



PLANNING
GUIDE &
PRODUCT
CATALOG



NATIONAL ASSISTED LIVING WEEK®
SEPTEMBER 12-18, 2021

NCAL
NATIONAL CENTER FOR ASSISTED LIVING

#NALW

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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.

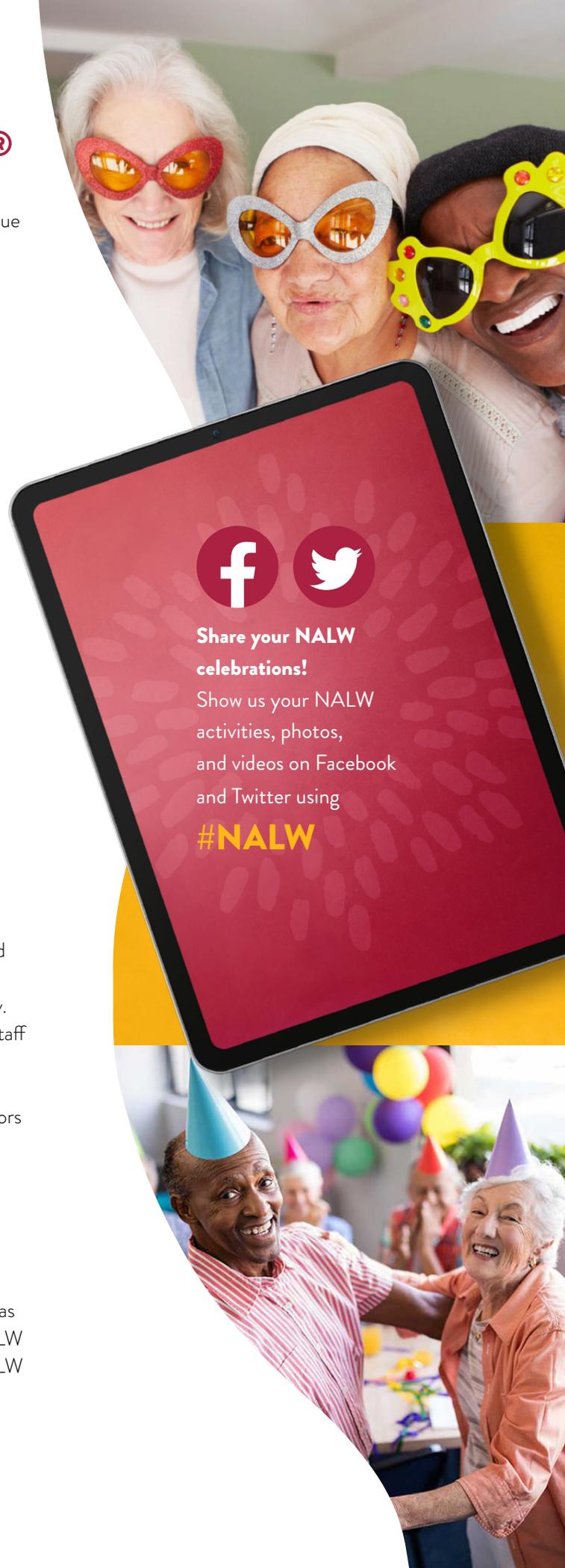
NCAL is grateful for the generous support for NALW this year from official sponsor **First Quality**.

COMPASSION, COMMUNITY, CARING

The COVID-19 pandemic has been an enormous, unprecedented challenge. But it has also brought together assisted living residents, staff, and everyone in these communities in a way unlike before. When times got tough, staff members were there to lend an ear and their hearts. When mothers, fathers, daughters, sons, sisters, and brothers could not physically be together, caregivers became family. And even when things seemed impossible, essential assisted living staff continued to deliver the highest quality care.

This year's NALW theme – **Compassion, Community, Caring** – honors those resilient individuals who worked so hard, went above and beyond, and never gave up. Assisted living communities around the country are encouraged to host a variety of events that celebrate residents, staff, and volunteers while adhering to infection control requirements and precautions in place for COVID-19.

Please explore the suggested activities in this planning guide 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 products being offered through NCALPublications.org to help you celebrate this year.



PLANNING IDEAS

Assisted living providers can use an infection control and prevention mindset to help come up with innovative methods of keeping residents and staff connected during NALW. Please be sure to plan your activities through this lens and modify them based on the latest guidelines as needed.

CREATE COMPASSION

Engage residents in creative art projects focused on compassion and kindness. Paint rocks and add kind phrases to give to someone who has shown compassion or been helpful. Create a miniature flowerpot garden with small pots, soil, and seeds. Residents can paint the flowerpots, plant seeds, and present them to a fellow resident or caring staff member. Create colorful bookmarks with positive praises and thanks to share with others. Give someone a long-distance (or socially distanced) hug by tracing your hands, cutting them out, adding decorations, connecting them with string, and presenting them to someone who needs a hug with a sweet note. There are so many creative ways to show compassion and kindness!



BUILD COMMUNITY

Fun activities lift everyone's spirits! 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. Collaborate with a local school on a poster and crafts project based on the theme of compassion and caring. Install exhibit sites throughout the community. Invite state/city officials and local personalities to send messages to residents via Zoom. Organize an awards night for residents, staff, and volunteers who have had an impact on your residents. Engage residents in all aspects of this activity, including determining what awards should be presented, making nominations, and selecting winners.



SHOW HOW MUCH YOU CARE

Music connects us all. One idea is to provide lyrics and sheet music for a community hallway singalong. You can also invite residents and staff with musical talents to share their gifts by playing and/or singing for others. Find out what music your residents enjoy. Identify top hits from the years when they were young. Work together to create a playlist for a party or celebration. Consider inviting young people to perform an outdoor concert in your community. A wide range of free musical resources is also available online, including world-class opera, symphonies, acoustic music concerts, and Broadway performances.

Another idea is to invite furry friends for a visit. Research shows that time spent with animals, both in the short and long term, has many health and emotional benefits. Consider inviting a local humane society or shelter to bring a calm, loving furry friend to your community for an outdoor visit. Before doing so, make sure that pets are allowed.



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.” 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 come. Be sure to include details on any social distancing, masks, and other infection prevention guidelines in place.

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 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 showing compassion, community, and caring 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.

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.**



Find samples
and easy-to-use media
templates at
www.ahcancal.org/NALW.

PRODUCT CATALOG

Celebrate NALW in your community with specially designed products featuring the **Compassion, Community, Caring** graphics. Additional information and multi-pack savings for selected products available at www.ncalpublications.org. Place your order today.



Unisex T-shirts

You'll be a fan of this soft t-shirt the moment you put it on! Featuring the heartwarming and timely **Compassion, Community, Caring** graphic on the front and NALW text and official sponsor logo on the back, these dark heather gray t-shirts are constructed in a 50/50 ring-spun cotton/poly blend with a rib-knit collar and removable tag for greater comfort. (Please see the size chart on the website for additional details.)

Item: #8583 • Price: \$9.50 (S-XL), \$12.50 (2XL & 3XL)

Women's V-Neck T-shirts

Our flattering V-neck Women's t-shirts depict the heartwarming and timely **Compassion, Community, Caring** graphic on the front and NALW text and official sponsor logo on the back. Offered in dark heather gray, these fashion fit t-shirts are constructed in a 50/50 ring-spun cotton/poly blend and feature a rib-knit collar and removable tag for greater comfort. (Please see the size chart on the website for additional details.)

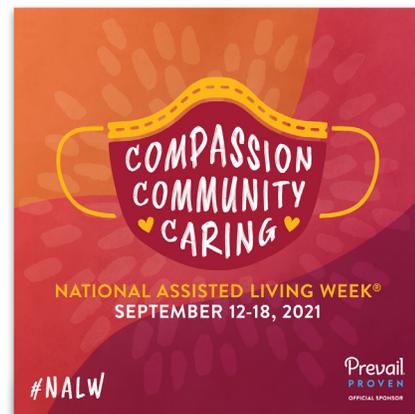
Item: #8584 • Price: \$9.50 (S-XL), \$12.50 (2XL & 3XL)



NALW Buttons

Delight your staff and volunteers with colorful buttons during NALW! Featuring the uplifting and timely **Compassion, Community, Caring** graphic, these buttons will help to spread good cheer throughout the week and beyond. Buttons are 2.25" round with a pin in the back and are sold in packs of 10.

Item: #8586 • Price: \$6.95 (10-pack) • Order more and save!



Uplifting Posters

Display these richly hued posters throughout your community to build excitement before and during NALW. Featuring the heartwarming **Compassion, Community, Caring** graphic and the official sponsor logo, posters measure 22" x 22" and are sold in sets of four.

Item: #8585 • Price: \$7.95 (4-pack)



2021 NATIONAL ASSISTED LIVING WEEK®

Product Catalog Easy Ordering

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Call toll-free:
1-800-321-0343

ORDER ONLINE:

www.ncalpublications.org

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Use our convenient order form and mail your order with payment to:

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Product quantities are limited. NCAL highly encourages ordering early for best selection and 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.

DO NOT return products without first contacting an NCAL customer service representative to receive a Return Merchandise Account (RMA) number. To obtain an RMA number, call an NCAL customer service representative at 1-800-321-0343 on weekdays between 9:00 a.m. and 5:00 p.m. Eastern Time.

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.

Sales Tax: NCAL shall charge and withhold the applicable sales tax for orders to be delivered to addresses within Washington, DC (6%), KY (6%), MD (6%), PA (6%), KS*, NC*, and WI*.

*Customers in KS, NC, and WI have variable tax rates based on location. Please go to www.ncalpublications.org for specific taxes for KS, NC, and WI, or call customer service before placing your order.

Shipping: Allow 5–8 days for delivery. Please refer to the shipping rate information on the order form. See Delivery Service below for delivery options.

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:

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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® 2021

Product Number	Item Description/Title	Quantity	Unit Price	Total Cost

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