



# CULTIVATING KINDNESS

NATIONAL SKILLED NURSING CARE WEEK  
MAY 14-20, 2023

## PLANNING GUIDE

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# ABOUT NATIONAL SKILLED NURSING CARE WEEK®

Established in 1967 by the American Health Care Association (AHCA), **National Skilled Nursing Care Week** (NSNCW) celebrates the essential role that skilled nursing care centers play in providing high quality 24-hour nursing care to millions of America's seniors and individuals with disabilities.

Skilled nursing care centers around the country host a variety of events during the annual observance that recognize the individuals who reside, work, and volunteer in nursing centers, while educating the public on their impact in the community.



This year's NSNCW theme—Cultivating Kindness—is inspired by the many acts of kindness that happen in skilled nursing care centers every day. Research has found that practicing compassion and kindness not only can improve health and well-being but can also strengthen human connections and bonds. Staff, residents, families, and members of the local community are encouraged to come together to participate in activities that cultivate and spread kindness during this special week, which begins on Mother's Day, May 14th through May 20th, 2023.

**We are grateful to *Essity Health and Medical*, the official sponsor of NSNCW again this year.**



Visit [NSNCW.org](https://www.nsnw.org) for a wide range of "Cultivating Kindness" themed products that serve as great activity and thank you gifts!

# PLANNING IDEAS

AHCA has curated activity ideas to help celebrate the theme “Cultivating Kindness” during NSNCW. Feel free to tailor or expand upon these activity suggestions in ways that fit your center’s needs.

As always, please plan your activities with infection prevention and control practices in mind and be sure to modify them based on the latest guidelines.

## INVITE AND INVOLVE THE COMMUNITY.

- Invite families, school groups, community members, and/or local officials to create feel-good notes, drawings and/or video messages for residents and staff. Plan this in advance of NSNCW and distribute the messages during the week.
- Kick off NSNCW with a spring fling event; plan a concert with local musicians, host a game night, and serve foods that residents and staff love. Invite family members and friends, including local lovable furry animal friends. Decorate your events with NSNCW themed decorations and gifts!
- Create and share music and art experiences. Not only is this therapeutic but it is a powerful way to connect to one another. Identify music or art projects, such as a painting project or sing-a-long. Invite families and the local community to view the artwork and/or attend a talent show. Consider giving out themed prizes.
- Foster a calming and peaceful environment for staff and residents. Offer relaxation opportunities including spa treatments, therapeutic massages, mediation with relaxing music, and/or movement sessions, such as Tai Chi, which involves slow, graceful, dance-like movements which can improve balance.



## SHOW AND TELL!

Tell us how your staff, volunteers, residents, and families are celebrating and “Cultivating Kindness.” Share your inspiring stories, photos, videos, and other content with AHCA/NCAL at [Share Your Story](#).

Remember to tag us [@NationalSkilledNursingCareWeek](#) on [Facebook](#) and in any NSNCW-related posts and use the hashtag [#NSNCW](#).



Looking for more great ideas? Check out [The Big Book of Resident Activities](#) with over 100 resident activities! Visit [AHCAPublications.org](#).

# MORE IDEAS TO CONSIDER

## ENGAGE RESIDENTS IN ACTS OF APPRECIATION AND KINDNESS.

- Invite residents to contribute to a Kindness Jar. Fill a jar with ideas and inspiration for thoughtful acts. Once a day, select an idea from the jar and make it happen.
- Gather a group of residents together and surprise caregivers with a flash mob song of appreciation or have them write staff appreciation messages on a large banner for display.
- Encourage residents and staff to write notes of appreciation to people in their lives who have made a positive difference, including a family member, former co-worker, neighbor, teacher, minister, or someone else.
- Identify and research a specific charity and become involved in helping others. For example, create and decorate placemats for **Meals on Wheels** or write birthday cards for children in foster care through the **Cards of Hope** program. These are just two of many organizations in need of help.

## CREATE OPPORTUNITIES FOR CONNECTION AND KINDNESS AMONG STAFF AND RESIDENTS.

- Organize a special walk at a preferred location for those who can participate and love to socialize.
- Plant and name favorite flowers or trees in honor of residents and staff or simply give flowers, a nice plant, or favorite baked goods.
- Make special meals and serve them throughout the week.
- Create opportunities to slow down and spend time chatting with co-workers and residents. Enjoy a conversation and learn something new over a cup of tea or coffee.



Do you have your own unique ideas? Start the conversation! Tag us **@NationalSkilledNursingCareWeek** on **Facebook** and in any NSNCW-related posts and use the hashtag **#NSNCW**.

# MEDIA TIPS

NSNCW is a great opportunity to shine a spotlight on the important role of skilled nursing care centers and to let your community know about your center's culture, programs, and services.

## NEWS RELEASES

News releases are used to alert the local media of significant events, issues, services, programs, awards, and other happenings. 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 email at least one week before the event or desired coverage. Be sure to include details on any social distancing, masks, and other infection prevention guidelines in place.

## MEDIA KITS

A media kit about your skilled nursing center serves as a quick reference or "background" for the reporters who cover your local community. Elements of the kit can include information about your center, the services you offer, and a schedule of your NSNCW activities. Remember to include the contact information for your spokesperson or marketing representative.

## 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 in honor of NSNCW and to visit the center.

## SOCIAL MEDIA

Post items on your center's website and/or social media channels. Share photos and videos\* of events or highlight resident and staff stories. Follow NSNCW on [Facebook](https://www.facebook.com/nationalskillednursingcareweek) and join the conversation! Be sure to tag us [@NationalSkilledNursingCareWeek](https://www.instagram.com/nationalskillednursingcareweek) and use the hashtag [#NSNCW](https://www.tiktok.com/tag/nsncw) on all channels.

## 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.

*\*Your residents' privacy should take priority over publicizing activities. Only post pictures and videos of residents who have signed your community's image authorization form.*