2014 Showcase Award Winners

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| The Public Advocacy Showcase Awards were created to recognize CAHF member facilities, chapters and regions which create positive awareness of long-term care. |  |  |
| **Typhoon Haiyan Relief Trip CAHF’s San Diego Chapter, the San Diego Health Care Association** In November, 2013, Typhoon Haiyan devastated parts of the Philippines, and CAHF’s San Diego members responded by collecting boxes of donated stuffed animals and clothing. Past Chapter President Scott Tarde hand-delivered the donations along with $14,000; with more cash and supplies sent later. Staff, families, residents, nurses, community leaders, religious organizations, schools, elected officials and others got involved. Several facilities in the area served as drop-off locations.  **Connecting Through Flowers The Forget Me Not Foundation, American Medical Response, Vi at La Jolla Village, San Diego** The Forget Me Not Foundation, American Medical Response and Vi at La Jolla Village – with help from a host of community members – collected donations of large flower arrangements from weddings, corporate events, fundraising galas and other celebrations and delivered them to nursing facilities, where residents disassembled the arrangements and used the still-fresh flowers to create new bouquets.  The flowers establish a very quick connection between the residents and volunteers. The colors and scents evoke shared memories. Everyone collaborates on flower selection, placement and the creation of bouquets – thereby establishing new memories. Thousands of bouquets and countless smiles have been created. The project has attracted media coverage, and videos are posted online.   **Senior Health Workshops Copper Ridge Care Center, Redding** Three to five times each week, throughout the year, the facility provides an outreach program to seniors in the community, reaching as many as 250 or more each month. The program is primarily targeted toward economically disadvantaged older adults and people with disabilities who live at senior apartments and other senior communities.  The facility provides lunch and brings in guest speakers on topics such as healthy eating, diabetes management, exercise, physical therapy, infection prevention, mental health, community services, fire safety, safety and crime prevention and many others. This program started as an effort to visit discharged former residents – many of whom lacked social activities – but it continues to grow and now receives support from throughout the community.   **Farmer’s Market Community Outreach  Mission View Health Center, San Luis Obispo** About 10 to 20 residents – both higher and lower functioning – hand-make their “Helping Hands” soap during activities each month. It is a collaborative effort that includes choosing fragrances, mixing ingredients, pouring the soap, painting labels and wrapping, Two or three times a month, a smaller group sells the soap at several local farmers markets.  The farmers markets draw many local people as well as tourists, and these outings are a wonderful opportunity for residents to be seen in a positive light. The group utilizes public transportation to get to and from the markets, and sometimes family members come along. Residents donate all proceeds from the sale of their soap to local charities of their choice – more than $1,000 in 2013.  Organizers of three farmers markets in the area have been very helpful in including the residents. There is plenty of positive feedback every time, and the facility gets the word out about its programs. The residents are very proud of their accomplishment, and even those who don’t participate are eager to know how the sale went.  **Award Celebration via Skype Golden Living Center – Hylond, Fresno**  When legislative duties at the Capitol prevented Fresno Assemblyman Jim Patterson from attending this facility’s AHCA Silver Quality Award presentation ceremony, facility staff and staff at the assemblyman’s office utilized the Skype Internet telephone and video service to solve the problem.  By way of a laptop computer and a large-screen TV, Assemblyman Patterson spoke to the facility from Sacramento, while a field representative from the assemblyman’s office presented a certificate on site before a group of 75 people. Better yet, one of the assemblyman’s former university professors – now a resident at the facility – was disappointed that Patterson would not be able to make an in-person appearance, so staff arranged a private Skype visit between the two.  Assemblyman Patterson has since told the facility executive director that that initial Skype experience has led him to use Skype more and more to connect to his constituents. |  |  |