



**PLANNING
GUIDE**



NATIONAL ASSISTED LIVING WEEK® • SEP 7-13, 2025

NCAL
NATIONAL CENTER FOR ASSISTED LIVING

Sponsored by **PharMerica**®

#NALW
nalw.org

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.

NCAL is grateful to have the support of this year's NALW sponsor, PharMerica.

Visit **NALW.org** for a wide range of Ageless Adventure themed gifts and decorations to elevate all your NALW events and activities.



AGELESS ADVENTURE

This year's NALW theme—**Ageless Adventure**—offers assisted living staff, communities, residents, and families the opportunity to celebrate the week with big smiles and even bigger adventures! Ageless Adventure reminds us that the journey never stops, and adventure has no age limit.

Assisted living communities around the country are encouraged to host a variety of events that celebrate residents, staff, and volunteers. Please explore the suggested activities in this planning guide for ideas on how to celebrate and commemorate NALW in safe and meaningful ways.



Share your NALW celebrations!

Show us your NALW celebrations, photos, and videos on Facebook and X using

#NALW



PLANNING IDEAS

KICK OFF THE WEEK WITH A GRANDPARENTS' DAY CELEBRATION

NALW begins on Grandparents' Day, making it the perfect opportunity to start the week off right with a special adventure! Invite residents' family members, as well as staff and their family members to join in the fun. This might include:

- Hosting a meal or party focused on a country that staff and residents can "visit" for the day—such as an Italian pasta and pizza party, a French pastry tasting, or a selection of Spanish tapas.
- Asking residents, staff, and guests to share stories and photos of the adventures they've had with their grandparents.

VISIT SOMEWHERE NEW

- Host a passport adventure lunch series that includes outings to restaurants featuring different world cuisines (e.g., French, Thai, Chinese). After each lunch, residents can present their "passports" for a special stamp.
- Take a field trip into the community. Try a new ice cream shop or see a show at the local community theater.
- Go on vacation! Host a "beach" day, full of beach volleyball, hula dancing, a Hawaiian luau with music, and games such as a pineapple toss and coconut bowling.
- Go camping! Create an area that looks like a camp, with a pretend fire pit, s'mores, and outdoor activities such as bird watching, golf putting, and beanbag toss. If you are outside, don't forget the sunscreen, sunglasses, and hats/visors. Host an evening with a campfire treats.
- Go on a cruise! Map out a week of cruise destinations (Alaska, Bermuda, Northern Europe, etc.) and plan activities based on these locations. This might include meals, entertainment, and crafts. Make posters together to advertise the upcoming cruise.
- Go on a safari! Encourage staff, residents, and family members to dress up as though they were going on a safari. Ask those who have been on a safari to share their adventure and set up educational information from your computer to share.



LOOKING FOR MORE GREAT IDEAS?

Check out **The Big Book of Resident Activities** with over 100 engaging activity suggestions!



REAL-LIFE ADVENTURES

- Take a behind-the-scenes tour. Visit places like a local TV/radio station, theater, or farm – local places most people never see from the inside – and arrange for a tour.
- Go on a mystery adventure! Don't tell the residents exactly where they are going but, instead, give them clues to make it a guessing game. Then visit a scenic spot – botanical garden, park or lake, or historic landmark – and have a themed picnic.

VIRTUAL ADVENTURES

- Partner with an assisted living community in another state or country to become pen pals. Exchange postcards, photos, and stories to get to know new people.
- Host a book club. Find out what adventures staff and residents want to go on and focus on those – from swashbuckling journeys to the time of kings and queens. There's no limit to where you can go!
- Explore U.S. national parks through immersive videos. Invite a local park ranger in or encourage residents to talk about parks they have visited. Pass out protein bars, water bottles, and gorp/trail mix.

SHARE YOUR STORIES

Be sure to showcase the unique and wonderful ways your staff, volunteers, residents, and families are celebrating **Ageless Adventure**. Share your stories, photos, videos, and other content with AHCA/NCAL's publication *Provider Magazine* at storiesofcare@ahca.org.



MORE IDEAS TO CONSIDER



Learn about the different cultures of staff and residents. Where were they born? What are their traditions and customs? Host an event to learn more about each other.



Set up a photo booth with props and costumes. Dress up like someone from the Wild West, an astronaut, or anything in between—let your imagination take off! Provide photos for participants so they can remember what it felt like to live out these adventures.



Host an adventure movie night. Make it even more special by providing fun adventure-themed snacks, such as specially themed cupcakes and s'mores.



Host a creative writing group. Have residents write about what adventure they want to take, where they would go, and what they would do. Invite them to share with the group, and display their stories in a public space for everyone to enjoy.

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. Be sure to check out the [Promotional Toolkit](#) on the [NALW webpage](#), as well, for template materials that include social media posts, a sample proclamation, sample letter to the editor, template press release, and a sample media invite.

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.” If you plan to invite the press before the event occurs, send a media advisory or a personal invite at least one week before the event or desired coverage. Be sure to follow up a couple of days before to see if they can attend.

MEDIA KITS

A media kit about your assisted living community serves as a quick reference or “background” for the local reporters who cover your community 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 allow for 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 plans to celebrate NALW with your local newspaper and magazine editors. Also consider encouraging an active resident or their loved one to write a letter to the editor about their experience.

PROCLAMATIONS

Proclamations are a great mechanism to have your local elected officials visit your community. Invite your governor, mayor, or city council members to issue a proclamation (offer a sample) in honor of NALW. You can invite them to visit the community and kick off the week on Sunday, Grandparents’ Day.

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 and Twitter to contribute to the national conversation. Follow NALW on Facebook to see what your colleagues around the country are doing.

***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.**

KEEP IN MIND

While technologies such as smartphones and social media platforms have allowed providers, as well as residents themselves, to enhance quality of life, they have also unfortunately proven to be a set of tools used by offenders to violate the privacy and dignity of vulnerable residents. To help prevent these actions, assisted living communities must remain vigilant and ensure policies and procedures are in place. Make sure your center and company are following these **best practices** from AHCA/NCAL.