CAPTURE THE MOMENT

NATIONAL ASSISTED LIVING WEEK®
SEPTEMBER 9-15, 2018

PLANNING GUIDE & PRODUCT CATALOG
Established in 1995 by the National Center for Assisted Living (NCAL), National Assisted Living Week® (NALW) provides a unique opportunity for residents, their loved ones, staff, volunteers, and the surrounding communities to recognize the role of assisted living in caring for America’s seniors and individuals with disabilities. The annual observance encourages assisted living communities around the country to offer a variety of events and activities to celebrate the individuals they serve, as well as to help educate members of the public about this distinct aspect of long term care.
This year’s theme for NALW hopes to inspire residents to realize their dreams and seize the day. Simultaneously, the theme also supports reflection, as residents may look back on the pivotal moments in their lives. With the theme’s word play referencing photography, residents may refer to pictures or videos from their past.

The theme also aims to remind assisted living staff that often the little, everyday interactions with residents can deliver high quality, person-centered care. Assisted living communities across the country are encouraged to organize activities and events during NALW that help residents celebrate their past while also enjoying the present.
**Planning Ideas**

*Stay sweet*

Work with a local photographer to take headshots of each resident and staff member, and put together a yearbook of your assisted living community. You could partner with a local high school to help you with the layout. Ask residents and staff to give you a quote to go next to their picture, or do a "most likely too..." survey. Have them ready to go by the end of NALW, so you can hold a signing party.

*No need to be flashy*

Taking photos of residents doesn’t have to be too formal. Set up a photo booth with some props for residents and staff to take selfies all week long. You and the residents could even create the props yourself with some construction paper, scissors, glue and sticks. Print the photos and find a fun place to display them.

*Oh snap!*

Create a week-long social media contest, such as challenging residents to post a photo on Facebook or Instagram, or create a video for YouTube, and have a contest to see who gets the most views or likes. If you post the pictures or videos on your community’s social media channels, remember to get the proper authorization from residents or their legal guardian(s).

*Captured for eternity*

Partner with a local school for an oral history project, to connect students and residents with the past. Residents will appreciate the opportunity to share their stories, as students will learn about their extraordinary experiences.

*Check off a bucket list item*

You’re never too old to fulfill a lifelong dream, and “Capture the Moment” reminds us to live life to its fullest. Before NALW, ask residents to share something they’ve always wanted to do and see if you can make that dream a reality this September. You can partner with other organizations, like Second Wind Dreams, which focuses on making elder dreams come true.
**Time for my close up**

Set up an art session and ask residents to draw or **paint a self-portrait** or a key moment in their lives to “Capture the Moment.” If held toward the beginning of the week, you could set up an art gallery event and invite families and friends to come and view residents’ art.

**Recapture the spark**

For any couples living together in assisted living, host a **romantic date night**. Perhaps dinner and a movie? Whatever might be special to the happy couple. Extra bonus points if you host a ceremony for an assisted living couple to renew their vows.

**Yeah, I can picture that**

Ask residents for old family photos, and play a game of “**Guess Who?”** to see if other residents can figure out who’s in the picture. Have prizes ready for those with the most correct answers.

**Improve your exposure within the community**

Put on an **educational event** for residents’ loved ones or members of the community to help them better understand the diseases and other issues loved ones may be experiencing. For example, a training on Alzheimer’s or other dementias may help a family member live in the moment and recognize a resident’s reality, rather than always correcting them when they may become confused.

**Develop those relationships with staff**

Take NALW to thank staff for all their hard work, and challenge all your employees to help recognize each other. Ask staff to notify the community’s administrator or their supervisor any time another staff member is caught doing something special, or going above and beyond their normal duties. Honor those staff members with a special ceremony/party at the end of the week with a “Captured in the Moment” award with perhaps a gift or gift card.
Help us “Capture the Moment”, but make sure you’re also protecting the privacy and dignity of residents when it comes to taking and using their image, especially online. Make sure your community and company are following these best practices from the American Health Care Association and the National Center for Assisted Living.

**Ensure the Privacy of Residents**

- Adhere to privacy requirements and incorporate these requirements into your existing policies.
- Acquire the approval of residents (or their legal guardians) to use their images via authorization forms before posting on your company’s communication materials, including social media.
- Provide training to staff both during employee orientation and on a regular basis.

**When Using Social Media as a Company or as a Community**

- Create and continuously update policies and procedures on social media practices that ensure the privacy of residents.
- Dedicate specific staff to manage your company’s social media channels. Only those individuals should have authorization to post on behalf of the company or community.
- When posting to social media, only use images of residents and staff members who have given proper written authorization to use their images.

**Communicate with and Train Staff**

- Ensure policies for staff members include the use of social networking sites and any other Internet activities:
  - Clearly state that company policies apply to both on- and off-duty use;
  - Include specific examples of the kinds of statements or activities that are prohibited;
  - Clearly state the consequences of such prohibited activities; and
  - Ensure such policies protect the rights of employees per the National Labor Relations Act.
- Require employees to acknowledge receiving, reading, and understanding these policies.
- Provide training to staff members on such policies both during employee orientation and on a regular basis.
- Adhere to policies when staff violate social media policies. Report the staff member to the proper authorities if they have committed a crime.

Media Tips

Connect with the public by reaching out to your local media outlets to spread the word about NALW. You can promote your unique NALW events or highlight innovative services or programs you offer.

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 community. If you want to invite the press before the event occurs, send a media advisory or a personal invite at least one week before the event or desired coverage, and then follow up a couple days before to see if they can come.

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 the contact information for your assisted living community’s marketing representative.

Letters to the Editors/Op-Ed Pieces

These short articles provide greater control over the content of your message, as they can be authored by a designated representative of the community (e.g., executive director). Share how your assisted living community captures the moment with your local newspaper and magazine editors. Or encourage an active resident or their loved one to write a letter to the editor about their experience.

Proclamations

Proclamations are a great mechanism to have your locally elected officials visit your community. Invite your governor, mayor or city council members to issue a proclamation (offer a sample) in honor of NALW. You can invite them to visit the community and kick off the week on Sunday, Grandparent’s Day.

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 contribute to the national conversation. Follow NALW on Facebook to see what others around the country are doing.

A NALW Media Toolkit will be available at www.nalw.org.

Note: Your residents’ privacy should take priority over publicizing NALW activities. Only post pictures and videos of residents who have signed your community’s image authorization form.
Capture the Spirit

Balloons

Balloons are a simple and wonderful way to decorate your center throughout the week! Celebrate and lift everyone’s spirit during all your NALW events with brightly colored balloons featuring the Capture the Moment logo. These 11-inch latex balloons are available in Lagoon Blue, Blue and White.

**Product #8499-A**
(30 pack: 10 of each color)
*Best Deal. Save $3.90.*
Price: $13.95

**Product #8499-B**
(10 Pack: Blue)
Price: $5.95

**Product #8499-L**
(10 Pack: Lagoon Blue)
Price: $5.95

**Product #8499-W**
(10 Pack: White)
Price: $5.95
Royal Blue T-shirts in Two Styles

For the first time ever, we are offering t-shirts specially designed for women featuring a scoop neck and more tailored cut. Now your staff, families and community members can choose either the traditional unisex design or more fitted women’s t-shirt style. Both come in vibrant royal blue with the “Capturing the Moments of Today that will Wow Your Hearts Tomorrow” graphic on the front and the Capture the Moment logo and National Assisted Living Week 2018 text on the back. The women’s t-shirts are a cotton-polyester blend (fabric laundered for reduced shrinkage) and the unisex t-shirts are 100% cotton.

**Women’s T-shirt**
- Product #8495-1 (M)  
  Price: $9.95
- Product #8495-2 (L)  
  Price: $9.95
- Product #8495-3 (XL)  
  Price: $9.95

**Unisex T-shirt**
- Product #8496-1 (M)  
  Price: $9.95
- Product #8496-2 (L)  
  Price: $9.95
- Product #8496-3 (XL)  
  Price: $9.95
- Product #8496-4 (XXL)  
  Price: $12.95
- Product #8496-5 (XXXL)  
  Price: $13.95
Posters

Brighten the walls of your building and celebrate NALW in your community with eye-catching posters before and during this special week. These colorful posters feature the Capture the Moment logo and theme. Posters are 22" x 28". Sold in sets of 4.

Product #8497
(4 pack)
Price: $7.95
Buttons

Share the word! Colorful Capture the Moment buttons are a fun way to show support and share the spirit of NALW. Give them out to staff, community members, and families for them to pin on lanyards, clothing, and tote bags throughout the week. These are 2.25” round buttons.

Product #8501-10
(10 pack)
Price: $6.95

Product #8501-20
(20 pack)
Price: $10.95

Product #8501-30
(30 pack)
*Best Deal. Save $6.90.*
Price: $13.95
Selfie Stick

How better to Capture the Moment than with a mini selfie stick! Families and visitors can use the selfie stick to take photos with their loved ones and favorite staff members throughout NALW and beyond. This easy-to-use tool comes in royal blue and features the Capture the Moment logo. It is compatible with most smartphones, measures 5 ½ inches and can be extended up to 24 inches.

Product #8500
Price: $6.95
**Magnetic Photo Cube Spinner**

Looking for a way to engage families and residents in all your NALW activities and contests? Consider offering a Magnetic Photo Cube Spinner as a special prize giveaway! The 6” x 6” white Photo Spinner aligns perfectly with this year’s Capture the Moment theme! It holds 6 photos and is inscribed with Capture the Moment text along the base.

**Product #8498**
**Price: $5.75**
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.

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* 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.

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

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$550 – $1,000 | $69.95
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TITLE:
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