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Culture Change in Practice

Politics of Change



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posted by Steph Kilen

"Culture Change in Practice" is our own weblog where people can become involved in a conversation about Culture Change as it is practiced by professionals in real nursing homes. Feel free to join the conversation, or post a comment about something you have learned on your journey.

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I bet I'm not the only one whose ears have been perking up a lot lately because the word "change" has been popping up so much in the presidential primaries.

There's a great story about it from the Associated Press by Erin McClam titled '**Change**' in the air, once again. See: http://news.yahoo.com/s/ap/20080111/ap_po/here_s_your_change

From it, a quote: "We're obsessed with it. We can't let it go, can we?" says Marian Salzman, chief marketing officer for advertising titan J. Walter Thompson. "It's the word of the day, minute and hour, and I don't even know what it means."

Ah, but we do! Doesn't it feel nice to be ahead of the curve? The culture of our country has a lot to do with the way we treat our elderly. The culture of the 60's and 70's that valued youth, productivity and efficiency is the

culture that created and maintained institutional living for our frail elders. I'm hoping that our current culture, which seems to value change and progress, will support us in our need to find true home for elders. As a country and as the world of long-term care, can we really back up the talk of change with action? Are we as ready for it as we say we are?

