JF&CS Memory Café Percolator Quarterly Idea Exchange

March 14, 2024



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. Hope & Healing Memory Cafés, Carmen Quinones
- 4. EMC² update
- 5. Memory Café Branding presentation, Anne Connell
- 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 <u>www.jfcsboston.org/Percolator</u> 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 <u>www.jfcsboston.org/Percolator</u>
 - 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



Memory café helps people living with Alzheimer's, dementia











Making new memories at Café de los Recuerdos



Say Cheese!

The Percolator's **10**th **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

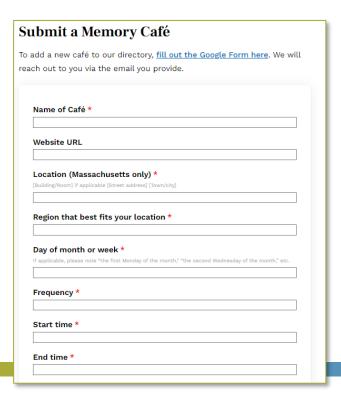
Visit <u>artpharmacy.co</u>



Percolator Updates - Massachusetts

 Massachusetts cafés – PLEASE review your listing at

www.jfcsboston.org/MemoryCafeDirectory



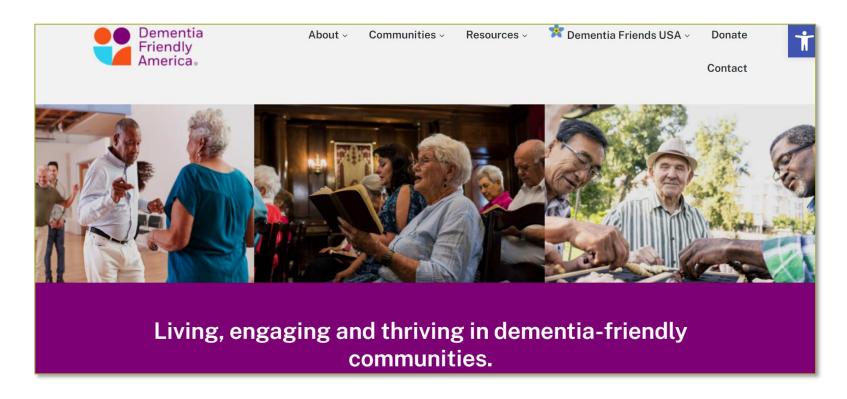






Your Updates

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









ALZHEIMER'S \(\mathbb{S} \) ASSOCIATION° Programs and Services

Jill Hovanasian, LICSW

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

<u>Series</u>

- 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!

ALZHEIMER'S SASSOCIATION

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 shortterm 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:

Cite: SAMHSA

What is Trauma?

"Individual trauma results from an **event**, series of events, or set of circumstances that is **experienced** by an individual as physically or emotionally harmful or lifethreatening and that has lasting adverse effects on the individual's functioning and mental, physical, social, emotional, or

spiritual well-being."

- · 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.



Memory cafes in Long Island

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.

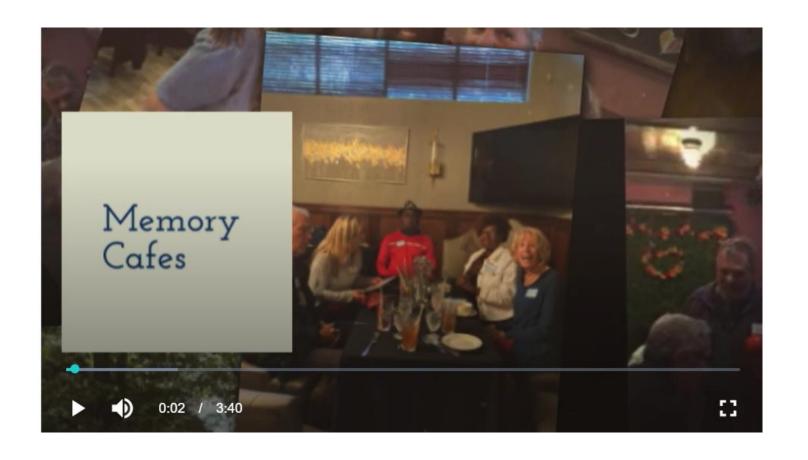


Contact Us:

Telephone: (516) 586-1507 | (631) 617-2864

email: whhh@parkerinstitute.org

Café Video – three and a half minutes



Stretch break!





Update on



Expanding Memory Cafes
Enhancing Meaningful Connection



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.

We continue to welcome international participation!!!

Visit:

http://emc2project.org







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!



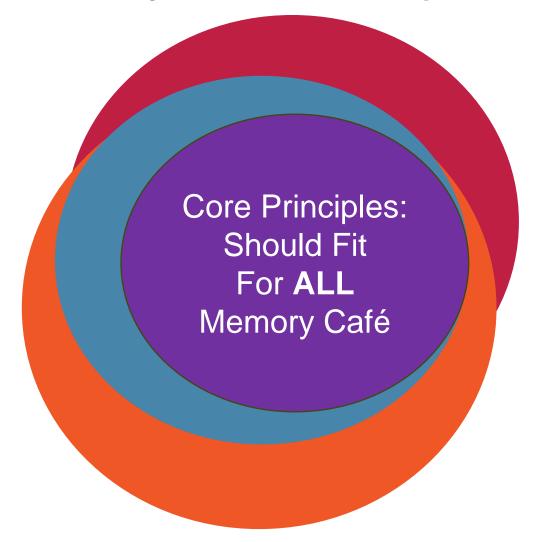


EMC² Year 1 Goal is to Create a Plan



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 <u>www.memorycafedirectory.com</u>
- 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!





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



EMC² – Memory Café Branding

Anne Connell



Expanding Memory Cafes
Enhancing Meaningful Connection

emc2project.org

Agenda

- Share the goal for this phase of project
- "Brand" as tool to achieve the goal
- Process and timeline

Lafayette American 5000 Grand River Ave,

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?

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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.

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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?

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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.

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Detroit, MI 48208

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Branding is more than a logo.

At its most compelling, branding is storytelling

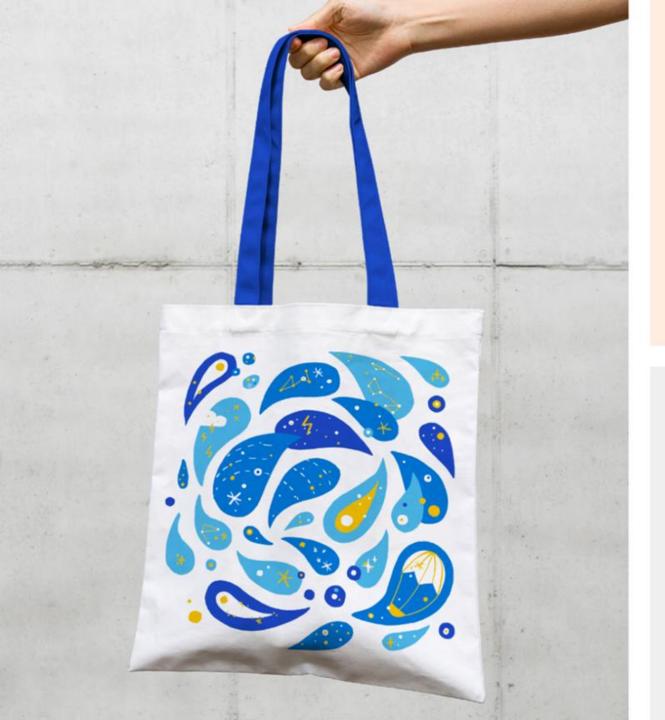
Brand as Story

- 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

ExamplesCommunications Toolkit











Client: Ralph C. Wilson Jr, Foundation

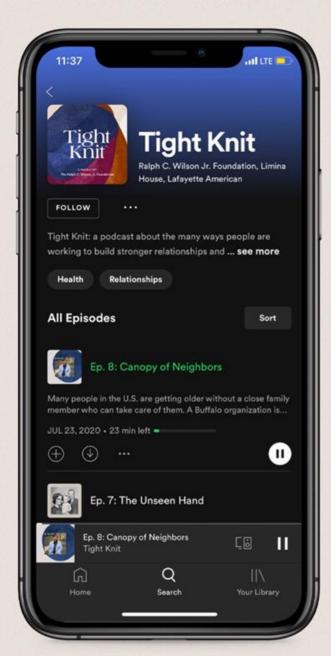
When the Ralph C. Wilson, Jr. Foundation came to us looking for authentic ways to tell stories around the work they do, we created a content platform called Tight Knit. In our first season, Tight Knit brought much needed attention to the issues faced by family caregivers. Our work included eight podcast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









Audience & Messaging Territories

Audience	What they currently think (Consumer Insight)	What we want them to think (Messaging Territory)	Proof Points
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 yearStipendSelf rewardingNew experience
Focused High School Senior (Education / Political Science / Community Organizing / Law / Medicine)	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 BuildingTransferable SkillsAcademic 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 LoanForgivenessAcademic GrantsSelf rewarding
Focused College Students (Education / Political Science / Community Organizing / Law / Medicine)	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 BuildingTransferable SkillsStudent 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

What it is

- ∀ Voluntary

- ✓ Generous & Hospitable

What it's not

- X Dictatorial or required
- **X** Restrictive
- **X** Requirements
- **X** Competitive

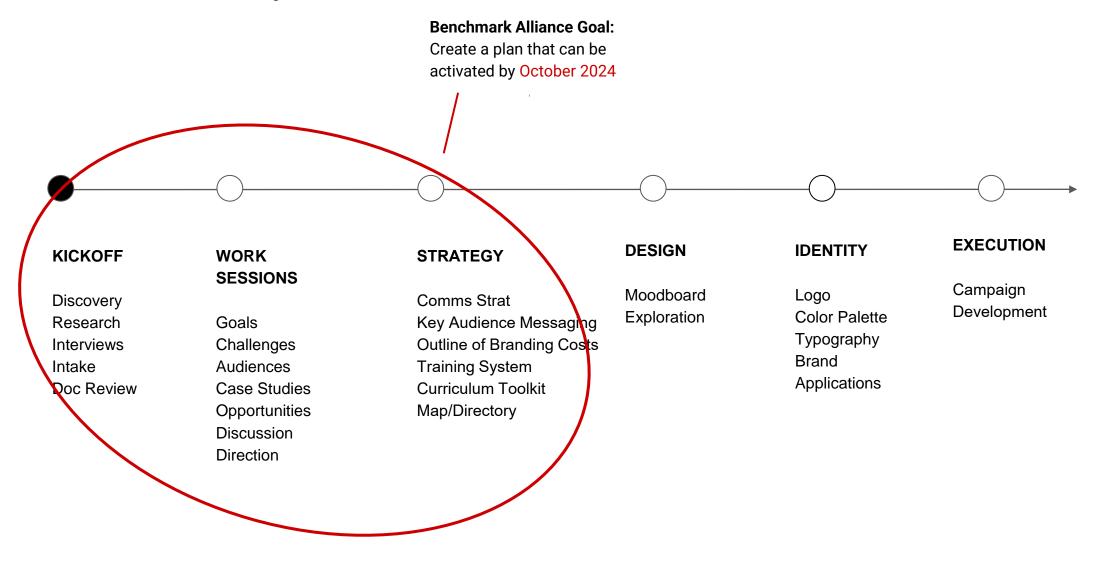
Process: Building the Brand

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.

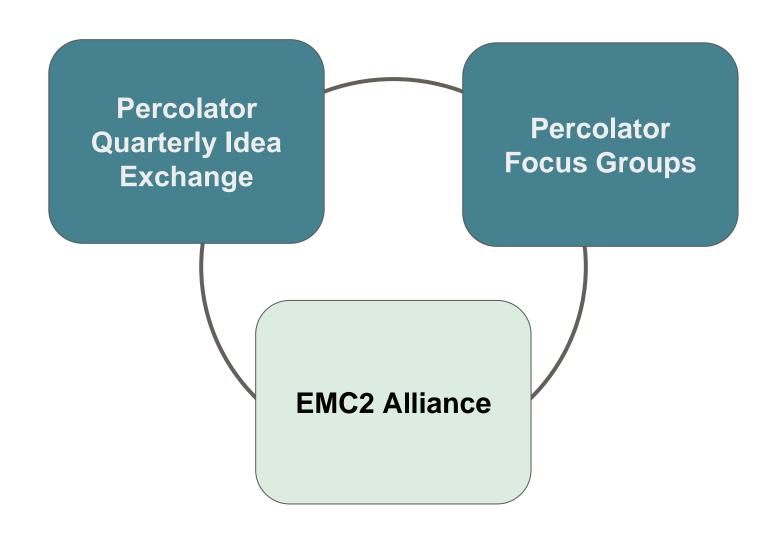
Lafavette American

The Process: Today's Focus



Inclusive Work Sessions:

- Goals
- Challenges
- Audiences
- Case Studies
- Opportunities
- Discussion
- Direction



What a Communication Plan Includes

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

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Detroit, MI 48208



Onward!

LAFAYETTE AMERICAN

5000 Grand River Ave, Confidential 2024
Detroit, MI 48208

Let's discuss!





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



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



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



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!