

EMERGENCY PREPAREDNESS WITH EVMS COMPASSIONATE CRISIS CARE: ADDRESSING BARRIERS TO PERSON-CENTERED NURSING HOME CARE FOR THE HISPANIC POPULATION

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INTRODUCTION

Nursing homes are for older adults in need of short or long-term care, which can no longer be supported at home or in an assisted living facility. Many residents have neurocognitive disorders accompanied by behavioral changes. An increasingly larger share of Hispanic Medicare-insured residents admitted to nursing homes have Alzheimer's disease and related dementias (ARD) compared with African American and Caucasian beneficiaries. Both Hispanics and African Americans with ARD have historically received care in segregated nursing homes with fewer resources and lower quality of care compared with Caucasian residents. Surveys report that nearly 60% of Hispanic adults have struggled to communicate with their healthcare providers due to language or cultural barriers. Spanish-speaking nursing homes hope to eliminate those language and cultural barriers by employing Spanish-speaking staff, offering familiar cuisine, and embracing cultural traditions and activities. We developed the EVMS Compassionate Crisis Care video series, which was designed to improve the quality of behavioral care in nursing homes during emergencies.

METHODS

EVMS Compassionate Crisis Care is a YouTube video series created through a partnership with the internationally recognized Standardized Patient program at the Eastern Virginia Medical School of Macon & Joan Brock Virginia Health Sciences at Old Dominion University; the nationally recognized documentary production expertise of VPM Media Corporation in Richmond, VA, which provides NPR and PBS programming; and a Statewide Steering Committee of experts on nursing homes, aging, dementia, brain injury, and pandemic/disaster relief.

The video series is composed of five main videos with accompanying promos, targeting messages toward specific populations including leadership, law enforcement, certified nursing assistants, emergency medical service, and the Virginia Medical Reserve Corps. Spanish language subtitles were composed to facilitate accessibility among Spanish-speaking individuals. YouTube analytics were examined to assess key metrics.

RESULTS



LEADERSHIP



Published: Jul 9, 2024 – 3 months ago
Total Views: 76
Length of Video: 10:46
Average View Duration: 1:57 (18.2%)
Spanish Subtitle Viewers: 1 (1%)

CERTIFIED NURSING ASSISTANTS



Published: May 5, 2023 – 1 year ago
Total Views: 2,801
Length of Video: 13:13
Average View Duration: 2:02 (15.5%)
Spanish Subtitle Viewers: 81 (2.9%)

LAW ENFORCEMENT



Source: Lehman College

Published: Mar 1, 2024 – 7 months ago
Total Views: 335
Length of Video: 11:38
Average View Duration: 1:46 (15.2%)
Spanish Subtitle Viewers: 3 (1%)

EMERGENCY MEDICAL SERVICE



Source: MedlinePlus

Published: Nov 20, 2023 – 10 months ago
Total Views: 33,124
Length of Video: 11:09
Average View Duration: 2:24 (21.5%)
Spanish Subtitle Viewers: 331 (1%)

VIRGINIA MEDICAL RESERVE CORPS



Source: Virginia Department of Health

Published: Aug 4, 2023 – 1 year ago
Total Views: 8,096
Length of Video: 10:00
Average View Duration: 4:17 (42.9%)
Spanish Subtitle Viewers: 235 (2.9%)

CONCLUSION

Compassionate care can be the difference for those undergoing a crisis. EVMS Compassionate Crisis Care can help individuals learn how to better care for patients during emergencies. Spanish-speaking certified nursing assistants and Virginia Medical Reserve Corps first responders handling Spanish-speaking nursing home residents with challenging behaviors may especially benefit from viewing the Spanish language subtitles to bridge the language barrier and applying demonstrated interaction techniques.

LEARNING OBJECTIVES

1. Recognize the importance of behavioral inclusion in emergency preparedness plans as it pertains to older adults with neurological impairments and associated challenging behaviors.
2. Acknowledge the need for more readily available and individualized behavioral management plans in nursing homes.
3. Appreciate the potential for incorporation into various state and national nursing home training programs.

REFERENCES

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