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 and Announcements
2. Traveling Memory Café, Lyn Brennan
3. EMC² update: directory, training system; branding update with Joe Hausch

Next meeting: **Thursday, September 12, 1:30 to 3:30 pm ET**

- *Percolator 10ᵗʰ anniversary celebration*
- *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: join as an Art Pharmacy Art & Culture Partner

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](http://www.jfcsboston.org/MemoryCafeDirectory)
Funding opportunity

The Brookdale Foundation Group request for proposals: for the expansion or start-up of new, social model day programs for people living with dementia. Programs must be a minimum of one day a week for at least four hours, embedded in a multi-service program that follow Brookdale’s program design.

Funding opportunity

Maude’s Ventures request for proposals: seed funding for innovative dementia care. They invest in new solutions for people living with dementia and their caregivers.

Closes August 5th. Visit www.maudesventures.org
Your Updates

• Please keep updates brief and focused on ideas or resources of interest to memory cafés!
Traveling Memory Café

Lyn Brennan, Family Caregiver Support Program, AgeSpan (AAA/ASAP), Lawrence, Massachusetts
Traveling Memory Cafés

Presented by: Lyn Brennan, CDP

Family Caregiver Support Program, AgeSpan
What we will cover today:

• Impact of the Pandemic on Family Caregivers
• Pivoting to Remote Cafes
• Why Travelling Cafes?
• How to Start, Staff and Fund Cafes
• Successes and Challenges
• Participants and Guests
• Q&A
Pandemic

- Caregiver Isolation
- Fear
- Loss of Routine
- Limited Socialization
In-Person vs. Virtual

A picture is worth a thousand words!

It’s never explicitly explained how the Brady Bunch had access to Zoom in the 1970s.
Virtual vs. In-Person

**Virtual**

- Less Prep for Caregiver
- Comfort of your own Home
- No Risk of Exposure
- No worry about leaving if person gets agitated

**In-Person**

- Safe, judgement free space
- Respite with your loved one
- Connect with other caregivers
- More hands-on activities
- Drumming, music, card making, planting flower arranging, trivia
Why Travel?

Outreach

Build relationship with COA’S and other community-based organizations.

Introduce caregiver to family caregiver support program

Caregivers can connect with each other & engage in fun hands-on activities
Demographics Served

- Caregivers and loved ones in Program
- Caregivers in Community
- ADH Program and Family
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**Our Process**

**Outreach:**
- Connect with COA
- Schedule an in-person visit
- Resource materials
- Coordinate date, time & entertainment

**Market:**
- Advertise on socials
- Flyer for COA
- Agency newsletter
- Register caregivers

**One Week Before:**
- Check in with COA
- Confirm volunteers
- Email remainder to registered consumers
- Touch base with entertainment
Funding

- Philanthropic Funding
- Federal Funds
Help!? 

- Colleagues 
- COA Staff 
- Volunteers
Café Schedule

10:00: Arrival and Set up
10:15: Check in with entertainment and volunteers
10:30: Attendees sign log
10:45: Settle in with snacks
10:50: Welcome, review program, refer to resource table
11:00: Entertainment begins
11:50: Thank You and Reminders
12:00: Wrap up and Clean up
Challenges

- Schedules
- Caregiver’s emergency
- COA planned events
- Attendance
- Unpredictable events
- Transportation
- Lack of Outreach
Successes

• Reduced Caregiver Isolation
• A safe space for Caregivers and their loved one
• Judgement Free Zone
• Engagement
• Community Connections
• Information & Resources
Attendees

Plan something fun and they will come!
Music is always a hit!
Repeat attendees!
Change it up!
Flower Arranging, Gentle Yoga, and Trivia
Feedback & Follow up

- Email
- Share Photos
- Ask for Feedback and Suggestions
Questions?
Stretch break!
Update on

EMC²

Expanding Memory Cafes
Enhancing Meaningful Connection
Today:

Brief overview of **Steps Completed** and **What’s Next**

Focus on **Branding with Joe Hausch** and **Your Input**
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

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

Percolator: Focus group/review team; surveys; idea exchanges

Alliance: “one Zoom screen” of national or community-focused organizations that can help guide/implement a plan
Approach

Nourish the beauty of our grassroots movement

Address longstanding challenges and seize opportunities

Create fertile ground for great sustainable cafés available in many more communities!
EMC$^2$ Year 1 Goal is to **Create a Plan**

*September 12 Percolator Idea Exchange*
Question: What makes a Memory Café a Memory Café?
Step Completed: Core Memory Café Principles

- Take a look: https://emc2project.org/
- The core principles should represent all Memory Cafés. There is lots of variation AROUND the core principles.
Questions: How can we make it easier for Memory Café leaders to get the word out about their Café? How can we make it easier for the public and providers to find Memory Cafés?
Step Completed: National Directory Plan

- Next generation of national directory [www.memorycafedirectory.com](http://www.memorycafedirectory.com)
- Map format; simple and intuitive look
- Registering a café requires sign-off on memory café principles
- Up to date:
  - You will be able to update your own listing
  - Requirement to update each listing annually
- Integrated with training resources
- We are in conversation with Dementia Friendly America to host directory & modules
- Thank you to Dave Wiederrich
Question: How can we provide accessible training to all Memory Café leaders, facilitators, and volunteers who want it?
Step Completed: Training System Plan

- What do Café Leaders, Volunteers, and Facilitators need to know?
- Three modules: Café Operations, Dementia and Caregiving for the memory café context, and Facilitation Best Practices
- Inclusive and Translatable
- Includes Additional Resources
- Knowledge Check (thank you to Percolator Focus Group participants!)
- Optional Cohort Model with funding structure
- Breaking News: first stage of funding secured – production to begin this summer!
Question: How can we galvanize many partners and get from 900 to 9000 Memory Cafés in the US?
Step Ongoing: **Momentum through Partners!**

- EMC2 Alliance members represent:
  - National nonprofits; creative arts, health and social care, and research sectors
  - Lived experience: people living with dementia, care partners, varied cultural and linguistic communities

- For expert guidance and support, partners include but not limited to: Art Pharmacy, Alzheimer’s Association, AARP, Dementia Friendly America, Grantmakers in Aging, Lifetime Arts, and other key funders and memory café innovators

- Share about grassroots movement
- Make sure we’re on the right track
What’s Next

• Focus on **Researching the Impact of Memory Cafés**
• **Branding** (today’s focus)
• Secure additional funding and **Build Directory and Training System**

Once new directory and training system are in place:

• **Social impact campaign**
  • With the help of National Partners
  • Targeted to Public and Providers
Learn more and share your voice

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

• Regular update at Percolator Idea Exchanges and in What’s Percolating

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

• Call or email Beth any time!
Today’s focus on **Branding**

- Each memory café or group of cafés has its own branding (logos, colors, etc.)
- EMC2 wants to create branding resources that memory cafés can **choose to add to their outreach materials**
- Question: “What if we all slapped the water at the same time? How big could the wave be?”
First Look: EMC² Logos

Joe Hausch
Hausch Design Agency
About Joe

Hausch Design Agency
https://www.hauschdesign.com/

Photavia – video shorts
https://www.photavia.net/
How do you cook up a Logo?

Word Cloud created at March 2024 Percolator Idea Exchange

fun friendship connection community support acceptance love creative belonging coffee calm engagement growth music laughter safe
connection, belonging, comfort, engagement, growth.
What do we call it?

“Memory Café Network”

“Memory Café America”
What will look good together?

We are in conversation with Dementia Friendly America to host the directory and training modules, so the logo should work with their colors and logo:
Existing Memory Café Logos

What will look good together?
4 DRAFT Logos (with variations) – for your consideration

Logo 1 ("M")
Logo 2 ("Abstract Cup")
Logo 3 ("Star")
Logo 4 ("Circle")

Variations:
Font styles
Color/design

How it looks next to other café logos
Logo 1: “M”
Logo 2: “Abstract Cup”
Logo 3: “Star”
Logo 4: “Circle”
Process – group discussion and individual responses

1. Discuss in breakout rooms: what do you like, or not like, about these four draft logos? Which name do you prefer?

2. Poll:
   - Which draft logo do you prefer?
   - Which name do you prefer?

3. Chat in your comments

4. Group discussion

*Feel free to email Beth after the meeting with additional thoughts!*
Let’s discuss!
Save the date!

Next Percolator Idea Exchange is Thursday, September 12, 1:30 – 3:30 ET

• Percolator’s 10th anniversary celebration!

• EMC2 national strategic plan

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