



PLANNING
GUIDE



joyful moments

NATIONAL ASSISTED LIVING WEEK • SEPTEMBER 11-17, 2022

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.

NCAL is incredibly grateful to once again have the support of this year's NALW official sponsor, **First Quality**.

Joyful Moments



This year's NALW theme – **Joyful Moments** – honors the assisted living staff, communities, residents, and families that come together as a large extended family to create joyful moments and special memories together. After the challenges of the past two years, this theme is especially meaningful in encouraging everyone to find happiness, joy, and fulfillment in both the big and small moments in life.

Assisted living communities around the country are encouraged to host a variety of events that celebrate residents, staff, and volunteers while adhering to infection control requirements and precautions in place for COVID-19. Please explore the suggested activities in this planning guide for ideas on how to celebrate and commemorate NALW in safe and meaningful ways.

Share your
NALW celebrations!
Show us your NALW
activities, photos, and videos
on Facebook and Twitter using

#NALW



PLANNING IDEAS

Assisted living providers are encouraged to use an infection control and prevention mindset to help come up with innovative methods of keeping residents and staff connected during NALW. Please be sure to plan your activities through this lens and modify them based on the latest guidelines.

Share Joyful Moments

Engage residents and staff in sharing the moments that give them joy. Host a show-and-tell event, where participants can share an object or photograph and talk about its meaning and why it brings them joy. You could even enlarge and display the photos residents share and host a gallery evening. Consider creating a slideshow of residents and staff involved in activities that bring them happiness. Inviting families to an event makes everything more special. Encourage residents' families to share and celebrate the moments in life that have brought them joy. There are innumerable ways to celebrate and share joyful moments during the week!

Create New Joyful Moments

There are so many ways to create new happy moments and memories. Find out what makes your residents happy and plan an event. This could include arts and crafts projects using photos of things that bring joy, planting a flower, herb, or vegetable garden, setting up a virtual visit to a museum, and so much more. Animals always bring joy. Consider inviting staff from a local shelter for a visit with some furry friends. Work with local musicians to schedule an outdoor concert, dance, sing-along, or even a silent disco. Schedule a virtual or outdoor exercise class, find an opportunity for staff and residents to volunteer in the community, or invite local leaders and/or young people to a special outdoor event. The possibilities are endless!

Share Your Stories

Be sure to share the many unique ways your staff, volunteers, residents, and families are celebrating and creating "Joyful Moments." Share your extraordinary stories, photos, videos, and other content with AHCA/NCAL's publication *Provider Magazine* at storiesofcare@ahca.org.



MEDIA TIPS

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 of 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 plan 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. Be sure to follow up a couple of days before to see if they can come. Be sure to include details on any social distancing, masks, and other infection prevention guidelines in place.

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 can 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 the contact information for your assisted living community’s spokesperson or 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 the many ways in which your assisted living community is celebrating joyful moments 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 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, Grandparents’ 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. Use the hashtag #NALW on channels like Facebook and Twitter to contribute to the national conversation. Follow NALW on Facebook to see what your colleagues around the country are doing.

Keep in Mind

While technologies such as smartphones and social media platforms have allowed providers, as well as residents themselves, to enhance quality of life, they have also unfortunately proven to be a set of tools used by offenders to violate the privacy and dignity of vulnerable residents. To help prevent these actions, assisted living communities must remain vigilant and ensure policies and procedures are in place. Make sure your center and company are following these **best practices** from AHCA/NCAL.



***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.**



Find samples and easy-to-use media templates at www.nalw.org