

NEW YORK STATE OFFICE FOR THE AGING

2 Empire State Plaza, Albany, NY 12223-1251

Andrew M. Cuomo, Governor

An Equal Opportunity Employer

Greg Olsen, Acting Director

PROGRAM INSTRUCTION

Number 19-PI-14

Supersedes 19-PI-01

Expiration Date

DATE: June 7, 2019

TO: Long-Term Care Ombudsman Regional Coordinators

SUBJECT: New York State Long-Term Care Ombudsman Program Branding Requirements

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ACTION REQUESTED: Regional Long-Term Care Ombudsman Programs (Regional LTCOPs) will comply with the branding requirements provided in this Program Instruction when utilizing business cards, brochures, and programmatic letterhead. In addition, Regional LTCOPs will follow the instructions listed in the Program Instruction when ordering any program related marketing, outreach, and informational materials.

RESPONSE DUE DATE: N/A

PURPOSE: Requiring use of consistent Statewide branding efforts by Regional LTCOPs. Through this Program Instruction, the Office of the State Long-Term Care Ombudsman (State LTCOP) is setting forth the following requirements regarding the specific information that should be contained on: programmatic business cards of staff and volunteers; requirements placed on regional programs when ordering new business cards; what regional LTCOP sponsor information should be included on the program authorized LTCOP brochure; when regional staff should utilize LTCOP program letterhead for program related correspondence; and the approval process for ordering any program related marketing, outreach, and informational materials.

BACKGROUND:

Business Cards for Paid Staff and Volunteers:

Over the past year there have been multiple inquiries regarding the appearance and design of business cards for both paid staff and volunteers. State LTCOP has designed a model for use by each program that both identifies their sponsoring program, while at the same time maintaining uniformity of the business cards across the entire LTCOP.

The business card must appear as follows (see attached example):

- The front of the business card must have the purple Office of the State Long-Term Care Ombudsman logo in the upper right corner.
- In the bottom left corner, the staff name must appear along with any professional credentials (i.e.: LMSW, RN, etc.).
- The second line must be the staff's position and title.
- The third line must say Certified Ombudsman.
- The fourth line must have the local phone number for the LTCOP program and the Statewide toll free LTCOP number, 855-582-6769.
- The last two lines must contain staff's email address followed by the LTCOP website address (www.ltcombudsman.ny.gov).
- The back of the card may, if desired, have the local program sponsor's logo with website as long as the identified website has information regarding LTCOP.

Volunteer business cards, if used, must be the same as staff business cards, except that credentials, position and title, and the volunteer's email address should not be included. See attached example.

When re-ordering business cards, Regional LTCOPs must send a draft of the front and the back of the card to your Assistant State Ombudsman for approval PRIOR to printing. Regional LTCOPs must use the new business card template no later than May 1, 2019.

Brochures:

The NYS Office of the State Long-Term Care Ombudsman has developed an official brochure that all regional programs must use when conducting outreach or marketing related to the program. Included on the back panel of the brochure is an area with a fillable PDF. The fillable PDF section on the back panel of the brochure must include the

name of the regional LTCOP host agency, it's address, website, and the phone number at which the LTCOP program can be contacted. Any requests to include additional information on the brochure must be directed to the regional LTCOP's Assistant State Ombudsman. See attached example.

LTCOP Letterhead:

Official LTCOP letterhead must be used in any programmatic related correspondence with ombudsman volunteers, facilities covered by the program, media (i.e., "letters to the editor"), or any systems advocacy related correspondence. If there is any question as to the need to utilize or not utilize the sanctioned letterhead on any correspondence, regional LTCOP staff should contact their Assistant State Ombudsman for guidance. See attached letterhead.

LTCOP Marketing, Outreach, and Informational Materials

Prior to ordering any LTCOP marketing, outreach, and informational materials (examples: pens, bags, handouts and pamphlets, etc.) regional staff will first provide their assigned Assistant State Ombudsman a proof (mock up examples of actual item) for approval.

PROGRAMS AFFECTED:

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|--------------------------------------|--|--|---------------------------------|---|
| <input type="checkbox"/> Title III-B | <input type="checkbox"/> Title III-C-1 | <input type="checkbox"/> Title III-C-2 | | |
| <input type="checkbox"/> Title III-D | <input type="checkbox"/> Title III-E | <input type="checkbox"/> CSE | <input type="checkbox"/> WIN | <input type="checkbox"/> Energy |
| <input type="checkbox"/> EISEP | <input type="checkbox"/> NSIP | <input type="checkbox"/> Title V | <input type="checkbox"/> HIICAP | <input checked="" type="checkbox"/> LTCOP |
| <input type="checkbox"/> NY Connects | <input type="checkbox"/> Other: | | | |

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**Office of the State
Long Term Care
Ombudsman**

NOELLE MARIE

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Certified Ombudsman

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CATHOLIC CHARITIES

SENIOR & CAREGIVER SUPPORT SERVICES

www.ccseniorservices.org



Office of the State Long Term Care Ombudsman

Two Empire State Plaza
Fifth Floor, Albany, NY 12223-1251
www.ltcombudsman.ny.gov

Claudette Royal
State Ombudsman
1-855-582-6769

The Office of the State Long-Term Care Ombudsman is a programmatically independent advocacy service located within the New York State Office for the Aging. Points of view, opinions or positions of the Ombudsman Program do not necessarily represent the views, positions or policy of the New York State Office for the Aging.



Office of the State
Long Term Care
Ombudsman

Educating Empowering Advocating



The New York State Long-Term Care Ombudsman Program services are made possible through funding from the New York State Office for the Aging and U.S. Administration on Community Living.

LTCOP Helpline:
1-855-LTCOPNY
1-855-582-6769

www.ltcombudsman.ny.gov

Andrew M. Cuomo
Governor

Claudette Royal
State Ombudsman



**Office of the State
Long Term Care
Ombudsman**

The LTC Ombudsman Program is an advocate and resource for people who reside in long-term care facilities such as nursing homes, assisted living, and adult care facilities.

Ombudsmen help residents and their families understand and exercise their rights to quality care and quality of life. The program advocates for residents by receiving, investigating, and working to resolve complaints made by or on behalf of residents.



Ombudsmen respond to a variety of issues about long-term care including:

- Resident's rights
- Environmental concerns
- Discharge and eviction
- Personal care concerns
- Quality of life issues

For additional information or assistance:

**Office of the New York State
Ombudsman
2 Empire State Plaza
Albany, NY 12223**

**1-855-LTCOPNY
1-855-582-6769**

www.ltcombudsman.ny.gov