Launching a Memory Café

A Collaboration of the Massachusetts Department of Developmental Services

And

Jewish Family & Children's Service of Greater Boston

Training Produced by the Center for Developmental Disabilities Evaluation and Research







Launching a Memory Café







Please note: This video is edited from a live training session held March 2016 in Shrewsbury, Massachusetts.







First Steps, Sustainability & Inclusiveness

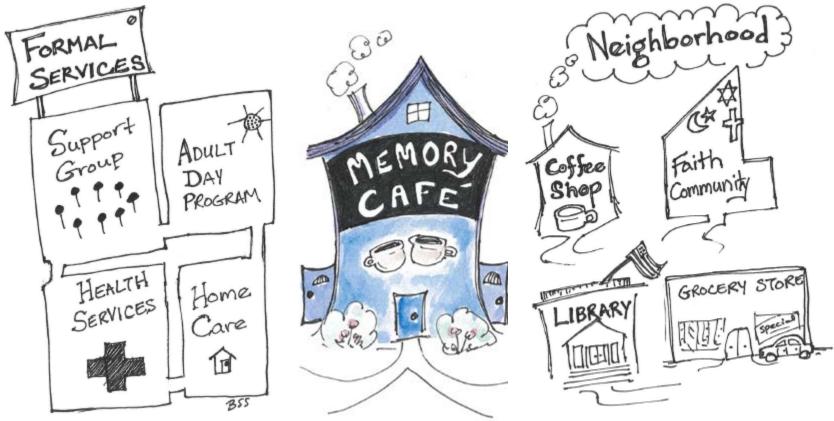
Beth Soltzberg, MSW, MBA Manager, Alzheimer's/Related Disorders Family Support Program







A memory café is a welcoming **social gathering** for **people living with dementia** and their **care partners**.











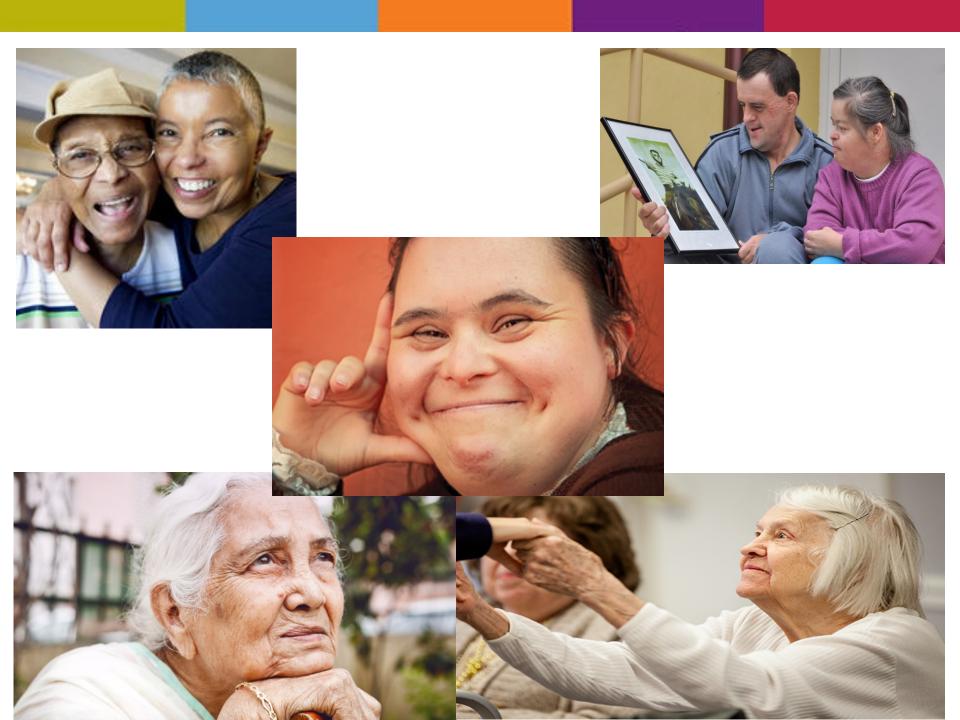
Collaboration of Aging and Developmental Disability Communities:

First in the U.S.









Where we are coming from

DISABILITY SERVICES

Focus on active adulthood: work and ADL skill acquisition

Staffing usually for an active group, not 1:1

Family may/may not be involved

AGING SERVICES

Focus on retirement: skill maintenance, dignity

Often live in own residence

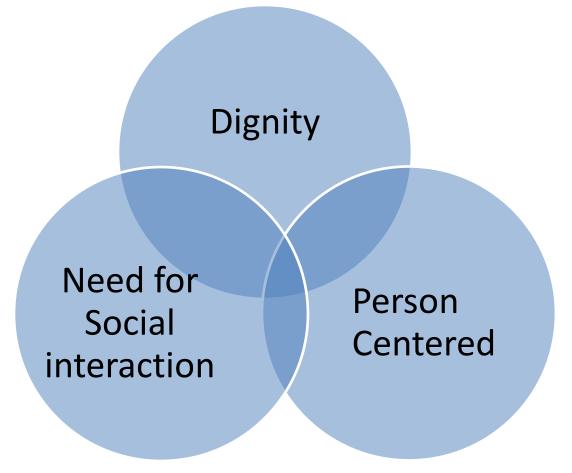
Spouse, adult children often involved







Common Goals



"Nothing about us without us."







Tips to support inclusion

- Get to know other providers
- Clearly define target population
- Assume knowledge gaps use clear language
- Be clear it is an activity for individual and care partner
- Seek volunteer, family or staffing support so that group home residents can attend
- Café publicity should state universal rule: care partner must accompany those needing personal care assistance







Memory Café: what IS it?









A welcoming social gathering









For people with dementia AND care partners









Dementia can be due to any condition, and at any stage



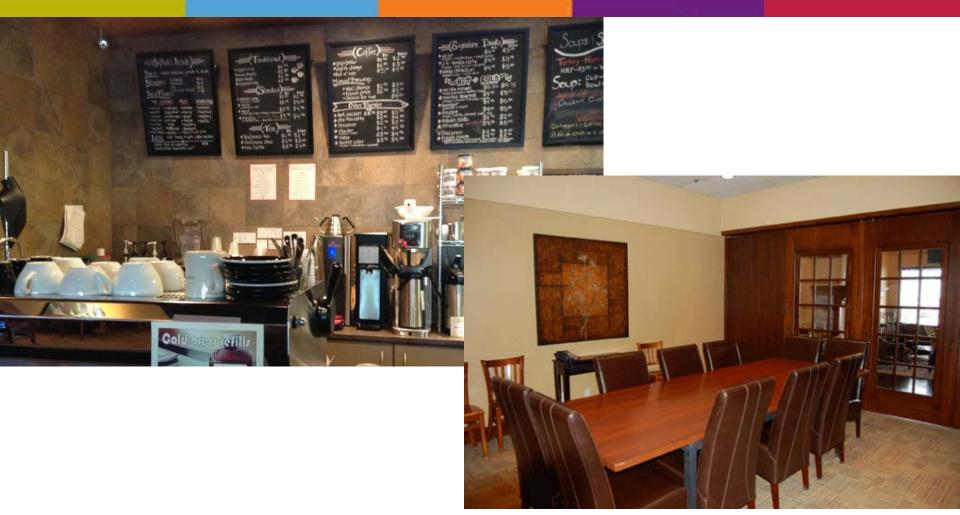




No one is asked their diagnosis. JF&CS







Meets in a safe, accessible community space.









Activities are geared to a wide range of cognitive abilities.

JF&CS



Strives to be inclusive –
Physically accessible, free of stigma, and culturally competent.











Volunteers are a plus! JF&CS





What a Memory Café is NOT

A facilitated support group

A drop-off respite program

A marketing opportunity







What's in a Name?

Alzheimer's Café Vs. Memory Café







A café network can help

The Middleboro Gazette Location:

Memory cafes

WALTHAM - Coffee,

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Alzheimer's disease.

By Gerry Tuoti

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Thursday, December 03, 2015 MIDDLEBORO, MA

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How a network can help

Sharing ideas

- Quarterly café presentations
- Technical assistance
- Establishing norms and standards



Sharing resources

- Online café directory
- Guest artist directory
- Support for grant applications

Spreading awareness

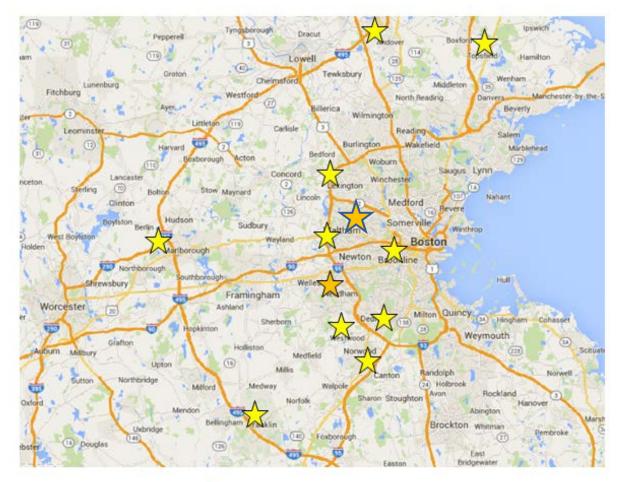
- Public outreach
- Facilitating referrals
- Encouraging development of cafés in diverse communities







Greater Boston: Percolator



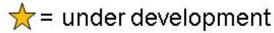






Table Topics

What foods taste like home?









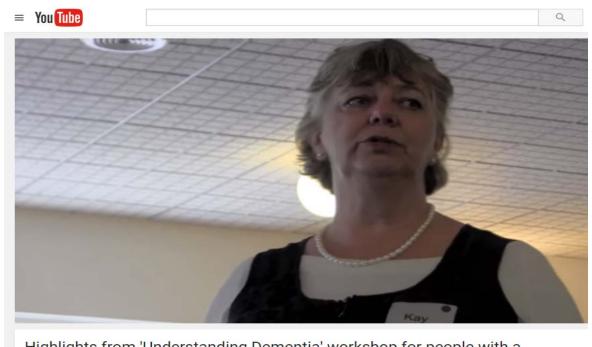


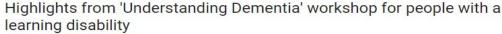




Not stigma but a need for information

Peers with DD may benefit from education to help them understand dementia and how to support people in their life who have developed it.











Memory Café Ingredients







Space is easy to maneuver, with clear signage (where possible, pictures, not just words.) Family bathroom are a big plus.

Enough volunteers/ staff to greet guests and help everyone stay engaged.





Information/resources are available for those who seek them, but can be avoided by those who don't







Facilitators set a tone of "dignified playfulness"



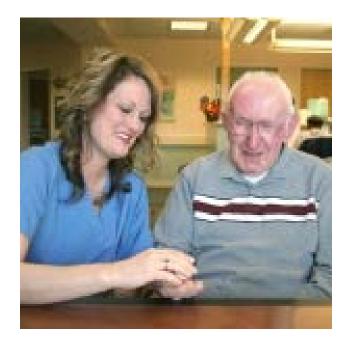








Time Slips



Story Telling Program







Facilitators offer many pathways to help guests feel successful









The environment is normalizing, not clinical

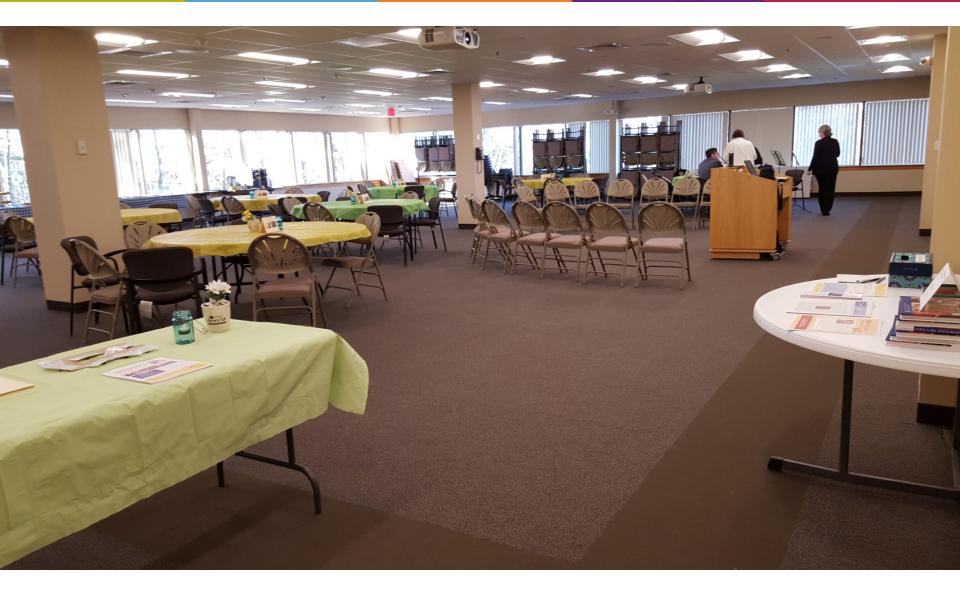


"The best cafés are those where you can't tell who has the diagnosis and who doesn't."

- Jytte Lokvig, Alzheimer's café pioneer















Let's get started!









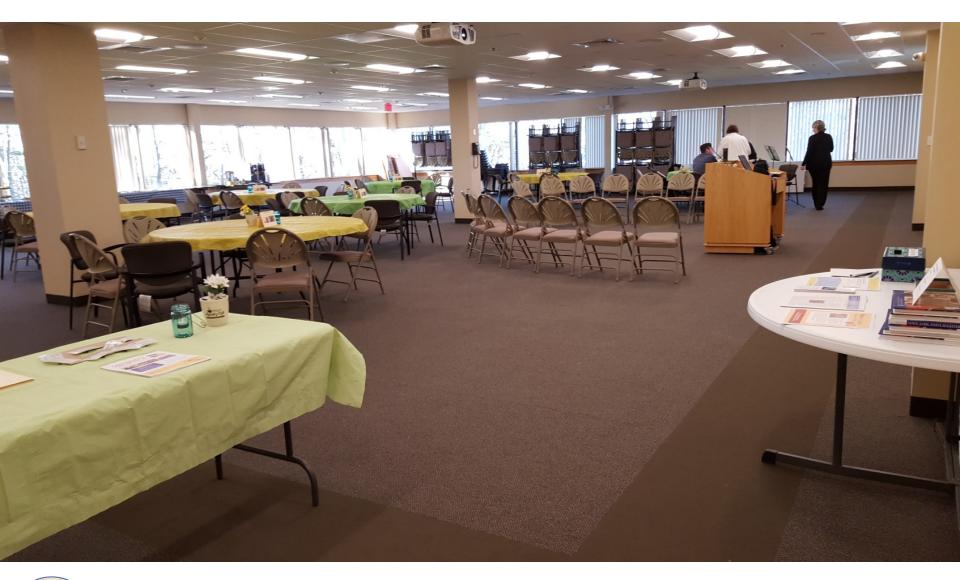


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It's closing time!

Thank you Memory Café
for visiting Memory Café

We hope to see you again next month, on Friday, May 6, 2016

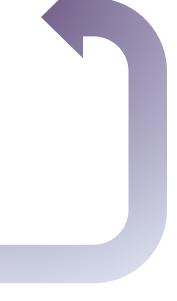


in Waltham



- 1. Where
- 2. Who
- 3. When
- 4. What
- 5. How

Evaluation









Where (location, location, location)







Memory cafés have been held in coffee shops, museums, senior centers, community centers, churches, etc!











Is the space:

- Available free/in-kind donation?
- Convenience of location for staff, guests, volunteers
- How is the location viewed by potential guests? Is it strongly associated with one sector of the population? Is it seen as a clinical, or as a social space? If it is a residence or adult day program, will guests with milder dementia be put off by the association with services they may not use?
- Fully wheelchair accessible?
- Parking
- Availability at different times of day
- Will this space be available on an ongoing basis?







Who







Guests

- How will they view the location?
- What café name would appeal to them?

Key referral sources

- How/when to engage them in the planning process?
- Should co-sponsorships be considered?







Write up your café's basic information and guidelines, and share this with referral sources. Include:

- Those interested in bringing a group must contact the café coordinator to discuss this.
- Those needing personal care assistance must bring a care partner.







Volunteers

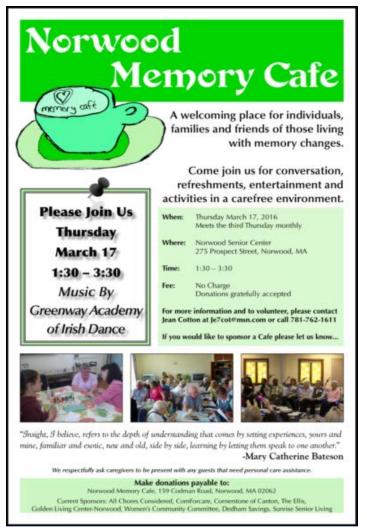
- What are their needs and interests?
- What sort of training do they need?
- Make sure they understand the role.
 Not everyone wants to co-host a party!







Can volunteers run a memory café?



Yes, but institutional support is important for long-term sustainability, and to help with clinical issues if they arise.







When







Consider the day/ time that works for the space, the staff, prospective guests, and prospective volunteers.



Most cafés are 1.5 to 2 hours long, monthly. They can be on a weekday or a weekend, a morning or afternoon. Evening may work best for those with younger onset dementia.

Coordinate day/time with nearby cafés!





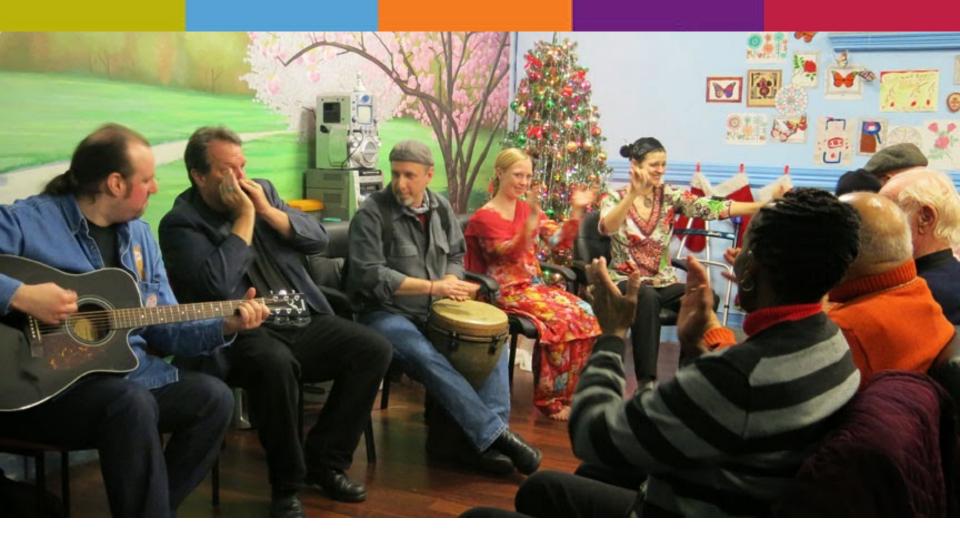


What









Memory Arts Café, Brooklyn, New York









Upper Valley Memory Café, Dartmouth, NH



Memory Care Café, San Francisco

(designated for people with early-stage dementia)



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Inexpensive, simple things to do

- Bad joke time
- Share photos, scrapbooks
- Holiday/seasonal theme days
- Soft background music, coffee and conversation

Not everyone wants a lot of programming!







How







Sample memory café budget

START-UP EXPENSES			
Approximately 80 - 120 hours of program/volunteer coordinator's time (@, \$25/hr)	\$2000 - 3000		0
Decorations for café ambience	\$100	- 250	
(Necessary items: name tags, table cloths, paper plates/cutlery/napkins/cups.			
Optional: LED candles, vases/silk flowers, Café sign, reusable serving plates.)			
TOTAL START-UP EXPENSES	\$ 2,10	00 - 3,2	50
ONGOING PROGRAM EXPENSES			
	Per S	Session	Annual
Program & Volunteer Coordinator (estimated 20 hours of work time per café session)	\$	500	6,000
Artist honoraria	\$	100	1,200
Artist materials for visual art sessions	\$	30	90
Outreach/Publicity (materials, ads)	\$	-	250
Refreshments	\$	50	600
Photocopying	\$	10	120
Monthly mailing to guests	\$	37	444
Overhead cost at 12.5% of direct expenses	\$	91	1,092
OPTIONAL EXPENSES			
Fee for use of space	\$	-	\$ -
Outings	\$	-	\$ -
Staff time for coalition building, especially supporting Disabilities + Aging services collaboration	\$	-	\$ -
TOTAL ONGOING EXPENSES	S	818	\$ 9,796







Possible purchases

- Paper and ink for printing flyers; stamps and envelopes for mailings
- Large café sign(s) or banners
- Serving platters
- Table decorations (LED candles, artificial flowers, seasonal decorations)
- Tablecloths, paper goods
- Adaptive equipment (blender, temporary ramp)
- Music playlist and speakers
- Large format books with images of art, historical subjects, different countries, etcetera
- Magazine subscriptions
- Musical instruments
- Art supplies
- Guide books about creative activities for people with dementia
- Trainings for café facilitators: www.alzpoetry.com,
 www.creativeaging.org (see Resources/Teaching Artists Training)







Keep costs sustainable from the start











Sources of ongoing support

Business sponsorship can offset costs *and* engage the business community. Put in writing what is requested and what is offered in return.

Fee model: Memory Care Café in San Francisco started as fee-based, and then raised enough money to become free of charge.

Local clubs and town foundations may offer support. Rotary International is a driving force in supporting memory cafés in the UK.

Seek in-kind donations, such as food, decorations, materials.







Let's talk about Communication









Getting the word out is one of the biggest challenges, because memory cafés are unfamiliar.



Expect it to take **3 – 6 months** to build attendance.







A café network can help

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Keeping in touch requires a mailing list. Think about the data elements you want to collect.



Think <u>communication</u> and <u>evaluation</u>. Possible data elements: contact information, emergency contact, demographics, referral source, primary reasons for participating.







Will your café require an RSVP?

Pros Cons Enables you to plan Feels more formal, regimented May deter stressed care **Facilitates communication** partners or wary first-time about cancellations guests May enable more complex Additional administrative activities requiring a certain size burden of taking /tracking group **RSVPs**







Drop-in programs especially should use this language:

"The ABC Memory Café is USUALLY held on the first Thursday of the month... Call/email for exact dates."







Evaluation







Consider:

- Requirements of funding source
- Need for feedback to improve your café
- Keep in mind possible outcomes for volunteers, staff, as well as guests

Evaluation starts at the beginning!







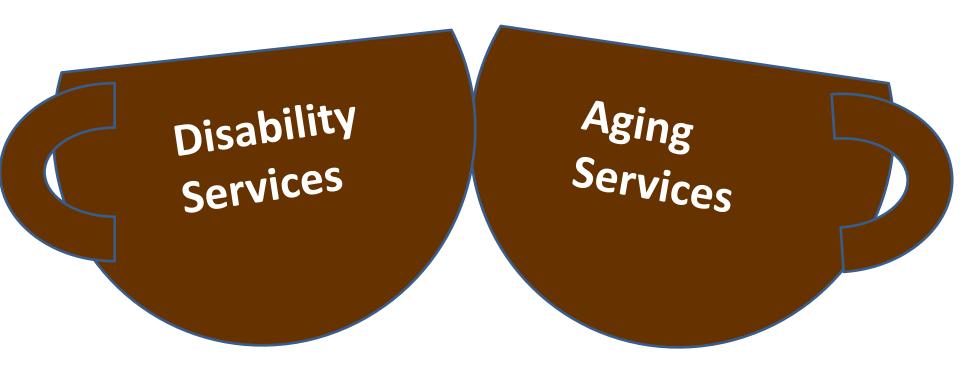
Idea for the future...

Collecting consistent data elements would allow us to learn more about the impact of the memory café model on outcomes such as social engagement, quality of life, caregiver burden. This will help it to spread and gain support.















"As we learn from those we accompany that the human being is more than intellect, more than memory, even more than cognition, we learn that we are, too. We learn to value ourselves for our very essence."

- Rabbi Dayle A. Friedman, 2005







Memory Café and Aging with IDD Additional Resources

<u>www.mass.gov/eohhs/gov/departments/dds/aging-with-id.html</u>

http://shriver.umassmed.edu/cdder/aging_idd_education







Thank you!

Training produced by the Center for Developmental Disabilities Evaluation & Research (CDDER) on behalf of the Department of Developmental Services





