



Network Practices: Outreach

Participation in local art display

Wesleyan Senior Living

Our Arts & Crafts studio participated in "The Artist as Quilt maker" with the Firelands Association for Visual Arts. Residents made small quilts to display outside the new Union Center for the Arts in Oberlin, Ohio. Residents also participated in hanging the quilts in front of the building. Everyone was very excited to know that their work was being displayed to help promote the new Arts building in the greater community. People from all levels of the community participated, and some learned a new art. Knowing that the project was to promote the arts to the greater community was exciting and rewarding. We also made additional quilts to hang in our courtyard and had individuals from Assisted Living and Memory Support help to hang up the displays for all to enjoy.

Silver Sneakers Flex Program

Multiple Communities

A Strength and Balance Class is offered two days a week through the Silver Sneakers Flex program. The class is open to residents, as well as individuals living in the surrounding community. The program helps to increase physical fitness opportunities for residents and also promotes wellness to the greater community. Promote the class through bulletins throughout the community and in local monthly publications.

Interns as Teachers

Multiple Communities

Offer internships for students from the local college to help them with their community projects. One example is a Diet Tech student who taught the 4-week Nourish class. This gave her experience preparing and speaking in front of a group while educating residents on nutrition. This may be promoted through newsletters, bulletin boards, in-house TV and a nutrition display.

Intergenerational Technology Experience

Edgemere

Edgemere has developed a "Good Neighbor" Program with the University of Texas at Dallas enabling Edgemere to benefit from their professors, scientists and Doctoral candidates for programs and classes. Student volunteers from UTD instruct Edgemere residents on their iPads and iPhones with great results.

Resident Memoir

Multiple Communities

Create a community memoir project. Students from the local high school come to campus weekly and interview residents and take notes that are collected and shared with the resident and their family.

Stairwell Mural

Multiple Communities

The stairwell project was created by local high school art students. Students visited each week to complete the work of art. A reception with the artists, residents, and team members was the grand finale.

Memory Care Family Dinners

Multiple Communities

Here in our Memory Care (The Grove) we host a quarterly family dinner which is set to a different theme each time. The families and residents love this time together and they truly treasure these moments together. This February we did our first ever Grove Academy Awards and we even had an award show so each resident received an award

Age is Just a Number Walk

Friendship Village of Bloomington

This event is an 8 year tradition, it began as a way to celebrate our anniversary and continues as the start of our review process kick-off. The walk includes all team members, residents from all levels of living and members from the surrounding community. The event begins with some form of live entertainment like a band to raise spirits. It processed with three walking options, from an easy loop to a more challenging one. Once all participants have returned, the event concludes with healthy snacks and a motivational speaker presents to the crowd. The message behind the walk is that "aging is full of possibility."

Four Pointes Summary

Four Pointes – Center for Successful Aging

New members are joining Four Pointes on a daily basis. When our front desk team member told them about Movement Matters, many responses they heard were "so that is why so many older adults in my neighborhood have been out walking with those green boxes on their shoes lately." Those "green boxes" are the pedometers that each member receives when they sign up for Walk to Wellness. All the pedometers were donated by a local insurance company.

Reach Out

Multiple Communities

Share Masterpiece Living lessons for successful aging with the older adults of the greater community. Identify organizations whose members might be interested in and benefit from Masterpiece Living concepts and practices for older adults. Relationships between senior living communities and institutions of higher education are also viable in many communities. Institutes for Learning in Retirement are common and may be called by many names including Elderhostel Institutes or Osher Institutes.

Experts on Aging through Local Paper

The Terraces of Phoenix

In order to establish the members of your organization as experts in aging in the community, it is critical that they be seen and heard through media outreach. For example, feature the Health & Fitness Program Manager in local newspaper articles, connect the Marketing Director with a freelance writer for the newspaper.

Professional Video to Share Success

Clermont Park

Clermont Park partnered with Touchtown to pilot a new tablet system for senior living communities. To share the success of the program, they created a video to share with the residents, team members, and community. In addition to simply sharing the success of the program, this video also combats largely held stereotypes that older adults have no interest in, or talent for, engaging with new technologies.

"Posture Party"

Mirador

When Mirador increased Posture Class offerings to twice a week, they held a "Posture Party," and created a video to highlight the success stories of class participants. Consider capturing videos of the successful stories that highlight the culture of successful aging within your organization.

Veteran's Day Visits

Multiple Communities

Partner with a local school to bring resident veterans to the school on Veteran's Day to be interviewed by history students. Follow the interviews with a special ceremony to honor the veterans, run by the students.

Community Vision Event

Las Ventanas

Educate residents about leading technology with informative events. We introduced the FDA approved implantable miniature telescope for people with end-stage, age-related macular degeneration via an informative workshop with the experts. We promoted the event through flyers, Facebook, in-house TV, and print ads in local media. We included a reception with refreshments and a raffle for prizes, including free eye exams and frames. We had ushers seat everyone and present individuals with gift bags (including business cards from the expert panel, eyeglasses cleaning solution and cloths, eye drops, pens, notepads, and additional topic information). We recorded the entire event for future use, as well. (Please visit <https://www.youtube.com/watch?v=YSnHPu6QqJk>.) Many attendees made appointments for eye check ups, and one resident caught a very severe issue before it became catastrophic for her.

Community Partnership with DU School of Social Work

Clermont Park

Clermont Park partnered with the Graduate School of Social Work at the University of Denver in the 2014-2015 and 2015-2016 academic years. Students in a "Perspectives & Trends in Health and Wellness" class interviewed residents about wellness and the aging process. Groups of residents participated in panels at several classes (including one caregiver panel). Over 40 students from an "Evolving Perspectives & Trends in Aging" course participated in or led a Clermont College class. With the support of a University sponsor, we conducted a research study to see how students' perceptions of aging changed before and after their experience in a Clermont College class. We found a statistically significant decrease on an ageism scale. Several Clermont Park Residents speak in the students classes about ageism as well.