Planning Guide & Product Catalog

IT’S NEVER TOO EARLY TO START PLANNING THE BIGGEST ASSISTED LIVING WEEK OF THE YEAR!

September 13–19, 2015
About National Assisted Living Week®

Established by NCAL in 1995, National Assisted Living Week® (NALW) provides a unique opportunity for residents, families, staff, volunteers, and the surrounding community to come together through a variety of events and activities to recognize the role of assisted living in caring for America’s seniors. The 2015 theme, Nourishing Life: Mind, Body, Spirit, celebrates the numerous ways assisted living enriches the lives for each individual residing in these communities. NALW celebrations during the week of September 13-19, 2015, will showcase how assisted living focuses on the whole person.

NOURISHING LIFE: MIND, BODY, SPIRIT

Nourishment is the root of life, the basis upon which all things are built. When properly nourished, living things thrive and grow in aspects never before imagined. Each day, all over the country, assisted living communities provide a nourishing environment for residents, families, team members, and volunteers. NALW is a time to celebrate the richness of life that assisted living provides. This guide will prepare and inspire you to plan events and celebrations that showcase the enrichment of life each and every day.
Engaging the mind along the journey of aging is critically important to maintain cognitive function and well-being. The goal of providing person-centered care stands on the importance of understanding each resident’s cognitive function and tailoring services and activities to meet their needs. Nearly 40% of assisted living residents are living with some form of dementia, including Alzheimer’s disease. Additionally, memory, reasoning and speed of processing are cognitive abilities that are important for activities of daily living, and there is evidence they decline with old age. Research has shown that older adults who receive mental training show long-lasting improvements in reasoning and speed of processing skills for many years.¹ Throughout the week, nourish the minds of your residents and focus on providing them activities that will help them reach for and attain the highest mental functioning possible.

Community Outreach

Calling all experts! Nourish the minds of those connected to your community by scheduling an event highlighting dementia care. Bring in a local or company expert and invite the surrounding community, prospective leads and referral partners to learn more about the disease process. Not only will you share much-needed information, you will showcase your community as an expert in memory care and all that you offer your residents.

Living History

Your residents have lived through some of the most amazing times in history. Don’t let those memories or experiences fade. Hold a “living history” event where you invite local students to hear about the historical events your residents have lived through. Work in advance with the school’s administrators so the children have a background on the events. You can have the residents share their personal stories or have your staff “interview” them in advance and prepare some notes for the team to read to the students. The connections made will be greatly beneficial to residents and children alike!

Games and Puzzles

There is a reason game nights are popular for any age – everyone loves a good game! Plan an event for residents and bring out a variety of traditional and new games that residents will love. You can set up a casino night, host a card tournament, or even have simple games like puzzles and crossword sheets. Even residents living in the later stages of dementia can engage in simple games. Think creatively and you will have residents engaging their cognitive abilities and having fun!
Make Those Taste Buds Dance

**Food is as basic as there has ever been.** Walk into an assisted living community and you will realize that “basic” is the furthest thing from reality! From five-star restaurant quality meals, to innovative alternative dining options, to specialized programs for those with medically necessary dining needs, food is the heart of everyday life.

During NALW take the opportunity to display – to a variety of audiences – how your organization works to nourish your residents’ bodies through sound and delicious nutrition. Gather your dining team and brainstorm the events that fit your community the best. Once you plant the seed of inspiration, let the team grow the ideas from there!

**Host a theme night!** Pick a favorite cuisine or a food-centered celebration, and hold an event during NALW. Invite residents and families to come dressed up and ready to have their taste buds dancing! Coordinate with music or other entertainment to make the night even more memorable.

**Calling all chefs!** During NALW, hold a cooking class and have your chef show residents and staff some new tricks in the kitchen! You can have each resident pair up with a family member or staff member to assist them, while learning the most popular dishes the community serves. You could even have residents share some of their favorite recipes and bring back memories.

**Hold a variety of specialized dining events for residents and their families.** Focus on foods known for their nutritional value, but perhaps not taste, and have the team demonstrate how delicious they can be! Or, turn that around and take items – particularly sweets or savory snacks – that are typically seen as nutrient-deficient “treats” and reinvent them with healthier ingredients.
Get Active

As we age, nourishing the body through physical exercise is even more critical. It can prevent many of the health problems that seem to come with age. According to the National Institutes for Health, scientists have found that staying physically active and exercising regularly can help prevent or delay many diseases and disabilities. In some cases, exercise is an effective treatment for many chronic conditions, such as arthritis, heart disease, or diabetes. Exercise also helps people with high blood pressure, balance problems, or difficulty walking.

During NALW plan activities to support and increase physical exercise and movement. Through a few simple activities that promote regular movement and exercise, residents will soon see the benefits tenfold.

Chair Yoga is a favorite in nearly all assisted living communities and for good reason! Hold chair yoga events throughout the week, but add a few fun changes in the mix. Break out some peppy music, put on some fun costumes and amp up the fun!

Tai Chi is another great exercise for seniors, even those with limited movement. Tai Chi is a Chinese form of martial arts that involves slow, controlled and low-impact movements that can help seniors feel more balanced and improve hand eye coordination. Hold a Tai Chi class to strengthen residents’ muscles, increase their flexibility, and give them gentle aerobic exercise.

Make your own bowling league! Purchase some children’s bowling toys at your local store and hold a bowling night. Residents and staff can form teams and try their best to get strike after strike! If residents have limited physical abilities, turn on the Wii and keep on bowling!
NOURISHING THE SPIRIT

Make ‘Em Laugh

Everyone loves a good laugh! Invite a local improv or comedy group to transform your community into a comedy club! Engage the performers in advance to ensure the jokes will be appealing to your audience, and invite families and friends in for a night of laughs. If you do not have a local group who could perform, you can always find clips of famous comedians throughout the decades and hold a comedy night. Residents will have smiles on their faces for days to come!

Get Creative

Music is a wonderful tool that can allow your residents to connect with a time long ago. How often do you hear a song or a beat and a memory instantly comes to mind? The same is true for your residents, including those living with some form of dementia. Plan one or more music events throughout the week. You can invite a musician into the community for a live performance, put together a playlist of songs you know a particular resident will love, or host a musical talent show with your staff.
Hold an art class! Art therapy can be a useful and fulfilling activity, especially among those who live with some form of dementia. Offer anything from simple crafts to advanced watercolor painting, depending on your residents, and help them communicate through a different channel.

Nourishing Your Team

The heart of any good organization is a GREAT team! The dedication of your staff allows your communities and overall organization to live out your mission every day. Each and every individual contributes in a vital way and provides care to those you serve. Celebrate the team this week by holding a thank you event. Whether it is a simple “thank you” shared at the right moment, a catered lunch, a NALW duffle bag or water bottle, or a special party, take the time to thank those who make it happen – the staff!

Give Back

“The earth is what we all have in common,” said Wendell Berry. Use this week to take care of our home by going “green.” Start a community recycling program, plant a tree or garden in your community, or create something that will support nature, such as wooden birdfeeders. You will nourish the earth while you nourish residents’ spirits.

Help give to those in need. Residents want to do their part to serve the larger community. Find a local cause and see how residents can contribute, whether through creating dolls for area children, organizing a donation drive for the community food bank, or saluting veterans for their service. Bring in families and local community members to increase your impact.
Invoking your local news editors and reporters, 2 days before an event with a reminder the day before.

**Assisted Living is an increasingly important service for our elders, their families, and caregivers across our nation.** The NALW planning guide can assist in promoting your community’s services through your support of NALW.

Suggestions include developing news releases, media kits, letters to the editor or op-ed pieces, proclamations, and social media posts that highlight NALW and the services you offer in your assisted living community.

**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 have previously covered your assisted living residence, two days before the event or desired coverage.

**MEDIA KITS**
A media kit about your assisted living community serves as a quick reference or “background” for the local reporters who provide coverage of your facility 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 special activities you are offering in honor of NALW. Remember to include a letter of introduction that provides an overview of the media kit and the contact information for your assisted living community’s marketing representative.

**LETTERS TO THE EDITOR/OP-ED PIECES**
These short articles provide greater control over the content of your message, as they can be authored by your community’s administrator or executive director. Share how your assisted living community helps nourish lives with your local newspaper and magazine editors.

**PROCLAMATIONS**
Proclamations are a great mechanism to have your locally elected official’s visit your community. Using the sample proclamation found on www.nalw.org, invite your governor, mayor or city council members to issue the proclamation in honor of NALW. You can invite them to visit the community on Grandparent’s day, September 13.

**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 (with their authorization). Use the hashtag #NALW on channels like Facebook, Twitter and Instagram to feed into the national conversation. “Like” NALW on Facebook to see what others around the country are doing.

**SPREAD THE WORD!**
Samples of these communication tools can be found at WWW.NALW.ORG.

Remember to include a letter of introduction that provides an overview of the media kit and the contact information for your assisted living residence’s marketing representative.

#NALW
T-Shirts

Wear these shirts all week long! Staff members, family, volunteers, and community leaders will want a shirt to wear to celebrate the big event. T-shirts feature the *Nourishing Life: Mind, Body, Spirit* logo on the back of the shirt and National Assisted Living Week® 2015 on the right front pocket. These shirts are 100% cotton and are pre-shrunk.

**Gray T-Shirts**
- Product #8373-1 (M)
  - NCAL Member $9.95
  - Non Member $11.95
- Product #8373-2 (L)
  - NCAL Member $9.95
  - Non Member $11.95
- Product #8373-3 (XL)
  - NCAL Member $9.95
  - Non Member $11.95
- Product #8373-4 (XXL)
  - NCAL Member $11.95
  - Non Member $13.95
- Product #8373-5 (XXXL)
  - NCAL Member $12.95
  - Non Member $14.95

**Purple T-Shirts**
- Product #8372-1 (M)
  - NCAL Member $9.95
  - Non Member $11.95
- Product #8372-2 (L)
  - NCAL Member $9.95
  - Non Member $11.95
- Product #8372-3 (XL)
  - NCAL Member $9.95
  - Non Member $11.95
- Product #8372-4 (XXL)
  - NCAL Member $11.95
  - Non Member $13.95
- Product #8372-5 (XXXL)
  - NCAL Member $12.95
  - Non Member $14.95

Order Early for the Best Selection!
**Tote Bag**
Carry everything you’ll need to keep your mind, body, and spirit nourished for the day in this tote bag. Use it to carry your lunch, gym clothes, or anything else you need to bring with you while you’re on the go. This pull string bag features the Nourishing Life: Mind Body Spirit logo and is 17.5” H x 0.25” W x 13.5” L.

Product #8369
NCAL Member $4.95  Non Member $5.95

**Buttons**
Hand these out to all your staff members, residents, and visitors so everyone can be a part of the celebration. Add these buttons to tote bags, clothing or lanyards to add flair and show your support for National Assisted Living Week®.

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**SAVE $6.90 when ordering the 30 pack**
Balloons
Balloons are a great way to add some color and fun to your community’s sitting rooms, lobbies, and all of the sites of your National Assisted Living Week® events.

Product #8371A (10 pack of each color)
NCAL Member $13.95  Non Member $15.95

**SAVE $3.90 when ordering the 30 pack**
Product #8371B (Sapphire Blue-10 pack)
Product #8371T (Teal-10 pack)
Product #8371G (Lime Green-10 pack)
NCAL Member $5.95  Non Member $7.95

Tumbler
Nourish your body by filling this tumbler with your favorite beverage and carry it with you to complete daily tasks. This tumbler comes with a matching colored straw, is double walled acrylic and holds 17oz of liquid that is below 160° F. Do not microwave or store in freezer.

Product #8368
NCAL Member $3.75  Non Member $4.75
Posters
Hang these posters throughout the center to spread the awareness and build anticipation for all of your fun-filled National Assisted Living Week® events. Sold in packs of 4.

Product #8367
NCAL Member $7.95    Non-Member $9.95
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.

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%), MD (6%), WA (7%), and NC*.

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

Returns: Special event (National Assisted Living Week) and promotional items are non-refundable unless damaged.

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 and 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.

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:

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.

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

## NATIONAL ASSISTED LIVING WEEK® 2015

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For orders above $6,000, please call our customer service team for a shipping quote: 800-321-0343

**Priority Fees** (Add to standard rates)

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**SHIP TO:** (IF DIFFERENT FROM “ORDERED BY”)

Name:

Title:

Organization:

Address:

City: State: Zip:

Phone:

Fax:

E-mail: 

*WE CANNOT SHIP TO A P.O. BOX.*

This address is a: Facility/Business ○ Residence ○

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- Check enclosed payable to “NCAL”
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Acct #: / Exp. Date: / Name as it appears on card: / Signature:

You can place your order by phone or fax and charge your purchase with Visa, MasterCard, or American Express. NCAL 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!

*Customers in NC have variable tax rates based on location. Please go to [www.ncalpublications.org](http://www.ncalpublications.org) for specific taxes for NC, or call customer service before placing your order.*
Celebrated by residents, staff, volunteers, and families of assisted living communities across the nation!

NCAL NATIONAL ASSISTED LIVING WEEK® PROGRAMMING AWARD

TAKE A LOT OF PICTURES AND DOCUMENT YOUR EVENT so that you can apply for the NCAL National Assisted Living Week® Programming Award in 2016. The winner will accept their award at the AHCA/NCAL Convention and Expo in Nashville, TN.

#NALW  ·  WWW.NALW.ORG