



**CONTACT:** Jackie Pinkowitz, Co-Director  
Tel: 732.212.9036

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## New Institute Launches *Institute for Person-Centered Living*

**Colts Neck, NJ** – The Consumer Consortium for Advancing Person-Centered Living (CCAL), and Sheryl Zimmerman, PhD, Distinguished Professor at the University of North Carolina at Chapel Hill are pleased to announce the formation of the national **Institute for Person-Centered Living (IPCL)**. The Institute is an independent, nonprofit joint academic/consumer venture dedicated to advancing the philosophy and practices of person-centeredness across home and community-based (HCB) long-term services and supports.

The 2010 Affordable Care Act paves the way for improving health care by its mandate for *person-centered* services and supports. “These two words will do more to transform the quality of health care services and supports for elders in America than any other initiative”, says Karen Love, founder of CCAL and a co-director of the Institute. Person-centeredness refers to the ideals of “humanism” which hold that people are treated kindly, respectfully, and sensitively and that services and supports are centered on personal preferences and values that stress dignity, self-determination, privacy, freedom, and choice.

The Institute’s goals include:

- Advance public and professional knowledge and practices about person-centered living in HCB services and supports by providing education, training, technical assistance, and person-centered living materials.
- Develop, evaluate, and disseminate evidence-based practices to promote excellence in person-centered HCB services and supports.
- Inform evidence-based policies to promote excellence in person-centered HCB services and supports.
- Engage and activate the diverse stakeholders of HCB services and supports to promote research, policy, and practice initiatives for person-centeredness.

Sheryl Zimmerman, co-director of the Institute, notes that “an important objective of the Institute is to foster collaboration among diverse stakeholders representing the research, policy, and practice communities. All too often, individuals in these different sectors aren’t aware of what the others are doing, which impedes progress and sometimes results in duplication. The Institute aims to foster better information sharing and collaboration among these communities.”

**Consumer Consortium for Advancing Person-Centered Living (CCAL)**, founded in 1995, is a non-profit national consumer advocacy and education organization whose mission is to raise awareness about and advocate for the widespread implementation of person-centered living principles, policies, and practices in home and community-based supports and services for elders and individuals with disabilities. Please visit CCAL at [www.ccal.org](http://www.ccal.org).

**Sheryl Zimmerman, PhD**, is Kenan Flagler Bingham Distinguished Professor, Schools of Social Work and Public Health; and Co-Director, Program on Aging, Disability, and Long-Term Care, Cecil G. Sheps Center for Health Services Research, University of North Carolina at Chapel Hill. Her work has focused on collaborations to understand and promote quality care and quality of life for older adults residing in community and long-term care settings.