Every day, skilled nursing centers assist our seniors and people with disabilities in living their happiest and best lives. Whether it’s planting, cooking, reading, or listening to music, these centers pay it forward by helping individuals find their own happiness to improve quality of life.

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 year, National Skilled Nursing Care Week® (NSNCW) will focus on living soulfully and will celebrate skilled nursing centers, their residents and staff, by showcasing how they achieve happy minds and healthy souls.

This coming May, show us how you Live Soulfully. Be sure to participate by sharing what you’re doing on social media using the hashtag #NSNCW.

What are you doing for yourself and others every day? What makes you happy? How are you contributing to your happiness and the happiness of others?
ACTIVITY IDEAS

NSNCW is the perfect time to plan events and activities for your residents and staff that resonate with the *Live Soulfully* theme. Below are some activity ideas to consider planning for this upcoming NSNCW. Ask yourself, what will your staff and residents enjoy? Be creative and make it your own.

**Food Tasting**
Food brings not only joy to many but also brings people together. It’s the most primitive form of comfort. Help your residents and staff find comfort and joy by tasting the food they love. Host a food tasting by inviting local caterers, food trucks, and chefs to prepare dishes for residents to test, taste and sample.

**Cooking Night**
A cooking night gives residents the opportunity to reminisce and enjoy an everyday activity. Centers could even hold a “celebrity chef night,” where a local icon could come in to demonstrate how to cook his or her favorite meal.

**Gardening Activities**
Enjoy fresh air and the sights and sounds of nature by hosting a gardening activity for your residents – planting in-season vegetables, flowers, herbs, or repotting plants. You can even ask relatives to get involved by having them participate and bring in succulents, seedlings, pots, and tools.

**Book Fair**
What better way to achieve a happy mind than by reading a good book? Plan a book fair where residents and staff can browse for new books, discover old favorites, or bring books to swap, share, and discuss!
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.

Art Class

Give your residents and staff the opportunity to participate in an art class, like painting, ceramics, or drawing, where they can express themselves with what makes them happy. Display the finished products around your center.

Acts of Kindness

Living soulfully means contributing to the happiness of others and paying it forward. Dedicate a day during NSNCW to encourage your residents and staff to perform acts of kindness. They’ll find that doing so makes them happy as well.

Pet Day

Partner with a local shelter or organization to bring in pets to your center. Research has found that spending time playing with animals lowers heart rate, blood pressure, and stress levels. And, in the long term, interacting with a pet can even lower cholesterol, prevent depression, and protect against heart disease and stroke.

Spa Day

Help your residents relax and destress by offering manicures, massages, and other luxury services to create the ultimate spa day.

Visit the NSNCW Facebook page, facebook.com/NationalSkilledNursingCareWeek, to find other activity ideas from past years. And don’t forget to share your ideas and photos! Tag us on Facebook @ NationalSkilledNursingCareWeek and on Twitter @ ahcancal, and use the hashtag #NSNCW for all social media posts related to the observance.
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 @ahcanca 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 also 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.
**Limited Quantities - Order Early!**

**Drinking Cups**
Stay hydrated all year long with this stylish and practical double-wall acrylic tumbler and straw with stopper. Featuring the brightly colored Live Soulfully logo, this convenient 16 oz, BPA-free drinking cup will soon become your favorite!

Product #8513
Single Lidded Cup w/ Straw
Price: $4.25

Product #8513-10
10 pack
Price: $31.60
**SAVE $10.90 with purchase of 10 pack**

**Planters (Marigolds)**
Spring is planting season: celebrate with flowers! Residents and staff will delight in planting and watching their marigolds bloom. Made of reclaimed organic materials, the set includes a biodegradable natural color planter, a compressed soil wafer, and a seed packet. Flower pot planters measure 2.13” x 2.5” x 1.75”.

Product #8515
Single Planter Kit
Price: $3.95

**Lanyards**
Your staff will appreciate the ease and convenience of these handy Live Soulfully lanyards. Ideal for IDs and keys, these 1/2” polyester lanyards are bright orange with white lettering and feature a metal crimp and swivel snap hook.

Product #8514
Single Lanyard
Price: $1.50

*Discount applies to t-shirts only and no other NSNCW merchandise. Multiple purchases of 25 or more t-shirts are eligible for the discount. Past orders are excluded from this discount, and refunds/credits are not applicable.*
Table Tents
Display these bright and cheery table tents in your center’s reception area or on your dining tables before and during NSNCW. Featuring the Live Soulfully logo, the table tents ship flat, interlock at the bottom, and stand 6” x 4” x 2-1/2”.

### Product #8512
- 10 pack: 4”x6” (sent flat)
- Price: $4.95

Buttons
Colorful Live Soulfully buttons are the perfect way to show support and celebrate NSNCW. Give these buttons to your staff, residents, and volunteers for them to pin on lanyards, clothing, and tote bags throughout the week. Buttons are 2.25” round.

### Product #8511-10
- 10 pack
- Price: $6.95

### Product #8511-20
- 20 pack
- Price: $10.95

### Product #8511-30
- 30 pack
- Price: $13.95
  **SAVE $6.90 with purchase of 30 pack**

Unisex T-shirts
Sapphire
- Product #8507-1 (S)
  - Price: $8.95
- Product #8507-2 (M)
  - Price: $8.95
- Product #8507-3 (L)
  - Price: $8.95
- Product #8507-4 (XL)
  - Price: $8.95
- Product #8507-5 (XXL)
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- Product #8507-6 (XXXL)
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Women’s V-Necks
Sapphire
- Product #8508-1 (S)
  - Price: $8.95
- Product #8508-2 (M)
  - Price: $8.95
- Product #8508-3 (L)
  - Price: $8.95
- Product #8508-4 (XL)
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For the first time ever, we are offering women’s t-shirts that are a perfect balance of fitted and flowy, featuring a sleek v-neckline and cap sleeves. Now you and your staff can choose the ever-popular unisex design or a more fitted t-shirt style. Both come in sapphire blue with the Live Soulfully logo above and NSNCW 2019 below. The women’s t-shirts are true-to-size 100% cotton and the unisex t-shirts are a 90% preshrunk cotton-10% polyester blend.

Balloons
Lift everyone's spirits during all of your NSNCW events with these festive 11-inch latex balloons featuring the Live Soulfully logo. Mixed color packs of 10 include island blue, kiwi lime, and orange balloons.

### Product #8509-10
- 10 pack: Assorted Colors
- Price: $4.95

### Product #8509-30
- 30 pack: Assorted Colors
- Price: $12.95
  **SAVE $1.90 with purchase of 30 pack**

Table Tents
Display these bright and cheery table tents in your center’s reception area or on your dining tables before and during NSNCW. Featuring the Live Soulfully logo, the table tents ship flat, interlock at the bottom, and stand 6” x 4” x 2-1/2”.

### Product #8512
- 10 pack: 4”x6” (sent flat)
- Price: $4.95

Posters
Hang these brightly colored posters throughout your center to build excitement before and during NSNCW. These eye-catching Live Soulfully posters are 22” x 28” and are sold in sets of 4.

### Product #8510
- 4 pack
- Price: $7.95

### SAVE $6.90 with purchase of 30 pack**

Order online at www.ahcapublications.org or call 800.321.0343 #NSNCW
SALES AND RETURN POLICIES
PAYMENT TERMS—AHCA 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, AHCA 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.

PRODUCT PRICING—Prices are subject to change. Product prices do not include shipping.

SALES TAX—AHCA/NCAL shall charge and withhold the applicable sales tax for orders to be delivered to addresses within DC (6%), MD (6%), NC* & WI*. Customers in NC & WI have variable tax rates based on location. Please go to AHCApublications.org for specific tax rates, 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 for rates. See Delivery Service below for delivery options.

RETURNS—Special event (National Skilled Nursing Care Week (NSNCW)) promotional items are non-refundable unless damaged.

DO NOT return products without first contacting an AHCA customer service representative to receive a Return Merchandise Account (RMA) number. To obtain an RMA number, call an AHCA 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.

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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 9:00 a.m. and 5:00 p.m. Eastern Time and an AHCA customer service representative will assist you.

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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 expedited shipping, the following options are available. Please call for expedited shipping rates.

2ND DAY AIR—Provides delivery by the end of the second business day; all 50 states and Puerto Rico with some limitations in Alaska and Hawaii.

NEXT DAY AIR—Provides next business day delivery by 10:30 a.m., 12:00 p.m., or end of day, depending on destination; all 50 states and Puerto Rico with some limitations in Alaska and Hawaii.

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.

Product quantities are limited. AHCA highly encourages ordering early for best selection and product availability.

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Place credit card order by phone: 1-800-321-0343

Place credit card order online: www.ahcapublications.org

Fax Orders: 1-800-869-5605

ORDER BY MAIL:
Use our convenient order form and mail your order with check payment to:

AHCA Fulfillment
PO Box 1340
Hurlock, MD 21643

*Make checks payable to AHCA Publications
# NATIONAL SKILLED NURSING CARE WEEK® ORDER FORM

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**Dollars Spent**........**Shipping cost**

| $0 - $24.95                  | $8.95 |
| $25 - $49.99                | $12.95 |
| $50 - $99.99               | $16.95 |
| $100 - $199.99             | $20.95 |
| $200 - $499.99             | $24.95 |
| $500 - $999.99             | $28.95 |
| $1,000 - $3,000.00         | $34.95 |
| $3,000.01 - $6,000.00      | $40.95 |

**Dollars Spent**........**Shipping cost**

| $3,000.01 - $4,000.00      | $280.00 |
| $4,000.01 - $5,000.00     | $360.00 |
| $5,000.01 - $6,000.00     | $440.00 |

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| Next Day (early a.m.)      | $45.00 |
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**Priority Fees** (Add to standard rates)

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You can place your order by phone or fax and charge your purchase with Visa, MasterCard, or American Express. AHCA awaits your call weekdays between 9:00 a.m. and 5:00 p.m. (Eastern Time). We suggest you list the items, product numbers, and quantities and have your credit card information handy for our staff when you call toll-free!

**ORDERED BY:** (PLEASE PRINT CLEARLY. ITEMS IN BOLD ARE REQUIRED.)

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Organization
Address
City State Zip
Phone
Fax
E-mail (Necessary to receive order confirmation)

Is your organization a member of AHCA?  ☐ Yes  ☐ No

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The American Health Care Association (AHCA) and National Center for Assisted Living (NCAL) are membership organizations and represent more than 13,500 non-profit and proprietary facilities dedicated to providing professional and compassionate care daily to our nation’s frail, elderly and disabled citizens.