

ADULT DAY SERVICES LETTER

NEWS IN THIS ISSUE:

- How Intergenerational Programs At Virginia Tech Continue To Thrive, pg. 3
- VA Awards \$20 Million To Build Hawaii Veterans Home, Adult Day Care Center, pg. 5
- Beliefs About Alzheimer's Differ Significantly Among Ethnic Groups, Studies Find, pg. 7

BOARD OF EDITORIAL ADVISORS

**HELEN KAUFMAN, MSW,
LCSW-C**
Director
Misler Adult Day Center
Rockville, Md.

**MARILYN PACE MAXWELL,
MSW, ACSW**
Executive Director
Mountain Empire Older
Citizens Inc.
Big Stone Gap, Va.

DIANE ROSS
Coordinator
The Continuum
Reno, Nev.

DEB SHTULMAN
Executive Director
Valley Care Association
Sewickly, Pa.

JAN W. WEAVER, Ph.D.
Director of Health and Wellness
Hearthstone Assisted Living Inc.
Houston, TX

Vol. XXI, No.1

July 2005

CAHSA Shares Effective Marketing Practices With Its Adult Day Members

With effective marketing remaining a top priority for adult day services, the Colorado Association of Homes and Services for the Aging (CAHSA) developed a resource booklet and poster for its members.

“CAHSA’s Adult Day Resources Booklet: Effective Ideas for Marketing Adult Day Programs” contains suggestions, tips, templates and ideas to help open doors to new opportunities and promote positive adult day activities, employees, services and programs.

How did CAHSA come with the tips? By working with its members and brainstorming new ideas, according to Laura Landwirth, CAHSA executive director.

“A series of meetings was held with our adult day members to discuss and share current marketing materials/activities,” Landwirth told *Adult Day Services Letter*. “Members brought in their collateral – brochures, ads, media pickups, list of referral sources – and discussed what worked and didn’t work, and brainstormed new ideas for raising awareness in the community.”

Ideas For Best Marketing Practices

Some of the members’ new ideas included posters, coupons and news releases. Target audiences were then identified and key messages were developed, discussed and agreed on by the group, Landwirth explained.

“The booklet is not inclusive but was designed as a starting point for members,” Landwirth said. “It was a group effort to promote adult day programs as a whole, while strengthening individual efforts.

Readers:

*Got a problem? Got a question?
Got a story to tell? We want to hear
from you. Call our Reader Hotline at
(888) 843-6242 and ask for Carolyn
Pense, or send an e-mail to:
cpense@healthresourcesonline.com.*

It helps our members to understand what is newsworthy and how to go about getting media attention to get their name out in the community.”

Specific “best practices” found in the book include: writing press releases; hosting events/open houses and submitting photos from these events; seeking presentations in the community; mapping and tracking local referral sources and media outlets; and the basics of brochures, newsletters and direct mail.

Posters Enhance ADS Marketing Efforts

The poster that CAHSA created is 11 by 17 inches and is designed to be placed in high visibility locations. It can be customized to include location-specific contact information for members.

“‘Giving seniors and their caregivers a healthy option to recharge!’ is the primary theme on the poster,” said Landwirth. “Key words describing adult day programs are included in the design, such as ‘safe environment,’ ‘basic health services,’ ‘daily activities,’ ‘social connections,’ ‘affordable’ and ‘peer support.’”

Posters are now being placed by members in various areas of their community and “anywhere that it might catch the eye of a caregiver,” Landwirth noted. Some of the locations posters are being displayed include:

- Doctor’s offices/medical clinics
- Pharmacies
- Libraries
- Employee lunch rooms in corporations
- Independent living communities
- Assisted living residences
- Churches
- Senior centers
- Grocery stores
- Coffee shops

Outcomes Of Launch

As a result of hanging posters in the community, CAHSA members have received more inquiries about their adult day services.

When asked if she would recommend this marketing tactic to other state associations and individual centers, Landwirth said, “It’s a no-brainer. Marketing your program is the key to success in attracting clients. You may not have time or resources to try all of the ideas suggested in the booklet, but if you target one new activity each quarter and track the results, it will get you started!”

She offered an example of a successful marketing effort utilizing the media.

“Last year, during National Adult Day Services Week, our governor proclaimed Colorado Adult Day Services Week, and CAHSA submitted an opinion piece about the benefits of adult day programs, which was published in the *Rocky Mountain News* during that week,” Landwirth said.

Because of the success of CAHSA’s marketing material, Landwirth presented at the American Association of Homes and Services for the Aging’s (AAHSA) executive forum, according Nicole DeJarnatt, media representative for CAHSA. As a result, adult day communities across the country expressed interest in purchasing the popular poster, she said.

For AAHSA members through their state affiliate, the cost of the poster is \$1.00 plus shipping and handling with a minimum order of 25 required. For non-members, the cost of the poster is \$2.00 per poster. The booklet is \$50.

It is important to try different methods to promote an adult day program, according to Landwirth, and continually repeat the message.

“It takes more than one effort,” said Landwirth, “and the more you can develop an annual marketing plan with strategic activities, the more successful you will be.”

For more information about CAHSA, visit www.cahsa.org.

Address: Colorado Association of Homes and Services for the Aging, 1888 Sherman St., Suite 610, Denver, CO 80203; (303) 837-8834, www.cahsa.org.

Adult Day Services Focus On Measuring Family, Client Satisfaction

Caregiver and family satisfaction is measured most often in surveys, according to adult day and senior services professionals participating in a recent online survey.

Eighty-nine percent of survey respondents to the Measuring Program Outcomes survey said they measure caregiver and family satisfaction when conducting internal quality and outcomes surveys.

Client satisfaction also fell among the top survey measures with 77 percent analyzing the contentment of the people they serve.

Compliance with regulations and procedures is also an important element when measuring program outcomes and quality. About 69 percent measure compliance to regulations.

The top measures are as follows:

Survey Measures	
Caregiver/Family Satisfaction	89 percent
Client Satisfaction	77 percent
Compliance with Regulations/Procedures	69 percent
Staffing	63 percent
Activities	57 percent
Funding	40 percent
Other	14 percent

In addition, respondents also measure:

- Health maintenance such as self-reported wellness
- Number of acute episodes such as falls and hospitalizations
- Benefits the organization can offer
- Number of behavioral incidents
- Number of emergency room visits

- Client attendance
- Effects of marketing

The survey was conducted among subscribers to **Adult Day Services Letter**, other senior services professionals who are subscribers to **Health Resources Publishing** newsletters and members of our online community.

Address: **Adult Day Services Letter**, 1913 Atlantic Ave., Suite F4, Manasquan, NJ 08736; (732) 292-1100, www.healthrespubs.com.

How Intergenerational Programs At Virginia Tech Continue To Thrive

For the past 11 years, Virginia Tech has been operating a co-located adult day services program and child development program. Virginia Tech's program is unique in that it remains the only intergenerational day program based in an academic setting in Virginia and one of the few university-based programs in the country.

Virginia Tech's Adult Day Services (ADS) and Child Development Center for Learning and Research (CDCLR) programs actively collaborate on programming, staff and student intergenerational cross-training, research and dissemination of findings, according to Shannon E. Jarrott, Ph.D., associate professor and director of research, Virginia Tech ADS.

Neighbors Growing Together connects people of diverse ages, cultural, ethnic and socioeconomic backgrounds. ADS serves adults ranging in age from 45 to 95 who have some form of cognitive disability, physical disability or both.

The CDCLR program serves children ages 25 months to five years. Currently 42 percent of the population of CDCLR children is of non-white ethnic programs.

Intergenerational Activities

Adult and child participants are involved in a variety of intergenerational opportunities ranging from informal, spontaneous visits to regularly scheduled, planned opportunities.

“Informal visits may include children visiting the ADS to share a play or dance that they’ve just created,” Jarrott said. “Adults may visit from ADS to share letters, or an adult who is a little restless may walk with a staff member to CDC for a change of scenery. Adults and children never visit the other program unaccompanied.”

Planned opportunities are also scheduled daily with careful consideration given to the developmental abilities of the adults and children, as well as their personal interests, according to Jarrott.

“The CDC practices a social constructivist approach, which emphasizes a child inspired, ‘emergent’ curriculum,” she explained. “Consequently, facilitators of intergenerational or ‘IG’ opportunities keep these emerging interests (of kids and adults) in mind as they make their plans.”

For example, if one of the children’s classrooms is currently interested in water and water movement, the IG opportunity might involve working with the adults to build boats or “painting” each other’s shadows with water on the concrete patio outside, Jarrott explained.

“Flexibility is key, and facilitators always have a back-up plan for instances when an opportunity runs short, isn’t appealing to all the members of the group or simply doesn’t work!,” Jarrott told **Adult Day Services Letter**. “Participation in programming is always voluntary for the adults and children alike.”

Involvement Of Virginia Tech Students

Undergraduate and graduate students contribute to the operation of Virginia Tech’s ADS and CDCLR programs. At the ADS, students serve meals, implement activities and work individually with clients and caregiver support groups, Jarrott explained.

Graduate and undergraduate students also typically contribute to research efforts at the ADS. Students may work in ADS as graduate assistants, service-learners, field study students or research students.

About 35 to 40 undergraduate students fulfill six hours per week at the CDC as a part of their Early Childhood Education curriculum.

Benefits Of Hosting Program In Academic Setting

Hosting an intergenerational program in an academic setting presents several benefits to students, staff and clients alike. With the involvement of students and university professors, it is easier to conduct research and provide adequate training for future work in the field.

“As a result of our university affiliation, we have been able to provide students with training that uniquely qualifies them to take jobs related to intergenerational programming upon graduation,” Jarrott said. “Students are enthusiastic to contribute to the research field and share in preparing research findings for dissemination through conferences and publications.”

She continued, “In addition to supporting our intergenerational programming and research, we have tapped student talents to create our intergenerational logo, develop a professional marketing plan, prepare a promotional video and make presentations to other professionals and scholars.”

At a university setting, adult day programs have access to other resources and facilities that others may not necessarily have, including university grants to support research, program development and incorporation of technology.

“We are able to tap into faculty who enhance our programming, including an expert in pet therapy and professors of theater arts, horticulture and music,” Jarrott said. “University facilities are close by and staff members welcome our participants to the gymnastics facilities, campus TV station, horticultural gardens and university theater.”

Long-Term Success Requires Ongoing Effort

Although the ADS and CDC have been co-located for 11 years, they have not always had high levels of contact with each other, Jarrott noted.

“As with other programs, sometimes our two programs shared little more than a common parking lot,” she said. “IG programming has been on the rise for the last six years. Before that, it would come and go, depending on which staff members were interested in IG and how long they remained at the program.”

Experts in the field have noted that supporting an IG program required commitment by all members involved in the program, Jarrott said.

“Donna Deutchman, Kelly Bruno and I (2004 study) described how, at many programs, IG programming ‘belongs’ to one staff member,” Jarrott said. “If that staff member leaves her position or the organization, she often takes IG with her. Consequently, efforts to sustain *Neighbors Growing Together* are essential.”

Efforts to collaborate on the intergenerational programs’ mission and activities are being updated and altered to enable the program to continue successfully.

“We’ve recently developed a shared mission statement, and administrators, faculty and staff involved with the two programs meet regularly to discuss programming, training, funding opportunities, program development and promotion, all of which should contribute to the sustainability of our IG program,” Jarrott said.

In addition, Virginia Tech’s IG programs are also gaining increasing support from the department of Human Development, the college and university officials.

Program Background

The ADS program at Virginia Tech is licensed to serve 18 adults each day. On average, 12 to 15 clients attend daily, according to Jarrott. The CDC is licensed to serve 40 children in three classrooms. Children attend five days per week.

Both programs are housed within the department of Human Development of the university’s College of Liberal Arts and Human Sciences. Along with Jarrott, program administrators include Dr. Alison Galway, ADS director and Dr. Vickie Fu, CDCLR director.

Editor’s Note: More information on Virginia Tech’s Intergenerational adult day and child care operations and similar programs will be included in next month’s issue of Adult Day Services Letter.

Address: Virginia Tech Intergenerational Programs, Department of Human Development, College of Liberal Arts and Human Sciences, Blacksburg, VA 24061; (540) 231-6148, www.humandevlopment.vt.edu/ads.html

CORRECTION/CLARIFICATION:

An article in the April 2005 issue of **Adult Day Services Letter**, “University of Missouri Develops Intergenerational Day Program,” quotes Richard Oliver, dean of the University of Missouri’s School of Health Professionals, as saying “We will be the first to launch this type of program in an academic setting.”

While the University of Missouri is the first to launch such a program in the state, it is not the first program to be based in an academic setting nationwide. Virginia Tech’s Intergenerational program has been in existence for several years.

Please note this correction.

VA Awards \$20 Million To Build Hawaii Veterans Home, Adult Day Care Center

A \$20 million grant was awarded by the Department of Veterans Affairs (VA) to construct a new state veterans home and adult day care in Hilo, Hawaii

“This grant honors our commitment to care for the men and women who have served in uniform,” said R. James Nicholson, secretary of VA. “Our federal-state partnership will provide a comfortable home for Hawaii veterans in a time of personal need.”

The \$20,051,460 grant will pay up to 65 percent of the cost to construct a new 95-bed veterans home and adult day care center in Hilo. Overall cost of the project is estimated at \$32 million.

This year, VA expects to spend nearly \$332 million in Hawaii to serve about 115,000 veterans who live in the state. The VA medical center in Honolulu provides outpatient, mental health and dental care to state veterans, with inpatient care offered at Tripler Army Medical Center.

Address: Department of Veterans Affairs, 810 Vermont Ave NW, Washington DC 20420; www.va.gov

Challenges, Best Practices For Rural Adult Day Centers

Transportation is perhaps the biggest challenge for adult day services programs operating in rural areas of the country, according to respondents to an **Adult Day Services Letter** online survey on **Serving Adult Day Clients in Rural Areas**.

“Transportation is our biggest problem. Our geographic area is so large that too many people do not have the option to attend because of the lack of transportation and of course, the lack of means ... our county is very poor,” said Carla M. Skinder, RN, BSN, MPH.

“Because of liability, we are not allowed to transport clients at any time,” she explained. “Our liability laws need to be changed to allow for acts of kindness ... it is an awful feeling when you have to tell someone that you can not help them get to a doctor’s appointment or to the pharmacy to pick up their prescriptions because the insurance that you carry on your car does not include them.”

In addition to transportation, Barb Mahoney, director of Gritman Adult Day Health in Moscow, Idaho, said the challenges of operating a rural center include “people who are land rich and cash poor” and “getting people to accept that the service could help them.”

On average, Gritman Adult Day Health services eight clients per day. At times, the daily census has reached 10. Some of the “best practices” that this center would recommend are to “create a scholarship fund for those cash poor, land rich” or “attend senior meal sites and discuss how they might know of someone who needs assistance,” Mahoney said.

Address: **Adult Day Services Letter**, 1913 Atlantic Ave., Suite F4, Manasquan, NJ 08736; (732) 292-1100, www.healthrespubs.com.

Brookdale Center On Aging To Offer New Certificate Program In Creative Aging

The Brookdale Center on Aging in conjunction with the National Center for Creative Aging is offering a Certificate in Creative Aging, for what is believed to be the first time in the New York metropolitan area.

Coursework promotes an understanding of the vital relationship between creative expression and the quality of life of older adults, and reviews the theory and practice of “best practice” arts-based programming.

This course of study has been initiated to attract professionals (BA or higher) in healthcare, social work and the arts who are interested or engaged in arts programming for older adults in a variety of service settings or in the community.

Certificates will be granted upon successful completion of 30 credits. Challenging, interactive coursework by arts professionals with practice opportunities to observe and participate in community “best practice” arts programming under the guidance of a National Collegiate Athletic Association mentor make this a unique educational offering, according to Andrea Nevins, program director.

There are no time constraints to Certificate completion and all classes are scheduled in the early evening to accommodate working professionals.

Courses include the following: Transforming Memory into Art Through Writing; Linking Lifetimes - Building Intergenerational Programs; The Nuts and Bolts of Program Development and Activity Design; Theater and Storytelling; Visual Arts Programming; Exhibitions and Festivals; and Celebrations and Rituals of Late Life.

Individuals may also take select courses without pursuing the Certificate. For more information, contact Andrea Nevins at (212) 481-4993 or at anevins@hunter.cuny.edu

Address: Brookdale Center on Aging of Hunter College, 425 East 25th Street, 13th Floor North, New York, NY 10010; (212) 481-3780, www.brookdale.org.

Beliefs About Alzheimer's Differ Significantly Among Ethnic Groups, Studies Find

Awareness and beliefs about Alzheimer's disease differ significantly among ethnic groups, and health education programs should be tailored to account for these different understandings, according to new research presented at the first Alzheimer's Association International Conference on the Prevention of Dementia.

Three independent studies examined African-American, Latino and Hmong-American beliefs about causes and preventions of Alzheimer's and sought to determine how their views were influenced by culture.

Significantly more people in African-American and Latino study groups identified stress as a significant risk factor for Alzheimer's when compared to Whites. In Hmong-American communities, religious affiliation influenced the perceived cause of dementia in older people and a majority of caregivers viewed elder confusion as a normal part of aging.

African-Americans' Beliefs On Alzheimer's

J. Scott Roberts, Ph.D., Boston University School of Medicine, and colleagues surveyed 312 participants to examine differences between African-Americans and Whites regarding their beliefs about what may cause, prevent or treat Alzheimer's.

Participants were largely middle-aged and highly educated, with significant representation of African-Americans, caregivers and relatives of people with Alzheimer's disease.

Compared to Whites, African-Americans were more likely to report that factors such as stress, mental illness, God's will, alcohol abuse, smoking and exposure to toxins are contributors to the development of Alzheimer's.

African-Americans were also more likely to suggest that lowering stress levels, engaging in physical activity and eating a healthy diet are effective ways to prevent Alzheimer's. Both groups viewed genetics/heredity as the most important risk factor for Alzheimer's, the study found.

"These distinctions in beliefs about Alzheimer's may be important to keep in mind when designing health education and outreach programs for diverse audiences," said Roberts. "Research suggests that culturally tailored health education programs can be useful in raising awareness about health problems, but such programs need to be informed by continued investigation of the impact of race, ethnicity and culture on the perceptions of illness."

Latino Perceptions About Alzheimer's

In another study presented at the conference, researchers led by Dr. Jason Karlawish, University of Pennsylvania, compared beliefs about the causes of Alzheimer's among Latino and White caregivers.

Researchers in Philadelphia recruited 30 White caregivers and 30 Latino caregivers from the Puerto Rican community. They participated in an interview using a special technique called "freelisting" that identifies the terms used to define a topic and determines the level of shared knowledge in the cultural group about the topic.

Overall, Latinos and Whites have some mutual ideas about the causes of Alzheimer's disease in these areas: genes, trauma, nutrition, aging and brain deterioration. For both groups, "genes" was identified most frequently as the cause for Alzheimer's.

However, Latinos had an entirely unique category of cause – mental illnesses or negative emotions that feature "stress." In fact, the researchers found, Latinos were more likely to mention "stress" and Whites were more likely to mention "genes," "plaques," "lack of brain activity" and "environment."

“Understanding people’s perceptions about the causes of Alzheimer’s disease is crucial,” said Karlawish. “These views influence their opinions about how best to prevent and treat it, and whether to participate in research.”

Dementia In The Hmong-American Community

A study led by Linda A. Gerdner, Ph.D., R.N., University of Minnesota, analyzed the perception and care of elders with dementia in the Hmong-American community. Members of this community arrived in the U.S. from Laos as refugees following the Vietnam War and constitute a growing population.

Data was collected through interviews over a 2.5-year period. Participants included 16 Hmong-Americans living in Minnesota and Wisconsin, including family caregivers, traditional healers and community liaisons.

The research findings suggest that religious affiliation (11 Animist/Ancessor worship, four Christian and one mixed) was associated with perceived the cause of elder chronic confusion in the Hmong community. The majority of caregivers viewed elder confusion as a normal part of aging but they also sought treatment by a shaman (traditional healer) to satisfy the spiritual needs of the elder. Hmong shamans identified soul loss as the cause of dementia.

Traditionally, the eldest Hmong son has the primary responsibility for his aging parents, with his wife providing the actual hands-on care. Caregiving in this community is seen as reciprocal of the love and care given by the elder generation and as being a model of traditional values for the younger generation, according to researchers.

Admission to a long-term care facility was associated with stigma for both the elder and their family. The use of Western medicine was limited to emergency care of acute illness.

“The Hmong assisted the American effort during the Vietnam War, yet many people are uninformed about this ethnic minority,” Gerdner said. “As a result, dementia and family caregiving in the Hmong community have been neglected areas of research. Our findings underscore the critical need to develop interventions and family caregiver training programs that are sensitive to the unique needs of the cultural group being served.”

Peggy Dilworth-Anderson, Ph.D., professor, Department of Health Policy and Administration, School of Public Health, University of North Carolina at Chapel Hill and member of the Alzheimer’s Association’s Board of Directors said, “People’s perception of disease impacts how we talk to them, assess and diagnose them, treat them, recruit them for research trials and get them involved in the Alzheimer’s community.”

She continued, “Studies like these help the development and dissemination of culturally appropriate materials so we can broaden the community we reach with information, support, services and research.”

Address: Alzheimer’s Association, 225 N. Michigan Avenue, Fl. 17, Chicago, IL 60601; (800) 272-3900, www.alz.org.

ADULT DAY SERVICES LETTER

To order **Adult Day Services Letter**, call (888) 843-6242, fax (888) 329-6242, or complete and return this form to Health Resources Publishing, 1913 Atlantic Avenue, Suite F4, Manasquan, NJ 08736.

\$157 - 1 year (12 issues)

New Subscription
 Renewal Subscription

Payment Enclosed
 Bill Me (Purchase Order Required)

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone (Include Area Code) _____ Fax _____ E-Mail _____

AmEx MC Visa Card Number _____ Exp. Date _____

Choice of format PDF HTML Print

HADSL7