



# Caring is **Essential**

**PLANNING  
GUIDE AND  
PRODUCT  
CATALOG**

**NATIONAL  
ASSISTED  
LIVING WEEK**

September 13-19, 2020

# Caring is Essential

NATIONAL ASSISTED LIVING WEEK  
SEPTEMBER 13-19, 2020



## About National Assisted Living Week®

Established in 1995 by the National Center for Assisted Living (NCAL), National Assisted Living Week® (NALW) provides a unique opportunity for residents, their loved ones, staff, volunteers, and local communities to recognize the role of assisted living in caring for America's seniors and individuals with disabilities. The annual observance encourages assisted living communities around the country to offer a variety of events and activities to celebrate the individuals they serve, as well as to help educate members of the public about this important aspect of long term care.

## Caring Is Essential

This year, COVID has been an enormous, unforeseen challenge that has resulted in every person working in long term care to step up and go above and beyond expectations. At a time when the entire profession is doing so much, this year's NALW theme, Caring is Essential, reflects the hard work and dedication of all the essential caregivers in assisted living facilities across the country.

While it is more important than ever to celebrate NALW and recognize the staff and residents in assisted living communities, it can be challenging to determine how best to do so. Current social distancing rules and the inability of friends and family to enter the buildings due to COVID restrictions has changed much of the day-to-day life of the staff and the residents for the time being. Despite these hurdles, staff continue to play a critical role in caring for residents in senior living and should be honored for the incredible work they do every day.

In addition to honoring staff, NALW is also a time to recognize the residents and their families in your community and the special relationships they have with your staff. Please explore the suggested activities for ideas on how to recognize staff, honor residents, and commemorate NALW in safe and meaningful ways. Also, be sure to check out special NALW lawn signs and posters we are offering through [NCALPublications.org](http://NCALPublications.org) this year.



## Let us know what you are planning for NALW!

Please share your NALW activities, photos, and videos on Facebook and Twitter using [#NALW](https://twitter.com/NALW) and be sure to view and upload messages of support at [CareNotCOVID.com](http://CareNotCOVID.com) and use the hashtag [#CareNotCOVID](https://twitter.com/CareNotCOVID).



# Planning Ideas

Assisted living providers can use an infection control and prevention mindset to help come up with innovative methods of keeping residents connected during NALW. Be sure that all staff, residents and potential visitors are wearing source control masks, keeping six feet distance, washing their hands regularly, and decontaminating frequently touched items or surfaces.

Download  
NALW logos for  
your promotional  
materials at  
[www.nalw.org](http://www.nalw.org)



**Caring is Essential** - honoring the essential workers and essential residents that make up assisted living communities nationwide. Below is a list of activity ideas and suggestions that build on this theme.

## Caring through Celebration

Fun activities lift everyone's spirits and who doesn't love treats? Why not celebrate the end of summer with special ice cream deliveries for residents and staff? Other fun ideas include family drive-by caravans and live outdoor performances, as well as contests, raffles, and hallway games. Staff dress-up days and dance contests are a great way to bring a smile to everyone's faces. Discover the hidden talent in your midst!



## Caring through Music

Music connects us all. One idea is to provide lyrics and sheet music for a community hallway sing-along. You can also invite residents and staff with musical talents to share their gifts by playing and/or singing for others. A wide range of free musical resources are also available online, including world-class opera, symphonies, acoustic music concerts, and Broadway performances.



## Care to Explore?

There is so much going on in the world and so much to see right from the comfort of your own room. Encourage residents to take advantage of all there is to offer online, whether it is exploring a world-famous museum or library, viewing webcams of zoos or animals in the Arctic, keeping tabs on volcanoes, checking in with the space station, or re-visiting a favorite destination. The opportunities to explore are endless!



## Creating Caring Connections

Connections with others are so important. Combat social isolation among your residents by encouraging connections with their families and loved ones via outdoor or window visits (depending on your state's guidelines), sharing a special meal together via Zoom and FaceTime, and looking at photos and reminiscing over happy family events. Encourage loved ones or members of the community to write notes or upload drawings and video messages of support and love for residents and messages of gratitude for staff.



# Media Tips

Connect with the public by reaching out to your local press outlets to spread the word about NALW. You can promote your unique NALW events or highlight innovative services or programs you offer.



## News Releases

News releases are used to alert the local media of significant events, issues, services, programs, awards, and other events. Send the release to your local news editors and reporters, especially those who specifically cover your issues or “beats.”

## Media Kits

A media kit about your assisted living community serves as a quick reference or “background” for the local reporters who cover your facility during NALW. Elements of the kit can include information about your assisted living community, the services you offer, its role in the larger community, and a schedule of your NALW activities. Remember to include the contact information for your assisted living community’s spokesperson or marketing representative.

## Letters to the Editors/ Op-Ed Pieces

These short articles provide greater control over the content of your message, as they can be authored by a designated representative of the community (e.g., executive director). Share the many ways in which your assisted living community is essential with your local newspaper and magazine editors, or encourage an active resident or their loved one to write a letter to the editor about their experience.

## Social Media

Post items throughout NALW on your assisted living community’s website and/or social media channels. Share photos and videos of unique events or highlight resident stories. Use the hashtag #NALW on channels like Facebook, Twitter, and Instagram to contribute to the national conversation. [Follow NALW on Facebook](#) to see what your colleagues around the country are doing.

Find  
samples at  
[www.nalw.org](http://www.nalw.org)



**Note:** Your residents’ privacy should take priority over publicizing NALW activities. Only post pictures and videos of residents who have signed your community’s image authorization form.



# Product Catalog

Celebrate NALW in your community with specially designed products featuring the Caring is Essential logo. Additional information is available at [www.ncalpublications.org](http://www.ncalpublications.org). Place your order today.



ORDER  
EARLY FOR  
THE BEST  
SELECTION!

## Uplifting NALW Lawn Signs

Show your support for essential caregivers in your community. Place these colorful lawn signs in front of your building to lift everyone's spirits during NALW. Signs are double-sided and printed in three-color graphics making them easy to see from both outside and inside your building. Sold in pairs of two, lawn signs are constructed with durable, weather-resistant coroplast, measure 24" x 18", and include 10" x 30" metal stakes.

Item #8567

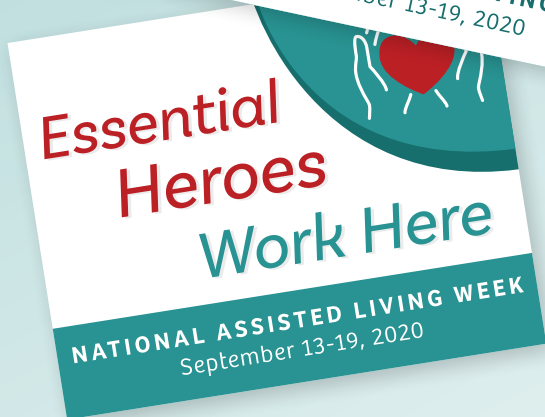
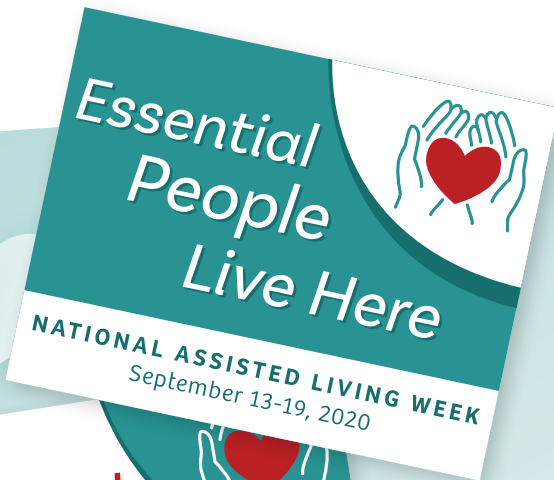
Price: \$29.95 (set of 2)

## NALW Posters That Include Everyone

Recognize the essential role of both residents and staff in your community with caring messages of support during NALW. Brighten the halls of your building before and during the week with welcoming and uplifting messages on two mirror-imaged posters that say: *Essential People Live Here* and *Essential Heroes Work Here*. Posters are sold in sets of four (including two of each kind) and measure 28" x 22".

Item: #8566S

Price: \$7.95 (set of 4)



# 2020

## National Assisted Living Week®

Product Catalog  
Easy Ordering

**FOR FASTER SERVICE:**  
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[www.ncalpublications.org](http://www.ncalpublications.org)

**FOR MAIL ORDERS:**  
Use our convenient order form and mail your order with payment to:

NCAL Publications  
PO Box 1340  
Hurlock, MD 21643

*Product quantities are limited. NCAL highly encourages ordering early for best selection & product availability*

*National Assisted Living Week® promotional items are non-refundable unless damaged.*



## Sales and Return Policies

**Payment Terms:** NCAL offers two ways to pay for your order: credit card and check. If you choose to pay by credit card, we accept Visa, MasterCard and American Express. When you place an order with a credit card, NCAL will reserve the full amount of the order on the requested card, but will not charge against it until the order has been fully shipped. If you choose to pay by check, we will not begin processing your order until we have received your payment.

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Once you have received your RMA number, clearly write it on the outside of the package.

**Product Pricing:** Prices are subject to change. Product prices do not include shipping.

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*\*Customers in NC, KS, and WI have variable tax rates based on location. Please go to [www.ncalpublications.org](http://www.ncalpublications.org) for specific tax rates, or call customer service before placing your order.*

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## Customer Service

We want you to be satisfied with your products and services. If you have questions about our products, order changes, shipping, returns, etc., please call 1-800-321-0343 weekdays between 9 a.m. and 5 p.m. Eastern Time and an NCAL customer service representative will assist you.

## Delivery Service

Standard Shipping is "ground" service from our Maryland warehouse. Orders placed after 1:00 p.m. may not ship until the next business day.

**For priority shipping, the following options are available:**

**2nd Day Air:** Provides delivery by the end of the second business day all 50 states and Puerto Rico with some limitations in Alaska and Hawaii.

**Next Day Air:** Provides next business day delivery by 10:30 a.m., 12:00 p.m. or end of day, depending on destination; all 50 states and Puerto Rico with some limitations in Alaska and Hawaii.

**Next Day Air Early A.M.:** Provides next business day delivery by 8:00 a.m. to major cities in the 48 contiguous states; delivery by 8:30 or 9:00 a.m. to most other cities, including Anchorage, Alaska.

# ORDER FORM NATIONAL ASSISTED LIVING WEEK® 2020

PRODUCT NUMBER	ITEM DESCRIPTION/TITLE	QUANTITY	UNIT PRICE	TOTAL COST

DOLLARS SPENT.....SHIPPING COST	DOLLARS SPENT.....SHIPPING COST	SUBTOTAL	
\$0-\$24.95.....\$8.95	\$2,000.01-\$3,000.00.....\$199.95	(See chart) SHIPPING & HANDLING	
\$25-\$49.99.....\$12.95	\$3,000.01-\$4,000.00.....\$280.95	(See chart) PRIORITY FEES	
\$50-\$99.99.....\$16.95	\$4,000.01-\$5,000.00.....\$360.00	DC (6%), MD (6%), NC, KS, and WI* ADD SALES TAX	
\$100-\$149.99.....\$20.95	\$5,000.01-\$6,000.00.....\$440.00	*Customers in NC, KS, and WI have variable tax rates based on location. Please go to <a href="http://www.ncalpublications.org">www.ncalpublications.org</a> for specific tax rates, or call customer service before placing your order.	
\$150-\$199.99.....\$24.95	For orders above \$6,000, please call our customer service team for a shipping quote: 800-321-0343		
\$200-\$249.99.....\$28.95			
\$250-\$349.99.....\$34.95			
\$350-\$449.99.....\$42.95	Priority Fees (add to Standard Rates)	TOTAL Promo Code: NALW20	
\$450-\$549.99.....\$52.95	NEXT DAY (EARLY A.M.....\$45.00		
\$550-\$1,000.....\$69.95	NEXT DAY.....\$25.00		
\$1,000.01-\$2,000.00.....\$129.95	2ND DAY.....\$15.00		

**Ordered By:** (Please print clearly. Items in **bold** are required.)

**Ship To:** (If different from "Ordered By")

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

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NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

## Mail Check and Order Form To:

**NCAL Publications, PO Box 1340  
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Check enclosed payable to "NCAL Publications." A \$25.00 fee will be charged on all returned checks. (Sorry, no cash or COD's)

You can place your order by phone or fax and charge your purchase with Visa, MasterCard, or American Express. NCAL awaits your call weekdays between 9:00 a.m. and 5:00 p.m. (eastern time). We suggest you list the items, product numbers, and quantities and have your credit card information handy for our staff when you call toll-free!

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This address is a:  Facility/Business  Residence

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