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

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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

Dignity

Need for Social interaction

Person Centered

“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
A welcoming social gathering

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For people with dementia AND care partners

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

JF&CS
Meets in a safe, accessible community space.

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Activities are geared to a wide range of cognitive abilities.
Strives to be inclusive – Physically accessible, free of stigma, and culturally competent.
Volunteers are a plus!

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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

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**The Middleboro Gazette**

**Norwood Transcript & Bulletin**

**Sharon Advocate**

**Westwood Press**

**Metro West Daily News**

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**Memory cafes help stimulate patients**

**Cafés break social isolation of dementia**

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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

★ = under development

www.jfcsboston.org/MemoryCafeDirectory
Table Topics

What foods taste like home?

- Hamburgers and hot dogs
- Challah bread
- Lattice pie
- Tamale
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”
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

JF&CS
Let’s get started!
It’s closing time!

Thank you for visiting Memory Café

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

JF&CS
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!
Memory Arts Café, Brooklyn, New York
Memory Care Café, San Francisco (designated for people with early-stage dementia)
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

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approximately 80 - 120 hours of program/volunteer coordinator's time (@ 25/hr)</td>
<td>$2000 - 3000</td>
</tr>
<tr>
<td>Decorations for café ambience</td>
<td>$100 - 250</td>
</tr>
<tr>
<td>(Necessary items: name tags, table cloths, paper plates/cutlery/napkins/cups. Optional: LED candles, vases/silk flowers, Café sign, reusable serving plates.)</td>
<td></td>
</tr>
</tbody>
</table>

**Total Start-Up Expenses**

$2,100 - 3,250

### Ongoing Program Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Per Session</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program &amp; Volunteer Coordinator (estimated 20 hours of work time per café session)</td>
<td>$500</td>
<td>6,000</td>
</tr>
<tr>
<td>Artist honoraria</td>
<td>$100</td>
<td>1,200</td>
</tr>
<tr>
<td>Artist materials for visual art sessions</td>
<td>$30</td>
<td>90</td>
</tr>
<tr>
<td>Outreach/Publicity (materials, ads)</td>
<td>$</td>
<td>250</td>
</tr>
<tr>
<td>Refreshments</td>
<td>$50</td>
<td>600</td>
</tr>
<tr>
<td>Photocopying</td>
<td>$10</td>
<td>120</td>
</tr>
<tr>
<td>Monthly mailing to guests</td>
<td>$37</td>
<td>444</td>
</tr>
<tr>
<td>Overhead cost at 12.5% of direct expenses</td>
<td>$91</td>
<td>1,092</td>
</tr>
</tbody>
</table>

### Optional Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fee for use of space</td>
<td>$</td>
</tr>
<tr>
<td>Outings</td>
<td>$</td>
</tr>
<tr>
<td>Staff time for coalition building, especially supporting Disabilities + Aging services collaboration</td>
<td>$</td>
</tr>
</tbody>
</table>

**Total Ongoing Expenses**

$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.timeslips.org](http://www.timeslips.org), [www.alzpoetry.com](http://www.alzpoetry.com), [www.creativeaging.org](http://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 break social isolation of dementia patients

By Gerry Tuoti
Wicked Local Newspaper Editor

Coffee, conversation and music are combining to form new social outlets for families living with Alzheimer’s disease.

“Memory cafés are part of a broader movement to make communities more inclusive of people living with dementia,” said Beth Soltzberg, who runs a monthly memory café at Jewish Family & Children’s Services in Waltham. “Everyone in the community benefits when we make the accommodations to be more inclusive.”

One recent Friday, more than three dozen people chatted and sipped coffee in a second-floor room at Jewish Family & Children’s Services in Waltham. Everyone in the community benefits when we make the accommodations to be more inclusive.”

Memory cafés are part of a broader movement to make communities more inclusive of people living with dementia, said Beth Salzberg, who runs a monthly memory café at Jewish Family & Children’s Services in Waltham. “Everyone in the community benefits when we make the accommodations to be more inclusive.”

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

Think communication and evaluation. Possible data elements: contact information, emergency contact, demographics, referral source, primary reasons for participating.
Will your café require an RSVP?

**Pros**

- Enables you to plan
- Facilitates communication about cancellations
- May enable more complex activities requiring a certain size group

**Cons**

- Feels more formal, regimented
- May deter stressed care partners or wary first-time guests
- Additional administrative burden of taking / tracking 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


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