

2008 National Assisted Living Week Sample Op-Ed

Filling Life With Love

If we look back on our lives, the fondest memories are often associated with events that happen with our family members and friends. Life's fondest moments are cherished, and new memories are created when people who care about each other celebrate events.

Nearly one million seniors and individuals with disabilities in 38,000 assisted living residences nationwide will celebrate the 14th Annual National Assisted Living Week, which begins on Grandparents Day, Sunday September 7 and runs through September 13.

Assisted living staff members and residents alike anticipate this event and months in advance begin planning activities around a theme. This year's theme is "Filling Life With Love" and you are invited to join the celebration. The week spotlights the vital role assisted living plays in caring for our nation's seniors and individuals with disabilities.

Moments between caregivers and residents, their relatives and friends, as well as individuals from the community together create many special moments that enrich residents' lives and fill them with love.

Assisted living was founded on the principle of delivering care and services based on the individual resident's needs and desires. These services also enhance the resident's emotional, intellectual, physical, social, and spiritual well-being so they can live as independently as possible with the highest quality of life.

Through caregiving, staff members build close relationships with residents and often it's as if the resident was their own parent, sibling, or close relative. Family members and friends are integral in caregiving and keeping residents engaged. Volunteers read to, play music, or listen to residents. Individuals from the community often deliver lectures on their expertise or lead residents in topical discussions about current events.

The "Filling Life With Love" theme celebrates and pays tribute to the exceptional involvement of all-providers, families, volunteers and individuals from the surrounding community

We invite you to participate in the "Filing Life With Love" celebration. To learn more, we encourage you to contact [State Association/Facility]. Moments of shared laughter and fun benefit everyone involved, and create new cherished moments to remember.

[Name of State Executive, Board Chair, Director, Administrator] is the [title] of [State Association, Company or Name of Residence] in [Town, State].

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