About National Assisted Living Week®

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 local 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 important aspect of long term care.

A Spark of Creativity

This year’s theme for NALW encourages residents to connect with their creative side, whether through the arts or beyond.

Additionally, the theme aims to inspire assisted living staff to continue to find creative ways to enhance community life and further person-centered care to residents. Staff at all levels are encouraged to offer ideas to help improve each resident’s overall experience and quality of life.
A WORK OF ART
Encourage residents to explore their creative side. Whether these activities help them learn something new, or enjoy something they have always loved, the arts are a great way to enrich residents’ quality of life. Seek opportunities to partner with local organizations that can help you organize classes geared toward older adults, or identify residents or staff within your community who can teach and share their expertise.

Whatever masterpieces your residents, staff and volunteers create during NALW, show off their talents at the end of the week. Host an Art Show or an Open Mic Night and invite loved ones and local members of the community.

OTHER CREATIVE OUTLETS
• Meditation & Exercise—Engage residents in activities such as walking, chair yoga and tai chi, all of which are great exercises that can benefit mind, body and spirit. Studies indicate that certain types of meditation and exercise can stimulate the brain to further encourage creativity.

• Dreaming—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.

• Reflecting—Help residents identify something they always enjoyed when they were younger, and then recreate these experiences during NALW.

COLLECTIVE CREATION
• Community Mural—Bring together residents, families, staff and volunteers to create a work of art the whole community can enjoy. Use palm prints to create a family tree or take pictures of every individual to create a large collage. Whatever you create, be sure to display it prominently for everyone in your assisted living community to see.

• Visit an Art Museum—Take a field trip to a local art museum or gallery and arrange for a docent-led tour.

• Get Resident Feedback—Residents and their families may have creative solutions to improve life in your assisted living community. Hold a resident council meeting and/or a family town hall and encourage everyone to offer their ideas for the future.

• Connect with the Community—Foster interactions with different generations and community members to help residents broaden their viewpoints and stimulate creativity. Suggest that residents find a local charity or cause they want to support as a creative outlet and help facilitate this effort.

"Creativity takes courage"
—Henri Matisse
THE ART OF CARING

Find creative ways to improve the lives of your assisted living residents and celebrate the hard work of your staff.

• **Resident Inspiration Boards**—A twist on memory boxes—Work with each resident to find family pictures, images of activities or things they love, quotes that inspire them, goals they want to achieve, etc. Hang the inspiration board in each resident’s room. It will be a great conversation starter for any staff or family member who comes into their room.

• **Exit Diversion Mural**—Create a calming environment and help address exit seeking among your residents living with dementia by developing a “door disguise.” Exits from your memory care wing or unit can be decorated to look like a feature in a home (e.g., bookcase). Solicit the help of an area artist or local art school program to help you design and execute this project, and make sure the fire marshal signs off.

• **The Most Creative Idea Award**—Recognize staff members at all levels for ideas they put forth to improve the everyday lives of residents. Ideas could include streamlining routine tasks, eliminating redundancy, introducing new technology, or suggesting other ways to better know and care for the residents.

• **Cultivate an Art Therapist**—Know a staff member aspiring to become an art therapist? Use NALW to announce that you’re helping his/her dreams come true. If your organization can offer some financial aid, your staff member can work on earning a master’s degree and/or becoming board-certified. Having this expertise on staff will elevate the services you offer. Learn more about how to become an art therapist at www.arttherapy.org.
ART THERAPY

Art therapy is an integrative mental health and human services profession that enriches the lives of individuals, families, and communities through active art-making, creative process, applied psychological theory, and human experience within a psychotherapeutic relationship.

Specifically, art therapy can offer many benefits to older adults, such as:

- Improving cognitive and sensory-motor functions
- Fostering self-esteem and self-awareness
- Cultivating emotional resilience
- Promoting insight
- Enhancing social skills
- Reducing and resolving conflicts and distress
- Advancing societal and ecological change

Connect with the public by reaching out to your local press 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 to 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 “beats”. 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.

**Proclamations**

Proclamations are a great mechanism to have your local 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, National Grandparents Day.

**Media Kits**

A media kit about your assisted living community serves as a quick reference or “background” for the local reporters who cover your community during NALW. Elements of the kit should include information about your assisted living community, the services you offer, its role in the larger community, and a schedule of your NALW activities. Remember to include contact information for your assisted living community’s spokesperson or marketing representative.

**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. Use the hashtag #NALW on channels like Facebook, Twitter and Instagram to contribute to the national conversation. Follow NALW on Facebook to see what your colleagues around the country are doing.

*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.

**Letters to the Editors/Op-Ed Pieces**

These short articles offer more control over the content of your message, as they can be authored by a designated representative of the community (e.g., executive director). Share the many ways in which your assisted living community is creative with your local newspaper and magazine editors. Or encourage an active resident or family member to write a letter to the editor about their experience.

DOWNLOAD SAMPLES FROM THE NALW MEDIA TOOLKIT AT WWW.NALW.ORG
Celebrate NALW in your community with specially designed products featuring the A Spark of Creativity logo. Additional information and multi-pack savings for selected products available at www.ncalpublications.org.

**Grab-and-Go Tumblers**
Stay hydrated all year long with attractive, double-wall acrylic tumblers with straw and stopper. Featuring the striking A Spark of Creativity logo, these convenient 16 oz, BPA-free drinking cups are sure to become a staff favorite!
Product #8539
Price: $4.95

**Handy Lanyards**
Your staff will appreciate the ease and convenience of these 1/2” polyester lanyards with metal crimp and easy-to-use swivel snap hook. Ideal for IDs and keys, lanyards are light blue with the A Spark of Creativity logo in white.
Product #8540
Price: $1.50

**Paintbrush Pens**
Spark your creativity with a fun paintbrush pen featuring a twist release design, wooden barrel, and metallic blue paintbrush tip. This pen features the A Spark of Creativity logo and writes in black ink.
Product #8541
Price: $1.50

**Festive Buttons**
Buttons are the perfect way to celebrate NALW. Share these A Spark of Creativity buttons with your staff, residents, and volunteers. Pin them on lanyards, clothing, and tote bags throughout the week. Buttons are 2.25” round.
Product #8542-10
Price: $6.95 (10 pack)

**Brilliant Balloons**
Decorating for NALW is a snap with colorful bouquets of balloons. Lift everyone’s spirits with high quality, 11-inch latex balloons featuring the A Spark of Creativity logo. Mixed color balloon packs include robin’s egg blue, mandarin orange, and navy.
Product #8543-10
Mixed Colors (10 pack)
Price: $4.95
Colorful Posters
Display these richly-hued posters throughout your community to build excitement before and during NALW. Posters feature the A Spark of Creativity graphic, measure 22” x 28”, and are sold in sets of 4.

Product #8544
Price: $7.95 (4 pack)

Unisex T-shirts
Your staff will love the ever-popular unisex t-shirt with the A Spark of Creativity logo on the front and the NALW text on the back. Navy blue unisex t-shirts are a 90% preshrunk cotton-10% polyester blend. (Please see size chart on our website for additional details.)

Product #8537
Price: $9.95 (M–XL)
Price: $12.95 (2XL & 3XL)

Women’s V-Neck T-Shirts
Our women’s t-shirts are the perfect balance of fitted and flowy, featuring a flattering v-neckline and cap sleeves. T-shirts are navy blue, feature the A Spark of Creativity logo on the front and NALW 2019 text on the back, and are true-to-size 100% cotton. (Please see size chart on our website for additional details.)

Product #8538
Price: $9.95 (S-XL)
Price: $12.95 (2XL & 3XL)
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.

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 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.

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%), NC, and WI*.

*Customers in NC and WI have variable tax rates based on location. Please go to www.ncalpublications.org for specific taxes for NC and WI, 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.

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.
## ORDER FORM NATIONAL ASSISTED LIVING WEEK® 2019

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**DOLLARS SPENT** | **SHIPPING COST**
$0–$24.95 | $8.95
$25–$49.99 | $12.95
$50–$99.99 | $16.95
$100–$149.99 | $20.95
$150–$199.99 | $24.95
$200–$249.99 | $28.95
$250–$349.99 | $34.95
$350–$449.99 | $42.95

**Priority Fees (add to Standard Rates)**
$450–$549.99 | $52.95
$550–$1,000 | $69.95
$1,000.01–$2,000.00 | $129.95

**SUBTOTAL**

(See chart) **SHIPPING & HANDLING**

(See chart) **PRIORITY FEES**

DC (6%), MD (6%), NC and WI*
ADD SALES TAX

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

**TOTAL**

Promo Code: NALW19

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**Ordered By:** (Please print clearly. Items in **bold** are required.)

**NAME**

**TITLE**

**ORGANIZATION**

**ADDRESS**

**CITY** **STATE** **ZIP**

**PHONE**

**FAX**

**E-MAIL** (Necessary to receive order confirmation)

**Mail Check and Order Form To:**

NCAL Publications, PO Box 1340
Hurlock, MD 21643

Check enclosed payable to "NCAL Publications." A $25.00 fee will be charged on all returned checks. (Sorry, no cash or COD’s)

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.

**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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