

# Radiant Memories

A TRIBUTE TO THE GOLDEN AGE OF RADIO



NATIONAL SKILLED NURSING CARE WEEK®  
MAY 12-18, 2024

## PLANNING GUIDE

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# About

## NATIONAL SKILLED NURSING CARE WEEK®

Established in 1967 by the American Health Care Association (AHCA), **National Skilled Nursing Care Week®** (NSNCW) celebrates the essential role that skilled nursing care centers play in providing high quality 24-hour nursing care to millions of America's seniors and individuals with disabilities.

Skilled nursing care centers around the country host a variety of events during this annual observance to recognize the individuals who reside, work, and volunteer in nursing centers, while educating the public on their impact in the community.



This year's NSNCW theme — *Radiant Memories - A Tribute to the Golden Age of Radio* — embraces a time when the airwaves resonated with captivating stories and melodies. More than nostalgia, *Radiant Memories* is a call to honor the enduring legacy of skilled nursing care centers. In these centers, residents and staff contribute to the creation of radiant memories, akin to the cherished moments shared through music and stories over the radio waves.

Staff, residents, families, and members of the local community are invited to join and engage in activities that showcase *Radiant Memories* during this special week, which begins on Mother's Day, May 12th, through May 18th, 2024.

We are grateful to **Shiftkey**, the official sponsor of NSNCW this year.



# Planning IDEAS

AHCA has curated activity ideas to help celebrate the theme *Radiant Memories - A Tribute to the Golden Age of Radio* during NSNCW. Feel free to tailor or expand upon these suggestions in ways that fit your center's needs.

As always, please plan your activities with infection prevention and control practices in mind and be sure to modify them based on the latest guidelines.

## Radio Story Hour ◀

Host a story hour featuring conversations with residents and share nostalgic stories reminiscent of radio dramas. Consider sharing stories with StoryCorps, the largest collection of human voices and stories ever archived.

## Neighborhood Parade

Organize a small parade featuring local community groups and marching bands, and involve residents, families and staff.

## Community Mural Project

Collaborate with local artists to create a mural reflecting the essence of skilled nursing care, with contributions from residents and their families.

## Window Art Showcase

Encourage families and community members to decorate residents' windows with cheerful and artistic displays.

## Talent Show Extravaganza

Host a virtual or in-person talent show featuring performances from residents, families, and staff for community members.

## Community Garden Planting Day

Establish a community garden with the involvement of residents, families, staff, and local gardening enthusiasts while enjoying classic music from the Golden Age of Radio.

## Create and Perform a Radio Drama

Encourage residents, families, staff, and community members to script and perform radio dramas with sound effects, music, and radio jingles, celebrating creativity.

## Art Walk and Talk

Set up an outdoor art exhibit featuring residents' artwork, with guided tours and discussions led by local artists.

## Memory Lane Exhibit

Develop an exhibit highlighting historical photos and stories contributed by residents and their families.



What does NSNCW mean to your residents and staff? Share your thoughts and messages for a chance to be featured in AHCA communications. Remember to tag us @NationalSkilledNursingCareWeek on Facebook and in any NSNCW-related posts and use the hashtag #NSNCW.

# MORE IDEAS

## Intergenerational Storytelling Circle

Organize a virtual or outdoor storytelling circle where residents, families, staff, and local community members share stories based on story prompts about important events in their past.

## Local Business Partnership Day

Partner with local businesses to offer special discounts or services to residents, families, and staff on a designated day.

## Community Service Day

Coordinate a day where residents, their families, and local community members come together for volunteer activities benefiting the neighborhood and highlighting the great work and care provided at your center.

## Radio Show Trivia Challenge

Create a trivia competition centered around classic radio shows, engaging residents and staff in friendly competition.

## Movie Night Under the Stars

Arrange an outdoor or indoor movie event where residents and their families can enjoy a classic film.

## Live Music from the Roaring '20s, '30s, '40s or '50s

Arrange a live music performance featuring tunes from the Golden Age of Radio, fostering a shared love for nostalgic melodies.

## Radio Bingo

Organize bingo with calls inspired by radio jingles and catchphrases from the past, creating an interactive experience.

## Family Radio Dedication Hour

Host a special hour where families dedicate songs or messages to their loved ones, creating a heartfelt and personalized experience.

## Radio-inspired Exercise Class

Conduct an exercise class with routines set to the energetic tunes of the Golden Age of Radio, promoting health and nostalgia.

## Radiant Memories Radio DJ Day

Dedicate a day where residents take turns playing their favorite radio hits, sharing anecdotes and dedications.

## NSNCW Radio Awards Ceremony

Culminate the week with a virtual awards ceremony, recognizing outstanding contributions to the NSNCW Radio-Themed events.



Looking for more great ideas? Check out **The Big Book of Resident Activities**, which offers more than 100 activities by target audience, timeframe, recommended group size, and cognitive function. Learn more at [nsncw.org](https://www.nsnw.org).

# MUSIC & MEMORY

**Music & Memory** is a program that creates personalized playlists for people in elder care communities that reconnects them with music they love. Research suggests that personalized music is a way to bring joy to individuals with dementia. It's a fulfilling activity for all who would like to be reminded of music that makes them smile.

# FACILITY TOURS

NSNCW is an ideal time to invite local legislators and host a tour! Facility tours play a critical role in educational and legislative efforts. They enable policy makers to see first-hand the important work you do and the issues and challenges that affect long term care. Most importantly, they see how you, their constituents, are impacted by what they decide in Washington, the state house, or city council.

Need more information on how to get started? Check out the resources in the **Advocate Toolkit** for suggestions on how to host a tour leading up to or during NSNCW.

Have questions about planning a facility tour? Contact [GR@ahca.org](mailto:GR@ahca.org).

# A FEW MORE IDEAS...

- Radio Show Karaoke
- Radiant Memories Photobooth
- Radiant Memories Costume Parade
- Time Capsule Crafting
- Radiant Memories Dance Party



# SHOW AND TELL!

Be sure to tell us how your staff, volunteers, residents, and families are celebrating *Radiant Memories*. Share your inspiring stories, photos, videos, and other content with AHCA/NCAL at [storiesofcare@ahca.org](mailto:storiesofcare@ahca.org)

Remember to tag us @NationalSkilledNursingCareWeek on Facebook and in any NSNCW-related posts and use the hashtag **#NSNCW**.

# GARNER ATTENTION

*for what you do*

NSNCW is a great opportunity to shine a spotlight on the important role of skilled nursing care and let your community know about your center's culture, programs, and services.

## 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 email at least one week before the event or desired coverage. Be sure to include details on any social distancing, masks, and other infection prevention guidelines in place.

## MEDIA KITS

A media kit about your skilled nursing center serves as a quick reference or "background" for the reporters who cover your local community. Elements of the kit can include information about your center, the services you offer, and a schedule of your NSNCW activities. Remember to include the contact information for your spokesperson or marketing representative.

## LETTER TO THE EDITOR/ OP-ED PIECES

These short articles provide greater control over the content of your message and are authored by a designated representative of your center (e.g., Executive Director). Share how your center is making a difference in the lives of those you serve or encourage an active resident or a family member to write a letter to the editor about their experience.

## PROCLAMATIONS

Proclamations are a great mechanism to have your locally elected officials visit your nursing care center. Invite your governor, mayor, or city council members to issue a proclamation in honor of NSNCW and to visit the center.

## SOCIAL MEDIA

Post items on your center's website and/or social media channels. Share photos and videos\* of events or highlight resident and staff stories. Follow NSNCW on Facebook to see what your colleagues around the country are doing! Be sure to use the hashtag #NSNCW on channels like Facebook.

## KEEP IN MIND

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

***\*Your residents' privacy should take priority over publicizing activities. Only post pictures and videos of residents who have signed your organization's image authorization form.***