Westminster Canterbury Richmond



"Marketing Journey: How We Have Successfully Introduced COLLAGE to Our Independent Living Residents" Melissa Markey and Jeanette Ucci

COLLAGE Benefits

- Supports vision:
 - Improving the lives of those we serve every day
- Enables better range, quality, depth of service
 - Targeted system-wide interventions/outcomes
- Supports independence, flexibility and choice
- Promotes healthy aging
- Encourages teamwork
 - Residents & Staff





How COLLAGE Started

- Intense 3-day training August 2008
- Sybil Schwartz, COLLAGE Project Director
- Trained 8 staff members



- Resident Services, Clinic, Rehab, Social Work, Wellness
- Pilot group
- 38 residents
- Resident Wellness Committee, Healthy Aging Resource Group, Executive Committee of Residents Board





Promoting COLLAGE

- Question & Answer sheet
 - Modified COLLAGE template to fit Healthy Aging philosophy
- COLLAGE brochure
- The Tales, TV 16, The Lamp
- Resident pilot group
 - Helped overcome misperceptions, get buy-in from other residents
- Staff/Resident Wellness Committees
 - Less clinical, more wellness oriented
- Communication plan
 - Staff \rightarrow Residents Board \rightarrow Pilot Group \rightarrow All residents







commune of reliences.

Notes to a transported transmiseration of consummation of relationships incommoniane. Behavioral training their literia, weight brands literia addes of descention of a consumering their literia. College is a toraceal mindsenityp cor What is Colloge? constructions constraints to responsing the trees, while trends in builds of these residents, Colder Your, Unit the opportunity Delatification resolutions, Cantage grows you can support an approximately in still Weinterstellar Content with about Your Indefants, seasches and interstellander and seasches and states and seasches and seasches your distance. sa tuti Wenderstanet Catherbury about yone Reference interess and Unsergie producersien sa that we know how is serve you better There University to proceeding with their we written terms to serve your sectors your sectors in the sector was been by the content of the sector sector sector sectors and the sector sector sector sectors and the sector secto

If you choose to take part in Colour, a staff person with Now does Collage work? is your constant its taken parts in Lineage, a start person war reads with you har a sense on each concentration. Quanters nonet work you for a susc-an-ene conversame. Quanters focus on your interests weeks responses to provide conrecursors your comments reveals opportunities, proteining the and challenging. The more accurate and company the information of the second s and contempts. The inverse accurate and compares and inferences year give, the ground care advery in evaluate and adverse loss evaluate interconnection year give the generation and services that enables year definer high quality programs and services that enables year

month.

Collegie wars development by Thie Heitologic Compositions Convertingermental configured Vederens Spreamate neuron interferencementation of the contribution of product configurements and providing bugge quality mentations and another loss solates to access

College was developed by The literate comparison survivolated and and technology Who developed the program?

WE WILL COMPARE NO JUST PERSONALIZZ Compare with allows, machineses in difference ways. Whiteseest your structures making and containing comparements with size the standard barrier induces on barrier and barriers and barriers and containing. programs and services for order infairs. College will affect senderen in Offerent ways. Whatever your strutters major be the Offset concentration will give the num a bester thanks to been your good interests, rench and protected, and better claim for your hance. In operations is sender, your plot that you way not be parameter convensions will give the suff a locate chainer to leave your memore work works and protection. and better plan for your haves, it opens ways to errors your tights, you way to be aware of within or sumade our community. College has believed resources when ways to develop desire early What will Collage do for residents? and boliese plan for your beam. Is openn ways in writch your life due, you way not be aware of writen or manifele our community. Calling has helped readering who wont to develop their users footbill and welfness users due new include researching yearby materials and welfare users. Induses or white or institute our interestantly. College has befored residence who work is develop their own for the and wellness yours that may include the entries. A meet such a herizer broadeder of enclose height and sectorem plane this may table prevention bably materialise under the indexe tracers, merchance, and characterized and the later prevention in the sector planets and the and the memory interview. An experimentary cancelosty is un a term planet. On its develop program and any loss with interview building works and under a detail. variatio and internets, summinger cameroury is in a second P SerVices Does with improve basisfry agoing and spatiary of Me.



THELF COLLAGE: Key to Healthy Aging Messawinster Canterbury is embarising on an important trained in immuse resident beats - Total person biotecous - Manbar to imperiore resident beam - Total Person Vetboard-Headory Apply in spirit, mind and body: "This is powerful study - shad uncome communic communic states transformation - total state and states and Aging in spars, minut and lody: "This is powerful study: "All Biotness Committee Chair Soo Machematic The COLLACS program danaa readensi foxard helo. Here we don'i juu naardan, we get the opportunity to get healther and low better How can you bear that?" COLLAGE: The Art and Science of Healthy Agingo Exclusions: The and two assesses to meaning regime. Patenter dy domainer au premiumer catentral found Baarning Catentral for premiumer catentral formation crass a suscess company of suscess of suscess of suscess of Heatministic Cancerbury recently became a minimizer of COLLAGE, a national consolution of nearly 50 minimizers of a second sec COLLAGE, & navaral consolution of nearly differences of commutatives in 19 states dealcated to transmission manufacture of the states of the states of the transmission manufacture of the states o Through confidential one on one conversions with raised Through combannal one-do-the comerciations with france stab members, Daricopanic provide micromatics about their Ban memory participants provide mountains about the interests, needs, experiences, pressences and challenges as academic acts to character, and challenges as every a construction of the second of the se Resolvers but help to identify and provide goats in anial they are have exactly and to develop personal and the develop p Water environation may not have housed on and to develop personal methods faits. Aggregate data softward dimoval control and store metadate metadate metadate on mutde a feature resolution metadate metadate metadate on mutde a feature resolution. Rerobics members fains. All proprie Outs Softward Unough conversions With residence yields insights to Build a bener fainer, danies and denote of temperature to the temperature family. when the amount of the systems in the system is a new second state of the systems in the system is a new second state of the system is a n For new resident Arthur Print, COLLAGE use in important Part from resultant Ammen Prome, CALLAGE Wass in Proposition Brief step in developing the cost plan for healthy agong Sha and non-faces in America Constants and Promotion in Macorenauty Sha have step in developing her own plan for heavily aging 30x for the farm in Arnelia County and moved to Heavilyaging 30x Instruct

Spring 2009

top hav norm in Arnolds County and mining to Meanmond in Canterbury bay 2010 sharp the sharp and about COULAGE exact or no device a count are about to be and about COULAGE in and a sharp Camerbury loss year soon over, the read about COLLAGE Reading that whit's good for the body is good for the solution over test areas and for loss first stars compared by the solution COLLAGE helpert Anthon Britship) é personal resilites (MAD Lenten Lecture COLLAGE helped Annea establish a personal medices plan inar addresses new goals—so avise her be stor; resume her polinical hobby and incorporate filness (hrough meshly to Du classes ac Nesimmater Canterbury's newly resovated Pinness Center

The COLLAGE program as Memmins tamas The COLLAGE program as Memmins'er canterbury began in October: As of March, 80 residence has participated in confidential COLLAGE conversations. COLLAGE supports independence, Residence has a participated in confidential COLLAGE conversations. The COLLAGE program as Veterminister Canterbury Degrin in October. As of March, 80 residents Auto Participated in confidential COLLAGE conversations COLLAGE supports independence, Resoluting and choice for all residents.

meaning mut unsu's good for the body is good for all she volumeered for her first COLLACE conversion



Volume 33, Number (

Men's Carrett

Issues Lunch

Friday - Norn

Woochworking

- remind Bill

wid Bridg

(Watth

the all

Tai Chi

9:30 a.m.

Other Marketing Initiatives

- Working closely with other departments
 - Sales, Recreation, Social Work
- Staff referrals
 - Residents who would benefit
- Resident Events
 - Resident Wellness Fair, Fitness Center Open House
- Resident Meetings
 - Resident Board and Committee meetings
- Pilot Group
 - Keeping the pilot group up to date and sharing information





• "You are just trying to move me"

- - Keep residents independent for as long as possible
- "I am satisfied with my life already"
 - Personal and community wide advantages
- "Too busy"
 - Finding a time for each resident
- Confidentiality
 - All information is encrypted
- "What is in it for me?"
 - Reports, resources, wellness goals





What Residents Receive

- Personalized report
 - Healthy Aging Plan At a Glance
 - Healthy Aging Plan Resident
- Relevant resources
 - Programs/activities in or outside community
 - National Institute on Aging
- Wellness goals
 - Created with resident during conversation
- COLLAGE folder
 - Keeps all COLLAGE information together







Suggestion Matrix

- Includes resident suggestion, date, responsible manager, follow-up date, manager comments
- No resident names
- Examples:
 - Ø Resident would like exercise class in the late morning → Balance class added from 10-10:30 am 2x/week
 - Ø Resident does not like intergenerational fitness class → Discussion with Child Development and Fitness Staff
 - Ø Speed bumps on campus hurt cars/tires → new & improved



14-14-14-14-14-14-14-14-14-14-14-14-14-1		Martin and a state		
(Casterpord		Resident Suggestio		
		he contend participation		
Reporting Reliant wast non-Ethildeen firmghouthi campu-	Eute	Responsible Managor 3	fuller op Bake	Manager Commonts
	82-288	Mariak Profile		
Resignat world the CPB alone the satisfance.	82.088	Have Lords		
Retirent trends the mere information about man call instands.	60.1888	Harish Portlan		
Revisions would like marking characterize allowers with your dramps to the memory.	12.000	Robert Auflates		Wethers Team's discussing this area. We do not here the staffing is track closers in the after mean convexity but will consider the and with report back.
Records would that to go to program as V.P.C.miller Common- Sacregorithm Opens Records etc.	42.004	inter Instanction (), do		
Revision would like to have Transity eight buffer costable to the		Maxwell.		
Print and the engine states in the last assessing.	82.008	Policitude III		Added a Richman Class New York, Website Annual Super-section
Research & Comparison in Read for Internet of the Annual State	92.000	Baller & Auditors		Added a findance of the West of the State of the State of the State
shad-will so shed shartler an aread.	82.088	ADDAT ADDAT		Contractive working with Datase forms for a solution in these
childs should work on prepares for builds freeh, ow [1] and		Stille School Tectore		
ingel.	80-098	- Whiteen:		
Soud lengt on Administry Tateshay Replace controls	4707984	Chile Ripschutz		Wep lossy presumment to the rise. #30001111/00
involute result files in our 19 and 29 ments around an egenes	ALC: COMM	Not History Wills Scient		
he builder ind her a WUS. Relaxit work the us on IT dat's press talkand is induced	#Decision	hilehit		
45.	422.008	Advet Man		Pic additional dial's member to hedgel, by the percess
Research Donks Bases science/To a Normitch John - Doned to meadance. Would Nay to not enter indexpetitional programm that long with Daviened Case & Decelorer makes of the follow study.	92/38	Tetra isoba'thea ibak		
	10,000	Re later		
Related would like to see improvement to security makes your of	42-344	Chie Ruschus		
Prand this is "headsy" for conductionly some to WOR (increased) man to advise our typics first FMV regression trajection, say	10.000	Louise Grouter		
Manufacturian Ramadran in "Processed, Iwa San", avail 1964 in an 3- ing Madya with later is small of regionale process.	10.000	Lasta Decilo		
Electrospectroldanis in many name holges at a rains and gatherings without 19 idents	10.000	Nixi Astron Tran 194		
Resident Foreign.	- No. 1998	Debra hapless & Laws		
Record random the term driving frances for the second second to a onger server of the term inducts a low driving project. Second random like second shape (shares in the "Publications Marked" communicational of Reclarate 1 and	\$2.088	Include and American		Fare of Start, Schwerzige case based and its autority Will you
	MOORE	Rafeet Address	115588	andle stoon less 2001
Conditions in Marca Advects consigning a channel	817798	Select Assistant Direct Role		



Resident Reflections

- ü "I felt so free when I was done with my conversation it was as if everything was laid out on the table and I had someone there willing to help me with things of concern. I left there feeling so free and unburdened. It was a great experience. Everyone should do it."
- ü "Go with it! Lives of residents, present and future, will certainly benefit!"
- ü "I never knew there were this many resources and activities in our community."





Resident Reflections

- ü "I think COLLAGE is helpful to understand yourself more."
- ü "I appreciate the opportunity to assess my life style."
- ü "The conversation was delightful."
- ü "It is nice to know you really care."
- ü "If everyone would do this they'd all live forever."
- ü "I felt much more positive about life afterwards."



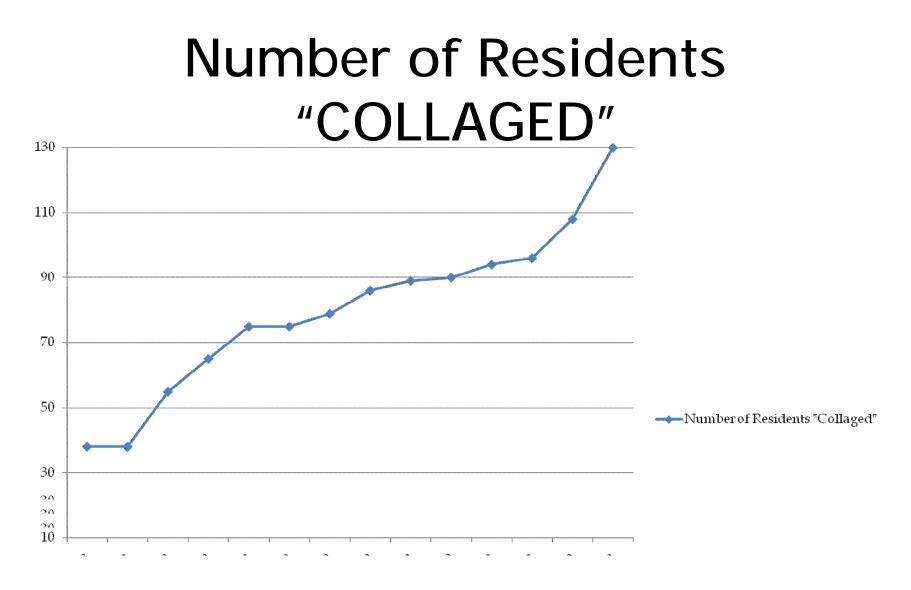


Staff Reflections

- ü "It has been rewarding for me to see the renewed interest that residents are having in owning their individual health and wellness as a direct result of participating in COLLAGE."
- ü "It has been gratifying to see residents realize their own goals in areas they may not have focused on otherwise."











Thank You!





