

It's Our Week

This is National Nursing Home Week, and it is always a time of high celebration throughout Life Care Centers of America. It is a week of fun, games, parties, community events and media opportunities, and we should take advantage of the spotlight.

"Taking Center Stage" is the national theme, and the public relations department of Life Care, under the guidance of Cari McGlamery, the director, prepared a kit chock-full of great ideas to make the celebration this year the best ever. The material was distributed weeks ago in order to give facility staffs ample time for preparation. The events – with recommendations on how to implement them – include Mother's Day brunch, theme days (such as the Roaring 20s or Doo Wop 1950s), community theater, Secret Pals, Casino Craze, scrapbooking, sporting events, bake-off, cruise around the world, history through the eyes of residents, awards night, senior prom, artistic creations, the name game, hat history, the Big Top, pajama party, talent show, health fair and department days, along with others.

The media will respond to these celebratory activities with a focus on our residents.

This is also a better-than-usual occasion to highlight residents with interesting stories in their lives or outstanding people they have known. These features light up a newspaper page or television screen because of their human interest appeal.

Recognizing your monthly Whatever It Takes winner, whose exploits go above and beyond their job responsibilities, is another way to gain extra attention during National Nursing Home Week.

The observance, of course, underscores the many positive aspects of life in a nursing home – and helps the media and the public to understand that long-term care is different than it is often portrayed in negative reporting.

Have a great week, everyone! You deserve it.

--Beecher Hunter