ideas for fixing our health care system. Whether there's the political will remains to be seen. Someday - too late for many of us - but someday, the financial pressures and frustrations of caregiving may ease.

Even so, there will always be people who need care and people who sacrifice to give it. By definition, caregiving is a paradox of pain and blessing. Over and over, caregivers testified that they receive as much, if not more, than they give.

"We are looking at dollars," said one, "when it's really our hearts we are talking about."

(Mary Koch writes about her experiences as caregiver for her husband, retired newspaper publisher John E. Andrist, who was severely disabled by a stroke in 1993. Previous columns are available at [www.marykoch.com](http://www.marykoch.com). They welcome your letters at P.O. Box 3346, Omak WA 98841 or e-mail [marykoch@marykoch.com](mailto:marykoch@marykoch.com))

he Seattle Times, Monday, August 30, 2004



Growing Older / Liz Taylor



## We Can't Wait for the Feds to Tackle Eldercare

Eight months of planning and hard work culminated on July 19 at the Northwest Caregiving Town Hall Meeting in Seattle.

Eighth in a series of local programs by Wiland-Bell Productions nationwide, it follows their groundbreaking special on PBS two years ago, "& Thou Shalt Honor: Caring for Our Aging Parents, Spouses, and Friends," one of the finest programs on eldercare I've ever seen. Taking place in the midst of the National Governors Association's annual conference, 175 guests, 20 "eldercare experts" (I was one) and 13 governors filled a large ballroom at the Westin Hotel. Our common thread: caring for a frail older or disabled family member — or working with those who do — and hoping to find solutions and new policies for caregivers everywhere.

Enrique Cerna, host of a weekly series, "KCTS Connects," moderated. "Earlier this year, I became a caregiver for my 59-year-old brother who suffered a massive heart attack," Cerna said in his introduction. "My sister and her husband take care of my 91-year-old father. For my family, caregiving is important and challenging. And it's not easy."

In a recent survey, AARP found that 859,000 people in Washington state identify themselves as caregivers. If nothing else, this town meeting — with an audience that ranged broadly in age, wealth, power, ethnicity and sophistication — was a testament to the huge diversity of people who care for their loved ones, and the challenges, stress and honor they experience every day.

Gov. Dirk Kempthorne of Idaho — the governors conference chair this year who selected caregiving as its primary theme — was inspired by his own family: His 88-year old father, nearly blind from macular degeneration, cares for his 87-year-old wife who's partially paralyzed from a stroke.

Three seats down from Kempthorne was David Iles of Seattle, earning \$7.45 an hour as a caregiver paid by Medicaid. As little as David earns (without a paid vacation or even the hope of a merit raise for the past 10 years), he's the single reason his client is able to live at home, rather than a nursing home. Yet his poor pay indicates the low value our society places on his work.

We were repeatedly reminded of the two sides of the family caregiving

### Information

**The Northwest Caregiving Town Hall Meeting** will premiere at 9 p.m., Thursday, Sept. 9, and will be repeated at 11:30 a.m. Sunday, Sept. 12 — both broadcasts on KCTS-TV.

**Advocates from Senior Information & Assistance** will take calls from viewers during the Thursday airing, answering questions and directing callers to the services they need.

**An encore presentation** of "& Thou Shalt Honor: Caring for Our Aging Parents, Spouses, and Friends," will be broadcast at 7 p.m., Thursday, Sept. 9.

equation — the person who needs care, and the person who gives it. Many admitted to being victims of their own denial and guilt, providing care well past the point of exhaustion.

One woman spoke about caring for her father on 2-1/2 hours of sleep — because she maintains two jobs and her family refuses to help.

"It's vital that you find the help you need — for you," interjected Nora Gibson, executive director of Elderhealth Northwest and primary organizer of this event. "The risk is that you're going to have a breakdown. This isn't about your love for your father — it's about how you can be there in the long haul, which means figuring out the best way to care for yourself while caring for him."

"As you can see," said Virginia Gov. Mark Warner, "this isn't simply a policy issue — it's something we're all living with. In my case, I have a mom with a bad case of Alzheimer's — and the most stubborn father in the world who resists all help."

Washington's Gov. Gary Locke said that his mom — a once-vibrant woman — now has Parkinson's disease and has fallen many times, bruising and breaking her ribs, even falling onto a hot stove once.

"Her care is our family's responsibility," said Locke, "but there are many families, not only in Washington but across the country, where this isn't possible."

They talked about the public-policy side of the issue — where the rubber meets the road — and the two greatest barriers to change: lack of money and lack of federal leadership.

At a time when the federal deficit is more than \$400 billion and every state is reeling from devastating budget cuts, South Dakota's Gov. Mike Rounds asked, "How do you divide your limited funds between children and the elderly?"

Kempthorne told of an initiative in his state, "In Idaho, we provide 100 percent tax deductibility for people who buy long-term care insurance. We'd love to see the federal government adopt this."

"If nothing else comes out of this town-hall meeting," said West Virginia Gov. Bob Wise, "I hope it's a real American push for a bipartisan 'let's work together' approach to solving our nation's caregiving problems. If we wait for the federal government to act, we're going to be waiting a very long time. The states are going to give this country the best buy for the dollar by becoming the laboratory of what works best."

As the Northwest Caregiving Town Hall Meeting makes clear: We each have a responsibility to plan for our aging. The best solutions are likely to come from a combination of forces — our individual initiatives and, let's hope, the efforts of community, state and federal governments.

*Liz Taylor's column runs Mondays in the Northwest Life section. As a specialist on aging and long-term care, she consults with individuals and teaches workshops on how to plan for one's aging — and aging parents. E-mail her at [growingolder@seattletimes.com](mailto:growingolder@seattletimes.com) or write to P.O. Box 11601, Bainbridge Island, WA 98110. You can see all of her columns at [www.seattletimes.com/growingolder/](http://www.seattletimes.com/growingolder/). Copyright © 2004 The Seattle Times Company*

• **BOSTON** •

**News Release**

**Media contact:  
Andrea Cohen**

## **National Caregiving Series Comes to Boston during Democratic National Convention**

### **Town Hall Style Documentary to offer advice and resources for families and employers, new visions of the future for policy makers**

Boston, MA. July 21st, 2004 -- In an event expected to attract widespread bipartisan support during the National Democratic Convention, a critically acclaimed documentary on one of the most critical healthcare issues of the 21<sup>st</sup> century will attract leading Bostonians to a filmed Town Hall Meeting, July 27<sup>th</sup>, at Suffolk University Law School, Sargent Hall.

According to Andrea Cohen, co-chair of the event, "Caregivers in America, who include spouses, partners, and loving friends – not just sons and daughters – provide an estimated \$257 billion a year in services. As we have more parents to care for than children, caregiving is fast becoming one of the biggest healthcare and workplace issues facing baby boomers and their families."

The National Family Caregivers Association based in Washington, DC estimates that there are approximately 27 million family caregivers in the United States and more than 633,000 in Massachusetts. The average family caregiver spends more than 1,000 hours a year providing care to a loved one with little or no financial support. The sacrifice has profound implications for both the home and work place. An estimated 30 percent of the current workforce in the United States has some responsibility caring for a relative – a number expected to increase to 54 percent by the year 2008

*"And Thou Shalt Honor: A Town Hall Meeting on Caregiving"* will highlight the economic, emotional, spiritual, and political dimensions of caregiving in America at large while exploring the profound impact of caregivers' daily acts of selflessness on local communities. Panelists at the Boston meeting will include many of the region's most influential experts on aging, bioethics, health care policy, and caregiving.

Wiland Bell Productions will film the event, which will air on WGBH in early September. Immediately following the broadcast, the meeting organizers hope to host a phone bank of professionals who will offer one-on-one assistance to viewers who call in.

The Boston Caregivers Town Hall Meeting is one of 19 being held across the country. The series will culminate in the Spring of 2005, with a National Town Hall Meeting in Washington, D.C., where the issues will be brought before an audience of national policymakers. This ambitious project was organized to ignite grass-roots activism in

support of caregivers across the nation by enlightening and motivating the public while bringing caregiving to the forefront of the national debate on healthcare policy.

With an estimated 27 million Americans making daily sacrifices to honor their loved ones by caring for their physical and emotional needs, caregiving has replaced childcare as a leading health care issue, and it is perhaps the largest social and financial dilemma our nation will face in the coming years.

Caregiving is among the most stressful responsibilities a person can assume, typically taking a toll on the caregiver's health and financial security. Current research shows that 61 percent of family caregivers who provide at least 21 hours of care a week suffer from depression, and many are unable to keep their paid jobs. A 2002 survey of Maryland caregivers revealed that a staggering 92 percent of caregivers take time off of work, reduce their hours, or quit their jobs altogether because of family caregiving commitments. According to a recent study conducted by Met Life, the associated loss to American businesses is as high as \$29 billion per year.

“How we treat our elderly and vulnerable citizens defines us as a society, but more importantly, the act of caregiving provides us the opportunity to honor those we love,” says Dale Bell, Oscar-winning co-producer of *“And Thou Shalt Honor,”* the family caregiving documentary that aired on *PBS* last fall. “I urge everyone in Boston and across the nation to become engaged in the caregiving cause. Chances are good that every person either is a caregiver, a care-receiver, knows a caregiver, or will become one at some point in the future.”

###

## ● NEBRASKA ●

### *June 22 Televised Town Hall Meeting Spotlights Caregiving*

With Nebraska's population of elders poised to expand by over fifty percent over the next twenty years, caregiving issues demand our attention. On March 16th, 130 family and professional caregivers from across Nebraska met in Kearney for a four-hour Town Hall Meeting on elder care issues. NET Radio's Hope Stockwell moderated the event, videotaped by NET Television and produced for broadcast

by Wiland-Bell Productions, producers of the 2001 “& Thou Shalt Honor” national public television broadcast on caregiving.

On Wednesday, June 22, at 8 p.m., Nebraska public television will broadcast “The Nebraska Caregiving Town Hall Meeting: A Nebraska Connects Special” across the state—followed at 9 p.m. by a national caregiving special drawn from nine similar Town Hall Meetings held across the country. Tune in to hear the voices of parents, spouses, adult children, and friends telling stories of their care for their loved ones. Hear their needs, where they find support, and what they want the community to know about caregiving in Nebraska. And hear of the resources available through the many Nebraska organizations providing caregiver support.

A project of the Nebraska Aging Enrichment Coalition and the Nebraska Caregiver Coalition, the Town Hall Meeting is also being used to launch local discussions. Twelve communities have already scheduled local Town Hall Meetings.

AARP-Nebraska and UNL Cooperative Extension are coordinating the local efforts, with a planning guide and video of the state Town Hall Meeting available for use by local planners. Contact Janice Price at 402/471-2309 or [janice.price@hhss.ne.gov](mailto:janice.price@hhss.ne.gov) for information about hosting a meeting or finding a meeting near you.

Like the statewide Town Hall Meeting, the local meetings will stimulate discussions to identify local caregiving needs and resources. Ultimately, the ideas generated by the state and local discussions will drive the agendas of the sponsoring coalitions and the dozens of Nebraska organizations involved.

Support for the project has come from the Vetter Foundation and Vetter Health Services, AARP-Nebraska, the Mount Carmel Home in Kearney, The Eden Alternative, the Nebraska Hospice and Palliative Care Association, the Nebraska Coalition for Compassionate Care, and dozens of other organizations. More information about the Town Hall Meeting can be found at [www.neaec.org](http://www.neaec.org) and at [www.andthoushalthonor.org/town\\_hall/](http://www.andthoushalthonor.org/town_hall/).

## **NEBRASKA CAREGIVING TOWN HALL MEETING**

### **Post-taping report -- May 13, 2005**

Being the pioneers we are in Nebraska, our Caregiving Town Hall meeting followed a bit different path from our predecessors. It was a great adventure and learning experience where we all learned a lot about each other along the way. Included in this report is some history of how the project evolved, our successes, struggles and lessons learned along the way.

The project began as those involved with implementing and supporting the culture change movement in long-term care in Nebraska came together to decide what the next growth step would be in our work together. We decided upon an *& Thou Shalt Honor* Caregiving Town Hall meeting as the project. At that time our coalition was just an idea without a name, a formal organization or leadership structure. We were just people passionate about creating a culture change coalition to support nursing homes across Nebraska and wanted to begin our formation with a project that would engage as many people and organizations across the state as possible.

Our first step was to share the idea of this town hall meeting with those in State Government, other organizations, businesses and other individuals. They all agreed that it sounded like a wonderful and timely idea. So we created a list of people we felt would be important to the project and then invited about 75 people to come together to begin organizing the project in May 2004. Building on the experiences of other Town Hall meeting project organizers, we developed our committee list and timeline and got to work. We agreed on a couple of goals for the project that remained constant throughout:

- We wanted our Town Hall meeting to have a rural healthcare focus.
- We wanted it to be taped in a rural area of Nebraska.
- Anyone interested in helping us would be invited to be a part of our Planning Team at any time along the way.
- The focus of the discussion would more focused on older adults and elderly rather than the continuum of care.
- The taping and broadcast would only be a first step.
- All involved coalitions and organizations would benefit from this project.

**Our successes included:**

- Amazing new relationships developed throughout the planning process. When we needed new resources to assist in the project, they seemed to appear. Everyone that stayed involved really made a difference!
- The wealth of information, based on the experiences of those who had done this before us, found in the Starter Kit was enormously helpful and we thank Wiland-Bell for creating that resource.
- We were able to raise the necessary funds for the project, and continue to do so, and the organizational work for the project was done through the generosity of those involved in the Planning Team as well as the program producers. In other words, people freely donated their time and resources to do all the tasks needed to make this project a reality. What a gift we were given in every one of them.
- We will be holding 11 local town hall meetings around Nebraska starting on May 17, 2005, with many more to follow. These will be in a similar format to the broadcast, but with the intention that communities will begin to share and problem-solve together to continue to improve caregiver and Eldercare networks. Those coalitions and organizations involved with the project will take the issues identified at these local events and integrate them into their agendas for the future.
- People are excited and ready to get to work, realizing that together we can accomplish so much more than we could ever do alone.
- The involved coalitions have new energy to continue to move forward in their missions.
- We were able to connect with a great company, called Heartland Publishing that already puts together a comprehensive resource called “Senior Resource Guide” and that will be the publication people receive when they call-in during the broadcast.
- Our project has coincided with the initiation of a state-wide phone system called “211” that will become another resource to those watching future broadcasts and attending the local town hall

meetings. The State also has a website that contains links to numerous resources for caregivers and care-recipients that we will be able to promote during the local events.

**Our challenges included:**

- Not having an organizational structure to lead this project, we relied completely on volunteer involvement. People were able to take on, or not take on, whatever tasks they chose. Therefore, we found amazing skills and talents in those involved but we also lost some great leadership along the way because of other commitments they needed to fulfill.
- Investing the time to build better relationships so we knew each other's strengths. Setting clearer expectations and garnering commitments from team leaders up front might have helped us maintain more of the leadership we needed for the various parts of the project.
- Although we continued to reach out to as many people as we could, we lacked some key skills that would have helped us with the project:
  - Fund Raising
  - PR/Marketing
- In the end, we felt we should have connected with the folks at the state PBS network sooner. There were some misunderstandings and miscommunications that occurred because they would preferred to be on-board from the start. We were able to work those through and they have been enormously important supporters throughout the project.
- It is still a challenge to 'make the case' to bring some individuals and organizations into the project who still do not quite understand what we are trying to accomplish.
- We struggled with the timing of (1) deciding the taping date and then trying to get the key people we wanted in the audience there OR (2) finding the best date to get the key people together and then making the taping happen on that day. In the end, we got a great audience and panelists together, but wished we could have had some other key players there.

**Lessons Learned:**

- This effort is important and needs to happen all across the country if for no other reason than to just increase awareness of caregiving issues.
- There are really amazing people working in healthcare to support caregivers and transform Eldercare.
- Strong, committed and consistent project leadership is important to the success of the project.
- Learning people's stories is crucial to transforming healthcare.

The involved coalitions are looking forward to the future and what the local town hall meetings and the broadcast will generate in terms of new issues and ideas to be undertaken. We anticipate that this project is just the beginning of the work we will be doing together across the State. We are now much more aware of the value of coordinating our efforts rather than trying to each act independently. We wish you a great adventure should you decide to take on a project like this. It will transform you along the way!

**Denise Hyde**

**Project Leader**

**Nebraska Caregiving Town Hall meeting**

**Nebraska Aging Enrichment Coalition**

From: "Denise Hyde"

To: "Dale Bell"

Subject: **NE THM broadcast**

Date: Thu, 23 Jun 2005 21:34:28 -0500

Dale -- I just wanted to jot a quick note off to you to let you know that we had the THM broadcast last night. It was so exciting to see it on the air! Many of those there had not seen the draft copy, so it was to watch them view it for the first time. We had a small reception at the NET studios and about 10-12 people manning the phones. The calls trickled in during the show itself, and then during the national THM broadcast, **all 7 lines were busy for about 45 minutes to an hour!** Many good stories and I look forward to seeing the final tally and making sure the resource packets get mailed out.

I just want to thank you again for believing in us and working with us. The local town hall meetings have been very powerful so far and there should be more happening now that the show has aired. This is going to be incredible for our state! Your passion has truly started something great growing in Nebraska! Thanks so much!

Denise Hyde

Subject: **Nebraska THM project**

Date: Thu, 23 Jun 2005 22:02:41 -0500

Can you believe we did it???? It was so awesome to see it on the TV and to share the evening with all of you. I cannot thank those who manned the phones enough for their wisdom and compassion and they

talked to and helped those who called in. What a thrill it was to see the lines all ringing constantly! The energy was super!!! I know you all made quite a difference!

Huge thanks go out to Kay Hall and Hope Stockwell for helping us make this a reality with the great team at NET! I know we will have more to share with them as the coalitions grow their efforts across the state.

Huge thanks to Connie Benjamin who arranged a wonderful reception to meet and watch the program together. We are so sorry you weren't feeling well enough to attend and enjoy the yummy food! Hope you are feeling better now.

Huge thanks to Robin Szwanek for taking a group of somewhat unskilled labor and organizing a fantastic call-in team! Your skills were definitely put to the test and you exceeded all of our expectations and more:)

The questions about copies of the program are coming in. This is a topic we have touched on several times over the past months, but it hasn't seemed very real without knowing what the final product would be. Now that we see just how powerful it is, we have to act. Copies of the program will get made. It may take a week or two to get them done. How many we can make and give away vs. sell will depend on funding.

Based on what our balance looks like, the leadership team for this project can make some decisions as to how much we can do at this point. My advice to all of you is to gather information (name, address, # of copies wanted) from those that make contact with you and send that information to me. I will start a database. I will let you know how the funding looks as soon as I have that information. If you have suggestions on where we might go for funding, or have contacts you would like to pursue, please let me know.

Isn't it great? What a dilemma to be in? People want copies of a program that we have invested so much effort into! This is testament to the passion and wisdom of everyone on this team. We should be soooo thrilled! I know I am honored and humbled by all of you!

Thank you just doesn't seem to be enough, but thank you all.  
Talk to you soon!

Denise Hyde

● CLEVELAND ●

**WVIZ/PBS Final Report**

**to**

**Wiland-Bell Productions**

**for**

*And Thou Shalt Honor...  
Caregiving and Eldercare Town Hall Meeting*

**Cleveland, Ohio**

Maureen Kingsley Paschke  
Senior Director  
Corporate and Foundation Development  
WVIZ/PBS and 90.3 WCPN ideastream

September 7, 2004

[mpaschke@wviz.org](mailto:mpaschke@wviz.org)  
216-739-3960

**1. Goals and Objectives**

ideastream facilitated the Cleveland production of *And Thou Shalt Honor...Caregiving and Eldercare Town Hall Meeting*. This Town Hall meeting is a follow-up to *And Thou Shalt Honor: Caring for Our Aging parents, Spouse and Friends*, which premiered on October 9, 2002, and focused on long-term caregiving in America.

The Town Hall meeting in Cleveland, *And Thou Shalt Honor... Caregiving and Eldercare Town Hall Meeting*, is part of the high-profile, bi-partisan Caregiving series being produced across the Nation. The live three hour town hall meeting, taped at WVIZ/PBS ideastream on May 24, 2004, culminated in the 90 minute broadcast which aired ....

**Thursday, July 1, 2004 at 8:00 p.m. and rebroadcast on  
Sunday, July 11, 2004 at 4:00 p.m., and  
Sunday, August 22, 2004 at 3:00 p.m.**

The overall goal was to identify caregiving consumer solutions and “best practices” in the Cleveland community. To accomplish this goal, ideastream...

- staged a 3 hour town hall meeting taped at WVIZ studio, May 24, 2004.
- partnered with 14 organizations for content and resource guide development.

#### **Attachment A**

- broadcast the town meeting, July 1, 2004, 8:00-9:30 p.m. (edited to 90 minutes).
- rebroadcast on July 11, 2004 and August 22, 2004.
- created the *And Thou Shalt Honor* Web page.

## **2. Activities**



**Town Hall Meeting** On May 24, 2004, the television studio at WVIZ staged the Town Hall Meeting comprising of 100 care-givers and their families, social workers, agency administrators, and 10 expert panelists. **Attachment B**

During this 3 hour taping, the moderator posed questions surrounding elder care services, policies and issues. This set the tone for a provocative, interactive and informative discussion.

## **2. Activities (continued)**

The active participation by the caregivers in sharing their experiences and what they learned provided a sense of realism related to the issues of eldercare. In the evaluations returned by the town hall participants, one individual from an organization for aging wrote, "Maybe people will realize they are a caregiver when perhaps they didn't realize they were. Some people feel caring for spouse or other relative "doesn't count."

**Broadcast Activity** The videotaped content of the Town Hall Meeting was edited to a 90 minute television program comprising discussion from experts, advocates, caregivers and their loved ones. The program and related support materials are designed to provide caregivers with a starting point to assist in 1) Assessing the situation, 2) Building a support network, 3) Creating and implementing an action plan, and 4) Caring for the caregiver. The July 1, 2004 broadcast alone resulted in requests for 156 resource guides and 40 program tapes from ideastream.

The day after the broadcast a disabled 75 year old woman from Fairlawn, OH called ideastream to exclaim how the show inspired her to see how she could help. She described how she would like to volunteer by helping other seniors. Benjamin Rose stepped up to the plate and contacted the woman to help connect her within her community.

**Resource Guide** 49,000 *Caregiver* resource guides were distributed in Northeastern Ohio:

- 35,000 resource guides were included in the July 2004 edition of NorthernOhioLive. In this edition, preceding the resource guide, NorthernOhioLive featured "Take Care," an article addressing caregivers needs, in the Living Well section, p.57.
- 8,500 distributed through agencies and libraries: (including a tape of the program)
- 4,000 guides were sent to 90.3 WCPN listeners through direct mail.
- 500 guides to individuals who called or emailed the station.

**Web page** The Web page was prepared by WVIZ/PBS and 90.3 WCPN ideastream with the assistance of local caregiving professionals and related organizations. From the homepages, [www.wviz.org](http://www.wviz.org) and [www.wcpn.org](http://www.wcpn.org), visitors enter the *And Thou Shalt Honor* Web page which contains information to assist in 1) Assessing the situation, 2) Building a support network, 3) Creating and implementing an action plan, and 4) Caring for the caregiver.

During July 1-August 8, 2004, 725 unique visitors were counted viewing the Web pages. Unique visitors are individuals who visit a site during a report period. Visitors who view the site, more than once, are only counted for the first time visit.

**Building Partnerships** At least six new partnerships developed as a result of this project. The community partners, listed on Attachment A, met with ideastream staff several times to help prioritize the issues to be discussed at the Town Hall Meeting, recommend participants, and provide input for the resource guide. This collaboration provided a more comprehensive project and laid the foundation for future development of eldercare projects.

## 2. Activities (continued)

### Promotion

- Media alert was sent to targeted Northeast Ohio media inviting them to attend the May 24, 2004, 8:00 a.m. taping of *And Thou Shalt Honor: Caregiving Town Hall Meeting*, at the WVIZ/PBS ideastream studios.
- To inform viewers of the premiere broadcast on July 1, a 30 second promo aired 44 times one week prior to the program.
- To inform viewers of how to receive a free copy of the local caregiver resource guide, WVIZ/PBS ideastream produced and aired a 60 second promo during the month of July.
  - Media release was sent on June 23 to Northeast Ohio media outlets announcing the WVIZ/PBS ideastream broadcast of *And Thou Shalt Honor: Caregiving Town Hall Meeting* on Thursday, July 1 at 8:00 p.m.
  - On Tuesday, June 29, 2004, an article in The Plain Dealer, Metro Section, Community [News:Northwest](#) announced the premiere of *And Thou Shalt Honor: Caregiving Town Hall Meeting* on WVIZ/PBS at 8:00 p.m. on Thursday, July 1, 2004.
  - **Benjamin Rose** and **Judson at University Circle** collaborated to demonstrate leadership in caregiving by partnering to support the cost of 26 radio spots on 90.3 WCPN ideastream. The spots informed listeners of the *And Thou Shalt Honor* program on WVIZ/PBS.
  - Promotional ads appeared in The Plain Dealer and Akron Beacon Journal (arts and entertainment sections) on July 1, 2004.

## 3. Evaluation

To help evaluate this project, ideastream developed an Evaluation Response Summary that provides responses from the people that attended the town hall meeting taped on May 24, 2004. This provides participant perspectives on strengths, limitations and recommendations for future town hall meetings. **Attachment C**

Individual high profile efforts of Public Broadcasting serve a critical role in spotlighting the issues and resources. However, caregiving agencies convening on an ongoing basis could effectively spotlight the care issues year round.

## 4. Future Plans

Plans are underway to rebroadcast the program, *And Thou Shalt Honor*, schedule for November 2004. ideastream will continue to develop programming and community outreach projects in caregiving and work with community partners and funders to define and execute these efforts.

Tentatively, February 2005 will be the timeframe for the national virtual town meeting, *And Thou Shalt Honor*, to be held in Washington, D.C.

**List of Community Partners**

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 Jewish Family Services  
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Polly Clemo  
 Vice President of Institutional  
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Patricia Divoky  
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Janice Dzigiel  
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Kate Ritchie  
 Volunteer Coordinator  
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**Attachment A**

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 Alzheimer's Association  
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Debra Radecky  
 Director  
 Medina County Office for Older  
 Adults  
 246 Northland Drive  
 Medina, OH 44256

**Panelists for the Town Hall Meeting on May 24, 2004 at WVIZ as part of *And Thou Shalt Honor... Caregiving and Eldercare Town Hall Meeting***

- 1. Eden Alternative Dr. Bill Thomas, Administrator/Author.** Dr. Thomas as one of the top family medicine residents in the country. Dr. Thomas is board certified in family medicine and geriatrics. Dr. Thomas has received national recognition and numerous awards for his work, including: Ashoka Fellowship, 2002; Unsung Heroes, America's Awards, 1998; Sticking Your Neck Out Award, The Giraffe Project Distinguished Service in Aging Award, American Association of Homes and Services for the Aging, 1999.
- 2. Armand Budish, Attorney.** Armand is a high profile attorney from Cleveland who specializes in eldercare issues. He has literally written the book on elder law from which my mother copied our Living Wills and Durable Power of Attorney forms.
- 3. US Congress & Ohio Congresswoman Stephanie Tubbs Jones (D)** A caregiver herself, the congresswoman has devoted herself to issues her constituents have indicated are important such as Social Security, a Medicare prescription drug benefits. As a new member of the Ways and Means Committee, she has had an opportunity to weigh in on important measures such as the Medicare prescription drug bill. Within the Eleventh District, she has held town hall meetings and on prescription drugs and Medicare.
- 4. Administrator/Government Richard Browdie, President/CEO Benjamin Rose.** Before joining Benjamin Rose, Richard was the Secretary of Aging for the Commonwealth of Pennsylvania. Before that position, he oversaw all the Area Agencies on Aging in the United States.
- 5. Social Worker/Administrator/Activist Cyndy Dunn President and CEO of Judson.** She started with Judson 25 years ago as a social worker. Judson is the first Assisted Living facility in the area. She has a local, state and national perspective on aging. Has been a Commissioner and Chair of CCAC (Continuing Care Accreditation Commission that now has merged with CARF) Past Chair of AOPHA (Association of Ohio Philanthropic Homes, Housing and Services for the Aging) Judson was the first Eden Alternative site in Ohio. Cyndy can speak to how Eden has worked on attitudes about long term care, how it's elevated the perception of the hands-on caregiver, what Eden means to family members, and how positively its impacted the culture of caregivers at Judson.
- 6. Physician Dr. Steven Baum, MD** Prime Health Internal Medicine, Mentor. Dr. Baum is a geriatrician who has been practicing in Lake county for many years. He is well-respected by both his patients and the medical establishment. He serves on community committees and boards relating to the elderly and caregiving which include the Lake county Senior Advisory council, Alzheimers Association Professional Advisory Board and the Health District Home Care Advisory Board. He also cared for a severely ill young daughter who died several years ago.
- 7. Academic/activist Dr. Georgia Anetzberger** Georgia J. Anetzberger, PhD, ACSW, LISW, is a consultant in private practice, Research Associate with the Visiting Nurse Association Healthcare Partners of Ohio, Adjunct Assistant Professor of Medicine at Case Western Reserve University, University Graduate Faculty in Health Care Administration at Cleveland State University, and Fellow in the Gerontological Society of America. She has spent over twenty-five years addressing elder abuse, initially as an adult protective services worker and most recently as a researcher, administrator, and educator concerned with the dynamics of elder abuse situations. Author of more than thirty publications on elder abuse or related interventions, including those which have appeared in such journals as *The Gerontologist*, *Violence Against Women*, *Generations*, and *Journal of Cross-Cultural Gerontology*.
- 8. Mary Ann Hanson Private Geriatric Services.** Mary Ann has nearly 40 years experience in Health Care Administration with the last 21 years being directed to Geriatric Services. Hanson Services was designed with a complete program to better serve the needs of older adults and keep them in their own homes where they so desperately choose to stay. Ms. Hanson was recipient of National Business Women Owners in 2001. Hanson Services has 5 offices, Cleveland, Akron Ohio and Sun City Center, Bradenton/Sarasota and Boca Raton Florida. Hanson Services currently employees 350 full and part-time Geriatric Resident Assistants.

**List of Expert Panelists** (continued)

**9. Dr. Jim Campbell.** Dr. Campbell is a Cleveland native who completed undergraduate studies in the University of Michigan Honors College in 1980. He completed his MD at University of Cincinnati in 1984. Dr. Campbell managed the Geriatric Evaluation and Management Unit at the Cleveland Veteran's Administration Medical Center from 1989 through 1993. During this time, he helped initiate Silver Pathways, one of the first alcoholic treatment programs for seniors. He moved to MetroHealth in 1993 to lead the development of geriatrics. Dr. Campbell has recently been chosen by the Hartford Foundation as one of 11 future national leaders in geriatrics. At MetroHealth, he has developed a program consisting of 13 certified geriatricians, 497 long-term care beds, a senior outpatient clinic realizing 8,000 visits per year, and trains six new faculty physicians and two geriatricians per year.

**10. Karen Talbott, President, Visiting Nurse Service and Affiliates** Visiting Nurse Service and Affiliates is Ohio's largest comprehensive home health care system, headquartered in Akron. Karen holds both bachelors (magna cum laude) and masters degrees from Kent State. She has been designated a Fellow of Hospice and Home Care by the National Association for Home Care, and is one of only about 30 Fellows in the nation. Karen received the Carl I. Brahm Gerontology Service Award from the Gerontology Center at Kent State University in 1999. She is active in numerous organizations, is Chair of the Social Services Advisory Board in Summit County, a graduate of Leadership Akron, on the Board and Executive Committee of the Greater Akron Chamber, and a member of the Board and Executive Committee of the Summit County Workforce Policy Board. She has received many honors including being named a Woman of Note by Crain's Cleveland Business and received the Rainmaker Award in Social Service from WomenSource of Northern Ohio Live. She has also received several awards from the Healthcare Financial Management Association.

**11. Arthur Orlean, Chairman of the Board, The Orlean Company** Mr. Orlean is 87 years old and still actively owns and operates multiple properties that his company has built and or developed including purchasing " The Old Fenway Hotel ", totally renovating it to become one the best looking and run Retirement Community for low income Older Adults in Northeast Ohio. Mr. Orlean purchased the Normandy Retirement Center out of bankruptcy, developed and build a nursing home, assisted living center and rebuild the aging apartment complex into a very upscale Retirement Community in Rocky River. The Normandy Retirement community remains the only pure rental that provides 5 levels of service to this West Side Population. Mr. Orlean is still politically active and connected, as well as operating as many as 50 other properties in Northeast Ohio, Washington, DC and Pennsylvania. Mr. Orlean represents working older adults as well as being involved in providing care for low income seniors and wealthy seniors.

**12. Cuyahoga Co. Commissioner Peter Lawson Jones** A caregiver himself, Peter Lawson Jones is in a unique position to understand the issues affecting caregivers. He is currently a member of the Board of Cuyahoga County Commissioners and served in the Ohio House of Representatives.

**13. Susan Schwarzwald, Director of Program Development and Planning, Western Reserve Area Agency On Aging** Serving Cuyahoga, Geauga, Lake, Lorain & Medina Counties, the agency is responsible for planning, coordinating and administration state and federal funded programs and services for older adults. One of twelve regional area agencies on aging and part of the Ohio Dept. of Aging.

**14. Terry Hokenstad Ralph & Dorothy Schmitt Professor at Mandel School of Applied Social Sciences** The Ralph S. and Dorothy P. Schmitt Professor at the Mandel School of Applied Social Sciences, Case Western Reserve University. He also serves as Professor of International Health in the School of Medicine. Long active in international organizations, Dr. Hokenstad served as a consultant to the United Nations and was a member of the United States Delegation to the U.N. World Assembly on Aging in 2002. He has been president of the North American and Caribbean Region of the International Association of Schools of Social Work. At the national level, he has been president of the Council on Social Work Education and chair of the International Committee for the National Association of Social Workers. He has led delegations of social workers and social work educators to China, Cuba, Japan, Russia, and South Africa, and has lectured in those countries, as well as in India and throughout Europe.



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**Attachment C**

WVIZ/PBS ideastream  
 And Thou Shalt Honor Town Hall Meeting  
**Evaluation Response Summary**

The town hall meeting was held on May 24, 2004 from 9 a.m. – 12:00 p.m. in studio A at WVIZ/PBS ideastream. Feedback Forms were given to the 100 individuals who attended the Town Hall Meeting. The audience was comprised of caregivers and their families, social workers, and agency administrators, as well as, 10 expert panelists. Also included on the panel were politicians and leaders who were present to both listen and participate. At the close of the taping, everyone received an evaluation form and self-addressed envelope to return their completed evaluations.

As of June 16, 2004, ideastream received 41 completed feedback forms. On the form, the participants were asked to indicate affiliation. Below is a breakdown of those who responded.

| AFFILIATION  | RESPONSES |
|--|-----------|
| <b>Direct Service Provider<br/>(caregiver or agency)</b> | <b>26</b> |
| <b>Organization</b>                                      | <b>9</b>  |
| <b>Academic Professional</b>                             | <b>2</b>  |
| <b>Community Leader</b>                                  | <b>3</b>  |
| <b>Funder</b>  | <b>1</b>  |

**Feedback Summary (Bold Comment = comment that was repeated several times)**

- 1. What did you like about the WVIZ/PBS town hall meeting?**

  - seeing different backgrounds of people coming together on behalf of caregivers
  - exploration of many viewpoints
  - multidisciplinary gathering, diverse**
  - good cross section of demographics
  - impressed with panel and content
  - good format and well organized
  - ice breaker before taping to get people warmed up to speak comfortably
  - moderator kept the discussion moving
  - everyone was encouraged to talk and treated with respect
  - stayed on target of time allotment
  - the atmosphere that gave permission for all to share significant issues
  - learning new information
  
- 2. What would you change about the town hall meeting?**

  - not have in the early morning
  - only focus on 3 issues and make them more in-depth
  - too many PhD's and MD's
  - need caregivers both paid and nonpaid
  - metal chairs were uncomfortable for elderly**
  - need quality sound – could not hear the people talking
  - professional experts and caregivers ask some questions to make it more real.
  - know the questions in advance

- later start time for taping
- prior information about participants and process
- less talk by the experts and more by the care recipients
- discuss hospice
- provide more notice to contact care-givers to attend and be part of the town hall meeting

### **Evaluation Response Summary (continued)**

#### **3. How did this experience meet your expectations?**

- disappointed that most conversations assumed persons needing care were elderly
- inspiring
- exceeded expectations**
- professionally done
- discussions were kept focused

#### **4. What would you expect the TV audience to learn from watching the broadcast of the THM?**

- needs of people are varied and great, there are agencies standing by to help
- caregiving has many benefits and pitfalls
- caregiving has support groups
- caregiver population is larger today in our society
- caregiving is not for cowards. Don't be a martyr
- seriousness of caregiving
- great need for services in senior population
- good speakers and interaction with audience
- what it means to be a care-giver from many different perspectives
- people realize they are a caregivers (i.e. some feel caring for spouse or other relative "doesn't count.")
- many community resources for care-givers
- important to have phone numbers on the air to refer for caregiving help
- lots of promos before the broadcast

#### **5. What are your recommendations for future programs on caregiving?**

- tips for finding a good caregiver at a reasonable cost
- have politicians give specifics to what is proposed in assisting caregivers
- elder care issues
- include more well spoken care recipients
- focus on respite programs
- panel and participants should refrain from advertising their own agency
- more focus on middle income people. Rich can pay for care, poor have PASSPORT. The National Family Caregiver Support Program does not have adequate funding to reach the middle income consumers in need.
- half-hour program as a follow-up to "ATSH" highlighting 3 different caregiving vignettes, e.g., formal caregiving, spouse caregiving, and family caregiving, with actual caregivers and care recipients
- offer for people to send self-addressed/stamped envelop for further information/forms on Advance Care Planning
- have examples of successful legislation and caregiving to encourage (encourage what)
- dementia as an issue, diagnosis through caring for someone
- recap major points at the end of the show



At 1:01 PM -0400 7/15/05, Smukler, Mark wrote:

"...went great. Aired our local show at 8, nat'l at 9. Mark R made great use of Tubbs Jones interview. **Took some 700 calls for print local resource guide - also promoted that it was downloadable from the web and in Northern Ohio Live July edition.** Shelley was pleased too.

We'll send you a copy.

**Mark S**  
Cleveland

Subject: RE: last night...

Date: Mon, 18 Jul 2005 15:20:12 -0400

From: "Smukler, Mark" To: "Dale Bell"

Cc: "Rosenberger, Mark" WVIZ.org

We used the one we developed last summer, just updated funder credits and a couple other tiny changes. By copy I'm asking Mark Rosenberger to send you a copy of the show and the guide - which is downloadable from our website - just click on And Thou Shalt Honor.

BTW, **we actually got 670 calls the first night** - a bunch rolled over to the answering machine. We ran just our show in its reg repeat slot Sunday morning at 11 and took another 280 calls. Everything repeats July 31, including the original 2 hour doc. We're also doing a radio talk show Friday morning July 29 9am.

Shelley seems pleased.

Also - both pub TV stations in NE Ohio ran your new show at 9pm Thurs 14th. I didn't have anything to do with their scheduling - but it was nice. Didn't see very many top 50 markets running the show on 7/14 though. Tough to get it in schedules - even the markets who did a Town Meeting!!!! Do you know if/when people ran it?

Mark S

## TOWN HALL MEETING FUNDERS

KANSAS CITY THM



Sunflower Foundation Claude Thau Thau Family Trust Fund Mr. and Mrs. Isidor Wachstein  
Julius Wachstein Greater Kansas City Foundation Medicalodges, Inc. North Kansas City Hospital University  
Health Sciences St. Joseph Health Center Foundation Fleishman Hillard Diane Neubecker — Met Life  
Joan and Bert Berkley Elder and Disability Law Group H&R Block Foundation Ten Ten Foundation Truman  
Medical Centers JoAnn S. Field Richard B. Cray The Prime Health Foundation Menorah Medical Center  
Foundation on Aging Creative Care Consultants Kansas City Hospice Charitable Foundation

**DENVER THM**

AAHSA PaeifiCare logo Centura Health logo Tides Foundation Alzheimer’s Association  
Denver Regional Council of Governments Rocky Mountain Chapter Hospice Metro Denver  
Total Long-term Care

**MILWAUKEE THM**

Extendicare Foundation United Way of Greater Milwaukee Helen Bader Foundation  
Retirement Research Foundation Faye McBeath Foundation Aurora Interfaith

**CLEVELAND TOWN HALL MEETING**

The Cleveland Foundation The McGregor Foundation Judson  
The Mt. Sinai Health Care Foundation Benjamin Rose Hanson Services, Inc

**SEATTLE / NORTHWEST THM**

PacifiCare City Of Seattle ElderHealth Northwest Washington Mutual Swedish Home Care  
Providence Health System Senior Community Svcs. Seattle Foundation Evercare Merrill Gardens

**GREATER BOSTON THM**

Legacy Financial Services Blue Cross Blue Shield Partners Home Care  
Landa & Allsher, P.C. Massachusetts Home Care Association Life Plans  
Centers For Medicaid And Medicare Services People’s Federal Savings  
Senior Whole Health Chelsea-Revere-Winthrop Elder Services  
Home & Health Care Assoc. Of Massachusetts Margolis & Associates

**ARIZONA TOWN HALL MEETING**

PacifiCare AT&T Alzheimer’s Grant Arizona Geriatric Education Center ElderOp  
Hospice Of The Valley Beatitudes Campus Legacy Foundation Basha Foundation  
Area Agency On Aging-Maricopa County Governor’s Council On Aging Advolife  
Long Term Care Connection Comfort Plus Covenant Health Network  
Arizona Assisted Living Homes Association Arizona Health Care Association  
Foundation For Senior Living Senior Horizon National Development Corporation  
Arizona Hospice And Pallative Care Association Small Business Accounting Services

**SOUTHERN CALIFORNIA THM**

PacifiCare Health Systems HealthCare Partners Medical Group Catholic Health Care West  
St. John’s Health Center Jewish Community Foundation Alzheimer’s Association  
Los Angeles Diocese Episcopal Church

# AgeBeat Online

Newsletter of the Journalists Exchange on Aging (JEoA)

Paul Kleyman

July 12, 2005 –Volume 5, Number 22

## AGING ON SCREEN NEAR YOU

THIS THURSDAY (JULY 14) MARKS THE 40TH ANNIVERSARY of the signing of the Older Americans Act, notes DALE BELL. He asked that we inform ABO readers that day, he and colleagues at Wiland-Bell Productions in Santa Monica will feed PBS stations the latest hour-long special stemming from their award-winner 2002 program, “And Thou Shalt Honor.”

Bell and partner HARRY WILAND, both veteran Hollywood producer-directors and both former family caregivers, have become the televangelists of family caregiving in the United States and

have continued their work on this topic by producing public-television town hall meetings around the country since the original program was broadcast. For the new program, a national town hall meeting on caregiving, Bell brought cameras into the offices of six U.S. Senators, three members of the House of Representatives, one governor, Centers for Medicare and Medicaid director MARK McCLELLAN, and key experts. Among the main questions these sources addressed, Bell said, are the following: Will the sandwich generation be forced to choose between caring for their aging parents and supporting their own children’s education? And, can the nation’s elected representatives muster the bipartisan political will to pass caregiver-friendly legislation currently before Congress? Some of those appearing in the program are SENATORS HILLARY RODHAM CLINTON and CHARLES GRASSLEY, and experts SUZANNE MINTZ of the National Family Caregivers Association and BILL THOMAS, founder of the Eden Alternative and the GreenHouse Project. (The first GreenHouse Project, developed as a nursing home alternative in Mississippi, was featured on NPR’s Morning Edition, at [www.npr.org](http://www.npr.org),

in a recent two-part series by JOSEPH SHAPIRO.) Check local listings for the program. Also, journalists can request a DVD or VHS from Bell: phone(310) 828 2966; cell: 818-398-4562;

e-mail: [dale@wilandbellprod.com](mailto:dale@wilandbellprod.com), website: <http://www.atsh.org>.

**For immediate release:**

**Contact:** Dale Bell 310-828-2966

dale@wilandbellprod.com

***“And Thou Shalt Honor National Caregiving Town Hall Meeting,”  
a one-hour PBS special airing in July 2005,  
gets lawmakers on both sides of the aisle to address the  
pressing concerns of an aging nation faced with unprecedented healthcare needs***

*“The entire system is in need of reform... isn’t it smarter, better, more reflective of our values to help keep people at home if that’s their choice and to support families in doing that.”* **Senator Hillary Rodham Clinton, (D-NY)**

*“I’m an advocate for refundable tax credits for low-income people to buy health insurance. I’m an advocate for tax deduction for people who can afford health insurance who might not buy it, and I’m also an advocate for the fine tuning of health care.”* **Senator Charles Grassley (R-Iowa)**

*It’s time we ended the institutional bias in Medicaid...when you give Medicaid beneficiaries control over how they get their long term care service... we get better outcomes, have lower cost, and can reach more people. It just makes sense.”* **Dr. Mark McClellan, Administrator, CMS**

*“And we say ‘honor your father and your mother.’ You should put it in the federal checkbook, and you should put it in the community.”* **Senator Barbara Mikulski (D-Maryland)**

*“The 2005 White House Conference on Aging really has a responsibility to look ahead...We can be the spokespersons, if you will, for the policies that are needed in this country to prepare for the 78 million baby boomers coming along.”*

**Dorcas Hardy, Chairwoman, 2005 WHCoA**

Los Angeles, CA — In celebration of the 40<sup>th</sup> anniversary of the signing of the Older Americans Act in 1965, Dale Bell, executive producer with Harry Wiland, of the 2002 ***And Thou Shalt Honor*** PBS caregiving outreach project, went to Washington to put the plight of America’s family caregivers on the national agenda. Bell brought his cameras into the offices of six senators, three members of the House of Representatives, one governor, the Administration’s Medicare and Medicaid Director, and key caregiving and aging

In frank, one-on-one interviews with these Washington leaders, Bell presses for answers on issues that have daily impact on family caregivers and their loved ones including Medicaid and Medicare reform, the viability of private-public partnerships, universal

healthcare, long-term care insurance, direct pay to family caregivers, and tax incentives to prepare the nation for longevity. Will the *Sandwich Generation* be forced to choose between caring for their aging parents and supporting their own children's education? Can the nation's elected representatives muster the bipartisan political will to pass caregiver-friendly legislation currently before Congress? Interviewees take a stand on reauthorizing the National Family Caregivers Support Program, and share their visions for the upcoming White House Conference on Aging.

This PBS special is uniquely edited to highlight the real questions raised by participants in a series of nine local Caregiving Town Hall Meetings produced by Wiland-Bell Productions and broadcast on PBS through 14 states over the past two years.

Responding to these citizen concerns are Senator Charles Grassley (R-IA), Senator Hillary Rodham Clinton (D-NY), Senator Kit Bond (R-MO), Senator Barbara Boxer (D-CA), Senator Larry Craig (R-ID), Senator Barbara Mikulski (D-MD), Governor Dirk Kempthorne (R-ID), House Members Pete Stark (D-CA), Nancy Johnson (R-CT), Stephanie Tubbs-Jones (D-OH), Dr. Mark McClellan (Administrator, CMS), Gail Gibson Hunt (President of the National Alliance for Caregiving), Suzanne Mintz (President, National Family Caregivers Association), and Robert Blancato (President, Matz, Blancato & Associates). Dr. Bill Thomas (Founder, the Eden Alternative and the GreenHouse Project) is also featured in the program. The roots of the current dilemma in caregiving and healthcare are examined through a historical lens with archival footage of Presidents Clinton, Reagan, Johnson, and Truman.

***And Thou Shalt Honor National Caregiving Town Hall Meeting*** will be fed to PBS stations in mid-June. Wiland-Bell Productions hopes that all PBS stations will broadcast the program on or before July 14, as part of their look at how the nation treats its elders. Broadcast dates and times will vary. Please check local listings.

Major underwriter for the ***ATSH National Caregiving Town Hall Meeting*** is PacifiCare. Additional underwriters are the Mt. Sinai Health Care Foundation of Cleveland and the FJC, a donor advised fund, of New York City.

Executive Producers/Directors: Dale Bell and Harry Wiland. Writers: Dale Bell and Rachel Ross. Associate Producers: Vicki Mills for Production, Rachel Ross for Research. Editor: Kirk Kirkland. Assistant Editor: Maria Theresianne Avedillo. Directors of Photography: Norris Brock and Jonathan Bell. Audio: Michael Roche. Additional editing: Beverly Baroff. Music: David Loeb and Gary Griffith. Additional music: Diane Kirkland. Technical Advisor: Gail Gibson Hunt, President, National Alliance for Caregiving. Production Assistant: Mark Beattie.