Living It Campaign  
best Practices

**Living It** powered by Masterpiece, is a four-week campaign to inspire and challenge your entire community to try new pursuits in the four pillars of healthy longevity: Social Engagement, Intellectual Vitality, Physical Health and Peace and Fulfillment. Research shows that trying new and complex pursuits creates new neural pathways in the brain, which can lead to improvements in memory and learning capacity. The practices shared here can be used to support you in creating a plan for the **Living It** Campaign.

# COVID-19-Related Practices:

* Offer online fitness classes through an in-house channel, Zoom or Facebook Live. Another practice is to send out printed exercise/fitness materials.
* Deliver door-to-door treats (ice cream, happy hour wine, etc.)
* Work with local schools to create a pen-pal program. Another practice is to create a pen-pal program with sister communities.
* Offer outdoor and socially distanced entertainment (music concerts).
* Create appreciation boxes for team members to celebrate all the extra work and dedication during the pandemic.
* Ask a fun question as a community wide survey and post pictures on social media or a bulletin board. [See example here.](https://mymasterpieceliving.us13.list-manage.com/track/click?u=498b978050979d1f85c4b4e16&id=6cdfd058c7&e=1493960aa4)
* Offer a vehicle parade around the community.
* Hand out stained-glass Valentines-themed coloring pages to hang in windows.
* Share a how-to information for new technologies and then offer social connection opportunities with the technologies (Zoom, Podcasts, etc.).
* Share hidden blessings via a newsletter in the community. (gratitude, moments of joy).
* Deliver packets of brain health games.
* Create a resident phone chain to encourage residents to check-in on one another.
* Create a daily mini-newspaper for the community.
* Offer virtual mind-body classes via an in-house channel, Zoom or Facebook Live.
* Play virtual games via an in-house channel, Zoom or Facebook live (bingo, Scattegories)
* Send out story prompts for creative writing.
* Deliver art project supplies door-to-door and offer classes live or with printed instructions or create a collaborative art piece.
* Show TED Talks with a quiz on the in-house channel.

# Other Practices:

Team Member Involvement: In an effort to get team members engaged in the MPL **Living It** Campaign, and to lead by example, Executive Team members were asked to try one new activity/thing/food and to take a picture doing it. The following week, at the stand-up meeting, the photos were shared with the team.

Living It! Luncheon: During **Living It**, one leadership team asked ten residents to invite ten team members and ten team members to invite ten residents to a luncheon. The microphone was passed to every guest, asking them to share something they had learned during lunch about one another.

Punch Cards: Members who signed up for **Living It** received a punch card for each week and a schedule of activities and special events. Completion of an activity received a punch in the punch card booklet. Members turned in cards for various prize drawings. Events were also featured each week to excite and highlight the week’s wellness focus, including free posture assessments during physical week, chair massages during spiritual week, a birthday party during social week and a special lecture series called Einstein University during intellectual week.

Participation Stamp Cards: The community calendar features two brand new programs or speakers related to the corresponding pillar each week during the **Living It** Campaign. Residents received a stamp on their participation cards for each new program they attended.

Create a theme: One partner community chose a local Native American culture as a theme and shared stories, poems, tastings, documentaries and more to encourage participants to try something new in each of the 4 pillars. All departments joined in and participants were able to eat traditional Native American food and watch a drum and dance performance.

Share Mottos: Ask residents and team members what **Living It** means to them. Use a white board to write down the words/phrase and take pictures of each person with his/her **Living It** motto. Share the mottos on the community Facebook page or on a bulletin board.

College Style Course Offerings: The College of Creative Life celebrates **Living It** and provides opportunities for learning and teaching in a college format. The partner community asked residents, family members and team members if any of them would like to lead/instruct a course for the college and had an overwhelmingly positive response. Thirty-seven new courses by 26 faculty members were introduced the first trimester. No faculty members were paid to teach—it was 100% volunteer-led. The community provides a college brochure every month to introduce new courses, with a short description of the course, time, date, location, and the credit pillar that course addresses. When participants reach 3 or more credits in each of the 4 pillars (Social, Intellectual, Physical, Spiritual), they then earn the amount to graduate. The first semester was concluded with a graduation ceremony.

Visual Presentation: Design a bulletin board to collect ideas and organize events. Individuals fill out the **Living It** sheet located at the front desk, pin it up on the board and encourage others to try something new with them. Throughout the week, residents and team members can check out the board and look for anything they might be interested in trying. There are also group events throughout the week to encourage more people to join.

Connect Four: The Connect Four challenge spans an entire month – residents sign up to get a score card and the challenge is to connect 4 across the pillars. The more lines they get, the more entries they get for a drawing for a grand prize. If participants don’t want a score card, they can still participate. Social: Fill in the “As I Age \_\_\_\_\_\_\_\_\_\_\_” banner. Intellectual: Complete a Dr. Rob brain quiz and drop into a box. Physical: Complete a 2-4-minute circuit and biometric screenings. Spiritual: Complete a purposefulness devotional from Inspire.

Be My Valentine, A Living It Campaign: One partner community combined **Living It** with a Senior FIT participation challenge. As part of the display, an envelope was provided (similar what is found in a library book) for each participant. Each time a resident participated in an exercise class, memory class, water class, etc., he/she received a heart with his/her name on it to add to the envelope. Residents who participated in the **Living It** discussion group received two hearts for each activity they completed on the worksheet. This incentivized participation in the discussion groups. At the end of the month, all of the hearts were combined in a big bowl and the community had a drawing.

Living It! with Gratitude: As part of this practice, each week, the lifestyles team sent a letter to invite residents to write reflections about what they were grateful for in each Masterpiece Living pillar. A blank thank-you card was included with the letter to encourage residents to express gratitude with a particular person each week. Residents in Assisted Living celebrated with gratitude circles.

November New Class: For a twist on **Living It**, one community cancelled all regular programming for 2 days and created a “round-robin” approach to programming based on the 4 pillars. They narrowed it down to 3 programs in each of the 4 pillars, offering one program per hour over the 2 days (6 programs per day). They chose a number of programs that we’ve wanted to test out to see what residents liked. Classes included Chair Pilates, Conductorcise ®, photography on your smartphone, MasterClass, drawing class, Readers’ Theater, and more. Many of the programs were resident-run, some were via video, and some were team-member led. At the end of each class, residents were given a comment card and asked to complete it. A door prize was drawn from the completed cards at the end of each session. As a result, the community will be offering 4 new programs.

100 Acts of Wellness: One community created a booklet for both residents and team members to use for documentation of its 100 Acts of Wellness initiative. In it were 25 acts for each of the four **Living It** Challenges plus spaces to add acts of wellness. Each item/act was 15 minutes or less (on average). The goal was for each individual to consciously do one act a day, although participants could complete several in a day and/or skip days, etc. The goal was for everyone to focus on and improve whole-person wellness. The initiative lasted 100 days. For best results, make the directions clear and give people the freedom to add their unique ideas/acts.