

Validation

Training Institute, Inc.

‘Connecting with Older Adults from the Heart’



Case Statement

2016-17

Mission Statement

VTI’s mission is to enrich the lives of older adults experiencing age-related cognitive decline and their caregivers through education and support services—rooted in the Validation Method—that nurture respect, dignity and well-being.

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Validation Founder Naomi Feil (on right)

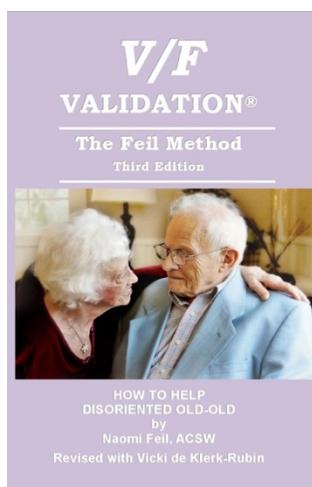
“Validation helps helpers become comfortable with disoriented old-old who freely express feelings. Validation accepts people as they are. Validation helps us understand the reason behind the behavior.

Validation helps the disoriented old-old reach their goals, not ours.”

— Naomi Feil, from V/F Validation®: The Feil Method

THE VTI MISSION

The Validation Training Institute (VTI) is a United States-based, 501(c)3 nonprofit organization founded in 1984 by social worker and gerontologist Naomi Feil, one of the originators of ‘person-centered care’ for older adults with various forms of dementia, also known as cognitive decline or disorientation. VTI’s mission is to enrich the lives of older adults experiencing age-related cognitive decline and their caregivers through education and support services—rooted in the Validation Method—that nurture respect, dignity and well-being.



What is the Validation Method?

Validation is a proven method of communication developed by Naomi Feil that helps improve the connection between caregivers and older adults experiencing disorientation. Numerous studies have shown that Validation reduces stress for caregivers (which includes professionals and family members) while enhancing dignity and happiness for those who are Validated, individuals who are often 85 years and older. To date, individuals at more than 10,000 dementia care communities in North America, Europe, Asia and Australia practice Validation and more than 88,000 people have attended Validation workshops. Currently, there are more than 6,000 Validation-certified caregivers practicing in dementia care centers and homes worldwide.

Validation implements 11 key principles based on work by renowned theorists, including Carl Jung, Erik Erikson, Carl Rogers and Abraham Maslow. The method is forged in the ideals of “person-centered care,” which is now considered a best practice in dementia care. For caregivers who practice Validation, person-centered care means honoring the values, choices and preferences of these older adults—without judgment—through empathy, respect and active listening.

A WORD ABOUT ‘DEMENTIA’

In the 1970s, Naomi Feil suggested that the word “dementia” (which means “away from the mind” or “mindless”) be replaced by more humanistic and realistic terms such as “disoriented” or “maloriented.” A goal of Validation is to change the gestalt of psychogeriatric care by choosing words carefully. To that end, VTI intentionally uses the term “dementia” sparingly in this Case Statement, whenever possible.

Among other benefits, Validation helps older adults express feelings related to unresolved issues from earlier stages of their life that may have been suppressed. Caregivers trained in Validation are equipped to help recipients navigate these issues, which often manifest themselves in unpredictable behaviors and reflect basic human needs, such as love and respect.

Validation categorizes older adult behavior into four progressive phases:

- **Malorientation:** Older adults express past conflicts in disguised form and are unhappily oriented to the present.
- **Time confusion:** Individuals no longer hold onto reality and begin to retreat inward.
- **Repetitive motion:** Movements are used in lieu of words to express needs and emotions.
- **Vegetation:** Individuals shut out world completely and become totally withdrawn inward.

Effective Validation can lead to increased trust, better communication, a decrease in the need for medication and a reduction in caregiver stress.

A PEACEFUL DEATH...

“Validation techniques showed me a way to treat my mother with loving kindness and initiate communication of a better sort than we’d typically had...With no more battles to be fought, my mother was able to gradually pull away from life into a peaceful death, and I was able to come away after five difficult years with no regrets.”

— B.W., Validation User

ORGANIZATIONAL HISTORY

History of Organization and Major Accomplishments

The Validation Training Institute's (VTI) roots started in the Montefiore Home for the Aged in Cleveland, Ohio, where Naomi Feil's father was Montefiore's administrator and her mother was the head of the Social Service Department. Naomi grew up alongside Montefiore's residents until she left for New York City and graduated with a Master's Degree in Social Work from Columbia University. She later returned to Ohio to work as a group worker at Montefiore and as an Adjunct Instructor at the School of Applied Social Sciences at Case Western Reserve University.



Validation Founder Naomi Feil (left) in "Looking for Yesterday," a 1978 documentary.

During this time—between 1963 and 1980—Naomi developed the foundations of Validation as a response to her dissatisfaction with traditional methods of working with older adults experiencing severe age-related cognitive decline. In 1967, Naomi published her first article in *The Gerontologist* and in 1982 she published her first book, *Validation: The Feil Method*. That same year, she conducted her first Validation training in Beachwood, Ohio and a year later—with the assistance of a board of trustees—she launched VTI. Since then, Naomi has spread her knowledge of Validation through workshops and lectures; writing articles; ongoing outreach to individuals, care sites and politicians; and conducting research with older adults with disorientation and their caregivers.

During the 1990s, VTI developed a formalized certification process for practitioners. The framework for this structure is still in place and includes four levels of certification for those who practice, promote and teach Validation. Today, the organization and its network of Authorized Validation Organizations (AVOs)—satellite organizations that represent VTI—lead workshops and certification courses throughout Europe, Asia, and North America.

Currently, there are more than 6,000 Validation-certified caregivers practicing in dementia care centers and homes worldwide. Additionally, there are now more than 360 certified Validation teachers—and a growing number of certified Masters—to provide mentorship and support.

During the past 33 years, VTI has established Validation training programs in 23 countries; published four books in 12 languages, with more than 80,000 sold in all 50 states and more than 12 countries; created award-winning educational films; and built an international network of affiliated organizations. Additionally, Naomi has been interviewed by more than 50 television stations worldwide; been cited in numerous major publications including *The New York Times* and *Washington Post*; and presented at TEDx AmsterdamWomen 2015. In 2007, an excerpt from the documentary, "There is a Bridge,"—which aired on Public Broadcast Stations around the U.S.—was posted on YouTube. That video, which featured Naomi, has garnered more than 1 million views to date.

ORGANIZATIONAL VALUES

The values inherent in the Validation method are also carried through its international, organizational structure.

- **Empathy:** VTI believes the ability to share in the feelings of others is not only critical to being an effective Validation practitioner, it's an essential to running an effective organization.

- **Quality:** Validation is only as effective as the caregivers who practice it and this process starts with VTI. Information, education and support must be uniform and quality controlled.

- **Innovation:** Uniformity doesn't mean "unchanging." While the core principles of Validation will always remain, VTI has systems in place for systematic and methodical organizational evolution in an effort to better achieve its mission.

- **Passion:** Since VTI was first

formed in 1984 by founder Naomi Feil, passion has been the driving force behind VTI's mission. The organization seeks to work with those who share this same enthusiasm.

- **Authenticity/Self Awareness:** Through authentic leadership, VTI strives to be self-aware of both organizational strengths and needed improvements. Ongoing self-evaluation will strengthen VTI as it moves forward.



(L-R) Validation Education Committee Co-Chair Gunvor Sramek, VTI Founder Naomi Feil and VTI Executive Director Vicki de Klerk-Rubin in Vienna, Austria.

MEANINGFUL WORK...

"Working for VTI allows me to support Naomi's wonderful work. I love what I do because at the end of the day, I feel like I've helped to better the lives of our elders."

— Jana Stoddard, VTI Manager

VISION AND GOALS

VTI works to inform the dementia care community about Validation and train practitioners in the method. Ultimately, VTI wants caregivers and older adults experiencing age-related cognitive decline to feel the joy and love of meaningful communication. VTI will ensure that Validation flourishes into the future by accomplishing the following goals:

- **Additional Research:** The creation of a controlled study to demonstrate the efficacy of the Validation method.

- **Paid Staff:** The incorporation of paid professionals to take on key VTI functions to increase Validation awareness and acceptance as a viable practice.

- **More AVOs:** An increase in the number of Authorized Validation Organizations worldwide in order to offer training and information in new geographic areas. Focus areas include the Great Britain, Israel and California.

- **Material Development Improvements:** The creation of systems to efficiently develop new Validation educational materials.

- **More Training:** An increase in training options for family caregivers and first-responders.

- **Affordable Options:** An increase in access to affordable curriculum and in-home coaching for professional and family caregivers as well as more access to Internet-supported courses.

- **Translation Services:** Increased translation of Validation materials into various languages.

- **Academic Partnerships:** Further integration of Validation training into educational curriculum with universities in the U.S. and abroad.

- **More Masters:** An increase in recruitment and training of additional Validation Masters to mentor Validation teachers.

- **Sustainable Funding:** An increase in advocacy to promote Validation as a universally reimbursable form of health care for medical professionals in dementia care communities.

THE NEED FOR VALIDATION

Dementia care is rapidly becoming a prominent health issue worldwide for both older adults and their caregivers. Statistics backing up this claim are powerful.

- Worldwide, nearly 47.5 million people have Alzheimer's disease (AD) or a related dementia, according to the World Health Organization. The total number of people with dementia is projected to rise to 75.6 million in 2030 and almost triple by 2050 to 135.5 million.
- Every 66 seconds, someone in the U.S. develops AD, according to the Alzheimer's Association.
- According to the Alzheimer's Association, there were 5.2 million people with AD over 65 in the U.S. in 2015. By 2050, this is projected to jump to 13.8 million. Of that number, more than half—approximately 7 million—will be older than 85.
- Studies have shown that as many as 40 to 90 percent of people with moderate to severe dementia exhibit clinically significant behavioral expressions of need. These behaviors can contribute to functional decline, physical injury, social isolation and the use of physical and chemical restraints by caregivers.
- The total estimated worldwide cost of dementia in 2015 was \$818 billion, according to Alzheimer's Disease International. By 2030, the cost is expected to increase to \$2 trillion. If global dementia care were a country, it would be the 18th largest economy in the world.

HOW TO GET INVOLVED

As VTI transitions into the future, diverse streams of support will be critical.



You can support our mission in many ways, including:

- Donating online at the VTI Web site
- Spreading the word via social media
- Supporting VTI's annual giving campaign, 'I Validate to Connect'
- Arranging for planned giving opportunities to support VTI's endowment fund
- Attending or sponsoring VTI events
- Volunteering
- Encouraging your business or foundation to show financial support

What we can offer donors:

- Advertisements at free or reduced rates on the VTI Web site
- Mention in the VTI newsletter, social media outlets or at VTI presentations

How to contact us:

For questions about donations, contact Dan Hiestand at development@vfvalidation.org
For questions about trainings and general information, contact Jana Stoddard at info@vfvalidation.org

- A 2015 report released by the U.S. Government Accountability Office found widespread overuse of psychiatric drugs by older Americans with dementia, and recommended that U.S. Department of Health and Human Services officials take immediate action to reduce unnecessary prescriptions. It stated that about one-third of older adults with dementia who spent more than 100 days in a nursing home in 2012 were prescribed an antipsychotic.



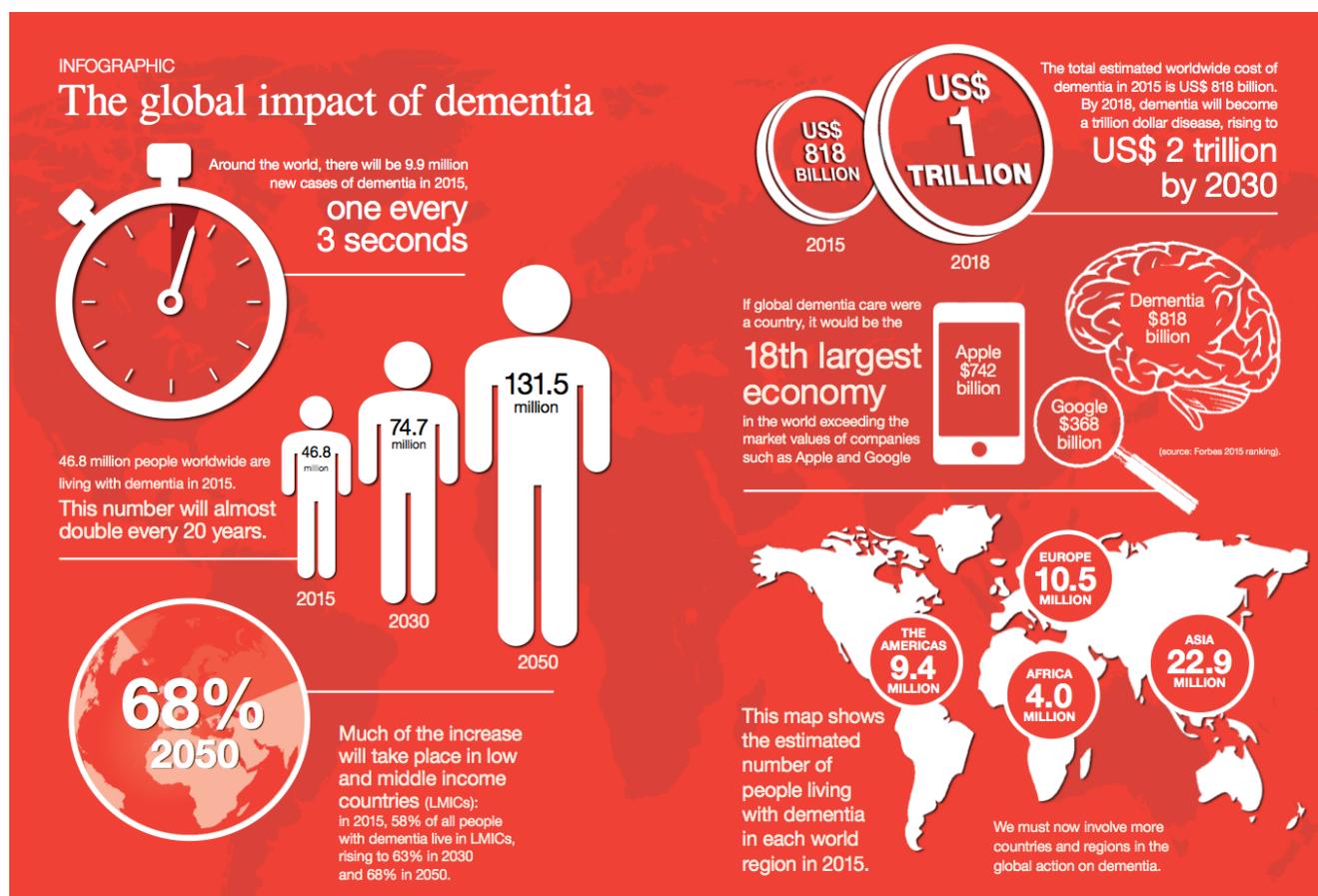
Additionally, Medicare Part D plans paid roughly \$363 million for antipsychotic drugs prescribed for older adult enrollees with dementia during that year. Furthermore, the report stated these drugs have been found to cause falls and other adverse health issues—including an increased risk of death—among older adults with a diagnosis of dementia.

- According to the Alzheimer’s Association, 15.9 million caregivers of people with Alzheimer’s and other dementias in the U.S. provided an estimated 18.1 billion hours of unpaid assistance in 2015, a contribution to the nation valued at \$221.3 billion.

- Behavioral expressions of need in nursing home residents with dementia have also been shown to be related to high turnover with staff, absenteeism and job dissatisfaction.

- Nearly 60 percent of caregivers of family members with Alzheimer’s and other dementias rated the emotional stress of caregiving as high or very high, according to the Alzheimer’s Association. In fact, the physical and emotional impacts on caregivers are estimated to have resulted in \$9.7 billion in health care expenses in 2014 in the U.S.

- A 2013 American Health Care Association survey conducted at more than 4,000 U.S. nursing homes showed a median turnover rate of 44 percent for direct care staff during that calendar year and more than 40 percent for all staff. Studies have shown that high turnover greatly increases the odds of a nursing home being cited for deficiencies and reduced quality of care.



Infographic: Courtesy of Alzheimer’s Disease International - 2015

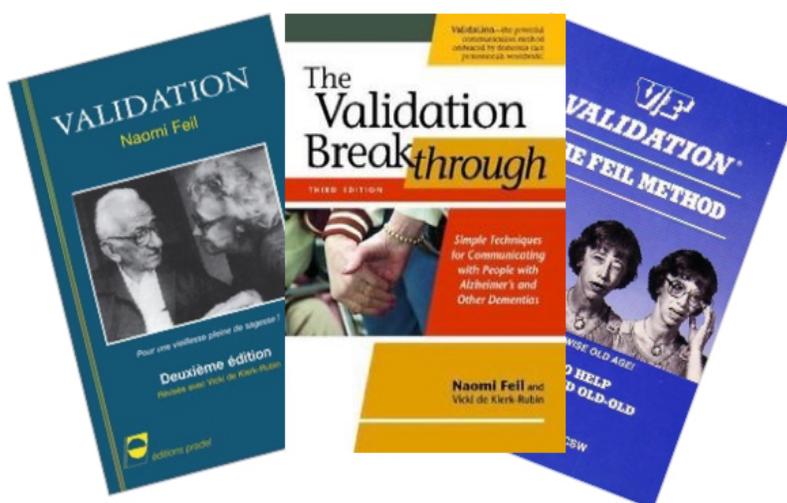
OUR SERVICES

Authorized Validation Organizations

The backbone of VTI is its community of Authorized Validation Organizations (AVOs). More than 20 AVOs currently operate worldwide using VTI quality standards. Among other benefits of AVO membership, these organizations are empowered and exclusively contracted by VTI to: train and certify individuals in Validation; provide Validation information (including workshops and presentations) to the public; and promote the practice in their communities. New publications and materials are also created by AVOs—dependent on the needs of their local clients—and each AVO develops its own menu of products and services based on the copyrighted works of Naomi Feil. Currently, there are AVOs in Austria, Belgium, China, France, Germany, Italy, Japan, Slovakia, Spain, Sweden, Switzerland and the U.S. A complete listing of the AVOs can be found on the VTI Web site.

Educational Materials

To support the organization's goals, VTI actively produces educational and promotional materials, including curricula, books, videos and CDs. These have been produced and translated for Validation supporters in English, German, Chinese, French, Italian, Japanese, Slovak, Czech, Spanish and Swedish. Much of VTI's development and growth strategies depend on the production of new materials and papers related to Validation practice and theory, as well as their eventual translation into these AVO-related languages. Since VTI was established, the interest in Validation has increased at a fast pace: to date, more than 80,000 Validation books have been sold. The organization's Web site (vvalidation.org) also provides information on Validation and dementia care, including research findings, articles, a newsletter archive and videos. Since the organization started measuring Web traffic in 2009, the site has received nearly 730,000 visitors.



Workshops, Presentations and Tutorials

Naomi Feil and VTI Executive Director Vicki de Klerk-Rubin are popular speakers in North America and Europe. Since 1989, Naomi has toured Europe three times per year offering educational workshops in Validation to participants in Germany, the Netherlands, Scandinavia, France, Belgium, Italy, Great Britain, and Austria. She also visits Japan once per year and recently made her first trip to China. Additionally, Validation-certified presenters representing various AVOs and VTI conduct presentations on their own. The VTI Web site also features online tutorials that help introduce caregivers to Validation.

Modular Learning Curriculum for AVOS, Teachers

Recently, VTI added a modular learning curriculum to its menu of options for caregiver education. The key to modular learning is its equal emphasis on both classroom education and hands-on application of lessons learned. For those who practice Validation, this combination is critical. It also fits better into organizations' budgetary and scheduling needs, offering certification-level training spread out over multiple years instead of the more expensive and intensive nine-month standard certification course.

Internet-Supported Validation Worker Training

This VTI curriculum offers a flexible way to gain valuable skills while still maintaining VTI quality standards. Videos, webinars and self-directed assignments are combined with in-person training sessions to provide both knowledge, practice and supervision.

Internet-Supported Training for Family Caregivers

Directly addressing the special needs of family members who are caring for relatives experiencing disorientation, VTI has created a curriculum that combines videos, webinars, self-directed assignments, a private discussion board as well as one in-person training session. Families learn how to better communicate and experience more joy and less stress in their relationships.

Validation Certification: Organizations and Individuals

Over the past three decades, VTI has developed a framework for Validation certification geared toward individuals and organizations worldwide in an effort to ensure the method is practiced in a consistent and integral fashion.

Organizational Certification Program

Dementia care communities that wish to be identified as Validation-approved sites must meet specific criteria established by VTI. This begins with an organizational self-appraisal, and then a comprehensive evaluation of the organization by VTI, including an assessment of: the organization's philosophy of care; the physical environment of the community; caregiver and staffing quality; and activities offered to residents. VTI works with each organization in a process of continuing development.

Individual Certification Program

Currently, there are four levels of Validation certification available. Training consists of in-person sessions; coursework; Validation practice; practice supervision; and written and practical examination/evaluation. VTI also offers an Internet-supported course for the Validation Worker certification level. To help administer this process, each AVO (in principle) has at least one certified Validation Teacher or Validation Master who can offer quality training programs to interested individuals in their region. Each level builds on the experience and knowledge gained from the preceding course:

- **Level 1:** Validation Worker: Participants become skilled at validating individuals.
- **Level 2:** Validation Group Practitioner: Participants become skilled at starting and leading Validation Groups.
- **Level 3:** Validation Presenter/Teacher: Participants become skilled at presenting Validation. After successfully co-teaching a course with an experienced Validation Teacher, the individual may also become certified as a Validation Teacher.
- **Level 4:** Validation Master: Masters train and support Teachers; review and authorize any changes to VTI curricula; and become a member of the VTI Education Committee, which means participating in the continuing development of Validation practice and theory.

I JUST KNEW IT WAS RIGHT...

“My view of the world and my work with elders experienced a tectonic shift in 2011 when I heard Naomi Feil speak for the first time. All of my personal and work interactions with older adults have been completely changed since then. Her approach involving empathy, communication, understanding that ‘behaviors’ are the communication of needs, and dignity for those experiencing disorientation and an ‘avalanche of losses’ spoke viscerally to me. I just knew it was right. Further study and practice of Validation has confirmed this for me. Our worlds—the elders’ and those who interact with them—need the Validation approach. Our lives will be better for it.

— Stacey B. Hand, MA, Certified Validation Presenter

RESEARCH AND OUTCOMES

CARE FOR THE CARER...

“I was frustrated and didn’t know where to turn (for caregiver support). I was ready to start medication for my own anxiety. Instead, I found a link to Validation on an Alzheimer’s Web site. I purchased every book available by Naomi Feil and Vicki de Klerk-Rubin. I began using Validation with my father. My anxiety completely disappeared. I began enjoying my visits with my Dad. After a couple of months, I signed up for a 10-month course to become a Certified Validation Worker. My relationship with my dad was fantastic. We went out to lunch every Thursday. And best of all I was able to wean him all of all his medication.”

— Jackie Schoenbaum, Certified Validation Worker

A growing body of research has demonstrated that behavioral expressions of need related to disorientation are often the result of external factors that can be controlled. Research suggests that caregivers themselves can make environmental and behavioral modifications to reduce behavioral expressions of need in older adults experiencing disorientation. Implementation of the Validation method is one of those modifications.

International research on Validation has produced positive results for older adults experiencing disorientation and their caregivers. In addition to substantial anecdotal evidence collected during the past 30-plus years, numerous studies have been conducted and published around the world on the method since Naomi Feil’s first research was published in 1967.

Future plans include implementation of surveys to measure meaningful outcomes, such as potential cost savings for organizations who utilize Validation and quality-of-life measurements for both caregivers and older adults. A sampling of previous study highlights includes:

Validation Impact on Older Adults Experiencing Age-Related Cognitive Decline/Disorientation

- **2007 study:** Published in the *Archives of Gerontology and Geriatrics*, research showed that 50 patients in nursing home situations significantly lowered levels of behavioral expressions of need, apathy, irritability and stress when Validation was used. Overall, the study suggested that Validation is able to reduce the severity and frequency of behavioral and psychological symptoms of dementia.
- **1997 study:** Published in *The Journal of Applied Gerontology*, research was conducted in four, skilled-care nursing homes with 88 older adult patients with Alzheimer’s Disease. The study demonstrated that residents receiving Validation showed decreased incidents of physical and verbally aggressive behavior.



- **1995 study:** Published in the *Journal of Gerontological Nursing*, research was conducted with residents at a 44-bed dementia care community. The study revealed positive changes in the frequency, appropriateness and effectiveness of focused communication techniques between patients and caregivers and a reduction of serious behavioral incidents and psychotropic medication use.



Impact of Validation on Caregivers

- **2004 study:** This Swiss research effort studied a group of institutional caregivers who received Validation training. The caregivers reported that Validation was helpful in the management of conflict situations, which allowed them to have a more satisfying care situation.
- **1996 study:** Research was conducted at five, long-term care communities in Texas with 58 caregivers (including family members and staff members). Results indicated a significant increase in communication satisfaction for caregivers who received Validation training.

Outcomes for Adults Experiencing Age-Related Cognitive Decline/Disorientation

Change in older adult behavior is slow and fluctuates from day to day, but permanent change does occur. Effects that can be expected when effectively using Validation include:

- An increase in communication between adults experiencing disorientation and caregivers.
- Validated individuals display more social controls.
- Individuals cry, pace and pound less.
- Individuals express less anger.
- There is a decreased need for medication and physical restraints.
- Individuals communicate more, verbally and non-verbally.
- Individuals often move better and more often.
- Individuals express less anxiety and stress.
- Individuals withdraw less.
- Individuals experience an improved sense of self-worth.
- Individuals may assume familiar social roles in groups.
- Individuals develop an improved awareness of reality.
- Individuals often restore senses of humor.
- Individuals gain dignity.
- Cognitive deterioration is often slowed down.
- Individuals can remain in their own homes.

Outcomes for Caregivers

- Caregivers reduce levels of stress.
- Morale is increased.
- Caregivers are more productive and experience less burnout.
- Caregivers express a greater sense of fulfillment at work and improvements in job satisfaction.
- Caregivers feel more capable of handling difficult situations.
- Dementia care communities experience improvement in staff retention.
- Families visit older adults experiencing disorientation more often.
- Families and caregivers learn to cope with loss and prepare for their own late-life experiences.

FINANCIAL NEEDS AND SUSTAINABILITY

VTI is currently overseen by a small staff and a volunteer board of trustees. In 2015, the VTI Board developed a five-year strategic plan. The foundation of that plan called for an organizational transformation from an entity run by volunteers to one overseen predominately by professional staff. By the end of Fiscal Year 2017-2018, VTI strives to acquire sustainable funding sources for the following staff:

- A full-time manager
- A part-time marketing director
- A part-time development director
- A part-time accounting/bookkeeping manager

Initial cost estimates for needed staff by the end of Fiscal Year 2017-18 are currently \$98,000 (per year). Within the next five years, by the conclusion of Fiscal Year 2021-22, VTI will strive for the capacity to hire a full-time development director, marketing director and executive director.

VALIDATION: AN APPROACH THAT EMPOWERS...

“Naomi Feil and Vicki de Klerk-Rubin present an artful, sensitive and caring intervention approach to working with confused and disoriented older adults. The case studies and examples are rich with insight and provide clear examples of techniques that may be used. The approach is empowering to older adults and their caregivers.”

— Harvey L. Sterns, Ph.D., Director, Institute for Life-Span Development and Gerontology, The University of Akron

This gradual and sustained evolution will ensure both the survival and promotion of Validation as practice into the future.

In 2015, VTI took its first steps toward this goal when supporters raised \$50,000 to hire the agency’s first part-time development director. The development director’s goal is to create and execute a development plan which will build long-term sources of funding for the organization which will allow it to hire additional staff, create marketing strategies and fulfill its mission.

In addition to traditional marketing and development tactics such as quarterly appeal letters, planned fundraising activities include grant support, third-party fundraisers organized independently by Validation supporters and the development of an annual, month-long call-to-action campaign starting in late 2016.

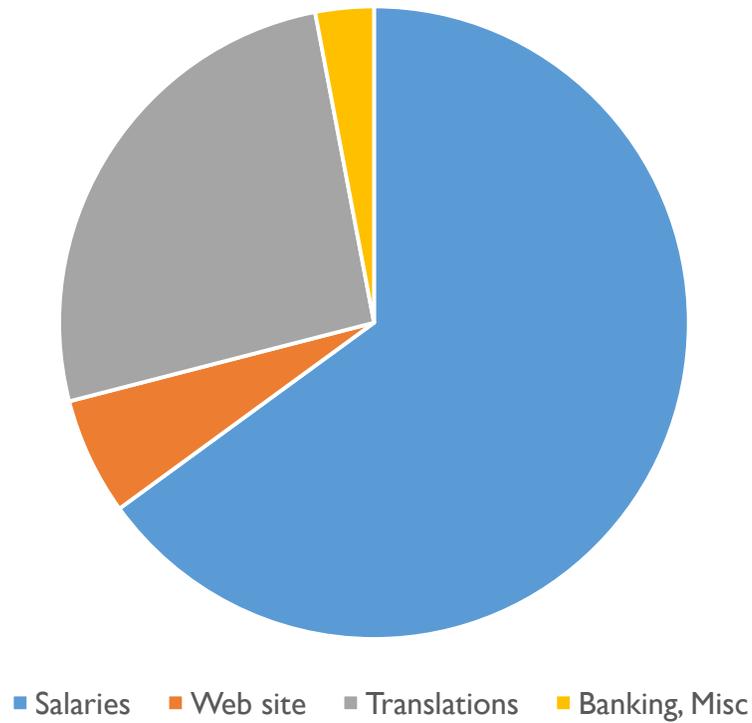
To manage day-to-day financial operations and the anticipated influx of financial support, VTI utilizes the skills of executive director Vicki de Klerk-Rubin, who has a Masters in Business Administration and business/nonprofit management experience spanning nearly four decades. Additional oversight comes from its board members, who provide business and financial experience in a variety of industries, including senior care, health, education and technology sectors. Additionally, the nonprofit employs professional tax consultants to review the organization’s annual statements and file tax reports.



Current organizational expenses include:

- Staff salaries
- Web site, marketing management:
- Translation of critical materials

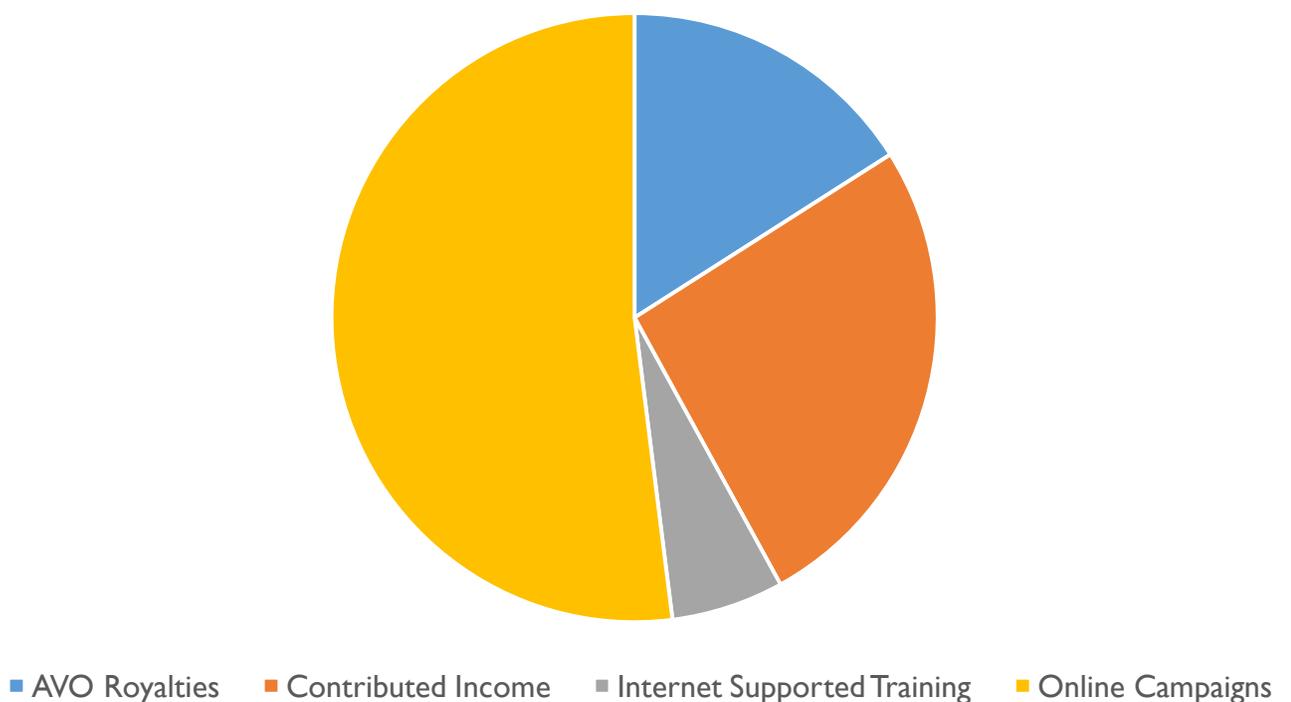
VTI Proposed 2016 Expenses



Current revenue streams include:

- Authorized Validation Organization royalties:
- Sales of Educational materials (videos and books)
- Tutorial fees and other online learning courses
- Modular learning curriculum sales
- Donations from individuals

VTI Proposed 2016 Income



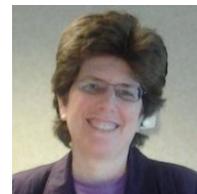
STAFF, BOARD AND VOLUNTEERS

VTI operations are primarily run by a four-person team and guided by a board of trustees.



• **Vicki de Klerk-Rubin, Executive Director:** Vicki oversees organizational operations and is a Validation Master. She currently lives in The Hague, The Netherlands.

• **Jana Stoddard, Manager:** Jana oversees the VTI Web site and manages educational materials sold online by VTI. She currently lives in New Mexico.



• **Dan Hiestand, Grant Writer & Development Professional:** Dan oversees the organization's fundraising efforts. He currently lives in Oregon.

• **Edward G. Feil, Webmaster and e-learning Coordinator:** Edward handles many of the organization's technology issues and research efforts. He currently lives in Oregon.



Board of Trustees

The VTI Board of Trustees is an 11-member body that meets quarterly for formal meetings, normally by teleconferencing. In addition to governance and fundraising tasks, the board's goals are to promote Validation by offering guidance and support to Authorized Validation Organizations (AVOs); establishing regular communication between VTI and the European and North American Validation Associations; and overseeing VTI marketing and promotional materials. Trustees include members representing the health, education and technology sectors from around the U.S. Currently, the board is made up of five women and six men representing four countries (France, Germany, The Netherlands, and the U.S.) with ages ranging from the 30s through the 80s. Future plans call for board expansion into additional European markets. See the complete VTI Board of Trustees list on page 15.

CHANGING LIVES AT HOME AND ABROAD...

"Naomi Feil first conducted workshops with my company, Meridian Senior Living, in 2009. I have watched Validation change peoples' lives—including my own. Now, as a VTI board member, I work to promote Validation whenever and wherever I can—including a 2015 trip to introduce Validation in China. In addition to work already being done overseas, I believe there is tremendous opportunity to further promote Validation in the United States."

— **By Kevin Carlin, VTI Board Member**

Education Committee

The Validation Education Committee includes 13 members who help to guide and refine Validation practice and theory. Through careful oversight, the group ensures that curricula and training materials are contemporary and effective. Committee members include individuals certified as Validation Masters from Austria, Belgium, France, Germany, Italy, The Netherlands and the U.S.



VTI BOARD OF TRUSTEES

Rita Altman, Chair of Education Committee (2007)

Senior Vice President of Memory Care & Program Services

Fran Bulloff, President (1995)

Board President since September 2010

Kevin Carlin, Treasurer (2015)

Principal and Chief Sales Officer, Meridian Senior Living

Board Treasurer since February 2016

Ed Feil, Webmaster and e-learning (2013)

Senior Research Scientist, Oregon Research Institute

Naomi Feil, Founder (1981)

Founder, Validation Training Institute

Vicki de Klerk-Rubin, Secretary (2008)

Executive Director, Validation Training Institute

Secretary since September 2010

Stephen Klotz (2007)

Executive Director of Validation Education, Country Meadows Retirement Communities

Hedwig Neu, VTI Representative to EVA (2013)

Non-voting Trustee

Wayne Olson (2015)

Executive Vice President of Healthcare Operations and Development

Volunteers of America

Harvey Sterns, Chair of Research Committee (1990)

Director, Institute for Life-Span Development and Gerontology

Charles de Vilmorin (2015)

CEO & Co-Founder, Linked Senior



PARTNERSHIPS

During its history, VTI has developed an array of partnerships to increase organizational capacity. Below is a sampling of organizations that have chosen to work with VTI because they believe that Validation is an effective way to provide high-quality care that lasts.



- **EVA and NAVA:** Two independent organizations—founded separately from VTI—have been organized by Validation supporters in North America and Europe: The European Validation

Association (EVA) was formed in 1993 and the North American Validation Association (NAVA) in 2010. Each association organizes an annual



conference (open to the public) where Validation practitioners can gather to discuss and exchange ideas while learning and motivating each other. The primary purpose of these organizations is to network, solve problems and support AVOS and practitioners.

- **Sunrise Senior Living:** Sunrise serves 30,000 residents in communities throughout the U.S., Canada and the United Kingdom. The company became an Authorized Validation Organization in 2010.



- **Volunteers of America:** Founded in 1896, the nonprofit organization works with nearly 16,000 volunteers to help more than two million people in more than 400 communities in 46 states—including older adults experiencing disorientation. It became an Authorized Validation Organization in 2010.

- **Red Cross Vienna Training Center:** This organization's goals align well with those of VTI: "To improve the lives of vulnerable people by mobilizing the power of humanity." This is the mission statement of the 189 Red Cross and Red Crescent societies around the world. The 200 million workers in this aid network put this philosophy into practice day after day. VTI has found a home within the Vienna Training Center since 2001.

- **Red Cross Mannheim (Germany) Academy:** Validation has been included within the mission of this Red Cross training center since 2001.

- **The Foundation for Alzheimer's and Cultural Memory/Memory Bridge:** In 2007, an excerpt of the documentary produced by Memory Bridge entitled, "There is a Bridge," featured Naomi Feil and was posted on YouTube. To date, the video has garnered nearly 1 million views. It was also aired on Public Broadcasting Systems stations around the U.S.



- **Country Meadows Retirement Communities:** Country Meadows provides senior-living services throughout Pennsylvania. The company became an Authorized Validation Organization in 1998.



- **York College of Pennsylvania:** The college includes Validation Worker courses in its menu of curriculum for students. Additionally, the method is a part of nursing program curriculum for schools throughout Europe.



- **IEQ Technology, Inc.:** The Springfield, Ore., technology company recently partnered with VTI to offer Web hosting services, free of charge.

- **State Alzheimer's Associations:** VTI has presented workshops at numerous state association gatherings.

DEEPER CONNECTIONS, LESS STRESS...

"Validation has allowed our caregivers to connect with and better understand our residents. Caregiver stress is lowered, and our caregivers trained in Validation feel they have more tools with which to navigate difficult situations. Validation has allowed us to make our residents AND our caregivers happier!"

— **G. Michael Leader, CEO, Country Meadows Retirement Communities**

INTERNATIONAL PARTNERSHIPS

The Validation Training Institute (VTI) has maintained a strong international presence since its inception. As a testament to this, the nonprofit currently boasts Authorized Validation Organizations (AVOs) in a dozen countries across the planet. AVOs represent VTI by spreading Validation information and training in their regions. They ensure quality standards and support people who are certified in Validation.

The AVOs have also helped disseminate the Validation message by facilitating connections with international educational institutions throughout the world, particularly in Europe. These institutions have incorporated Validation into their curriculum for students who will eventually work with older adults experiencing age-related cognitive decline.

Below is a sampling of these international partnerships. For more information on Validation opportunities in your area, please see the complete AVO listing on the VTI Web site at <http://www.vfvalidation.org>.

AUSTRIA

- **Validation Academy:** The Validation Academy at the Vienna Red Cross has partnered with VTI as an AVO since 2001.



- **Samariterbund Linz:** Samariterbund Linz has partnered with VTI as an AVO since 2006.

- **inca & kompetenz OG:** inca & kompetenz OG has partnered with VTI as an AVO since 2010.



BELGIUM



- **Rhapsodie:** Rhapsodie has partnered with VTI as an AVO since 1995.

CHINA

- **Senior Living L'Amore:** Senior Living L'Amore has partnered with VTI as an AVO since 2015.



FRANCE



- **Association for the Promotion of Validation Therapy¹:** The association has partnered with VTI as an AVO since 1994.

- **Institute M&R:** Institute M&R has partnered with VTI as an AVO since 2005.



GERMANY



Landesverein
für Innere Mission
in der Pfalz e.V.

- **Association for Inner Mission in the Pfalz at the Peoples Hospital in Wachenheim**²: The association has partnered with VTI as an AVO since 2001. Inner Mission in the Pfalz partners with several organizations to offer Validation training, including: The Academy of Medical Training in Rheinland-Pfalz; Interdisciplinary Society for Palliative Medicine in Rheinland-Pfalz; and Ecumenical Social Station Limburgerhof .

- **Mannheim Academy for Social Professions**³: The academy, a project of the German Red Cross in Mannheim, has partnered with VTI as an AVO since 2001.



- **Care Impulse GmbH**⁴: The organization has partnered with VTI as an AVO since 2015.

ITALY

- **ASP City of Bologna**⁵: The organization has partnered with VTI as an AVO since 2009.



FONDAZIONE CASTELLINI ONLUS

- **Castellini Foundation**⁶: The foundation has partnered with VTI as an AVO since 2008.

- **AGAPE Authorized Validation Organization**: The organization has partnered with VTI as an AVO since 2014. Additionally, the AVO has helped connect VTI to the following educational institutions in some capacity: **Emmanuel Levinas School**⁷; **Nursing Home Association of Alto Adige**⁸; **Training Center Lichtenburg**⁹; **Union of Provincial Institutions for Assistance Trento**¹⁰; the **Erickson Study Center**¹¹; and the **Labyrinth Cooperative**¹². AGAPE has also made presentations with the **Italian Psychology of Aging Society**¹³.



JAPAN



特定非営利活動法人
全国コミュニティライフサポートセンター
Community Life Support Center

- **Community Life Support Center**: The center has partnered with VTI as an AVO since 2006.

SLOVAKIA

- **Civic Association Therapeutics**¹⁴: The association has partnered with VTI as an AVO since 2016.



SPAIN



- **Relay Association**¹⁵: The organization has partnered with VTI as an AVO since 2013.

SWITZERLAND

- **Sociocultural Platform of Romandy**¹⁶: The organization has partnered with VTI as an AVO since 2012. Additionally, the AVO has helped connect VTI to the following educational institutions in some capacity: **The Red Cross in Fribourg**¹⁷; the **Continuing Education Center of Geneva University Hospitals**¹⁸; and **Ticino Red Cross**¹⁹.



SWEDEN



**KARLSKOGA
KOMMUN**

- **Karlskoga AVO, Sweden**: The organization has partnered with VTI as an AVO since 2012.

UNITED STATES

- **Country Meadows Retirement Communities**: The company has partnered with VTI as an AVO since 1998. Additionally, the AVO has helped connect VTI to **York College of Pennsylvania**.



- **Sunrise Senior Living**: The company has partnered with VTI as an AVO since 2010.

- **Volunteers of America**: The nonprofit has partnered with VTI as an AVO since 2010.



Footnote Translations

- ¹ Association pour la promotion de la Validation Therapy
- ² Landesverein für Innere Mission in der Pfalz e.V.
- ³ Mannheimer Akademie für soziale Berufe
- ⁴ Pflegelmpulse GmbH
- ⁵ ASP Città di Bologna
- ⁶ Fondazione Castellini
- ⁷ Scuola Emmanuel Levinas (Bolzano)
- ⁸ Associazione delle Residenze per Anziani Alto Adige (Bolzano)
- ⁹ Centro di Formazione Lichtenburg (Nalles BZ)
- ¹⁰ UPIPA Unione Provinciale Istituzioni per l'Assistenza (Trento)
- ¹¹ Centro Studi Erickson (Trento)
- ¹² Labirinto Cooperativa Sociale (Pesaro)
- ¹³ SIPI, Società Italiana Psicologia dell'Invecchiamento
- ¹⁴ Občianske združenie Terapeutika
- ¹⁵ Asociación Relay
- ¹⁶ Plateforme romande de l'animation socioculturelle
- ¹⁷ La Croix-Rouge fribourgeoise
- ¹⁸ centre de formation continue des Hôpitaux universitaires genevois
- ¹⁹ Croce Rossa ticinese

OUR CHALLENGES

Every organization faces its own unique challenges and the Validation Training Institute is no different. The following are some of the tests VTI looks forward to tackling as it looks toward the future.

The Need for Data

While numerous studies and anecdotal evidence support the effectiveness of Validation as a practice, they have been somewhat limited in scale. A high priority for VTI is partnering with an academic institution and its network of caregiver agencies to work on a more exhaustive study that shows the evidence-based impact Validation can make in lives of those who use it.

Logistical Challenges

VTI uses the skills and insight of its staff, board of trustees and Education Committee Members to develop curriculum and materials that support the organization's mission. However, because VTI conducts most of its operations virtually from locations spread around the world, these processes take time because of the obvious logistical challenges. A high priority for VTI is raising funds to support the employment of paid staff to support and streamline this process for all who are involved.

Quality Control Oversight

The use of Validation is widespread: More than 20 Authorized Validation Organizations operate worldwide; 10,000-plus agencies use Validation in North America, Europe, Asia; and 6,000-plus individuals are certified as Validation caregivers. With the Validation universe constantly expanding, maintaining consistent and uniformly applied standards of practice is challenging. A high priority for VTI is raising funds to support the employment of paid staff to monitor and maintain quality standards with agencies and individuals who practice Validation.

Recognition as Billable Treatment

Moving forward, the Validation Training Institute will continue its efforts to convince medical and government authorities that the Validation Method is an integral and billable part of the person-centered memory care toolkit (particularly in dementia care settings that utilize billable services for long-term financial sustainability, such as hospitals and senior care communities). A high priority for VTI is raising funds to support the employment of paid staff to promote Validation at these policy-making levels.



WHAT OTHERS SAY

Over the years, Validation has changed the lives around the world while being featured in a variety of media outlets.

The Washington Post



The
Telegraph



The New York Times

“Validation is not about treating someone as a child. It's about respecting the person with dementia as he or she sees the world. It's about overcoming our own bias. It's about adding some dignity to the last years of our elder's lives by accepting that maybe there is more than one way to see the world.” — **Carol Bradley Bursack, AgingCare.com**

“Through empathy and respect, Validation practitioners help people with Alzheimer's and dementia feel listened to and supported. They can regain the dignity their disease has stolen, and, ideally, feel a greater sense of peace in their final stage of life.” — **Jennifer Wegerer, Alzheimers.net**

“Through case study observations, validation therapy is one strategy that improved communication between caregiver and the individual with dementia.” — **Lynn Reed, clinical specialist in speech-language pathology, Advance HealthCare Network**

“By integrating validation theory in your nursing care plan, you can provide better care for your patients.” — **Patricia Andrews, NurseTogether.com**

“We have found that Validation therapy is effective in avoiding possible confrontation and the resident is less likely to feel denigrated.” — **Stella Hatcliffe, director of professional education for Mather LifeWays Institute on Aging (quoted in SeniorHousingNews.com)**

Articles on Validation have been publicized in a variety media sources since Naomi Feil developed the practice. Outlets include:

- The New York Times
- The Washington Post
- The Wall Street Journal
- The Huffington Post
- The Telegraph (UK)
- CNN
- TEDx AmsterdamWomen (Naomi Feil Presentation)
- China Central Television (CCTV)
- Journal of Humanistic Psychology
- Provider Magazine (American Health Care Association)
- The Gerontologist

Visit VTI at www.vfvalidation.org

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