

# FOCUS



Community Health Care Services Foundation, Inc.

*the premier educational resource  
for home care and hospice*

**inside:** CHC has produced a new Internet video series on safety for home care workers.

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## What do foundations want?

*Focus talks to a foundation program director to find out some of the tricks of the trade that home care agencies should take into account when preparing grant applications.*

**W**hat do foundation program directors look for when examining grant applications in the field of home care? In general, foundations will want to know that you and your colleagues are qualified to do the work you propose, that your organization supports the project and is allocating you enough equipment, personnel and time to accomplish it. They also tend to favor projects that are new or unusual if not actually unique.

You should look for funding sources whose philosophy is consistent with the goals and objectives of your proposal. Talk to foundations that your research indicates would be a good match. Obtain their funding guidelines and check to see if the amount of funding they typically provide would fit your needs.

Try to speak personally with someone involved with the funding who can answer your questions and provide guidance. Find out how projects are reviewed and how decisions are made. Try to develop a relationship with the contact person.

To get additional insight, *Focus* spoke with Jackie Mahoney, Director of Grantmaking for the Community Foundation for the Capital Region. The Foundation, which has been in existence since 1968, has grown to about \$36 million in assets and gives away about \$2 million each year in grants. It operates primarily within the four-county Capital Region of New York State. The Foundation manages more than 240 permanent charitable funds for individuals, families, businesses, and organizations.

As Director of Grantmaking, Mahoney helps donors and connects them with organizations in the community that they might be interested in funding based on their interests as a donor.

**Focus:** Do you see interest in home care among foundations and funders and, if so, within the home care field, what types of programs do you think are most attractive to funders?

**Mahoney:** Oh definitely, for us there is. I think in home care the most interest has

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# Video series on safety is all CHC

By Allison Manny

**I**t is not news that video streaming technology is the wave of the future when it comes to educational programming at CHC. However, it is news that CHC has developed, recorded and produced its very first streaming video series that is all CHC.

A year ago CHC, in partnership with the Home Care Information Network (HCIN), unveiled its most exciting education product ever—online, streaming video seminars that home care agencies can access anytime, anywhere. While HCIN has a national audience, CHC is the exclusive provider of this programming in New York State. The interface of these seminars includes a video of the presenter along with a slide presentation that is keyed perfectly with the video.

HCIN has used a variety of nationally-known speakers as faculty for its various programs. CHC has now produced its own programming which is available to home care agencies around the country.

The “Safety Series” is a four-part program of one hour seminars aimed at providing important education to the home and community-based care paraprofessional. This series talks specifically about four important areas of safety hazards that home care workers encounter on a daily basis.

## Camera rolling—Action!

Recording the Safety Series at the CHC office occurred over the course of two days. With a little professional help, the recording session went quickly and well.

### Day 1

A group including Allison Manny, CHC Director of Development & Education; Jim Mahoney, HCP Director of Programs and Services; main speaker Jim Pavoldi; a camera man and a representative from HCIN were on hand. There is actually very little equipment needed to record a session this way. A small but high quality camera was hooked into an audio mixer and then connected to what HCIN folks refer to as the “black box.” The box is essentially a mid-sized computer that simultaneously records the speaker’s picture from the video camera, the voice from the microphones and the PowerPoint slides from the computer so that when they are played back they all are in sync. The camera, microphones and a computer showing the slides are connected to the box, the record button is pressed and the speaker begins. Day one ended early and successfully.

### Day 2

Day two went similarly but brought two additional speakers to the mix—Annette Horvath of Always Manageable Health Care Services and Julie Dillon of Visiting Nurse Service Association. Pavoldi shared some tips for each of the other speakers that he had picked up the day before. All of the speakers did an excellent job and none of the presentations needed to be edited after they were complete.

Shortly after each session is finished, the full presentation is ready to be posted to the Internet. For the Safety Series, you will be able to email questions to the speakers and get responses directly from them. The user also has the ability to download copies of the slides for their use as well as a certificate of completion. As with all of the other seminars available on HCIN, the series will be available for viewing 24 hours a day from anywhere you have a computer and access to the Internet.

There are several benefits this new series shares with all HCIN programming:

- It’s available 365 days a year, 24 hours a day— whenever it is convenient for you and your staff.
- The only thing you need is an Internet connection.
- No special computer software or extra memory is needed to view seminars.
- It’s easy to use. With a click of your mouse, you can start, stop, rewind and fast forward the presentation at your leisure.
- Slides of the presentations are downloadable, the audio comes right from your computer speakers and, unlike a webinar, you are able to see the presenter as well as the presentation slides on your screen.

Past users of HCIN have commented that ease of use and flexibility in learning at your own pace and schedule are particular advantages.

This new safety series was developed in conjunction with three experienced CHC speakers, James Pavoldi, Director of Loss Control for Program Risk Management, program administrator for CHC affiliate Health Care Providers Self-Insurance Trust

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(HCPSIT); Annette Horvath of Always Manageable Health Care Services, home care consultants; and Julie Dillon, Physical Therapist from the Visiting Nurse Service Association. Each brought unique experiences and knowledge to their respective topic areas. Once you register for the program, you will have access to it for one year and can have as many of your staff view the program as you wish.

Here are the four completed programs in the Safety Series:

### General Safety in Home Care

This program is like no other available today for paraprofessionals. Jim Pavoldi uses his experiences as a fire department captain and in risk management and control to raise awareness and lower the risks associated with general hazards such as fire, carbon monoxide, slips, trips and falls, chemical spills and more.

### Transportation Safety for Home Care

In this program, Pavoldi addresses the many risks associated with various modes of transportation. Home care services rely on the workers' ability to travel safely from one patient to the next. This program focuses on ways to reduce accidents that occur while home care workers are in transit. Various transportation methods are covered including driving a personal car, taking a bus and using a subway.

### Ergonomics for Home Care

In this program Pavoldi is joined by Julie Dillon, a licensed Physical Therapist working in the home care setting. She tells of her experiences working in home care and shares tips for working safely, with special attention paid to lifting and moving patients in the home care setting. This program also talks about the anatomy of the human back and gives advice on how to avoid common injuries to the back that many home care workers suffer.

### Bloodborne Pathogens

In this program Pavoldi is joined by Annette Horvath, RN to discuss the importance of using standard precautions in the home care setting. Horvath shares her direct nursing experience with the audience and she and Pavoldi give tips on how to avoid the most common bloodborne pathogen related hazards.

More information about the Safety Series and a registration form can be found at [www.chcforum.org/hcin](http://www.chcforum.org/hcin). You'll also find information on all HCIN programs which include titles such as: Keys to OASIS Success, Home Health Advance Beneficiary Notice, Wage & Hour, Salary Administration, Medicare Reimbursement for Financial Managers, Home Care Coding, Private Duty, Strategic Planning and Staff Recruitment, Home Care Sales and Marketing, and Home Care Disaster Preparedness & All Hazards Planning.

## Did you know?

*Improving employee safety can have a direct impact on a home care agency's bottom line. The experience of the Health Care Providers Self-Insurance Trust (HCPSIT), a workers' compensation self-insurance group for New York home care agencies, demonstrates that safety education not only reduces injuries but workers' compensation claims and premiums as well.*

*Find out more about HCPSIT at [www.nyshcp.org/self-insurance.shtml](http://www.nyshcp.org/self-insurance.shtml)*

# Upcoming educational events

## Home Care Management Institute

June 5 - 6, 2007

Everything you need to know about running a licensed home care agency in New York State. One-and-a-half day conference Jamaica, New York

## Workers' Compensation Changes

July 11, 2007

Workers' compensation reform legislation passed in New York means big changes for all employers. Find out what the changes mean for you. Interactive webinar

## Forum #32: Wound Care

July 19, 2007

One-hour audio conference and accompanying workbook. Free to registered participants.

## HCP Annual Home Care Management Conference & Exhibition

October 17 - 19, 2007

New York's top home care event of the year. "Outside the Box: Inside Home Care" is this year's theme.

Hyatt Regency Wind Watch  
Hauppauge, New York

To register for an event, visit [www.chcforum.org/seminars](http://www.chcforum.org/seminars) or call 518/463-1167, ext. 817.

# Foundations . . .

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been in the telehealth units which they put in people's home where the nurse can take their vital signs and can look to see how that person is doing during the day. That seems to be pretty important at this point. We'd like to fund programs that would not only help people to stay in their homes and avoid emergency rooms and hospitals, but also provide company and support.

**Is it the technology aspect of telehealth that makes it appealing to funders or the fact that it's something new or some other aspect?**

Probably a little of both, but I also think that it will really help people.

**In general, what are the key factors in getting approval for a grant?**

I think it's the relationship building. It really is all about networking. If you have a relationship with our Foundation and we keep in touch with you and you keep in touch with us, that's good. We're always talking about the new programs organizations are doing and those organizations have a better chance of getting grants than people that we haven't dealt with before. If we haven't dealt with them, then we make a site visit to check out the organization to see what kind of programs they're running.

As much as we want to know about them, they should want to know about us and what we try to do. You can start with a web search, go to our website or those of other foundations and see what the foundation is about, what subject areas they're interested in.

Then it would make sense for someone who's looking for funding to call us, introduce themselves and say we think there's a potential match here.

Our job here is to link their program to one of the funds that we have to give money away for grants.

**What do you like to see during the funding period**

**"As much as we want to know about them [applicants], they should want to know about us and what we try to do."**

**from an applicant who has been successful?**

After they've been successful, we expect two follow-up reports, one at about six months and one at about a year. A lot of times we will do another site visit to see the program in action.

**What about after the funding period has ended—do you like to see anything in particular?**

With a lot of our grants, we do keep in touch. People call or email to say, "Hey, just wanted to let you know where we are with the project that you helped start." Typically, we do keep in contact with the people we've given grants to. It's not required, but it does happen.

**Before applying, what should an applicant try to find out about the funder?**

What their guidelines are and what types of projects they are interested in. Also, when you write the grant, you need to keep in mind what the guidelines say. That's important and sometimes overlooked.

**So, if we have a project in mind that we think would cost say, \$200,000, we need to know that this may be too large an amount for one foundation and too small an amount for another?**

Exactly.

**What about the quality of applications that you've seen lately—do people seem to know what they're doing or are the applications done poorly or misdirected?**

Many of the applications we get are very well written but, unfortunately, we don't have enough money to fund all of them. What we are being asked for more and more is capacity building for organizations so that they can train their board members or staff on things like strategic planning—what they're going to do for the next five years.

**And you're open to those kinds of applications?**

Yes, it doesn't have to be something brand new or never been done before.

**Any final thoughts?**

Build those relationships. If you are going to be successful, that's something you have to do.



**FOCUS**

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