

CAHF 2011 Showcase Awards



Public Advocacy
Showcase Awards



*Supporting People,
Health and
Quality of Life*

Created in 2006 by the CAHF Public Advocacy Committee to recognize CAHF member facilities, chapters and regions which create positive awareness of long-term care, the Showcase Awards this year will be presented at the Opening Forum, 8 a.m. to 10 a.m., Monday, March 28, during the CAHF Spring Legislative Conference in Sacramento.

The Showcase Awards are divided into four categories:

- **Community Event** — Activities which showcase long-term care in a positive light to the local community.
- **Media Event** — Activities designed to create and secure positive media coverage of long-term care.
- **Grassroots Event** — Political activities.
- **Social Media** – New in 2011, this category emphasizes the creative use of facility websites, YouTube videos, Facebook, Twitter, Flickr and any other social media out-reach which educates and enlightens residents, staff, families, the public and younger audiences about the positive aspects of long-term care.

Nominations were judged by the Public Advocacy Committee on the criteria of creativity of the event, ease of replication, number of CAHF members involved in the event and how the event generated positive attention for long-term care.

Winning entries receive a framed Showcase Award certificate.

2011 Showcase Award winners

Community Event

Backpack Giveaway
Shields Nursing Centers, Hercules



At its second annual Backpack Giveaway, last August, Shields Nursing Centers handed out 207 backpacks containing school supplies and hand sanitizers to children from kindergarten through high school, in time for the first day of school in the West Contra Costa School District. It was just one of several Shields intergenerational outreach events designed to showcase long-term care facilities and residents as integral, active and caring participants in the continuum of community life. (In 2009, Shields conducted a Warm Coat Giveaway, which is depicted on YouTube at Coat Drive Richmond RPAL.)



The Backpack Giveaway and similar events are a way for the residents to give back to the children who come regularly to read to and play games with them, and the community response was impressive. The Richmond Fire Department brought two trucks for the children to see. The Richmond Police Activities League for teens and pre-teens had a booth to encourage youth to get involved in community and self-improvement activities. These youth also volunteered in all areas of the event, assisting with the backpacks, entertainment, and food booths. Richmond City Councilman Nat Bates attended and assisted with handing out the backpacks.

Hundreds of people in many organizations got involved. The Richmond and El Cerrito chambers of commerce publicized the event by “e-blasting” fliers to all chamber businesses to post in their windows. The West County Senior Coalition, Coronado Neighborhood Council, churches, several local children’s and intergenerational programs and four area senior centers also helped spread the word. After the event, the Richmond Globe newspaper ran a feature article.

At the event, community members asked about applying for employment at the facility. Others offered to volunteer there, and the Richmond Police Activities League youth have become regular volunteers at Shields Richmond Nursing Center and at our outreach events.

Shields Nursing Centers is family-owned and operates two skilled nursing centers, one in Richmond and one in El Cerrito. This event took place at the Richmond facility but included staff volunteers from both facilities. The Shields family participated in every aspect of the event including set up, giving away the backpacks and food booths.

Community Event

Rebuilding Together Silicon Valley

CAHF Santa Clara Chapter



Fixing a sagging front porch, replacing a dishwasher, replacing hallway flooring and rebuilding an exterior brick walkway were just a few of the many tasks performed when the CAHF Santa Clara Chapter celebrated National Make a Difference Day on Oct. 23 by making repairs and safety improvements to the home of a 76-year-old San Jose woman.

In addition to the chapter's \$5,000 donation, the day of work involved 30 staff and families representing four member facilities – Gilroy Healthcare and Rehabilitation Center, Villa Siena, San Jose Healthcare and Wellness Center and Pacific Hills Manor.

The Santa Clara Chapter wanted to make an emphatic contribution to Make a Difference Day, and coverage by *The Gilroy Dispatch* newspaper showed that the chapter's effort was appreciated by all.



Rebuilding Together is a nonprofit working to preserve affordable homeownership and revitalize communities. Its network of more than 200 affiliates provides free rehabilitation and repairs to the homes of low-income families. Rebuilding Together began more than 30 years ago and, with help from organizations like the CAHF Santa Clara Chapter, has now rehabilitated thousands of homes and nonprofit facilities, relying on tens of thousands of skilled and unskilled volunteers across America.

Media Event

Best of L.A. – A Day in the Life of Downey Care Center

Downey Care Center, Downey



The excitement began when Downey Care Center received a call from a producer of the TV show *Best of L.A.* and was informed that a nomination had been made on the facility's behalf for consideration as the best senior service and rehabilitation center. After preliminary investigation and further phone interviews, a production team arrived and filmed "a day in the life" at Downey Care Center.

The on-site producer and crew kept the cameras rolling through a variety of departments – and got footage of a Zumba exercise/dance activity by residents and staff, an offsite outing by residents, an interview with a former resident, the interdisciplinary team on walking rounds and a resident "graduating" from long-term care and going back home.

Facility management got to preview the segment and hosted a "red carpet" screening for residents, staff and guests on the night the show was aired. In January 2011, Downey Care Center learned it had earned the 2010 Viewers Choice Award in Senior Service and Rehabilitation category.

Being part of *Best of L.A.* enabled Downey Care Center to demystify life in a skilled-nursing center and do away with the stigma of being a place where sick, old and demented people go to die. The facility enjoyed positive feedback from residents many people who viewed the segment.



Media Event

How Do I Look?

Highland Park Skilled Nursing and Wellness Center, Los Angeles



Since the Highland Park staff had been taking residents every Friday night to be in the audience of the “How Do I Look?” show on the Style Network, the producers had formed friendships with the facility’s people and in June 2010 inquired about using the facility, residents and staff in an upcoming episode, which featured a dietitian who aspired to enter the health-care field but who so far had been unable to demonstrate the knowledge and professionalism required by prospective employers.

The producers envisioned footage of the subject walking rounds with the clinical team and would have residents join in the discussion and show how the IDT functions. In the process, the dietitian learns what she needs to do to be employable in the demanding environment of a skilled-nursing facility. Shooting took place in July, and the edited show aired in October and is repeated on an ongoing basis on the Style Network. Two residents appeared in the show, along with the administrator, the director of nursing, director of staff development, nursing supervisor and others, including a family member.

The episode at Highland Park showcased careers in skilled nursing as exciting, dynamic, challenging and highly professional. SNFs, residents and the care they receive were demystified, and the show demonstrated the depth and breadth of expertise needed. With cooperation from staff and residents, the production crew had a positive experience despite the challenging environment and regulatory restrictions. And the residents got to feel connected to the entertainment industry. Participating residents received DVDs of their performances. The crew made friends with the residents, and some even volunteered to perform at the Thanksgiving community event later in the year.

Grassroots Event

Annual Ruth Braswell Memorial Legislative Breakfast

CAHF San Bernardino/Riverside Chapter



In the highest tradition of CAHF grassroots advocacy, the San Bernardino/Riverside Chapter reached out to lawmakers in March with the annual Ruth Braswell Memorial Legislative Breakfast. The goal was to meet and educate new and current legislators as well as their district staff – to get to know them and have them get to know their constituents in long-term care communities in the area.

In addition to facility and associate members and statewide CAHF leaders, more than 100 people from public life attended, including Assemblymen Paul Cook and Bill Emmerson, representatives of Assemblywoman Wilma Carter, state Sen. Jim Brulte, San Bernardino County Supervisors Dennis Hansberger and Paul Biane, Reps. Joe Baca and Jerry Lewis, congressional candidate Mike Morrell and others.

This event is named in honor of the late Ruth Braswell of Braswell Family Senior Care in Redlands.

Social Media is the new category this year in CAHF's Showcase Awards program, and the judges were gratified to receive two outstanding applications – one on the use of social media at the corporate level and one on the use of social media at the individual facility level.

Health-care providers, like other professionals, are discovering that social media – Facebook, Twitter and similar programs – are a great way to get out their business message and stay in touch with colleagues.

Social Media

Launching Facebook and Twitter Sites

Horizon West Healthcare, Rocklin



Horizon West Healthcare became an online presence with the development of its Facebook page in April 2010, as well as four Twitter sites. The objective was to create brand awareness and to reinforce the company's brand values of compassion, support, expertise and integrity. A posting each day for four days immediately following the site's launch explained the meaning behind those values and their importance to the company.

At about the same time the Facebook site was launched, four Twitter sites were developed. Included were a Twitter feed that features the same content as the Facebook page (HorizonWestInc), a feed for Horizon West press releases (HorizonWestNews), one for links to employment opportunities at Horizon West (HorizonWestJobs) and a Twitter feed that soon will list opportunities at Horizon West facilities for employees to pick up extra shifts (HorizonWestWork.)

Evidence of the success of the effort has been the recruitment of 239 fans and approximately 201 post views per day. The posts include tips on healthy living, ways to improve the lives of seniors and activities and events occurring at the 27 Horizon West facilities. Follow-up with fans and friends of the site has been through online conversations.

A flier was posted in all facilities to make sure employees are aware of the new social-media campaign and to be sure best practices are observed. And a 10-page booklet was developed with more detailed information for employees.

Social Media

Mission Social Network Facebook

Mission Skilled Nursing, Santa Clara



Facebook is a new and innovative way to tell the story of great care at Mission Skilled Nursing and to market the facility's services in the modern age of social media. Knowing that more than 60 percent of all referrals start with the use of the Internet as an information source, especially in the heart of Silicon Valley, Mission Skilled wanted to identify with the growing number of potential family members and residents who may require short-term or long-term care in a skilled facility

The facility's Facebook site is continuously updated by the executive director and other key staff members, with input from doctors and friends of the facility and even a few family members.

The list of friends and positive updates has been growing since the site went up in November 2010, and the facility has increased its employee recognition program and is able to highlight advancements in long-term care. Facebook is a great place to show how Mission Skilled Nursing sends residents home and advertise facility events. Information about Mission's 2010 CAHF Super Stars is posted there, along with Mission's two CAHF Excellence in Programming awards, "Discharge Walking Rounds" and "Mission Money." Visitors can link to the CAHF website, get information about the current Medi-Cal funding crisis and even advocate for long-term care.

Facebook enables Mission Skilled Nursing to tell its story, and the word spreads through a simple click of the "Like" button.

2011 Showcase Award applicants

Community Event

Thanksgiving Daytime Ball

Highland Park Skilled Nursing & Wellness Centre,
–Los Angeles

A day of celebration involving hair, makeup, massage therapy, T-shirt painting, alfresco bingo, virgin cocktail bar, one-on-one room visits and a full, chef-served Thanksgiving restaurant dinner. Cabaret performances included a banjo player, karaoke singers and a DJ in a room thematically decorated for the occasion – with staff, volunteers and entertainers, as well as hairstylists, makeup people and staff from the TV show “How Do I Look?”

Community Event

National Walking Day/ Annual Blood Drive

Downey Rehabilitation Center, Downey

National Walking Day in April and a blood drive in August – two occasions to bring facility staff to the community and the community to the facility. The Red Cross was pleased with the number of pints donated during the drive, and the “spark” of participating in National Walking Day led to creation of a walking club at the Center that has continued all year.

Community Event

Art Exhibit and Book Signing Featuring the Works of Jewyl

Rheem Valley Convalescent Hospital, Moraga

When a new resident named Jewyl asked staff to go to her home and “pick up a few things,” everyone was taken aback by the artwork on her walls and stacked floor to ceiling in her closet. Then they discovered Jewyl was also a self-published author. The result was a facility exhibit of her art and a book-signing in the foyer. Jewyl has become a celebrity among her fellow residents.

Community Event

Delivering Floral Arrangements to Long-Term Care Residents and Clients

Forget Me Not Foundation, San Diego

For its first major event, the newly established the Forget Me Not Foundation, a CAHF associate member, celebrated Mother’s Day by delivering professionally designed floral arrangements to the residents of more than 26 nursing facilities, medical centers and hospitals throughout San Diego County.

Community Event

The Garden as Ambassador

Idylwood Care Center, Sunnyvale

During the “Neighborhood Garden Walks” in Sunnyvale, people open up their gardens for anyone to take a stroll, so why not include Idylwood Care Center’s garden in the tour? The activity created a positive image of Idylwood in the community – a neighbor said, “I could not have imagined that there is so much going on behind these walls” – and has led to a steady flow of referrals from local hospital and a stable number of volunteers.

Community Event

Hands of Kindness

Golden LivingCenter Hy-Lond, Fresno

In October 2010, Golden LivingCenter Hy-Lond became the first skilled-nursing facility member of the Hands of Kindness Project in Fresno, a humanitarian project whose members reside in senior-living communities. By participating in purposeful and meaningful volunteer work, seniors improve their quality of life and develop a higher sense of well-being. Hy-Lond residents participated in two multi-center project days, making tied blankets and scarves for stuffed animals for the Sheriff Bear Project, a program of the Fresno County Sheriff's Office to provide deputies with stuffed animals in their cars to help diffuse fears and trauma of abandoned and abused children. Next, Hy-Lond residents worked at home on gift tags to be placed on the stuffed animals.

Community Event

Alzheimer's Association

Mini Walk Team

Rheem Valley Convalescent Hospital, Moraga

Since many interested residents could not participate in the Alzheimer's Association 2010 San Francisco Memory Walk, Rheem Valley Convalescent Hospital set up its own "mini walk" to show its support. Eighty-six people participated in the event, including residents, families, staff, vendor partners, senior-living partners and community businesses.

Media Event

A Dream Wedding

Stonebrook Healthcare Center, Concord

It's not every day that the activity director gets married in the facility dining room, with resident bridesmaids ranging in age from 78 to 100. Another resident walked the bride down the aisle and gave her away. A housekeeper made the bridal bouquet. The on-site beautician did the bride's hair and makeup. A minister from a local congregation married the couple. The wedding drew a packed house, and Stonebrook Healthcare Center celebrated as one big family. The Contra Costa Times made the nuptials front-page news, and the bride received calls from newsrooms as far away as Florida.

Media Event

Go Lakers Father's Day Bash

Park West Care and Rehabilitation Center, Santa Ana

It doesn't get better than this for Lakers basketball fans. Park West Activities Coordinator Michelle Cateron managed to get the Lakers Girls team representatives to come to the facility and speak, sign pictures and socialize with the residents right after the Lakers won the NBA championship in 2010. The event drew coverage in *The Orange County Register*, both online with a video clip and in print with an article and photos.

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