

# Help needed to fund dream of intergenerational development



*Karin Krause is a nurse with a passion for the two fastest growing segments of our population – seniors and young families in poverty. Nine years ago she and a friend, Paula Reif, decided to call the Small Business Development Center in Madison to ask if their ideas for creating supportive neighborhoods (Therapeutic Interactive Intergenerational Neighborhood, or TIIN) would be worth pursuing.*

*Many have volunteered time and energy to the process of developing this idea of a staffed neighborhood that serves individuals as a supportive, interactive community. The beginning of Karin's story was published in the July issue of Nursingmatters. She continues here:*

As a nurse in the first year of operating a non-profit business that took nine years to plan and secure financ-

ing, I have three things to say:

1. This is exciting.
2. This is not for the faint of heart.
3. More nurses should be doing it.

Because nurses work with people in such intimate ways, we live through many tough experiences with people that offer us the opportunity to see through another person's eyes. Often we walk away thinking, "If only there were a way to make it better..." (You can finish the sentence.) When I received a mental picture that answered my "if only," I had two choices: complain that no one with resources and know-how has tried to do it, or step into the unknown and try.

Ten years ago this summer, I was on the phone with a friend of mine and we decided to try. My friend Paula and I decided that we liked the idea of a staffed, Therapeutic Interactive Intergenerational Neighborhood (TIIN) enough to try. We had pretty close to no resources, but a lot of passion. I knew that the only way this would ever work would be if people with know-how and resources would join me. I vowed that on our children's first day of school in September, I would call the Small Business Development Center to ask if the ideas we were discussing were worth pursuing. Putting a date on the try was important.

The first step for me included applying for and receiving an entrepreneurial training grant. This included a series of one-night course offerings that introduced me to business language and thinking. I learned enough to know how to ask questions.

The second step was writing a business plan with a coach from the Small Business Development Center. There

is no cost for this service and our coach guided us through the process of writing different segments of our plan. This included research, learning and writing. Because our plan was multi-faceted, it took over a year to complete the first draft. It was like writing a monthly term paper while working and raising children. Thank you to our families for supporting us through this!

Along the way, we had to talk to people about topics that were new to us. Our comfort level was in telling people that we had an idea that required a particular setting. The setting was unprecedented because we intended to create a supportive community for diverse age groups.

We knew what we wanted to do in the setting, but to create the setting we needed creative people with expertise in affordable development, angel donors and financiers willing to take a risk with something new.

We talked with non-profit developers, mayors, legislators, university researchers, and philanthropists, executive directors of non-profit housing developments, lawyers, architects, engineers and pastors. And we applied for grants. Four times we had "almost" projects. After it became clear that the fourth project was not going to work, the board of directors began resigning and became inactive. That was around the six-year mark.

During our first year of talking with people, three people mentioned reading about people with new ideas who spent seven years presenting before they were taken seriously. At the time I couldn't imagine continuing without success on anything for that long. Now I pressed into my seventh year with

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# Buerhaus to deliver 14th annual Littlefield Leadership Lecture

Author, scholar, and chair of the 15-member National Health Care Workforce Commission, Peter Buerhaus will deliver the keynote address, "Shaping Health Care Systems: An Opportunity for Nursing," at this year's Littlefield Leadership Lecture sponsored by the University of Wisconsin-

Madison School of Nursing.

The lecture is at 9 a.m., Sept. 27, in the UW-Madison Health Sciences Learning Center's Alumni Hall (Room 1306). Following Buerhaus's lecture, an audience Q&A will be moderated by Barbara Pinekenstein, MSN, RN-BC, CPHIMS, president of the

Wisconsin Center for Nursing.

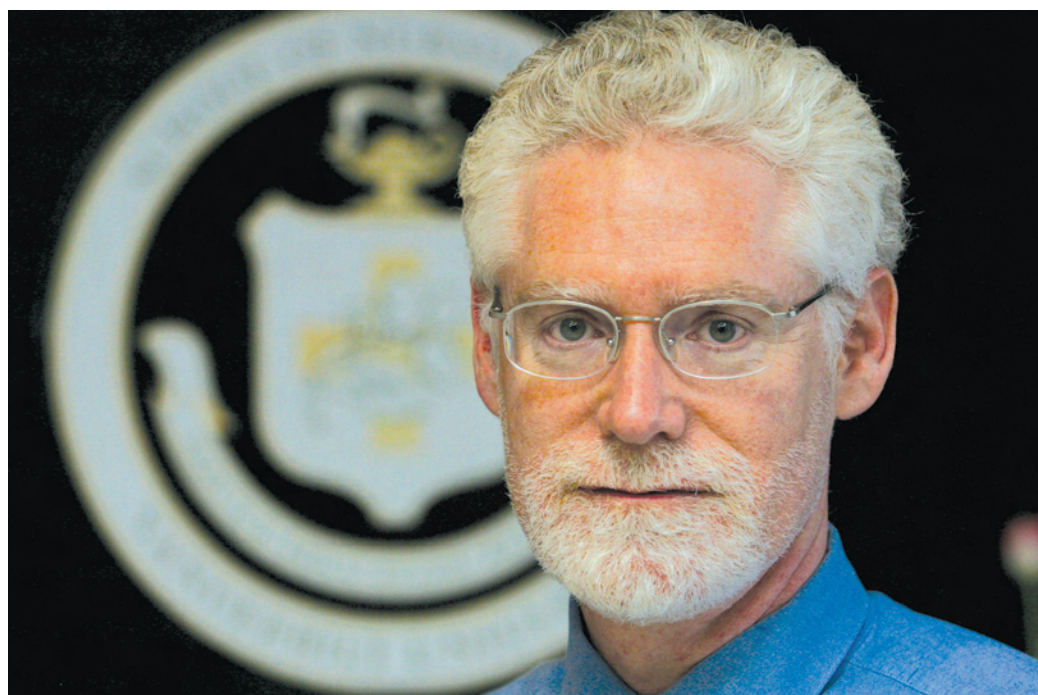
Doors open at 8:30 a.m.; lecture and audience Q&A will be from 9 to 11:30 a.m.

Buerhaus, the director of the Center for Interdisciplinary Health Workforce Studies Institute for Medicine and Public Health at Vanderbilt University Medical Center, sees an unprecedented opportunity for the nursing profession in the Patient Protection and Affordable Care Act. Nationally recognized for his work with aging populations, nursing work force challenges, and the new legislation, Buerhaus believes nursing is ready to take a lead role to improve patient outcomes and lower costs. He will discuss the Affordable Care Act's impact on nursing, consider new data, and call for nurses to demonstrate how their profession brings economic value to organizations in the health care system.

Organizational change is difficult, says Buerhaus: "Because studies have established a relationship between staffing and quality of care, and because we know that patients' receiving care on high patient turnover units (transfers,

discharges and admissions) have an increased risk of mortality, nurses are in a position to lead actions to involve physicians, management, and nurses to prevent avoidable threats to patients ... It's about making visible the value of nursing care."

When hospital CFOs and COOs realize their economic interests are tied to patient outcomes affected by nurse staffing, says Buerhaus, the cultural and organizational behaviors will also start to change.



## PUBLIC NOTICE OF UPCOMING ACCREDITATION REVIEW BY ACEN Announcement

Herzing University - Madison wishes to announce that it will be hosting a site review for continuing accreditation by the Accreditation Commission for Education in Nursing, Inc. (formerly NLNAC/National League for Nursing Accrediting Commission) of its Associate of Science in Nursing (ASN) program.

You are invited to meet the visit team and personally share your comments about the nursing program at a public meeting scheduled for Wednesday, October 2, 2013 at 4 o'clock in the afternoon. The meeting will be held in Room 112, Herzing University - Madison at 5218 East Terrace Drive, Madison WI, 53718.

Written comments are also welcome and should be submitted no later than September 27, 2013 directly to:

Dr. Sharon Tanner, Chief Executive Officer  
Accreditation Commission for Education in Nursing  
3343 Peachtree Road NE, Suite 850  
Atlanta, Georgia 30326

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