

We are taking over a week traditionally dedicated to skilled nursing and focusing it on all senior care settings! This packet includes resources to help you celebrate caregivers, and support residents and families during Long Term Care Week, which takes place May 10-16.

**RESOURCES:**

* **Template advertisements:** Add your logo and place a paid advertisement in your newspaper.
	+ [*Download a .zip folder with 3 different size ads in color and black/white*](http://www.leadingagemn.org/assets/docs/LTCI_Ads_-_PDF.zip)*.*
* **Template letter to the editor**: Personalize this letter and submit it to your newspaper.
* **Template social media**: Use these posts and tweets as is or be inspired to develop your own.
* **Suggested activities:** Use this ideas that balance physical distancing with ways to connect.

**PROMOTION TIPS:**

* Plan a daily activity to celebrate the week and share images on your Facebook page.
* Invite family members to send special messages to residents and staff and announce them daily over the intercom or post them in a heavily trafficked area of your setting.
* Provide a free staff meal or snacks to celebrate your staff.
* Make signage and post throughout your building showing appreciation for staff.
* Seek quotes from residents and/or families about your staff and share them on social media.
* Show appreciation for your staff by sharing photos of them on social media and thanking them for being a member of your team.
* Use #thankacaregiver in all your social media posts.

**LONG TERM CARE WEEK (MAY 10-16)**

**Sample Letter to the Editor**

The coronavirus has changed all our lives, but none more so than those who live and work in senior care settings and their family members.

May 10-16 is traditionally known as National Skilled Nursing Week. But here, in Minnesota, we know that our elders and caregivers *in all senior care settings* deserve to be honor, recognized and celebrated.

Please join us this week to make them feel special by sharing, connecting, and supporting seniors who live in nursing homes and assisted living—and those who provide them with care, services and support.

**Share:** There is wisdom in aging—whether it be from an elder who shares their experiences of a life well lived or the caregivers who learn from them, care for them and make a positive difference in their lives. Take time this week to share through social media or in conversations how a senior or a caregiver has made a difference in your life.

**Connect:** We urge everyone to virtually visit or call a loved one, family member or friend residing in any senior care setting. Engaging in a conversation or participating in various virtual activities will unite those in need of our continuing love and support.

**Support**: Join us in thanking our health care heroes—the nurses and nursing assistants, nutrition and dietary aides, home health aides, environmental services staff and all who work in senior care— during this week. They come to work when it would be safer to stay at home. They provide human connection alongside quality care at a time when visitor restrictions physically separate seniors from their loved ones. They have earned and deserve our respect and appreciation.

**LONG TERM CARE WEEK (May 10-16)**

**Sample Social Media Posts**

**Facebook Post:**

During COVID19, in nursing homes, assisted living buildings, or seniors’ homes, life goes on and loves gets shared every day. It’s important to pause and celebrate our seniors and staff in senior care during Long Term Care Week May 10-16. Join us in acknowledging these special people through a card, an email, or a call. #thankacaregiver #bettertogether #stayconnected

Help us celebrate seniors and senior care staff during Long Term Care Week, May 10-16. Send a card, share a call, or do a Facebook post this week to say Thank You, I’m Thinking of You, or You’re Special. #thankacaregiver #bettertogether #stayconnected

In honor of Long Term Care Week, we say Thank You to our dedicated team, the work they do, they support they give and the difference they make. We deeply appreciate them! #thankacaregiver #bettertogether

**Twitter Post:**

Celebrate our seniors and staff in senior care during Long Term Care Week, May 10-16. Acknowledge these special people through a card, an email, or a call. #thankacaregiver #bettertogether #stayconnected

This week we are celebrating Long Term Care Week! Support long-term care residents and staff. Send a card, share a call, or do a Facebook post to say Thank You, I’m Thinking of You, or You’re Special. #thankacaregiver #bettertogether #stayconnected

In honor of Long Term Care Week, we say Thank You to our dedicated team, the work they do, they support they give and the difference they make. We deeply appreciate them! #thankacaregiver #bettertogether

**LONG TERM CARE WEEK (May 10-16)**

**Sample Activities List**

*Note: Remember to follow social distancing and protective equipment guidelines. Staff and residents should wear face masks during one-on-one activities and participating in an activity within your building.*

**Share a movie**

* Watch a movie online with family or friends while on the phone together.
* Create a list of Top 10 favorite movies by asking residents and staff to contribute their favorite movies, selecting the most shared titles and then asking everyone to vote on them.
* Play a movie that residents can choose to watch from their rooms​.

**Share a memory**

* Encourage residents to share memories with family by looking at a photo album via Zoom, Skype or FaceTime.
* Ask residents if they have photo albums in their rooms that they can share with you. Encourage staff to share photos with residents and stories about the photo.

**Share a meal**

* Invite family members to share a meal with residents via FaceTime, Skype, or Zoom. Invite family members to have a favorite meal or dessert delivered so everyone can eat the same thing.
* Provide food to staff in celebration and appreciation of their efforts.
* Invite family and community members to send in food from local restaurants that deliver.

**Share a song**

* Help residents create and listen to playlists of music they love.
* Host a sing-along by providing lyrics and then playing music over an intercom.
* Find local performers, friends, family members, or staff who have musical talents to perform virtually for residents.
* Utilize free online resources like performances from The Metropolitan Opera, Paris Opera, Philharmonic Berlin, Broadway performers, and more.​

**Share a story**

* Have one person start a story and pass it on to the next person to add to it.
* Pick a theme like travel, school reunion, lost love, the time you got in trouble, worst job, etc., and gather the stories up to tell each other or share in a newsletter or blog that residents can see.
* Help residents select an audiobook they would like to listen to and listen to audiobooks together.
* Watch some of the online musicals that are being aired.
* Create a community newsletter, and ask residents to contribute stories, thoughts, ideas, jokes, or drawings, if possible, print and distribute the newsletter to all residents.

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**Share a laugh**

* Ask residents to share a riddle or joke. Select the best joke of the day and find a way to share it with others.
* Provide clues about staff members and have staff and residents guess who it is.
* Ask each resident to share something funny, unusual, or unique about themselves that others may not know and have others guess who it is. ​

**Share a game**

* Encourage residents to play online games with family or friends in or out of the building including Trivial Pursuit, Name That Tune, Charades, Jeopardy, Virtual Bingo, etc.
* Play cards or other one-on-one games with staff and residents, as time permits.
* Engage residents in hallway games such as Bingo, MadLibs or other community activities, if possible. ​

**Share and connect with the outside world**

* Encourage children to write notes, upload a drawing, or send a short video to residents in your community.
* Visit world-famous museums or libraries (Library of Congress; UN World Digital Library) virtually. Use our [**Virtual Adventures**](https://www.leadingagemn.org/assets/docs/2020_VirtualAdventures.pdf) resource as a guide.
* Watch webcams from all over the world, including zoos, volcanoes, the International Space Station, and more.
* Live stream local religious services. ​

**Share ideas for connection and support**

* Ask residents to share their ideas about how they would like to connect to others in the building and/or their family and loved ones.
* Ask family members and friends how they would like to stay connected to their loved ones in your building.

*Source for Activities List: AHCA/NCAL – Share Our Wisdom, April 2020*