"Building the Community Connection"
Exploring Creative Ideas to Incorporate Relationships from the Greater Community into your Home

Focus Conference - 11-19-15
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Introductions
• What role do you fulfill in your community?
• MY role as your presenter today?
• Why is there a need for outreach in our communities?

Agenda
• Explore the foundation needed to collaborate
• Identify the different opportunities available to build community connections
• Recognize the benefits of intergenerational programs and a broad range of community support
• Be able to develop a plan to empower your team leaders to increase community involvement
Leader

• Community Outreach Coordinator
  • Qualities needed – innovative, tries new things, sets the bar
  • Showcases the facilities values
  • Knows when to dial back, understanding when to back off and when to move forward as a team player
  • Never publicly complains
  • Works for the greater good
  • Knows how to give and receive praise
  • Can handle criticism
  • A good problem solver
  • Has a sense of humor
  • Trustworthy

Customer Service

• Start seeing the resident as the Customer!
• Always be respectful and courteous
• Learn from them.
• Get to know individual interests and past involvement in the community
• Partner with them, use what you learn to engage them
• Empower them to help the community

Setting the Stage

• Resident Council
  • Introductions
  • Empowerment
  • Education about possibilities
  • Invitations to connect with others in the community
Organizational Structure

- Operations
- Organizational Development
- Strategic Plan
- Philosophy
- Culture
- Commitment

Mission & Vision

- a vision statement expresses an organization's optimal goal and reason for existence, while a mission statement provides an overview of the group's plans to realize that vision by identifying the service areas, target audience, and values and goals of the organization.

Environment & Atmosphere

- Culture
  - Overall feel of your home and the people
- Be a secret shopper
- Space availability & Size
- Comfort level
Relationships

“Relationships are not only the heart of long term care, they are the heart of life.”

Carter Catlett Williams

Community Relations

- Building relationship with others:
  - Team members
  - Volunteers
  - Family
  - Churches
  - Schools
  - Businesses
  - Organizations & Clubs

Intergenerational

“Somehow we have to get older people back to growing children if we are to restore a sense of community, a knowledge of the past and a sense of the future.” – Margaret Mead
Summer School

Blending Their Voices

Community Space

- Inviting organizations & clubs to use your space
- Examples:
  - Quilter's Guild
  - American Legion Women's Auxiliary
  - Girl Scout Troops
  - Boy Scout Troops
  - Yoga Class
  - Community Coffee Club
  - Resident card clubs and sewing circles....

Engaging Environments

- Vignettes –
  - Examples: June is Dairy Month
  - Dog Days of Summer
  - St Patrick's display
  - Valentine Kissing Booth
  - Red Hat Social
  - National Nursing Home Week Photo Booth
Art

• Intergenerational Art Show
• Painting Class
• Lodi Ag Fair Senior Exhibit entries
• High School Art Class demonstrations
• Intergenerational Art projects:
  • Collaborative Arts
  • parade banners
  • Tree branches and leaves

Music

• Soon To Be Famous Band Concerts
• Lodi Middle School Band
• Piano Recitals
• Spontaneous piano players
• Monthly entertainment with students and visitors welcome

Sports

• Team visits – Football players
• Car Show
• Tractor Show
• Intergenerational Bowling, Volleyball, circle games
• Videoing games and events
Education

- Wisconsin Council for the Blind demonstrations
- Audiologist demonstrations
- Dental Hygienist presentation
- Senior College courses
- PSR Students
- Collaborative Summer Library Program
- Women’s Club Readers

Service

- YMCA Healthy Advice Project
- Reach Out Lodi
- Geno’s Elementary School Senior Volunteer Opportunity
- Quilting Project

Community Events

- Community Fair
  - GSS – Lodi Scholarship Pie & Ice Cream Stand
  - Senior Exhibits
  - Going to the Fair
- Fall Festival
- Susie the Duck Days
  - Parades
Community Involvement

- Incorporating tradition and community events into your home (examples...)
- Organizations with a connection,
  - clubs or groups looking for service projects
  - Ministerial Association
  - Women’s Club
  - Christian Women’s Groups
  - School District
  - Yellow Thunder Snowmobile Club
  - Scouts

Making your home the place to be

- Purposeful, meaningful, engaging opportunities
- Campfires
- Breakfast for the Guys
- Cook-Outs
- Pets – horses, sheep, calves, dogs, birds, rabbits, kittens

Exploring the possibilities:

- Who are your customers?
  - What do the people living and working in your community like?
  - How can we make a community connection happen?
  - What resources do we need to make it work?
Action Plan

- Start small, one project at a time
- Have clear objectives
- What would be possible in your community
- Who will work on the project
- What is the timeline
- What resources are needed
- Communication

The Impact

- Marketing
- Increased overall awareness of the elders living in a care center.
- Growing compassion and understanding by all involved
- Empowerment
- Engagement in life at all stages of life

Resources:

- Pioneer Network  www.pioneernetwork.net
- The Legacy Project  www.thelegacyproject.org
- Generations United  www.gu.org
- Healthcare Associations
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