



# Fulfilling *the* Promise

NATIONAL NURSING HOME WEEK®

MAY 8-14, 2011

[www.nnhw.org](http://www.nnhw.org)



American Health Care Association

[www.ahca.org](http://www.ahca.org)



## *Fulfilling the Promise...* **to a Meaningful Outcome.**

This year's National Nursing Home Week® theme – “Fulfilling the Promise” – like the uniquely American phrase “life, liberty and the pursuit of happiness,” is all about living life to its fullest potential. At the end of the day, residents and patients should feel satisfied and staff should feel that they have contributed in a meaningful way.

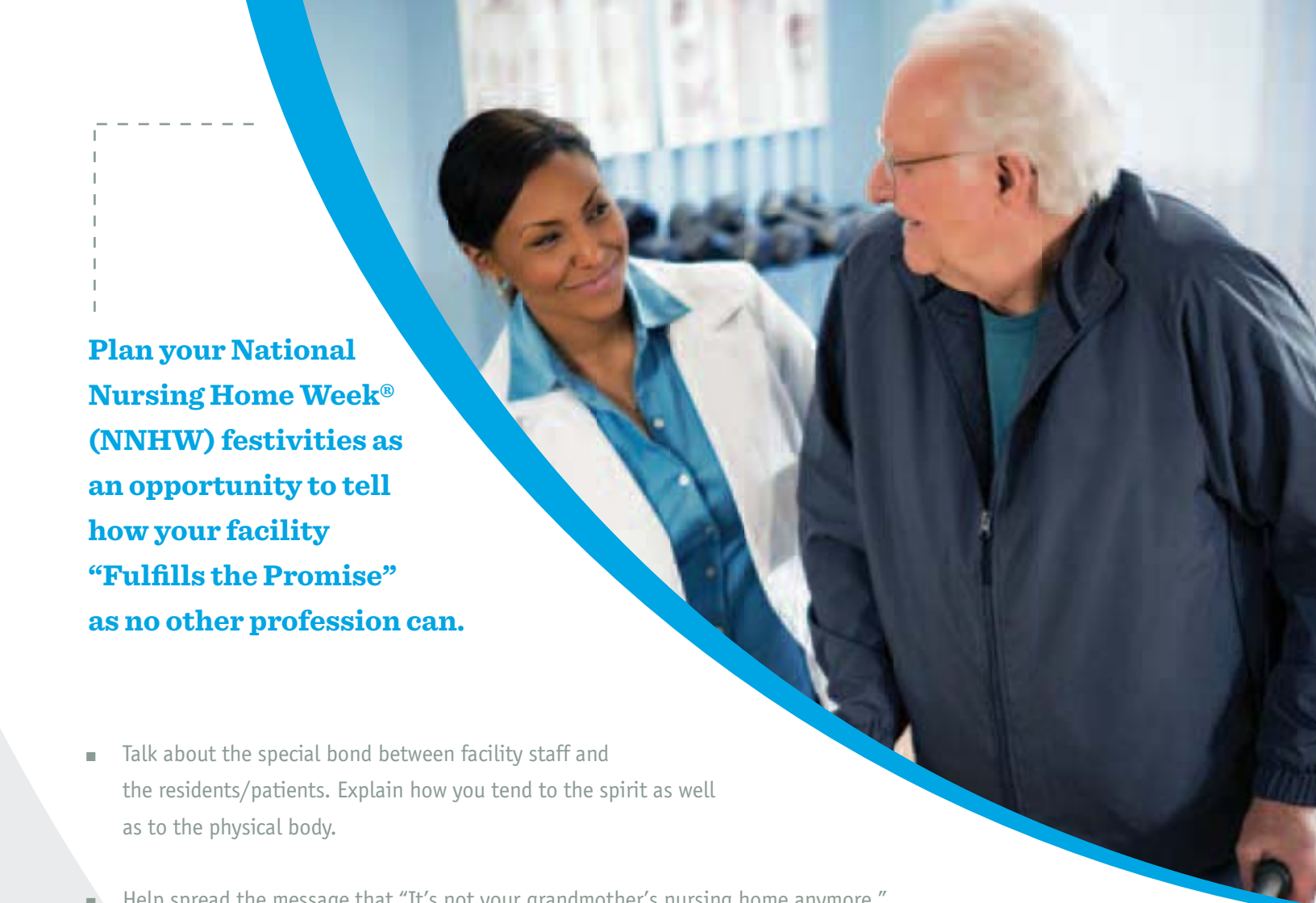
We are familiar with the necessities of health care – e.g. medical treatments, nursing care, therapies and nutrition. What distinguishes long term and post-acute care from other health care settings is their focus on caring for the whole person.

“Fulfilling the Promise” means holistic care. This is seen when staff give comfort on difficult days, smile when sadness intrudes, hug when spirits sag, friendship to lighten a day, confidence when in doubt and companionship to counter fear and loneliness. “Fulfilling the Promise” produces meaningful, and most importantly, positive outcomes, satisfaction and an excellent working environment.



Follow Along ▶ [www.facebook.com/NursingHomeWeek](http://www.facebook.com/NursingHomeWeek)





**Plan your National Nursing Home Week® (NNHW) festivities as an opportunity to tell how your facility “Fulfills the Promise” as no other profession can.**

- Talk about the special bond between facility staff and the residents/patients. Explain how you tend to the spirit as well as to the physical body.
- Help spread the message that “It’s not your grandmother’s nursing home anymore.” Describe the attributes that make your facility special, like specifics about person-centered care, culture change, resident choice, consistent assignment, staff stability, etc.
- Showcase new arrangements such as green houses, small houses, neighborhoods, childcare etc. or future plans to introduce these concepts. Feature upgrades to the dining experience (e.g. to restaurant style etc.).
- Tell the staff’s story of professional development, training, awards and honors. Never underestimate the value of accomplishment in forming opinions.
- Explain participation in any local, state and national collaborative such as Advancing Excellence in America’s Nursing Homes.
- Explain that long term care is increasingly about “going home” rather than “staying longer.” Tell visitors that, for example, more patients are discharged in 30 to 60 days with a renewed outlook on the future.
- Consider inviting former residents back for a “reunion” of “graduates” who returned home or to community settings after a stay at your facility. “Graduates,” or their families, can make wonderful “ambassadors of satisfaction” as well as great volunteers.



# Activities



When planning for NNHW 2011, keep the ideas on page 2 as a guide to developing activities that inspire, enlighten and inform. Remember to share your events online by uploading photos and videos at [www.facebook.com/NursingHomeWeek](http://www.facebook.com/NursingHomeWeek) or emailing them to [nnhw@ahca.org](mailto:nnhw@ahca.org). The following are suggestions that will help you.

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**Honoring Your Staff** National Nursing Home Week® can be a time to honor staff. Have a special “cocktail” hour where residents can assist. Ask residents for suggestions for their easiest, tastiest recipes and assist them in gathering the ingredients they need. If you need more recipes than residents offer, pick a few from one of the following sites: <http://www.recipezaar.com/r/145/81> or <http://busycooks.about.com/cs/seasonalcooking/a/toohottocook.htm>.

You can also give out awards to honor staff and volunteers. Your categories might include the sunniest personality, the funniest staff member (or resident/family member), the most dedicated volunteer or the best bingo caller. Set up voting boxes throughout your facility and let everyone vote on the various categories.

**Alumni Party** Consider having an “Alumni Party” as part of the staff event (above). Invite former residents, patients (and family members) who have been discharged to home or to a community setting. Weather permitting, throw a BBQ/picnic or, if this is not possible, have a special sit down lunch or dinner.

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**Reach for the Stars** Create a “Reach for the Stars” game. Ask residents to sit in a circle, blow up a NNHW balloon and then keep the balloon in the air for as long as possible. A person whose balloon falls can still participate, but is ineligible for a prize. At the end, the person who has maintained the balloon in the air the longest would get some recognition and a special NNHW prize.

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**Act of Kindness Bag** Fill a decorated bag with slips of paper suggesting different things that residents, family, friends, and staff members can do for people throughout the week. Suggestions can be simple, like sew a button on Jill’s white shirt, brush and fix Sally’s hair, tell a staff member a funny childhood story, etc. Ask the recipient to write a comment on the back of the “Act of Kindness” slip. At the end of the week, review the activities and comments to everyone.

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**Mini-Shuffle Board** Mini-Shuffle Board is fun and easy to set up. Take a smooth piece of wood and mark lines every few inches from the beginning. Give each line a different point value starting with 10 and increase in increments of 10. The object is to push a coin along the board and add the point values of where the coin lands on the board.

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**Hug Day** Proclaim a “hug day.” Ask everyone in the facility to greet each other with a warm hug and count up the hugs. The most hugs in a day wins a bouquet of National Nursing Home Week® balloons or other prizes. Bonus points go to those who make contact with residents that they do not know very well, if at all.

## Intergenerational “Life” Stories

Youngsters of any age can be fascinated by the living history that residents represent. To kids, it is hard to fathom life before McDonald’s, television (even color TV), computers, video games, cell phones, plastic bags, etc. Of course, residents who are 85 years old were 20 years old in 1946, so a veteran might tell a “tale” of combat in World War II or Korea or what life was like on the home front. Suggest discussions about the advances in technology (radio, TV, movies, telephone, etc.) which are interesting topics for children.

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**Salon Day** Hold a “Salon Day” for your special ladies and men. Ask local volunteer organizations or a local high school to come in and help. Set up a room as a salon and invite the ladies in for makeup, brush their hair and pin back with sparkling bobbie pins and put on nail polish. The men can come in for a haircut and shave. Try for pedicures too.

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**Fancy Flags** Since each country and state has its own flag, how about each of your residents having one of their own? Ask residents to draw what they would like onto their flag (e.g. decorate according to their hobbies). When finished, staple each flag onto a dowel and have a “parade.”

**CELEBRATE!**



2011 Product Catalog ▶  
See pages 10 & 11 for ordering information



# Publicity



Letting your community-at-large know about your plans for NNHW can bring many benefits. This is especially important if you are planning activities that involve families or members of the public. It is always a good idea to use events like NNHW to generate positive PR for your facility and to get your residents and staff in the spotlight.

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## 5 Steps to *Positive* PR

# 1

**Know Your Contacts** — A first step to making your event public is to develop a list of local media outlets and contacts. For events like NNHW, focus on weekly suburban and shopper-type newspapers as well as special senior publications or newsletters. All these outlets rely on neighborhood news — and photographs. The “Style,” “Lifestyle,” or county sections of larger daily newspapers may also cover your event. Send publicity to local radio stations too.

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# 2

**Make It Personal** — Give your list of reporters a call or send them an e-mail several weeks in advance to introduce yourself and give them a “heads up” about the activities you have planned for NNHW. Most reporters will appreciate your news and it will make your second contact with them much smoother. Follow-up any phone calls you make with an e-mail detailing the events in writing.

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# 3

**All Hands on Deck** — Make sure all facility leaders and staff are aware that local members of the media have been invited to attend your event. If a media contact is coming, especially if it includes a camera crew, make sure that facility leaders are prepared and able to carry out the plans you have in place. Be on site to help direct your media contact around the facility and answer any questions.

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# 4

**One Reminder is not Enough** — Be sure to remind your invited media contacts about your events. Follow-up should take place in both phone calls and e-mail. Once is not enough—unless you receive a confirmation. In this case, refer to #3 and prepare to continue the great relationship you have started with your media contact!

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# 5

**The Power of Follow-up** — Be sure to follow-up immediately with your contact to fulfill any promises you have made and make sure they have all they need. A handwritten thank-you note that includes your business card is always a great way to show that you appreciate their time and participation. With an effective follow-up effort, your media contact is more likely to keep your name on file as a reliable source in the nursing home community.

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Once you have successfully completed these steps, give yourself a pat on the back! Media relations and positive PR takes time, dedication and perseverance.

**Online Resources** ▶ Access the NNHW 2011 **PR templates** including press release, letter to the editor, sample proclamation and much more at [www.nnhw.org](http://www.nnhw.org).



## Social Media

This is the second year NNHW has “gone viral.” We will continue to use social media websites to share updates and unique media content about NNHW and we encourage you to use social media to share photos, videos and best moments from your NNHW festivities. Suggest to families that they can view many activities from home computers as if they are viewing an online “family album.” To get started, read the following basics on social media sites.

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**Facebook** Facebook is a social networking web site where you can create a personal or facility profile, add “friends,” send messages and update your profile as often as you like. To get started, you need to create a free account. For personal accounts, enter your information under “Sign Up.” To create a facility account, click on “Create a Page for a celebrity, band or business.” Facebook users can join groups and “like” Facebook pages of organizations, celebrities and businesses. Be sure to click on “Like” for the NNHW Facebook page at [www.facebook.com/nursinghomeweek](http://www.facebook.com/nursinghomeweek).

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**YouTube** YouTube is a free service web site designed for users to watch, upload and comment on videos. Virtually anyone with an internet connection and a webcam or compatible digital camera can upload videos to YouTube. To watch a video, visit [www.youtube.com](http://www.youtube.com) and search for it by entering keywords in the search field. To create a personal or facility account, visit [www.youtube.com](http://www.youtube.com) and click on “Create Account.” Of course, if you need to edit your video, be sure to do it before uploading it to YouTube. For help, visit [www.youtube.com](http://www.youtube.com).

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**Twitter** Twitter is a free service that allows you to stay connected through short messages sent via the Web at [www.twitter.com](http://www.twitter.com). Messages may also be sent via text messaging to your cell phones. To create a personal account or a facility account, visit [www.twitter.com](http://www.twitter.com) and click on “Sign Up.” After creating an account, you can begin following AHCA or your state affiliate. To begin “tweeting,” enter your “tweet” in the update box and click “tweet.” You can find friends to “follow,” meaning you will receive their tweets in your Twitter Home Page. Help is available by visiting [www.twitter.com](http://www.twitter.com).

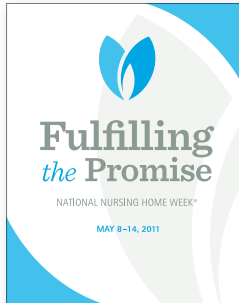
**Discover More ▶**

Download **PR templates**, access activity ideas or print out the NNHW Planning Guide and Product Catalog.

Get “How To” tips on using social media and discover more at [www.nnhw.org](http://www.nnhw.org).



# 2011 Product Catalog



## Posters

These brightly colored posters shine with the "Fulfilling the Promise" logo. They will let everyone know it's National Nursing Home Week®! Place posters throughout your facility to publicize the event.

**Product #8192 (set of 4)**

**AHCA Members \$7.95**

**Non-members \$9.95**

\*Posters approx. 28 x 22 inches



## Stainless Steel Tumbler

Great for staff giveaways and prizes. Stainless steel liner holds 16 oz., thumb slide closure on top cover.

**Product #8195**

**AHCA Members \$7.95**

**Non-members \$9.95**



## Electronic Rose

Show your staff and female residents just how much you appreciate them with a rose that shines bright. 14-inch white silk rose illuminated by red, green and blue LEDs. Batteries included.

**Product #8196**

**AHCA Members \$3.95**

**Non-members \$4.95**



## Place Mats (Paper)

Jazz up your dining room and resident meal trays with these colorful place mats. Use at each meal service during the week. Sold in packs of 50.

**Product #8198 (Pack of 50)**

**AHCA Members \$4.95**

**Non-members \$6.50**



## T-Shirt

Wear your National Nursing Home Week® T-shirt to show that you're part of the team. Staff, residents and family members alike will enjoy wearing these white and blue shirts with the colorful NNHW logo on the back and over the left breast. Hane's Beefy Ts® 100% cotton.

### White

Product #8199 (for M, L, XL)

\*Include M, L, or XL after product #

AHCA Members \$7.95

Non-members \$9.95

Product #8200 (XXL)

AHCA Members \$9.95

Non-members \$10.95

Product #8201 (XXXL)

AHCA Members \$10.95

Non-members \$12.95

### Blue

Product #8202 (for M, L, XL)

\*Include M, L, or XL after product #

AHCA Members \$9.95

Non-members \$11.95

Product #8203 (XXL)

AHCA Members \$11.95

Non-members \$13.95

Product #8204 (XXXL)

AHCA Members \$12.95

Non-members \$14.95



## Buttons

Create awareness during NNHW by giving out buttons to staff, family members and visitors. 2.25" button.

Product #8193A (Pack of 10)

AHCA Members \$5.95

Non-members \$7.95

Product #8193B (2 packs of 10 = 20)

AHCA Members \$9.95

Non-members \$12.95

Product #8193C (3 packs of 10 = 30)

AHCA Members \$12.50

Non-members \$16.50



## Balloons

Balloons spread cheer and provide an economical way to decorate your facility. 11-inch latex balloons. Sold in packs of 10.

Product #8194B (Blue - 10 pack)

#8194O (Orange - 10 pack)

#8194W (White - 10 pack)

AHCA Members \$5.95

Non-members \$7.95

**Special** – 1 Pack of each color

#8194S (30 balloons total)

AHCA Members \$11.95

Non-members \$14.95



## Glenn Miller's Greatest Hits

CD of 15 great songs from the '30s and early '40s – sure to bring back memories of the past and inspire new ones.

Product #8167

AHCA Members \$7.95

Non-members \$9.95



## Bandana

Inspired by the NNHW flower, this dark blue bandana is useful and creative. Use it as a head wrap, table decoration, wall hanging and much more!

Product #8197

AHCA Members \$3.95

Non-members \$4.95

# NNHW 2011 ORDER FORM

PRODUCT NUMBER	ITEM DESCRIPTION/TITLE	QTY.	UNIT PRICE	TOTAL COST
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
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Subtotal \_\_\_\_\_  
 Shipping & handling (see chart) \_\_\_\_\_  
 DC (6%) and MD (6%) add sales tax \_\_\_\_\_  
 Order transaction & handling 5.00  
 Total \_\_\_\_\_

PAYMENT METHOD: (Please check one, sorry, no cash or COD's)

Check enclosed payable to "AHCA"  
 (A \$25.00 fee will be charged on all returned checks)  
 Visa       MasterCard       American Express

### SHIPPING RATES:

Acct #: \_\_\_\_\_  
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 Signature: \_\_\_\_\_

Shipping rates are based on product weight and shipping address. Shipping rates are the actual rates determined by UPS.

Please call customer service at 800-321-0343 for a shipping quote. Shipping rates are automatically calculated when you shop online.:

[www.AHCApublications.org](http://www.AHCApublications.org)

[www.NCALpublications.org](http://www.NCALpublications.org)

You can place your order by phone or fax and charge your purchase with Visa, MasterCard or American Express. AHCA awaits your call weekdays between 9:00 a.m. and 6:00 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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E-mail (Necessary to receive order confirmation) \_\_\_\_\_

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# 2011 NNHW

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**Place your NNHW order early. Product  
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**Don't wait until the last minute,  
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American Health Care Association

  
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## SALES AND RETURN POLICIES

**Payment Terms** – AHCA 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, AHCA 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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**Bulk Purchase Discounts** – For bulk purchase orders (25+ copies of same title), please call 202-898-2846.

**Sales Tax** – AHCA shall charge and withhold the applicable sales tax for orders to be delivered to addresses within Washington, DC (6%), and Maryland (6%).

**Shipping** – Allow 5–8 days for delivery. Shipping rates are based on product weight and shipping address. Shipping rates are the actual rates determined by UPS. Please refer to the shipping rate information on the order form. See Delivery Service below for delivery options.

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A \$7.00 re-stocking fee will be charged for all returns. This amount will be deducted from the total value of the return credit owed to the customer.

**Special event (National Nursing Home Week/National Assisted Living Week) and promotional items are non-refundable unless damaged.**

**DO NOT** return products without first contacting an AHCA customer service representative to receive a Return Merchandise Account (RMA) number. To obtain an RMA number, call an AHCA customer service representative at 1-800-321-0343 on weekdays between 9:00 a.m. and 6:00 p.m. Eastern Time. Once you have received your RMA number, clearly write it on the outside of the package.

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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:

**3 Day Select** - Provides delivery by the end of the third business day; service in 48 contiguous states.

**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. noon, or end of day, dependign on destination; all 50 dtates 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.

