

# MOMENTS *in* BLOOM

NATIONAL SKILLED NURSING CARE WEEK® • MAY 10 - 16, 2026

# PLANNING GUIDE

NSNCW WAS CREATED BY **AHCA**  
AMERICAN HEALTH CARE ASSOCIATION

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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.

## MOMENTS *in* BLOOM

This year's theme reflects how everyday acts of compassion, connection, and teamwork grow into meaningful experiences for residents, families, and staff. It celebrates the idea that big and small moments, when nurtured, can flourish to help residents live life to the fullest and with purpose.

Staff, residents, families, and members of the local community are invited to join and engage in activities that showcase **Moments in Bloom** during this special week, which begins on Mother's Day, May 10th, through May 16th, 2026.

Visit [nsncw.org](https://nsncw.org) for a wide selection of *Moments in Bloom* themed gifts and decorations to help you celebrate the week.





Tell us how your staff, volunteers, residents, and families are celebrating their *Moments in Bloom*! Share your inspiring stories, photos, videos, and other content with AHCA at [storiesofcare@ahca.org](mailto:storiesofcare@ahca.org). Remember to also tag us @NationalSkilledNursingCareWeek on Facebook and in any NSNCW-related posts and use the hashtag #NSNCW.



# Activity IDEAS

AHCA has put together a collection of activity ideas to help bring the **Moments in Bloom** theme to life during NSNCW. Feel free to adapt these suggestions to fit your community's unique needs and interests.

## "Planting Kindness" Memory Exchange

Set up a station where residents, families, and staff can write about their favorite memories with each other on flower-shaped cards. Deliver them randomly throughout the week to bloom memorable moments of kindness throughout your community.

## Spring Scavenger Hunt

Organize a fun scavenger hunt featuring flowers, gardening tools, spring symbols, or themed clues. Make it adaptable for all mobility levels and encourage teamwork between residents, families, and staff.

## "Staff in Bloom" Appreciation Wall

Dedicate a wall in your community and encourage residents and families to post appreciation notes for staff all week long. Watching the wall fill with gratitude is a powerful way to celebrate your dedicated team.

## "Live in the Moment" Photo Booth

Capture the moments that bloom when you least expect them! Set up a spring photo booth with floral backdrops, garden hats, and fun props to take photos of residents, families, and staff and create keepsake memories throughout the week.

## "Spring into Cinema" Watch Party

Host a classic movie event for residents featuring bright and colorful movies that evoke the feelings of spring like "Mary Poppins", "The Sound of Music" or "The Wizard of Oz".

## Outdoor Adventure

As the weather gets warmer, consider planning an outdoor garden walk. A gentle stroll and fresh spring air can create simple but powerful shared experiences for residents and staff alike.

## Flowerpot Painting

Invite residents to unleash their creativity by decorating small planter pots with paint and stickers. Provide soil, and easy-to-grow seeds or nursery flowers. Caring for their plants is a reminder that growth happens in all stages of life.

# More ACTIVITY IDEAS

## Flower Arranging Workshop

Invite a local florist or garden club to lead a live flower-arranging demonstration, sharing tips on choosing flowers and keeping arrangements fresh. It's a wonderful way to bring the outside in.

## Garden Themed Tea Party

Host a themed tea party for residents featuring garden decorations, finger snacks, and floral teas. Set the mood for a calm afternoon tea by playing some soft classical music.

## Flower-Themed Games like Bingo or Trivia

Create bingo cards featuring images of flowers or spring scenes. Or host a trivia game with questions about famous gardens, flower meanings, gardening tips, and spring traditions.

## Intergenerational Connections

Connect with local schools, scout troops, or youth groups to create an intergenerational experience. Children can make handmade cards or artwork for residents, perform songs, or participate in activities alongside residents. These connections bring joy and make memories for all ages.

## "Petals & Poetry" Creative Writing Hour

Invite residents to write short poems, acrostics, or reflections about spring, growth, or meaningful life moments. Compile the entries into a keepsake poetry book that residents and families can enjoy long after the week is over.

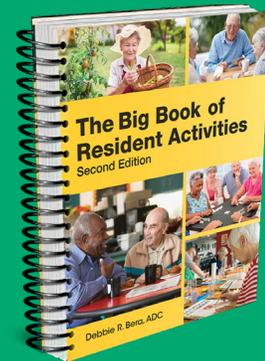
## Garden-Themed Art Projects

Set up art stations with supplies for pressed flower bookmarks, paper flower crafting, or botanical coloring pages and let residents' creativity blossom.



## Looking for more great ideas?

Check out *The Big Book of Resident Activities* featuring over 100 engaging ideas organized by timeframe, group size, and cognitive level. Available at [AHCAPublications.com](http://AHCAPublications.com).



# Promote YOUR MOMENTS IN BLOOM!

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 community. 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 any important details about the guidelines you have in place.

## Media Toolkits

A media toolkit about your facility serves as a quick reference of background information for the reporters who cover your local community. Elements of the toolkit 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. AHCA offers a sample media toolkit on the NSNCW web page.

## Letter to the Editor / OP-ED Pieces

These short articles provide greater control over the content you share with the media and are authored by a designated representative of your center (i.e., Executive Director). The pieces are a great opportunity to share how your center is making a difference in the lives of those you serve.

**\*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.**

## 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.

## 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 the important work you do and the issues and challenges that affect long term care up close. Most importantly, they see how you, their constituents, are impacted by what they decide in Washington, the state house, or city council. Have questions about planning a facility tour? Contact GR@ahca.org.

## Social Media

National Skilled Nursing Care Week is a great time to post on your center's website and/or social media channels. Share photos and videos\* of events or highlight resident and staff stories. Make sure to follow NSNCW on Facebook to see what your colleagues around the country are doing, and don't forget to use #NSNCW on platforms like Facebook, Instagram, and X.

## Keep In Mind

While technologies such as smartphones and social media platforms enable care providers, as well as residents themselves, to enhance quality of life, they are also 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.