Residents offer a unique perspective based on their life experiences, reminding us to be present, celebrate the small moments, and foster connections. There is much insight, purpose, and wisdom to be learned from our elders, those living with dementia, and people with developmental and intellectual disabilities if we just ask questions and listen. National Skilled Nursing Care Week® (NSNCW) 2020 will focus on the collective wisdom that residents can offer and share.

Wisdom is a synthesis of knowledge and experience.

Established by the American Health Care Association (AHCA) in 1967, NSNCW, formerly known as National Nursing Home Week, recognizes the essential role of skilled nursing care centers in caring for America’s frail, elderly, and disabled. This coming May, share the wisdom of your center’s residents and participate on social media using the hashtag #NSNCW.
ACTIVITY IDEAS

NSNCW is the perfect time to engage your residents and staff in events and activities that resonate with the *Sharing Our Wisdom* theme. Below are some activity ideas to consider as you plan for NSNCW this year. Ask yourself, what will your staff and residents enjoy? Be creative and make it your own.

**Intergenerational Programs**

“Somehow we have to get older people back close to growing children if we are to restore a sense of community, knowledge of the past, and a sense of the future.”

*Margaret Mead, Cultural Anthropologist*

Spending time with young people and sharing wisdom can restore a sense of connection and belonging among older people. And the same is true for children, who can also reap tremendous benefits learning from and sharing time with elders. There are many ways to foster these kinds of intergenerational connections.

**School Visits**

Give your residents the opportunity to share their wisdom with young people by inviting a local pre-school or elementary school to visit your center. Engage students and residents in collaborative activities that inspire curiosity and connection.

One example could include art activities such as painting, ceramics, or drawing, where young and old can work together on an inspired project like depicting something that is important to them or something they love or loved to do. This activity can foster sharing on many levels.
Music & Movement
Music is another way to foster connections between people of different generations. Finding music from the past and sharing it with young visitors can be a fun and meaningful way to share joy. The Music & Memory program creates personalized playlists for people in elder care communities that reconnects them with music they love. Research suggests that personalized music can also bring back memories and joy to individuals with dementia. Encourage young visitors, staff, and families to listen to this music and invite them to move, dance, and learn about its history from residents. Music and movement is a wonderful, non-verbal way to connect generations.

Storytelling Through Pictures
Ask residents if they have photos to share and encourage young visitors to do the same. Pair up young and old and encourage them to share their pictures with each other. Residents can describe the pictures to their young companions and vice versa. If there are no photos available, another activity could involve cutting pictures out of magazines, creating collages, and telling stories about why certain pictures are meaningful. Staff can also take photos during these sessions and everyone can work on a joint photo collage or album to display.

Family Night and Memory Book
Inviting family members of your residents and staff to your center is another way to foster connections and share wisdom. Consider a joint activity like pairing up residents and family members and giving them discussion prompts such as: What was your favorite food, song, or movie when you were little? What was your family like growing up? What was your favorite subject in school? Perhaps someone on the staff could even write the answers down and create a book of memories. This could also be a time to use technology whereby the young people show the residents how to document and share memories and photos on a computer, tablet, or phone.

Decades Discussion Cards
Consider using discussion prompts and/or games such as Decades Discussion Cards that feature important events and individuals during specific decades. These cards and activities like these are a great way to initiate conversation and facilitate a process of reminiscence and wisdom sharing.

Movie Night
Show a movie from a decade that resonates with residents in your building. Make the evening memorable and fun by offering treats and hosting a post-film gathering for residents, families, and staff. This will bring to life fond memories from their past that will inspire participants to share their stories.
MEDIA TIPS

NSNCW is an opportunity to shine a spotlight on the important role of skilled nursing care centers and let your community know about your center’s culture, programs, and services. Share your story with the public, and connect with local media outlets using press releases, letters to the editor, op-ed pieces, proclamations, and social media posts.

Press Releases
Press 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 have previously covered your nursing center. If you want to invite press before the event occurs, send a media advisory or a personal invite one week before the event or desired coverage, and then follow up a couple of days before to see if they can come.

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 (offer a sample) in honor of NSNCW and to visit the center.

Social Media
Social media platforms enable your center to easily share NSNCW photos, videos and candid moments. Some social media networks cater to visual content, and others are better for text-based sharing. Your center should plan to share content in a manner that makes the most sense for you.

Social platforms like Facebook, Twitter, and Instagram are ideal for promoting your center during NSNCW with text, photos, and videos. Remember to tag us @NationalSkilledNursingCareWeek on Facebook and @ahcancaol on Twitter in any NSNCW-related posts, and use the hashtag #NSNCW on all platforms.

BEST PRACTICES FOR PROTECTING PRIVACY

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.

Policies
AHCA encourages all nursing care centers to have a social media policy that protects not only the residents and patients but also the employees and the care center. The policy should define what employees can or cannot do on social media, and if written correctly, is essentially a “code of conduct” that clearly defines what the center expects from its employees when it comes to online behavior. Existing social media policies should be reviewed and updated frequently. The social media landscape is rapidly changing, with new technologies and tools emerging all the time. It is important to consistently ensure that the social media policy is not only effective but legal.

Training
Nursing centers should train new employees during orientation and retrain existing employees periodically about its privacy and social media policies (e.g., HIPAA). Training should clearly articulate the center’s process for monitoring and/or taking corrective action against individuals who inappropriately use social media. Care centers should prominently post the center’s social media policy and procedures for residents, families, and staff.
Handy Water Bottle
Tuck this pretty turquoise water bottle into your lunch-bag and stay hydrated all day long. With the Sharing Our Wisdom graphic displayed in white, it features single-wall construction and a stainless steel screw-on lid. Refill this 28 oz. water bottle every day and reduce your need for single-use plastic water bottles.
Product #8551
Price: $7.50

Dazzling Posters
Looking for decorating tips? Display these richly-hued posters throughout your center to build anticipation and excitement before and during NSNCW. Posters feature the Sharing Our Wisdom graphic, measure 22" x 28", and are sold in sets of 4.
Product #8557
Price: $7.95

Natural Jute Tote Bag
This spacious carrying bag is perfect for everyday use, shopping, or spontaneous outings. It features a large front pocket, padded cotton rope handles, and the Sharing Our Wisdom graphic in white. Constructed with 100% pure jute (a natural biodegradable fiber) this light blue bag will soon become your favorite carry all. It measures 17" W x 14" H x 5 1/2" D.
Product #8560
Price: $6.95

Festive Buttons
Wear them & share them! So easy-to-use, your staff and volunteers will be delighted to pin them on lanyards, clothing, and tote bags to spread cheer throughout the week. These 2.25-inch round buttons feature the Sharing Our Wisdom graphic and are sold in packs of 10.
Product #8554-10
Price: $6.95

Fun Bend-A-Pen
You will smile every time you pick up and put down this bend-a-pen because the feet act as both a stand and a cap! With bendable outstretched arms, this happy health professional pen is guaranteed to make all of your writing tasks more fun! Specially designed with the NSNCW text, pens write in black ink.
Product #8552
Price: $2.95

#NSNCW
Order online at www.AHCAPublications.org or call 800.321.0343
Unisex T-shirts
Your staff will love our ever-popular unisex t-shirt with the colorful Sharing Our Wisdom graphic on the front and NSNCW text on the back. Unisex t-shirts in bright, summer white are 100% preshrunk ring-spun cotton with a rib-knit collar, double-needle stitched sleeves, and bottom hem. (Please see size chart on our website for additional details.)
Product #8555
Price: $8.95–$10.95

Women’s V-Necks
The perfect balance of fitted and flowy, our women’s t-shirts feature the Sharing Our Wisdom graphic on the front and NSNCW text on the back. In crisp white with a flattering v-neckline and cap sleeves, women’s t-shirts are true-to-size 100% cotton. (Please see size chart on our website for additional details.)
Product #8556
Price: $8.95–$10.95

Brilliant Balloons
High-impact and low-cost, balloons are the perfect way to decorate for NSNCW. These 100% biodegradable, natural latex balloons feature the Sharing Our Wisdom graphic in white. Celebrate all week with bouquets of balloons in mixed-color packs of lavender, teal, and lime.
Product #8553-10
Price: $4.95
The American Health Care Association is a non-profit federation of affiliate state health organizations, together representing more than 13,500 non-profit and for-profit nursing facility, assisted living, developmentally-disabled, and subacute care providers that care for approximately one million elderly and disabled individuals each day.
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