

2018

Purposeful Planning Toolkit



PURPOSEFUL PROGRAMMING CHECKLIST:

Question	Yes	No
<i>Are participants being challenged in at least one of the four components?</i>		
<i>Rather than just entertaining, is this engaging and contributing to participant growth?</i>		
<i>Does this program/campaign involve all Levels of Living?</i>		
<i>Will you be doing this with the participants, rather than for?</i>		
<i>Does this encourage participants to be participatory, not passive?</i>		
<i>Does this inspire a large group of participants?</i>		
<i>Is the program/campaign data driven?</i>		
<i>Does this support everyone's successful aging journey? (all levels of living, team members, families, and greater community)</i>		
<i>Does the program/campaign involve an intergenerational aspect?</i>		
<i>Does this leverage human capital?</i>		
<i>Is this new, novel and complex?</i>		
<i>Does this raise the bar?</i>		

PURPOSEFUL PLANNING TIMELINE

Timeline	Questions to Consider
<p>12 Weeks Out</p> <p>Big Picture Planning</p>	<ul style="list-style-type: none"> • What is the purpose of the event? • Are your goals data driven? • Why participate in this program/campaign? • What worked the last time this campaign/program was run? What didn't? • Brainstorm - What should the theme be? • How can the entire community be involved? • How can you use this program as outreach? • What is your marketing plan? • What is the potential impact beyond residents/members and staff? Can it be tied to a charitable cause? • What will the budget be? What creative ways are there to make this program/campaign possible? <p>Tips:</p> <ul style="list-style-type: none"> • Plan ahead - It can't be new and fresh if planning begins too late. • Take a team approach - Sometimes it seems easier to do it yourself, but the end result will be more success and staff & participants will have more buy-in if they feel involved in the planning. • Borrow ideas - Take ideas from the MPL Network, your friends, schools, Ted Talks, cruise ship activities, a documentary, anywhere! • Leverage human capital - use your participants and team members' backgrounds, skills & knowledge to come up with new ideas.
<p>10 Weeks Out</p> <p>Narrowing In</p>	<ul style="list-style-type: none"> • Will there be speakers? Who? • How will the program/campaign be promoted internally and to the greater community? • Which residents/team members will be leading this program/campaign? • Where will this program/campaign take place? <p>Tip:</p> <ul style="list-style-type: none"> • Change it up - Break the "rules". Change the room set up or move it outdoors. Print handouts instead of a PowerPoint. •
<p>4-8 Weeks Out</p> <p>Details</p>	<ul style="list-style-type: none"> • What advertisements do you have to excite participants? • What is the catering/meals plan? • What will the registration system be? • What advertisements are being sent to prospects? • What handouts/materials will be needed? • How is this being advertised internally? • How will you collect feedback about the program/campaign? <p>Tips:</p> <ul style="list-style-type: none"> • Promote in 7 different ways - word of mouth, posters, flyers, personal invitations, newsletter, your TV channel, announcements, phone tree, ask staff members, leadership & participants to talk it up. • Send out weekly emails to update potential participants (internally and externally)
<p>Week After</p> <p>Review & Celebration</p>	<ul style="list-style-type: none"> • What feedback did you get? How will you use this for the next time you run this program/campaign? • What worked well? What didn't work well? • How will you thank the speakers and event participants? • How will you celebrate the successes? <p>Tip:</p> <ul style="list-style-type: none"> • Debrief - Analyze what you've done and how you want to change the program/campaign for next year.

MASTERPIECE LIVING 2018 AT-A-GLANCE

MONTH	MPL INITIATIVES
JANUARY	
Months: National Blood Donor, National Creativity, National Mentoring, National Glaucoma Awareness, Thyroid Awareness	Brain Health University begins
Jan 1 New Year's Day Jan 15 Martin Luther King Jr. Day Jan 16-22 Healthy Weight Week Jan 26 BHU Live Question & Answer Session 1	
FEBRUARY	
Months: Heart, Black History, National Cancer Prevention, National Senior Independence, Wise Health Consumer	Living It! Campaign Video submissions for Valuing Gray due <i>Start preparation for Movement Matters</i>
Feb 1 National Freedom Day Feb 2 Groundhog Day Feb 2 National Wear Red Day Feb 4 Super Bowl Sunday Feb 12 Lincoln's Birthday Feb 13 Mardi Gras Feb 14 Valentine's Day Feb 14 Ash Wednesday Feb 16 Chinese New Year Feb 16 BHU Live Question & Answer Session 2 Feb 19 President's Day Feb 28-March 1 Purim	
MARCH	
Months: Women's History, National Nutrition, Save Your Vision, Colorectal Cancer Awareness, Spiritual Wellness, <i>Inquire about registering for NuStepping to End Alzheimer's for the Longest Day Fundraiser</i>	
March 2 Holi: The Hindu Festival of Krishna March 11 Daylight Savings begins March 17 St. Patrick's Day March 20 First Day of Spring March 25 Palm Sunday March 30 Good Friday March 30 First Day of Passover	

MONTH	MPL INITIATIVES
APRIL	
Months: National Alcohol Awareness, Stress Awareness, National Humor, Community Service, National Donate Life, National Poetry	Masterpiece Living Lyceum April 3-5, Philadelphia, PA
April 1 April Fool's Day April 1 Easter Sunday April 7 World Health Day April 7 Last Day of Passover April 8 Buddha Day April 15-22 National Volunteer Week April 17 Tax Day April 22 Earth Day April 25 Administrative Professionals Day April 27 Arbor Day	
MAY	
Months: National Mental Health, National Osteoporosis Awareness and Prevention, National Stroke Awareness, National Bike, National Physical Fitness and Sports, Healthy Vision, Mediterranean Diet, Ultraviolet Awareness, Better Sleep, National Older Americans	Movement Matters Campaign
May 1 May Day May 3 National Day of Prayer May 5 Cinco de Mayo May 5 Join Hands Day May 6 Nurses Day May 13 Mother's Day May 14-20 National Women's Health Week May 15 Peace Officers' Memorial Day May 15 Ramadan begins May 19 Armed Forces Day May 20 Pentecost May 28 Memorial Day May 31 National Senior Health & Fitness Day May 31 World No Tobacco Day	
JUNE	
Months: National Fresh Fruit and Vegetable, National Hunger Awareness, National Safety, Men's Health	
June 8 World Oceans Day June 9 Family Health & Fitness Day June 11-18 National Men's Health Week June 14 Flag Day June 14 Ramadan ends June 17 Father's Day June 21 First Day of Summer June 21 NuStep's The Longest Day Fundraiser June 21 World Music Day	

MONTH	MPL INITIATIVE
JULY	
Months: Recreation and Parks, National Picnic, National Blueberries	
July 1 Canada Day July 4 Independence Day July 14 Bastille Day July 22 Parent's Day	
AUGUST	
Month: Cataract Awareness, National Inventors, National Immunization Awareness	<i>Start preparation for Breathe: A Stress Resilience Program by Masterpiece</i>
Aug 5 Friendship Day Aug 9 Book Lover's Day Aug 15 National Relaxation Day Aug 26 Women's Equality Day	
SEPTEMBER	
Months: Fruit and Veggie, National Pain Awareness, National Yoga, Whole Grain, Classical Music, National Cholesterol Education, Prostate Cancer Awareness, Leukemia & Lymphoma Awareness, Go4Life	Application for Center for Successful Aging Certification due
Sept 3 Labor Day Sept 9 National Grandparent's Day Sept 11 Patriot Day Sept 13 Positive Thinking Day Sept 17 Citizenship Day Sept 9-11 Rosh Hashanah Sept 18-19 Yom Kippur Sept 21 International Day of Peace Sept 22 National Fall Prevention Awareness Day Sept 22 First day of Fall Sept 24-30 Active Aging Week Sept 26 Character Day Sept 27 Ancestor Appreciation Day	
OCTOBER	
Months: Healthy Living, National Breast Cancer Awareness, Talk About Prescriptions, Hispanic Heritage, National Apple, National Physical Therapy, Eye Safety & Injury Prevention	<i>Start preparation for Valuing Gray video campaign</i>
Oct 1 International Day for Older Persons Oct 5 World Smile Day Oct 8 Canadian Thanksgiving Oct 16 World Food Day Oct 20 World Osteoporosis Day Oct 27 Make a Difference Day Oct 31 Halloween	

MONTH	MPL INITIATIVE
NOVEMBER	
Months: American Diabetes, National Alzheimer's Disease Awareness, National Family Caregivers, Lung Cancer Awareness, National Healthy Skin	Breathe: A Stress Resilience Program by Masterpiece
Nov 1 All Saints' Day Nov 4 Daylight Savings Time ends Nov 6 Election Day Nov 11 Veterans' Day Nov 13 World Kindness Day Nov 14 World Diabetes Day Nov 15 National Philanthropies Day Nov 15 Great American Smokeout Nov 22 Thanksgiving	<i>Start preparation for Living It! Campaign</i>
DECEMBER	
Months: Read a Book, Universal Human Rights	
Dec 1 World AIDS Day Dec 2 First Advent Sunday Dec 2 First day of Hanukkah Dec 7 Pearl Harbor Awareness Day Dec 10 Human Rights Day Dec 10 Last Day of Hanukkah Dec 21 First day of Winter Dec 24 Christmas Eve Dec 25 Christmas Dec 26 Kwanzaa Dec 31 New Year's Eve	

Monthly Occurrences:

- **Masterpiece Living Network Calls** - First Tuesday every month (4pm ET/3pmCT/2pm MT/1pm PT)
- **Masterpiece Living Partner Calls and Champion Team Meetings**
- **GEMS Coaching Calls**

CUSTOM ITEMS TO FILL IN

- **Annual Masterpiece Living Event**
- **Annual Strategy Session with MPL Partnership Specialist: identify next year's goals and strategies**
- **Annual Team Member Training**
- **Masterpiece Living Review Campaign**
- **Team Member Wellness Initiative**
- **Masterpiece Living Orientation/Information**
- **Award applications/contests**
- **State conference speaker proposal deadlines**
- **Dr. Rob Cognitive Connections**
- **Great Courses**
- **Live Long, Die Short Book Club**
- **Masterpiece Living Mosaic**

PROGRAMS AND CAMPAIGNS BY MASTERPIECE AT-A-GLANCE

Aging Through Ages – a 5-part mini-series narrated by Dr. Roger Landry that explores the history of aging and the evolving role of older adults over time. In this course, participants are invited on a virtual journey that takes them through the Hunter-Gatherer Age, the Agrarian Age, the Industrial Revolution, and back to our present Technology Age followed by a brief glimpse into the Future.

Neurobics+ – a dynamic, interactive, eleven-week memory enhancement course made in collaboration with Dr. Rob Winningham. In a fun and social environment, Neurobics+ directly challenges the memory of attendees and stimulates brain activity through group discussions, interactive activities and dozens of Dr. Rob's Cognitive Connections.

Brain Health University – an eight-unit virtual course led by Dr. Rob. Topics include ways to maximize memory, how to enhance executive functioning in the brain, the role of nutrition and physical exercise on brain health, and how to stay motivated to enhance and maintain cognitive health.

Breathe – a four-week course that explores how residents respond to stress and how this impacts health. This course incorporates the newest research for minimizing the harmful impact of chronic stress and addresses the high rates of worry and concern experienced by many older adults.

Vertical – a six-week fall-prevention course offering a variety of prevention strategies and physical and mental exercise. Factual data developed by Masterpiece Living indicates a significant decrease of falling compared with residents who did not participate in Vertical and generally in Successful Aging.

Nourish – a four-week interactive course that connects nutrition to the four components of Successful Aging and answers the questions: What are your meals doing for you? Do they support your overall wellness? The course helps residents to learn, discuss and explore new ways to support healthy aging through good nutrition.

Inspire – a five-week course that explores spirituality for residents. The course addresses the themes of mindfulness, peacefulness, compassion, acceptance and purpose through engaging discussions, prayers, meditations and guided activities. The course is designed to promote spiritual growth and help define what it means to be spiritual in both religious and non-religious contexts.

Resilience – a ten-week intellectual, physical, spiritual and social exploration that reviews concepts introduced in Dr. Landry's dynamic book, "Live Long Die Short" and expands upon Dr. Landry's "Ten Tips to Successful Aging". Resilience offers participants the opportunity to chart a course of their Personal Lifestyle Plan through meaningful activities and discussion.

World of Wellness – a seven-week course that explores the four components of Successful Aging through different countries. Participants are encouraged to share pictures and stories regarding their travel experiences in different countries. World of Wellness has proven highly successful in supporting and promoting the benefits of Successful Aging.

Movement Matters – a four-week campaign centered on inspiring residents to move more and sustain increased movement. The campaign motivates individuals to move with a purpose through exercise of any kind.

Living It! – a four-week campaign designed to inspire and challenge residents to try new pursuits in the context of the four components of Successful Aging, with the objective of inspiring and improving brain health.

Valuing Gray – a video contest showcasing organizations' systems of valuing and leveraging the strengths of older adults for the greater good of society.