JF&CS Memory Café Percolator
Quarterly Idea Exchange
March 14, 2024
Today’s Agenda

1. Housekeeping
2. Announcements
3. Hope & Healing Memory Cafés, Carmen Quinones
4. EMC² update
5. Memory Café Branding presentation, Anne Connell
6. Next meeting: **Wednesday, June 5, 1:30 to 3:30 pm ET**
   - *Traveling Memory Café, Lyn Brennan*
   - *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 (English, Spanish)
  • 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
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!
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

Submit a Memory Café

To add a new café to our directory, fill out the Google Form here. We will reach out to you via the email you provide.

- Name of Café
- Website URL
- Location (Massachusetts only)
- Region that best fits your location
- Day of month or week
- Frequency
- Start time
- End time
Your Updates

Dementia Friendly America launches new website! Visit www.dfamerica.org

Living, engaging and thriving in dementia-friendly communities.
Alzheimer’s Association 24/7 Helpline

• Confidential support and expert information for people living with Alzheimer’s, as well as their caregivers, families, professionals, and the general public

• Gateway to programs and services including: support groups, education programs and care consultations

• Available for support anytime—not exclusive to crisis
Alzheimer’s Association Education Programs

**Individual Programs**

- Effective Communication
- Understanding and Responding to Dementia-Related Behavior
- Dementia Conversations
- Money Matters

**Series**

- Living with Alzheimer’s for Caregivers
  - Early
  - Middle
  - Late
- Living for Alzheimer’s for People with Alzheimer’s
Support Groups

- Virtual or in-person
- Trained facilitators
- Groups for caregivers or for people living with early memory loss
- Wide variety of days and times
- Include specialized groups such as:
  - Male caregivers
  - Younger-onset caregivers
  - Spanish language support group
  - PCA caregiver support group
  - LGBTQ+ caregiver groups
Helpline: 800-272-3900

Thank you!
Café Connections Memory Cafés, Hope & Healing Program

Carmen Quinones, Program Director
Parker Jewish Institute for Healthcare and Rehabilitation, NY
About Us

- A major health and rehabilitation center located in New Hyde Park, NY, comprised of a 527-bed skilled nursing facility, offering a comprehensive system of post-acute care, including short-term rehabilitation, nursing and medical services.
- We also offer a diversified network of outpatient services including:
  - Home Health Care Program
  - Hospice Program
  - Research and Grants
  - Physician Home Visit Services
  - Queens-Long Island Renal Institute, Inc.
Willing Hearts, Helpful Hands

• The Willing Hearts, Helpful Hands Caregiver Support Initiative provides FREE services to caregivers who care for loved ones with Alzheimer’s disease or other form of dementia.

• These services include:
  • Caregiver Assessments
  • Caregiver Wellness
  • Support Groups
  • Education and Training
  • Respite Program
  • Joint Enrichment
Hope & Healing

- Parker Jewish Institute - received a grant from the Jewish Federation of North America (JFNA) to support of older adults with dementia and a history of trauma and their family caregivers.

- Through the Hope and Healing Program, we address the unique challenges faced by family caregivers of older adults with dementia and a history of trauma, by providing person-centered, trauma-informed approaches and services that can help enhance these challenges and promote the health and well-being of this uniquely vulnerable population.
Trauma is an emotional response to a terrible event including, but may not be limited to:

- Holocaust,
- Abandonment,
- Illness,
- Loss and Violent Traumas,
- Assault,
- Death of a family member or friend,
- Injury or Illness of a Loved One,
- Sexual Trauma,
- Military Experiences,
- Robbery,
- Suicide,
- Witness to Violence,
- Accidents,
- Natural Disaster.
Long Island, NY

- Long Island is an expansive, densely populated island in southeastern New York State, stretching east from New York City. Along its Atlantic coast are Jones Beach State Park, Fire Island and Montauk Point State Park, the latter home to the late-1700s Montauk Lighthouse. The east end, the North Fork is home to wineries and the Hamptons are towns characterized by upscale homes, trendy restaurants and antiques shops.
Memory Cafes - Café Connections

• We host 12 couples/caregiver and recipient;
• 2 staff members per café
• I conduct outreach – driving searching for organization; restaurants, pantries meeting people making connections, building trust.
Distractions, too many choices, and changes in perception, taste and smell can make eating more difficult. Creating calm and comfortable mealtimes requires patience, understanding, and a supportive environment.
Serving caregivers of individuals with Alzheimer’s disease and other dementias living in Nassau and Suffolk Counties.

Contact Us:
Telephone: (516) 586-1507 | (631) 617-2864
email: whhh@parkerinstitute.org

This initiative is paid for by a grant from the New York State Department of Health.
Café Video – three and a half minutes
Stretch break!
Update on

EMC²

Expanding Memory Cafes
Enhancing Meaningful Connection
EMC2 is a strategic alliance to create a plan to dramatically and sustainably grow Memory Cafes in the U.S. from 900 to 9,000.

Visit: http://emc2project.org
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

Percolator: Focus group(review team; surveys; idea exchanges
Why now?

• Memory Cafés have accomplished amazing things – a 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 Year 1 Goal is to Create a Plan
First Accomplishment: Core Memory Café Principles

• Take a look: https://emc2project.org/

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

• Social messaging/branding (today’s discussion)
• Work on a state-of-the-art national directory, together with www.memorycafedirectory.com
• Social prescribing and other pathways to more sustainable funding
• Evaluation/quality improvement tools
• National training resources
• Partnership and referral networks
• The Plan will be developed by October
Learn more

• Visit http://emc2project.org and read the blog

• Regular update at Percolator Idea Exchanges

• Call or email Beth any time!
Want to get more involved?

• Sign up for Focus Group/Review Team: https://forms.gle/eHrQcJv7BxoFr4vFA

• We will email periodic requests for input

Thank you to everyone who has already signed up!
Branding Exercise!

What word comes to mind when you think of Memory Cafés?

Go to www.menti.com and enter code 7344 6942
EMC² – Memory Café Branding

Anne Connell
Agenda

- Share the goal for this phase of project
- “Brand” as tool to achieve the goal
- Process and timeline
What we’re asking you to help us with

- Are you aligned with the goal?
- Are you aligned with the process?
- Are you aligned with your role?
Expanding Memory Cafes
Today

- There are 900 memory cafes, each serving an estimated average of 50 distinct individuals annually, reaching about 45,000 people nationwide.

- An estimated 6.7 million Americans age 65+ are living with dementia. Population Reference Bureau predicts 9 million by 2030 and 12 million by 2040.
The Challenge

→ **There are millions of un-served people** with dementia and their care partners.

→ **Growing attendance was cited as most significant challenge** for existing cafes (after funding). They struggle for referrals, promotion, attendance and programming.

→ **People are unclear what Memory Cafes offer.** From health providers to potential participants, the knowledge gap is significant.
Opportunity: to serve more people living with dementia, and their carers
From 900 to 9,000

45,000 to 450,000 elders... still a drop in the ocean...
Memory Care: What if?

- Every Neurologist office referred their patients/carers to a Memory Cafe?
- There was one place to find a complete & clear map/directory of Cafes?
- 900 cafes used the same social messaging at the same time?
- 10 major national organizations shared it simultaneously?
- Most people had a general understanding of what a Memory Cafe is? Like they know what an AA meeting is? Or a book club?
What if we all slapped the water at the same time? How big could the wave be?
Where do we start?

Leverage and amplify grassroots energy & passion to clarify and grow the understanding of what Memory Cafes offer
Branding is a key tool.
Branding is more than a logo.
At its most compelling, branding is storytelling
Brand as Story

- **A good story has power.** The power to inspire, to energize and motivate action
- Good stories have the **power to build understanding**. To entertain. To teach. To humanize. To unite.
- Good stories have the **power to be remembered.**
- Stories are the **connective tissue of the human race**. From the beginning of humankind we have told and shared stories to build community and trust.
Effective Brand Storytelling

- Simple, digestible
- Conveys impact
- Speaks to the audience
- Stays consistent
- Customized when necessary
- Works together, the whole is greater than the sum of its parts
Examples
Communications Toolkit
Client: **Ralph C. Wilson Jr, Foundation**

When the Ralph C. Wilson, Jr. Foundation came to us looking for authentic ways to tell stories around the work they do, we created a content platform called Tight Knit. In our first season, Tight Knit brought much needed attention to the issues faced by family caregivers. Our work included eight podcast episodes and two short length documentaries.

Partnering with one of the creators of Radiolab, a reporter for NPR’s Marketplace, and the filmmakers at The Front and Wild Scientific, we found ways to tell multidimensional and multigenerational stories that touched on numerous challenges and rewards caregivers are living with right now. The content rollout launched with the premiere of Today Was a Good Day in the 2020 Detroit Free Press Film Festival.

**Design Award:** Graphis Design Annual 2022.

**Festival Appearances:**
- Buffalo International Film Fest (Won Jury Award for Best WNY Short)
- Syracuse International Film Festival, International Puerto Rican Heritage Festival
- NYC Short Documentary Festival, Legacy Film Festival on Aging
GAP YEAR.

SERVICE
COMMUNITY
PASSION
DISCOVERY
NETWORK
GROWTH
EXPERIENCE
CITY

MORE THAN A GAP YEAR.
YOUR YEAR TO BE THE ONE YOU NEEDED.

PICTURE WHAT A YEAR COULD DO FOR YOU AND DETROIT.

MORE THAN A GAP YEAR.
YOUR YEAR TO BE THE ONE YOU NEEDED.
# Audience & Messaging Territories

<table>
<thead>
<tr>
<th>Audience</th>
<th>What they currently think (Consumer Insight)</th>
<th>What we want them to think (Messaging Territory)</th>
<th>Proof Points</th>
</tr>
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</table>
| Undecided High School Senior    | I’d like to consider a gap year but my friends are going to college and finding jobs. I don’t want to be left out. | **Defining your path:** Being able to take a non traditional path with structure to explore my career path would ease some of my concerns. | ● Structured gap year  
● Stipend  
● Self rewarding  
● New experience |
| Focused High School Senior      | Participating in City Year will put me behind my friends going straight to college.                     | **Hands on experience:** I want to have the opportunity to gain hands on experiences doing something I love sooner than later. | ● Resume Building  
● Transferable Skills  
● Academic Grant |
| Undecided College Seniors       | I’m only taking a gap year if I can support myself financially.                                          | **Transparency:** City Year has a lot of resources that allow me to have a valuable experience and enrich the lives of the kids. | ● Student Loan Forgiveness  
● Academic Grants  
● Self rewarding |
| Focused College Students        | Participating in City Year will put me behind due to the time commitment.                              | **Hands on experience:** I want to have the opportunity to gain hands on experiences doing something I love sooner than later. | ● Resume Building  
● Transferable Skills  
● Student Loan Forgiveness |
Brand Tool Kit

- Shared Vision
- Common set of visual assets
- Key messaging per audience
- Website - commons to access relevant info and content
- A common social change messaging campaign to raise awareness
# Memory Cafe Branding Is/is not

<table>
<thead>
<tr>
<th>What it is</th>
<th>What it’s not</th>
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<tbody>
<tr>
<td>✓ Voluntary</td>
<td>✗ Dictatorial or required</td>
</tr>
<tr>
<td>✓ Flexible Kit of Parts</td>
<td>✗ Restrictive</td>
</tr>
<tr>
<td>✓ Resource and Inspiration</td>
<td>✗ Requirements</td>
</tr>
<tr>
<td>✓ Generous &amp; Hospitable</td>
<td>✗ Competitive</td>
</tr>
</tbody>
</table>
Process: Building the Brand
Benchmark Alliance Goal:

to create a collaborative vision for a viable plan (of which branding is a part) to grow cafes to improve the quality of life of families with dementia, so that we can seek in-kind and direct funding in Oct ‘24.
The Process: Today's Focus

Benchmark Alliance Goal:
Create a plan that can be activated by October 2024

KICKOFF
Discovery
Research
Interviews
Intake
Doc Review

WORK SESSIONS
Goals
Challenges
Audiences
Case Studies
Opportunities
Discussion
Direction

STRATEGY
Comms Strat
Key Audience Messaging
Outline of Branding Costs
Training System
Curriculum Toolkit
Map/Directory

DESIGN
Moodboard
Exploration

IDENTITY
Logo
Color Palette
Typography
Brand
Applications

EXECUTION
Campaign
Development
Inclusive Work Sessions:

- Goals
- Challenges
- Audiences
- Case Studies
- Opportunities
- Discussion
- Direction
Your audience has dozens of ways to find your brand.

A tailored, content-first approach can use a lean budget to grow the reach and participation in memory cafes.

An efficient media, campaign, and content strategy across:

**PAID** // drive traffic + awareness (digital / social ads)

**OWNED** // consistent + inviting (website, social, packaging)

**PUSHED** // small investment, big ROI + feeds content (SEO, partnerships, influencers, lists / awards)

**EARNED** // industry-specific (media, registry guides, incentivized word-of-mouth, encouraged reviews)
We believe that creating collective brand assets & brand plan, will spark momentum to scale faster to support more people living with dementia.
What we need from you today

- Are you aligned with the goal to create a collective plan that includes Brand Planning, Training Systems and Curriculum, and a map directory?
- Are you aligned with the general process?
- Are you aligned with your role?
Discussion
Onward!
Let’s discuss!
Branding Exercise!

When a Memory Café is really working, what do you hear?

Go to www.menti.com and enter code 7344 6942
Branding Exercise!

When a Memory Café is really working, what do you see?

Go to [www.menti.com](http://www.menti.com) and enter code 7344 6942
Branding Exercise!

What’s the coolest thing you’ve seen happen at a Memory Café?

Go to www.menti.com and enter code 7344 6942
Save the date!

Next Percolator Idea Exchange is Wednesday, June 5, 1:30 – 3:30 EDT

Learn about:

• The Traveling Memory Cafés of AgeSpan, Merrimack Valley, Massachusetts

• 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!