JF&CS Memory Café Percolator
Quarterly Idea Exchange
December 13, 2023

For more than 150 years, Jewish Family & Children’s Service has been helping individuals and families build a strong foundation for resilience and well-being across the lifespan.
Today’s Agenda

1. Housekeeping
2. Announcements
3. Memory Café Nova Scotia
4. EMC² – scaling access to memory cafés
5. Next meeting: **Thursday, March 14, 1:30 to 3:30 pm ET**
   - Carmen Quinones, Hope and Healing Memory Cafés, NYC – addressing trauma, serving linguistic/cultural communities, engaging local businesses
   - Alzheimer’s Association update
   - EMC² update
Housekeeping

• This meeting is being recorded. The recording will be available at www.jfcsboston.org/Percolator in 1-2 weeks.

• Please activate your video if you are able to do so.

• Please keep your audio muted unless you are speaking.

• Please use the chat box or “raise hand” function to share your questions and comments at any time.
Say hello! Please type your name and location into the Chat box.
Percolator Updates

• All Percolator resources are free and can be found at www.jfcsboston.org/Percolator
  • In-person and virtual/hybrid café toolkit
  • New! Tip Sheets on Promoting Your Café and Funding Your Café
  • Guide to Leadership & Meaningful Roles
  • PSA videos (English, Portuguese, Spanish)
  • Recorded how-to videos
  • Guest artist/activity facilitator directory
  • Join the email list
Memory Cafés in the News

Has your memory café been in the news?

• Send Beth articles/media links about your café for “What’s Percolating” e-news

• Please send substantive articles, not just event announcements

• Goes out about once a month

• May not be able to send out ALL submissions
Percolator Updates - Massachusetts

Social Prescribing news:

Massachusetts Cafés that offer arts/cultural programming: fill out Art Pharmacy’s Art & Culture Partner Registration form!

https://artpharmacy.typeform.com/to/OHZDpKQH?typeform-source=mail.google.com

• Visit artpharmacy.co
Percolator Updates - Massachusetts

- **Massachusetts cafés** – PLEASE review your listing at www.jfcsboston.org/MemoryCafeDirectory
Applications are now being accepted for the third round of the *Stephen T. Riedner Grant for Life Enhancing Library Programs for People Living with Dementia*. Two $2,500 grants are available for libraries that are planning new services/programming for their patrons living with dementia.

Just complete the simple application form and submit it by Feb. 23, 2024. You do not need to be a member of the American Library Association or the RUSA subdivision to apply.

Email: Mary Beth Riedner, mbried@comcast.net
Your Updates

Please share your news – briefly, please!
Say Cheese!

The Percolator’s 10th anniversary is coming up in 2024!

Let’s Celebrate!

• Send me a photo from your café with permission to share!

• Let’s take a photo!
Memory Café NS: a Network of Rural Cafés in Nova Scotia

Dr. Beverley Cassidy
Memory Café NS: a Network of Rural Memory Cafes in Nova Scotia

Beverley Cassidy MD FRCP(C)
Provincial Coordinator Memory Café NS
Dalhousie University Dept of Psychiatry
Memory Café NS:

A nonprofit project dedicated to reducing stigma and improving well-being and social inclusion for persons living with dementia and their families and care partners.
Memory Café NS

Series of monthly gatherings in cafes with series themes focused on expressed emotional needs of persons living with dementia.

Use of NS art to invite nonmemory-based conversation and inclusion “all voices heard”.

Live music at each in-person event.

Zoom-based provincial events in January and February: interactive clay making and silk painting/valentines music-based kitchen party.

Quality assurance feedback at end of each series, volunteer experience research.
Website: https://memorycafens.ca
Collaborators

- **Municipalities**: Towns of Wolfville and Kentville, Digby, Cape Breton Regional Municipality, Regions of Meteghan, Clare/Argyle/Yarmouth, Shelburne, Bridgewater, Chester, Tantallon
- **Artists and Musicians** of rural NS
- **Businesses**: cafes across the province
- **Healthcare partners**: primary care clinicians, Alzheimers Society, Caregivers NS
- **Dalhousie University** Department of Psychiatry
- Government of Canada **New Horizons federal grant** for developing Memory Cafes rurally and in Acadian communities and to translate the website
- Many wonderful **volunteers**!
• Art-based series each year for persons living with dementia and care partners
• Once monthly Memory Cafes held virtually or in-person through December-May. Hosted by a facilitator for approx. 1 -1.5 hours, serving groups of 15-20 persons per series
• Features artwork to launch nonmemory-based conversation, sessions based on expressed emotional needs, and includes live musical performance /interactive art
Memory Cafes focus on imagination vs memory!
Interactive Art: What’s in Your Boat?
Treasures on the Beach
Memory Café
Musicians
Quality Assurance Research

• 100% of respondents (n = 184) report memory café attendance improves sense of well-being
• 92% report memory café attendance improves social connectedness

Research on Volunteer experiences: Dr Alex Whynot, presentation at Canadian Academy of Geriatric Psychiatry, October 2023
Research Question

How does volunteering at Nova Scotia Memory Cafés influence knowledge, attitudes, and beliefs about community-residing individuals with dementia and their care-partners?
Methods

• An explorative mixed-methods study
• Conducted with a 2020-2022 cohort of Nova Scotia Memory Café volunteers
• Focused on volunteers’ knowledge, attitudes, and beliefs about community-dwelling persons with dementia and their care-partners
• Included an anonymized online questionnaire +/- subsequent 60-minute semi-structured Zoom interview.
• A descriptive thematic content analysis approach
• A social and human rights-based disability model lens was applied.
Through a social/rights-based lens:

• individuals with dementia take the spotlight, their perspectives amplified and treated as those of equal citizens

• They may be drivers of transformation, and their influence is both appreciated and acknowledged.

• Despite existing impairments, they integrate seamlessly with the broader society, overcoming numerous obstacles - whether social, attitudinal, physical, or environmental
Discussion

Memory Café volunteers echo the positive impact of Memory Cafés on participants as demonstrated in the existing literature.

Most volunteers reported that Memory Café participation enhanced knowledge, attitudes and beliefs as well as comfort in working with community-dwelling persons with dementia.

Potentially identified a shift away from traditional biomedical models, towards one that views dementia more holistically, including both social and human right-centric values.
Memory Cafés may offer an important community-level intervention for not only participants, but also volunteers as we strive to combat stigma, promote inclusion, and shape knowledge and beliefs that contribute to age-friendly communities.
Stretch break!
EMC²

Results of the Percolator survey and update from the national initiative to scale access to Memory Cafés
Memory Cafés: Where We Are Now

- **Amazing accomplishments** – vibrant, varied, creative, caring, sharing grassroots movement…created on a shoestring budget!

- **Ongoing challenges** – outreach, sustainable funding, training; many communities are not served

- **New opportunities** – more openness/advocacy around dementia; attention to social isolation; some cracks in the silo between medical and social/creative care (social prescribing, GUIDE)
The challenge

Preserve the beauty of our grassroots movement

Help us address longstanding challenges and seize opportunities

Make great sustainable cafés available in many more communities!
EMC2 is a strategic alliance to create a plan to dramatically and sustainable grow Memory Cafes in the U.S. from 900 to 9,000. In the process, to support and de-stigmatize both living well with dementia and caregiving.

http://emc2project.org

We continue to welcome international participation!!!
Funder: maude’s VENTURES of the Ferry Foundation

Leads: Anne Basting, founder Timeslips.org
Susan McFadden, Fox Valley Memory Project, WI Memory Café Best Practice Guide
Beth Soltzberg, JF&CS Memory Café Percolator
Project Manager: Sam Goodrich

Alliance: “one Zoom screen” of national or community-focused organizations that can help guide/implement a plan
EMC² Year 1 Goal is to **Create a Plan**

- Your input is vital!
- Survey(s) and discussion at Idea Exchange
- Review of plans; focus groups (sign up if you are interested!)
- Visit [http://emc2project.org](http://emc2project.org)
- Call or email Beth any time!
EMC² Priorities Survey

- November 2023. Thank you to all who responded!
- N = 156
- First part: description of what Cafés look like today
- Second part: wishes, needs, priorities for the future
In what region(s) is/are your Cafe(s) located?

- Massachusetts and Wisconsin
- Northeast: 38%
- Midwest: 38%
- West: 13%
- South: 9%
- Outside of U.S.: 2%
Community Type

- Suburban: 51%
- Urban: 33%
- Rural: 24%
Group/Network vs. Solo Café

- Group/Network: 29%
- Single Café: 71%
In-Person vs. Hybrid/Virtual

- **In-Person Only**: 87%
- **Sometimes In-Person and Sometimes Virtual**: 6%
- **Hybrid (Both In-Person & Virtual at Once)**: 4%
- **Virtual Only**: 3%
Specific cultural/linguistic communities or other populations served

• Spanish is the most common language other than English
• Needs to be surveyed again
What do you call your Café?

- Memory Café: 82%
- Friendly Day Café: 1%
- Other (please specify): 17%

Friendly Day Café: A Memory Café
Magic Mountain Café
SPARK!
Ethel’s Café
Forget Me Not Café
Memory Connections
Journey Along Social Outing group
Mindful Memories
Memories in the Making … ETCETERA
Does your Café offer planned programming (as opposed to just offering social time)?
<table>
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<tr>
<th>Kinds of Programming</th>
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<tr>
<td>Making music, such as singalongs, drumming, etc.</td>
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<tr>
<td>Visual art-making</td>
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<tr>
<td>Listening to music</td>
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<td>Holiday celebrations</td>
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<td>Games</td>
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<td>Fitness, dance</td>
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<td>Other cultural activity, such as sports, local history, etc.</td>
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<td>Nature or animal activity</td>
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<td>Art appreciation</td>
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<td>Poetry or writing</td>
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<td>Virtual travel</td>
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<td>Intergenerational activity</td>
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<td>Field trips</td>
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<td>Cooking</td>
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<td>Other (movies, reminicence, flower arranging, jokes, meals, etc)</td>
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<td>Crafts</td>
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<td>Reiki, hand massage etc</td>
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<td>Speakers</td>
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<td>Sharing hobbies</td>
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<td>Storytelling</td>
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Focus on

Outreach and Attendance
How do participants find your Café?

- Word of mouth
- Referral from social service providers
- Newsletter
- Flyers posted around town
- Self-referral after seeing your café in a directory
- News blast to collaborating organizations
- Referral from medical providers
- Local media such as newspaper, radio, cable TV
- Other (Mailing past participants; Outreach list from Library, Park&Rec, School District, Police
- Social media
Is the **General Public** in your area familiar with Memory Cafés?

- **4%** Most are familiar
- **58%** Some are familiar
- **33%** Few/None are familiar
- **4%** Not sure
Are Medical and Service Providers to Older Adults in your area familiar with Memory Cafés?

- Most are familiar
- Some are familiar
- Few/None are familiar
- Not sure
Part 2: Wishes, Needs, Priorities
What would help most with increasing awareness about Memory Cafés?

- Referrals from social and medical providers
- Partnerships, e.g. Alzheimer’s Association
- TV, Newspapers
- More Staff Time
- Addressing Stigma/Belief Systems
- Doctors’ Prescription
- Social Media
- National Branding/Advertising
- Support from Local Government
Biggest challenges overall

- Outreach and attendance
- Identifying and providing activities
- Funding
- Adequately meeting the needs of participants
- Staffing
- Obtaining meeting space
- Learning how to start a memory café
- Technology for virtual/hybrid meetings
- Other (specify below)

Addressing psychosocial needs of participants (including bereaved) and staff; meeting the needs of people with varying cognitive needs
If you could wave a magic wand...

- Stable Funding
- Public Understanding of Cafés
- Info about Best Practices
- Evaluation Tools
- More Staff
- Pre-fab Activities
- Activity Guides
Rank potential priorities for EMC2

- Explore sustainable funding streams, including social prescribing
- Find a common evaluation, to build the evidence base for cafés
- Identify and incorporate the needs of underserved communities
- Build a national system for café coordinators & activity facilitators
- Develop a national branding/marketing campaign
- Identify models for a national café directory or map
- Other (support local variation!)
What training format would you prefer?

- Learn with a cohort: 72%
- Self-guided: 38%
- Would like a Peer Coach: 32%
- Other (conference, Percolator resources, any format): 7%
Let’s discuss!
Draft: Core Memory Café Principles

• Please look at the draft on the EMC2 website, and email Beth with any comments! [https://emc2project.org/](https://emc2project.org/)

• Keep in mind: the core principles should represent **all** Memory Cafés. There is lots of variation **AROUND** the core principles.
Save the date!

Next Percolator Idea Exchange is Thursday, March 14, 1:30 – 3:30 EDT

Learn about:

• Hope & Healing Memory Cafés, NYC

• Update from Alzheimer’s Association on resources cafés can use

• Update from EMC² – scaling access to memory cafés nationwide

Please let Beth know if you’d like to present your café or suggest a topic for a future idea exchange!