

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 → Residents Board → Pilot Group → All residents



WELCOME TO COLLAGE

The Art & Science of Healthy Aging

www.collageaging.org

What is Collage?

Collage is a national membership consortium of retirement communities dedicated to improving the lives, well-being and health of their residents. Collage gives you the opportunity to tell Westminster Canterbury about your hobbies, interests and lifestyle preferences so that we know how to serve you better. There are now nearly 50 communities in 19 states participating in Collage.

How does Collage work?

If you choose to take part in Collage, a staff person will meet with you for a one-on-one conversation. Questions focus on your interests, needs, experiences, preferences and challenges. The more accurate our evaluation and information you give, the greater our ability to evaluate and deliver high quality programs and services that match your needs.

Who developed the program?

Collage was developed by The Israeli Corporation (www.israeli.org) and Hebrew Services (www.hebrewservices.org), not-for-profit organizations committed to providing high quality programs and services for older adults.

What will Collage do for residents?

Collage will address residents in different ways. Whatever your situation might be, the Collage conversation will give the staff a better chance to have your interests, needs and preferences, and better plan for your future. It opens ways to enrich your life that you may not be aware of within or outside our community. Collage has helped residents who want to develop their own health and wellness plans that may include preventive health maintenance, yoga, balance or exercise training, nutrition, and chronic fatigue. Armed with a deeper knowledge of residents' needs and interests, Westminster Canterbury is in a better position to develop programs and services that will improve healthy aging and quality of life.

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THE LAMP

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COLLAGE: Key to Healthy Aging

Westminster Canterbury is embarking on an important strategy to improve resident health—Total Person Wellness—Healthy Aging in spirit, mind and body. "This is powerful stuff," said Wellness Committee Chair Sue MacKenzie. "The COLLAGE program directs residents toward help. Here we don't just maintain, we get the opportunity to get healthier and live better. How can you bear that?"

COLLAGE: The Art and Science of Healthy Aging
Funded by donations to Westminster Canterbury Foundation, Westminster Canterbury recently became a member of COLLAGE, a national consortium of nearly 50 retirement communities in 19 states dedicated to improving the health, well-being and lives of their residents.

Through confidential one-on-one conversations with trained staff members, participants provide information about their interests, needs, experiences, preferences and challenges. Residents get help to identify and pursue goals in areas they otherwise may not have focused on and to develop personal wellness plans. Aggregate data gathered through conversations with residents yields insights to guide a better range, quality and depth of services to promote healthy aging.

For new resident Anthea Profit, COLLAGE was an important first step in developing her own plan for healthy aging. She left her farm in Arnska County and moved to Westminster Canterbury last year. Soon after, she read about COLLAGE. Realizing that what's good for the body is good for the spirit, she volunteered for her first COLLAGE conversation.

COLLAGE helped Anthea establish a personal wellness plan that addressed new goals—to revive her life story, resume her painting hobby and incorporate fitness (through weekly Tai Chi classes at Westminster Canterbury's newly renovated Fitness Center). Thanks to Westminster Canterbury Foundation donors, Tai Chi classes soon also will be offered to residents on-site in the Mary Morton Parsons Center.

The COLLAGE program at Westminster Canterbury began in October. As of March, 80 residents have participated in confidential COLLAGE conversations. COLLAGE supports independence, flexibility and choice for all residents.



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



Overcoming the Negatives

- “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

WESTMINSTER CANTERBURY COLLEGE			
COLLEGE Resident Suggestions 2008/09			
Residents will be contacted directly by the COLLEGE team			
Suggestion	Date	Responsible Manager (Follow up date)	Manager Comments
Resident would like to be able to attend the campus	8/2/2008	Shelby Powell	
Resident would like CFB done for resident	8/2/2008	Diane Lewis	
Resident would like more information about new call center	8/2/2008	Marla Perle	
Resident would like more classes in the afternoon they are absent all the morning	8/2/2008	Robert Adkins	Withers Team is discussing this one. We do not have the staff to teach classes in the afternoon currently but will consider if we can't repeat back
Resident would like to go to gymnasium at V.P. L.I.B.E.T.Y. (University) Recreation Facility	8/2/2008	Debra Anderson-Chase, Edie	
Resident would like to have family night held available in the "Fountains"	8/2/2008	Nikki Schell	
Resident would like to see classes on the late morning	8/2/2008	Shelby Powell	Added a Balance class from 10:00-10:30 AM 2x per week
Resident B. 1 year (bachelor) had to have original fitness class C.D.C. (child) and his friend (what they are doing)	8/2/2008	Robert Adkins	currently working with them from his address in this
Resident would like to go to program for healthy food, car lift and	8/2/2008	Nikki Schell/Melissa Whitson	
Found bumps on Residences (Temporary) Big down concrete	8/2/2008	Chris R. Jackson	They have been removed at this time. 4/8/09 1:11:00
Resident would like to see 20 and 20 minutes program	8/2/2008	Debra Anderson-Chase	
Resident would like to see an IT staff person dedicated to resident	8/2/2008	Robert Adkins	no additional staff available to budget for this position
Resident thinks there should be a Spanish class offered to residents	8/2/2008	Diane Lewis/Chris Edie	
Resident thinks an on-site educational program (adding) will be useful	8/2/2008	Elyse Myers	
Resident would like to see important to residents (adding)	8/2/2008	Chris Edie/Debra	
Would this a "Workshop" be conducted on-site to W.M. (Residence) for an add-on (again) the V.M.P. (again) again (again) (or)	8/2/2008	Laurel Ferrell	
Informational information in "Workshop" for "Work" (adding) there are 4-5 long books with information of residents (adding)	8/2/2008	Laurel Ferrell	
Informational information in "Workshop" for "Work" (adding) there are 4-5 long books with information of residents (adding)	8/2/2008	Debra Anderson-Chase, Edie	
Resident would like to see along facilities for some residents for a longer period of time for people (non-graduate people)	8/2/2008	Debra Anderson-Chase, Edie	
Resident would like to see more things (on-site) for the "Workshop" (adding) at Residences (adding)	8/2/2008	Robert Adkins	
Resident would like to see more things (on-site) for the "Workshop" (adding) at Residences (adding)	8/2/2008	Robert Adkins	1:13:00
Resident would like to see more things (on-site) for the "Workshop" (adding) at Residences (adding)	8/2/2008	Debra Anderson-Chase, Edie	



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.”

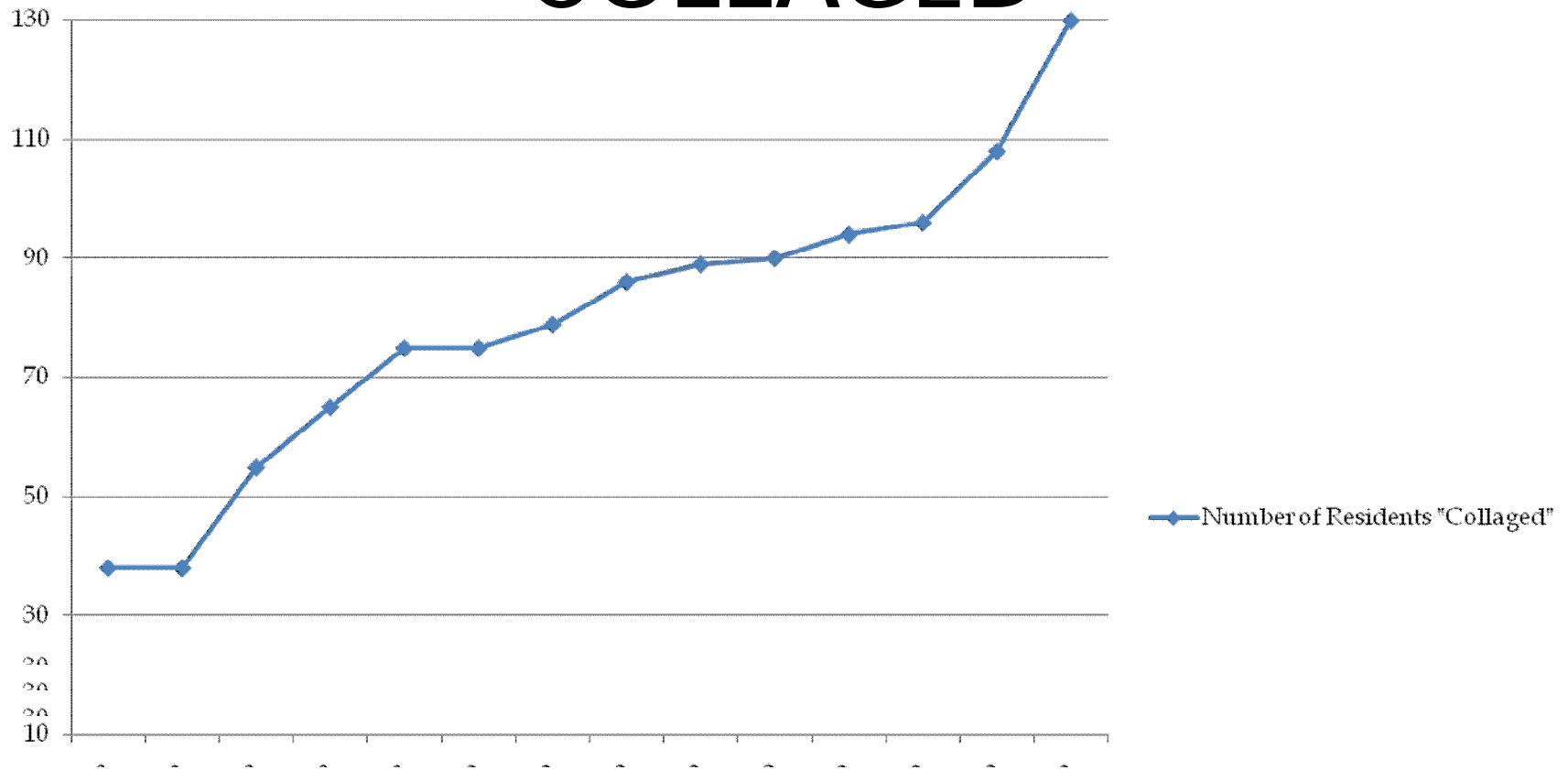


Staff Reflections

- 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.”



Number of Residents "COLLAGED"



Thank You!

