

Ideas on How to Celebrate National Adult Day Services Week

With Children and Youth

- Work with a high school to arrange for the recording of oral histories of the participants. First, a group of students would record the participants talking about their lives. Then, write their stories so that copies can be given to the participants and their family members.
- Work with local organizers of scouts (boys and/or girls) to plan an event representing the creative and innovative projects they do.

With the Business Community

- Produce and distribute a special fact sheet about adult day services and family caregiving resources in your community which can be used by human resources personnel of local employers to help them assist employees.
- Feature stories of some persons with disabilities in the local newspaper or in cooperation with local media.
- Meet with your local Chamber of Commerce to discuss how the adult day center can assist with projects, such as assembling pamphlets for information packets.

With the Faith Community

- Meet with your local Ministerial Association(s) to discuss how else to engage the faith community in the adult day center's programming, e.g. speakers for devotions, birthday celebration hosts.
- Offer to speak about caregiving and community-based services at local communities of faith.
- Produce and distribute a special fact sheet about adult day services and family caregiving resources in your community which can be used by ministers and church leaders in discussions with people who may have family members in need of adult day services.

With the Media

- Invite a local reporter to attend an event at the adult day center that reflects the creative activities and personal care provided in the business.
- Produce and distribute press releases to all media in your area (see our draft as an example).
- Identify and promote possible stories about your participants, family caregivers, staff, etc. that might interest local media.

With Public Officials

- Request that your County Commission or Mayor recognize the value of the service by making a special proclamation for the week. (see our draft as an example)
- Hold a special event at the center and invite your local, state and federal public officials to attend and participate in the event.

Tried and Proven Celebration and Marketing Ideas

Ageless Fun: Adult Day Care Week HOLLYWOOD - 9/20/2008

St. Mary's County's adult day care center, the Vivian Ripple Center planned a week-series of themed events, special menus, live entertainment and special guests for its clients and those interested in its services.

Monday, Sept. 22

Beginning at 12:30 p.m., Adult Day Services Week will kick off with the reading of an official proclamation, Weisman room dedication, Burden Bear donation to the Department of Social Services, and followed by refreshments.

Tuesday, Sept. 23

The Viva Las Ripple casino day will include lots of card tricks, games and of course dice all day long!

Wednesday, Sept. 24

Volunteer appreciation day will be followed by a participant and staff, talent and fashion show. The volunteer luncheon begins at 11:30 a.m., talent show begins at 1 p.m.

Thursday, Sept. 25

All day bingo! Play everyone's favorite game all day and win lots of fantastic prizes!

Friday, Sept. 26

Carnival day with a picnic and cook out, clowns, skeet ball, booths of various games, freshly popped pop corn, hot dogs and of course lucky winners will be going home with lots of goodies.

For information about the Vivian Ripple Center, 24400 Mervell Dean Road, Hollywood, call (301) 373-651.

The St. Mary's County Medical Adult Day Services Program is a daytime health care program for adults who require medical services and supervision beyond what they could normally expect to receive at home. The program is licensed and regulated by the Maryland Department of Health and Mental Hygiene.

Show Staff That You Appreciate Their Support

We always have a day that we celebrate the van drivers for all the support they give us and our clients. We put out lemonade, coffee, snacks, sometimes ice cream, chocolate... even pizza, etc.

We also have a day that we invite staff from other parts of our organization. Sometimes we get very "silo like" and often hear things like "I had no idea that you had this many people here during the day and that they were so busy and active."

Submitted by Luther Manor Adult Day Services, Milwaukee, WI

Big week for seniors; party starts early

Group dresses up, belts out barbershop tunes

By Liz Harrelson

Local seniors are "clowning around" in preparation for the celebration of a nationally recognized event set to begin today.

Seniors at the Avenidas Rose Kleiner Senior Day Health Center in Mountain View dressed in specially designed costumes and strutted their stuff Thursday in recognition of National Adult Day Services Week, which officially begins today and runs through Sept. 27.

Participants look forward to several celebrations a year, but this one - now in its second year running - is especially dear to their hearts, said Lenny Parks, executive director of the Mountain View center for the last five-and-a-half years.

Festivities began on Thursday with a "variety show" where about 20 participants - many of them severely handicapped and between 70- and 90-years-old - strutted their stuff in the way they knew best.

Some dressed as hobos and clowns, while others took a more eclectic approach.

Wearing large fabric bowties and hats, a group sang barbershop tunes - until the encore. That's when they swapped hats for baseball caps and led the group of about 55 family members, staff and organizers in singing the song, "Take Me Out to the Ball Game."

"You could see them up front kind of waving to their relatives," said Park, of the performers. It was just very sweet," said Park. "It showed that seniors can have a fun happy life, even when they have all these handicaps and diseases," Park said. "That's a way of celebrating what these day programs can do for people."

Adult day health centers such as Avenidas are licensed by the state department of health and offer medical services and therapy in addition to social services.

For Misako Sprout and her non-verbal, Alzheimer's-afflicted husband James, being involved with a center that provides both medical facilities and social functions allows them respite.

For others, they call it a club, work or school, and are reluctant to skip it, Park said.

"It's less expensive than having help in the home, and you have the socialization," Park said. "It helps the whole family."

This center in Mountain View is one of more than 3,400 adult day services centers operating in the United States, said Kari Martell, communications director for the Avenidas center.

Costs for the services range from \$52.50 to \$117.52 per day, depending on the family's income. Patients with Medi-Cal or veterans related services are also eligible to receive help, Martell said.

The weeklong event will continue with organized discussion groups about what it's like to be involved with a senior center, Park said.

Members of the public interested in attending the discussion groups may call 650-289-5499.

Engage Other Facilities

At Friendship House for an activity with other facilities, we are having Olympic game day playing horseshoes, bowling, ring toss, etc. Each person receives a certificate for playing horseshoes, bowling, ring toss, etc.

We serve hotdogs and ice cream. We are also planning a western day with hats and bandanas. Tables will be decorated. Our participants can have their photo made without even dressing the part. A cut-out of a western man or woman provides the perfect outfit while participants are positioned behind the cut-out with their head at the top of the cut-out. A snapshot to take home serves as a reminder of the fun experienced that day.

Submitted by Laurie Paul, Friendship House

Adult day programs meet rising need

Sunday, September 21, 2008

By **Christine Tanchak**

National Adult Day Services Week is Sept. 21-27. This year's theme, Longer life spans of adults.

Persons with developmental disabilities living longer, with better medical and social care.

An increasing desire of older adults and persons with disabilities to remain in their homes or communities.

Decreasing support for facility-based care by lawmakers and policymakers.

Increasing populations wanting community-based services, such as persons with traumatic brain injury, wounded soldiers and persons with autism who are aging.

Daybreak will be celebrating this week with special activities at both our sites. Here's to the future of community-based health-care services a sensible option for people who need assistance with their day-to-day medical needs.

Christine Tanchak is executive director of Loretto's Daybreak Adult Medical Day Program in Syracuse.

National Adult Day Services Week Celebration Begins with Spring Fundraiser

Abundant Living's celebration of National Adult Day Services Week is actually a culmination of a fundraiser that began in May 2008. Area artists were asked to donate their time and talent to create portraits of Abundant Living participants. These portraits will be exhibited in several locations in the community over the summer months. Accompanying the portraits is a short biography of each participant provided by family caregivers, giving insight to viewers of the diversity of those we serve and the lives they lived.

On Friday, September 26th, a reception will be held at Abundant Living's center. The artists who created the portraits will be on hand to present the portraits to the participants and their families. This is the third year Abundant Living has held this event, and it is especially moving. The portraits become family treasures. Each year it seems that there is at least one portrait that outlives the participant, making the lasting work of art even more special to families. This event has allowed us to literally put a face on the people served in adult day care.

Submitted by Abundant Living Adult Day Services, Salisbury, North Carolina

September 2008. Salisbury Mayor Susan Kluttz will visit Abundant Living Adult Day Care Monday to launch a weeklong celebration of National Adult Day Services Week.

Kluttz will be at the center at 1:30 p.m. to present a proclamation honoring Abundant Living participants and caregivers.

As part of the celebration, activities are planned for each day of the week: Tuesday, music by country and western singer Larry Chastain at 10 a.m.; Wednesday, a performance by D.C. and the Chosen Few at 1 p.m.; Thursday, a reception for the artists and families involved in "The Faces of Abundant Living-2008" at 2 p.m.; and on Friday, a cookout on the center's patio featuring music by Carol "Smiley" Tysinger.

Target Medical Professionals

Although I haven't been in the Adult Day Living business very long, I have spent a good deal of time being the Executive Director of a large CCRC that had a capacity of 417 beds. One thing that always gets doctors out of the office and into your facility is offering them a session where they can receive Continuing Medical Education credits (for free)! Find the right group to conduct the training and I'm sure many area physicians & nurses will gladly come to your site and even take a brief tour prior to the main event.

Submitted by Steven H. Schwartz, M.Ed.

We have been having lunches in the physicians' offices to try and get their attention (we all know how food always goes over big), but there is nothing like getting them (Docs or staff) into your facility. We have tried on three occasions a breakfast, cocktail hour, and early evening for a meet and greet type of event, however; the docs in our area want to go home and be with their families and have not been receptive. I have lived on Marco for more than 30-years and know all of the medical community and just about everyone in town. Without boasting I also have a stellar reputation, so I'm going to have to take another approach.

Submitted by Paula Camposano-Robinson, RN

Physicians need to make referrals [to adult day centers] and they need to be educated about our valuable service. To that end, I have contacted the person who does the curriculum at a nearby college of medicine to have their baby docs rotate through here for 1/2 day. I also had a couple geriatric fellows from an area hospital senior assessment center spend a day with us. They were amazed that this type of service was available and they had never heard of it...tragic!

Submitted by Linda Biermann, RN

Caregiver Support Fair a Success

By Hans Fogle on September 23rd, 2008

Eastern Panhandle Residents had the chance to visit the Caregiver Support Fair Tuesday at the Martinsburg Mall. The fair was designed to educate and empower community caregivers while also creating awareness about the importance of family caregivers and the impact they have on society. Bill Bugg was at the fair to sign copies of his book *Soaring Above Adversity*, which he wrote after being his wife's caregiver for 18 years when she developed Alzheimer's Disease. Bugg explained that events like this are so important for people caring for a disabled or aging loved one because it gives them a chance to talk to people and take home information so they can learn what assisted living facilities and nursing homes are all about.

The fair is part of National Adult Day Services Week which continues Wednesday with an Adult Day Services Program and Open House from 10:00am until 2:00pm at the Berkeley Senior Center on North high Street.

Guest Pass Offers First-Hand Experience

We have had success with a free guest pass for ½ day to have the adult and family member(s) see what we actually do and how stimulated people can be and how engaged they become. We are new, 13,000 sq foot facility built in November 2007 that is for profit, and we find the biggest obstacle is all about denial/guilt for the family. Often we get the client too late in their illness and they don't stay very long with us before something happens; they have to be admitted to a hospital or Rehab center and never return. It is very sad. We know there are hundreds and hundreds of people out there that need our services but we have to get to the MDs and case workers to let them know that day services is more cost effective and better for the client than long term care solutions. It is not a babysitting service- promote your services and professionals.

*Submitted by Paula Camposano-Robinson, RN
Administrator/VP of Clinical Services, SANITASOLE*

Our adult day center is cutting edge and very successful. Feel free to check out our website for ideas. <http://www.menorahpark.org>

Submitted by Menorah Park Center for Senior Living, Beachwood, OH

Walk in My Shoes

Why not check out this fabulous resource to engage children in an aging awareness project that could transform lives and attitudes? Enlist the support of local schools to train students and incorporate a visit with adult day center clients. Now that press release should offer a hook for newspaper articles, great television spots and even school newspapers!

Walk in My Shoes, an aging awareness training, developed by Molly Hofer, an Illinois Extension educator, has been used to educate people of all ages and occupations to be more sensitive to the needs of older adults. As a result of the program, people learn the truth about aging and become more aware of the diversity in the aging population, more sensitive to the sensory impairments and more knowledgeable of effective communication strategies.

The *Walk in My Shoes* program has been used to educate the nursing staff in hospitals, home health agency personnel, volunteers who visit homebound elderly and emergency department personnel to improve geriatric patient care. Leading such a unique community education program provides a great opportunity for adult day centers to target their marketing while providing valuable information that can change people's lives.

Examples of Activities:

Changes in Vision

Put on yellow or amber-colored glasses. Imagine you are at a public phone in the mall and you need to look up three phone numbers. Four people are waiting in line to use the phone, and they are rudely requesting you to hurry. Write down the phone numbers as quickly as you can! Have other people role play as the impatient and discourteous people waiting to use the phone.

Find the names of three people on a telephone book page.

Write down their names and phone numbers as quickly as you can.

Changes in Taste and Smell

Put on yellow or amber-colored glasses and a pair of gardening gloves.

1. Take out crackers and jelly.
2. Place a small amount of jelly on the cracker.
3. Hold your nose and take a bite of the cracker.
4. Try to guess the flavor of the jelly. What is the flavor?

You can imagine how informative yet fun some of the other activities in the project must be just by the sound of the titles:

- Hear Ye, Hear Ye!
- What Did You Say?
- Helping a Person Who Has Hearing Problems
- Butterfingers
- Helping People Who Have Physical Limitations
- Pass the Jelly
- Helping People Who Have Experienced Losses in Their Senses of Taste and Smell

For more information, log on to www.urbanext.uiuc.edu/wims/wims1.html

Source: The Information Source for Adult Day Centers, September 2001
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Celebrate Adult Day Services with Music

To the Tune of "Day-O"

Day Care

Day Care, Day Care.
Clients come cause they can't stay home.
Day Care, Day Care.
We care for you even if you roam.



Come with your Parkinson's, Alzheimer's, stroke,
Three o'clock come an' you wanna go home.
We subsidize you if you ever broke.
Three o'clock come an' you wanna go home.

Day Care, Day Care.
Get off the bus and de staff welcome you.
Day Care, Day Care,
Activities and exercise, you'll feel like new.

Wheelchairs, walkers, quad canes, too.
Three o'clock come an' you wanna go home.
Afternoon toileting take the whole crew.
Three o'clock come an' you wanna go home.

Day Care, Day Care.
The place to go if you wanna have fun.
Day Care, Day Care,
Where the staff's so nice and always on the run.

Nurse give you pills and check the weight.
Three o'clock come an' you wanna go home.
You hop de bus home, it won't be late.
Three o'clock come an' you wanna go home.

Day Care, Day Care.
Clients come cause they can't stay home.
Day Care, Day Care,
We care for you even if you roam.

SOURCE: Marin ADHS, [Conducting the Day Service Symphony](#),
California Association for Adult Day Services, 1990

Celebrate Adult Day Services with Music

To the Tune of "You Are My Sunshine"

Please Fund Our Day Care

By Teresa D. Johnson

Please fund our day care, our adult day care.
It makes us happy when skies are gray.
You'll never know, Sir, how much it's helped us.
Please don't take our funding away.

I paid my taxes, our many taxes.
I'd rather come here and live at home.
You'll never know, too, when you might need it.
Please don't take our funding away.

Please fund our day care, our adult day care,
Help keep us out of nursing homes.
I'd rather come here and save tax dollars.
Please don't take our funding away.

Please fund our day care, our adult day care.
It makes us happy when skies are gray.
You'll never know, Sir, how much it's helped us.
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HOW DOES YOUR WORK IMPACT THE PEOPLE YOU CARE FOR?

On days when the toilets clog, the vans break down and the pacers are already pacing by 10:00 AM, visions of less stressful work may begin to cloud our minds. Why do we do what we do? In serving others, many of us learn to find joy in the little victories. Use National Adult Day Services Week as a terrific opportunity to let your staff know how valuable they are in making your program successful. Invite family caregivers and participants to write letters of appreciation to the staff. Make copies of the letters so that every staff member gets a copy to cherish.

Comforts in the Midst of Confusion

"I don't think Daddy ever knew just where he went each day or why, but the program gave structure to his day and a pattern to his weeks...and Mother knew he was receiving excellent care." —Greensboro, NC

Decreases Stress

"I cannot sing the praises of Adult Day Care and the staff long enough or loud enough. It has been a Godsend for me. It allows my mother to have some down time and allows my father the interaction and stimulation he so needs. This has decreased my stress load tremendously. Thank you so much! -- You meet such a tremendous community need in a safe, caring manner. My Dad just glows with the attention he receives." -- Richmond, IN

Provides Reassurance

"The Adult Center was a blessing to my parents. Dad grew to love each and everyone of you and looked so forward to his visits. Mom found she was not alone in her difficult situation of caring for Dad." — Greensboro, NC

Enables Family Caregivers to Work

"Helps me to work full or part-time -- it gives my family assurance that Mom has social, safe, involved daily living to keep her smiling." -- Richmond, IN

Generates Immeasurable Gratitude

"...I didn't randomly select the Adult Center for Enrichment as a designee for a contribution. Your program meant more to me than I could ever express monetarily." — Greensboro, NC

Relieves Worry

"The Adult Day Care has made it possible for me to work & not worry about my husband. He really looks forward to going every day." -- Richmond, IN

Provides Relief

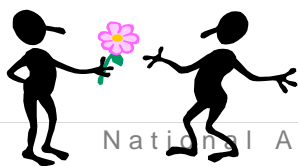
"All help personnel seem to really know and caring which is so important and sometimes difficult. I don't think that I could handle care of my mother without the relief the Center affords." —Winston-Salem, NC

Simplifies Life at Home

"Thanks for all you do. If I couldn't send my loved one to you, things at home would be much, much more difficult." -- Richmond, IN

Enriches Spiritually

"I'm just so glad that you are here. I'm sure Divine intervention led me to call because I had never heard of you. Your Center is so much more than I ever dreamed I could find. One ought always listen to what God points out to us! I'm so grateful that all of you are there for my mother! Thank you! Thank you! Thank you!" —Winston-Salem, NC



SOURCE: [The Information Source for Adult Day Centers](#), September 2002

Client Testimonials Provide Superb Advocacy

Staying in touch with legislators is essential for every voting and tax-paying citizen. It is particularly crucial for people in small businesses such as adult day services to keep the elected officials informed of the impact of the tax dollars on communities, families and local economies. Invite family caregivers and participants to tell their stories and make a difference.

*Excerpts of a Letter To Secretary Braddock, DSHS, Washington State
From Mary Frances Morell, Mother of Rep. Dare Morell
Senior Services Adult Day Health Program, Everett, WA*

After one and a half years, I am still in this wonderful program. My stroke was two years ago. I was paralyzed on my left side. When I started the Adult Day Health program, I had just moved into my adult family home. I was afraid and felt lonely. My daughter came over and said I was going to a place where I can develop friends and try new activities...

I left my wheelchair home and started using my cane. I soon began to feel whole again. My mind and body were challenged. I realized others had physical afflictions, too. The love and caring at the Center was—and is—healing. They challenge my mind. I think better now. I'm clear and precise in my thinking and emotions. I'm learning to be a responsible citizen. I care for others now. Because of the physical activities, my body is stronger. I walk well and sometimes I just leave my cane and take off.

I'm now working on my paralyzed arm. I'm once again feeling intelligent and confident as I was before the stroke. I take leadership whenever I have the opportunity. I'm thankful for my good, clear thinking and the many individuals who have encouraged me.

I want the political leaders and schools to visit and see for themselves the program of Adult Day Health and its results...I've come miles in two years and I have miles to go; but step by step I am taking advantage of this program...

Have you been aware of two year-olds learning to walk, dressing themselves? For a mother, it takes a lot of patience and support. Well, I'm 70 years old and am also learning to walk and dress myself. The Center has been patient and helping...

Again, I owe it all to the Adult Day Health Center. It is a safe place to learn my independence again. I want a full life as all seniors desire. I don't want to live out my life as a "toddler"...

The journey has been long and arduous. The two years at the Center in this program have been so rewarding. It's great to be healthy, independent and well functioning due to physical therapy, social worker, the nurse's teaching and caring for our physical and emotional needs. It's great to be a grown up but it's OK to play again...

My generation kept Social Security strong and financially profitable. Adult day care services are a good way to spend my monies, for which I contributed for many years.

SOURCE: The Information Source for Adult Day Centers, September 2002
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