

NCCAP



NEWS

THE OFFICIAL NEWSLETTER OF THE NATIONAL CERTIFICATION COUNCIL FOR ACTIVITY PROFESSIONALS

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Shake, Stretch, Change

By Nancy Richards, ADC/EDU/MC, CDP

Breathless! Today, falling snow, covering the ground and decorating the trees, I gaze out the window and see geese greeting the day as the sun rises from the east. They shake, stretch and change positions to get their bodies moving. Their loud callings speaking to one another and I imagine they say “let’s fly and together find a new place to discover.” I witness them starting low and then in a great multitude take off in flight to change their location, change their day, and seek new opportunities. Perhaps we, Activity Professionals, should shake, stretch and change positions of our professional growth. Where can we make a difference? How can we deliver the message about the power of activities to change a life? What can I, one person, contribute to the profession at large? When to move beyond the perceived safe zone and really s-t-r-e-t-c-h?

Change brings discomfort, anxiety, uncertainty and people around you will protest “but this is the way we have always done it.” Listen to their concerns, incorporate ideas when possible but stay the course. Will change be easy? No, but the rewards will be many.

Guy Kawasaki, is a former chief evangelist of Apple, cofounder of Alltop.com (an online magazine rack) and author of *Enchantment: The Art of Changing Hearts, Minds and Actions*. A concept in this book challenges the reader to evaluate personal values, promote building alliances, encourages demonstrating knowledge and easily translates to the work place. Too often we stay within our comfort zone and stay status quo. Try viewing change as he suggests as the goal “to catalyze change, not get your own way.” Think how WE could radically create new views on aging and the delivery of Activity Services by credentialed professionals.

Leader and writer John Maxwell suggests “if we’re growing, we’re always going to be OUT of our comfort zone.” Challenge yourself to step beyond “your zone”, break old habits and embrace change. What is one professional goal that you can identify? Is it something you avoid like the fear of public speaking, “saying no” to another project when your plate is full, defining professional ground or is it something totally new that you want to investigate? Find an accountability partner and make a plan to connect monthly and challenge one another to the progress of your goal.

We all possess gifts for the sacred work we do with elders. It is a privilege to serve and see how human kindness and understanding can ease pain, social discomfort or stress that confusion brings. Carefully selected interventions provide clients grounding, a place to connect, or remember who they are. Without ego, WE, need to make our interventions and positive outcomes known to colleagues on the inter-disciplinary team, family members, community contacts, and the public at large. NOW is the TIME to shake, stretch and change positions and make our contributions known. Write an article, join

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a local Activity Professional group or start one in your area, mentor someone to become certified, speak at a local community group. YOU are the Activity Specialist; demonstrate professional strength and knowledge in your everyday words and actions. Despite the great winds that push, shove and distract, keep your eyes on the horizon and keep reaching.

“Fearlessness is seeing an OPPORTUNITY
even though THINGS ARE NOT BROKEN.”

Xerox CEO Ursula M. Burns

Source: Nancy Richards, ADC/EDU/MC, CDP

Founder of Activity Pathways a mobile education service for Activity Professionals in the Long Term Living arena.

Embracing the Holistic Care Model believes that activities honor, support and cultivate healing in the care giving exchange

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HOW TO CONVINC?

By Genie Hamlett RN, NHA

Provider of CEU's through Medical Update

How can you get others to come around to your way of thinking?

Let's practice using these three scenarios.

How do you convince?

Problem 1: A volunteer to take on another hard job...

Problem 2: A dietary co-worker to stop sabotaging or ignoring activity's needs...

Problem 3: A nurses aid to help get Ms. G. to the 10:00 Activity...

How do you get others to do what you need them to do?

Remember:

Start with “I”

Tell how you **feel**

Describe the **situation**

Describe the **solution**

Thank

PROBLEM 1 WITH THE VOLUNTEER:

I am in a real bind and need your ideas about a problem.

I am **pretty embarrassed** that a church has decided to pull out of helping with church services the next three months.

We have **no church services** for the 4th Sunday in each month all summer.

Could you **help me think** of churches in the community who might be willing to pitch in?

I can't **thank** you enough for any support you can give me.

PROBLEM 2 WITH THE DIETARY CO WORKER:

I need you to help me with something.

It **worries** me that we may not have any snacks if you are not in charge of getting them out to the birthday party. Last month **we ran out of snacks** for any kind of party before the end of the month.

Could you **order enough** party snacks so we don't run out when you are ordering?

I would really **appreciate** it if you could help me with this.

PROBLEM 3 WITH THE NURSE'S AID:

I think we could help Ms. G. and get me out of a bind if we work together on something.

I promised her family I'd try something with music and

I 'm scared I can't keep that promise without your help.

We have a singing program each Wednesday and Friday morning at 10:00. Could you help me get her up and ready and **bring her** to those two?

If we **tried it** for one month, I think she might come around and the family would get off my back if I can tell them I tried.

Thank you for being willing to help me.

THANK IN THIS WAY IF POSSIBLE!

We all need to remember how quickly others can "get their back up" or "turn on you" if they feel unappreciated. You can't thank people enough.

Remember this tip: Who do they want to look good to? Be sure to let it "slip" in front of this person how much they have helped you and how "the facility could not get by without them ..."

"Brag on them", call them "a lifesaver", your "right hand man", "an angel" for...

...Taking on the 4th Sunday Church Service.

...Always remembering to order the BEST snacks and "talking up." the activity programs

...Bringing Ms. G to the music programs which has gotten Ms. G smiling again.

*It will be worth memorizing these steps
until they are a habit.*

*See if they serve as a way to get what you need.
You work so hard...you deserve a little help.*

In your Own Backyard: "Finding Free & Fun Programming Ideas"

By Christy Smith, ADC

As Activity Professionals we are constantly striving to create and provide unique, different and amazing experiences for our residents.

In this day and age it is becoming increasingly difficult to find free or low cost programming. However, you need not look any further than your own backyard!!

In our CCRC we have reached out via emails and phone calls to a wide array of local organizations, individuals and companies in an effort to bring the outside community in and in some instances the contacts have led to exciting outing opportunities for our residents. Let's take a look at a few programs we implemented at no cost and explore ideas that every community has in their backyard. Please use these examples as a base for brainstorming on opportunities available in your geographic region.

Do you have animal lovers in your community? How about reaching out to your local animal shelter for a tour of their facility or perhaps they can bring a few animals to your community? We have also found that many of the area rescue organizations are willing to come in and visit with your residents. Your local animal shelter and/or local pet supply store can more than likely provide you with a list. You could even stroll the aisles at your local pet store to hear the birds, watch the fish and MORE. If the store offers pet training classes maybe your group could watch or if they host adoption fairs, take an outing to the event.

Do you have avid readers and lovers of learning? Reach out to your local library, museums and historical societies or college/universities for speakers on a variety of topics. Ask presenters to bring in props or PowerPoint presentations. Encourage them to make it interactive and engaging, while allowing time for Q&A. You could even inquire on bringing a group to their location for a tour. ►

How about those music and entertainment lovers? Your local colleges and universities have a diverse number of clubs for dance and music, as well as, your area dance schools. Do not limit yourself to just the dance schools for children and teens, look around for your area Ballroom Dancers, Swing Club, Shag Beach Club and MORE. Christy.smith@bishopgadsden.org

Let's not forget about resources right within the walls of your facility! Our staff members, families, volunteers and residents are a wonderful resource and wealth of knowledge and diversity. We discovered a piano player among our nursing staff and she has played for several programs. We have a brewer of beer that will soon lead a beer tasting for our Men's Club. We have many staff with beautiful voices that sing often to the residents and help lead sing a longs. We have residents that are Master Gardeners and provide fun outdoor programs in which we learn about the various plants on campus. Your grounds department can help with this too or your local gardening clubs or nurseries. The opportunities are endless.

There will need to be time and energy put into researching. Scour your local newspapers, local magazines, newsletters from various schools, churches, etc. You can even turn to your child's school and your very own church for ideas and assistance. Try looking around the entrances/exits the next time you are at the grocery store for a variety of area publications. The websites of local news stations will often times have advertisements and a listing of upcoming events. Once you start looking and noticing all the resources that are around you the possibilities are endless. And always,

always follow up with a personalized, handwritten thank you note.

More Ideas

- Take an outing to a local garden center and just go up and down the aisles providing residents fresh air and sensory stimulations with all the colors, textures and aromas. Perhaps call ahead and see if a staff person can spare a few moments to meet the group and talk about the variety of plants and flowers.
- Area coin and stamp collectors, antique dealers, model trains
- Local farmers, farmers markets, restaurants, chefs, Salons
- Churches, schools, daycares
- Breweries, locally owned and operated businesses (ex: bakers, ice cream, jewelry, etc.) typically accept your invite to offer a program as it is free marketing and PR for their company
- County Parks, State and National Parks: these are great resources for speakers and outing opportunities
- Local Artist Guilds, Crafters, Quilters, Sports Organizations, Veteran's Groups

The Future of Healthcare

By Becki Sims, Committee Chair

The healthcare field is being impacted by the increased cost of services. There is a need to find staff that can "do it all". This may include Resident care, activities, housekeeping and dining services. Some of the concerns are burn out by nursing staff, no activities or minimal by untrained staff and meeting residents individualized needs. The Activity Director may be the only one doing activities and the impact may be fewer activities within the community. Residents in Long Term Care are more frail, what happens to these residents? Specialized activities become far and few between. Have you heard of "Transformed or Universal Worker?" If so, what impact is it having on your community? Are activities taking place? If so, what kind? Please include a schedule if possible. Where do you see our field going in the next 10 years?

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Thank you for your feedback.
Results will be accumulated and shared
at 2014 Symposium.



NCCAP Reminder

As a result of ongoing educational efforts by the National Certification Council for Activity Professionals (NCCAP), American Health Care Association (AHCA/NCAL), and LeadingAge, senior living and health care communities are actively working to ensure copyright compliance within their facilities.

As has been shared with our membership in the past, existing and long-standing copyright law establishes that showing copyrighted movies or other audiovisual programs, whether purchased, rented, or borrowed via DVD format, requires a public performance copyright license. Additionally, content downloaded or streamed through services such as Netflix fall

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under copyright provisions. The US Copyright Act, Title 17 of the United States Code, states that such works are intended for personal, private use only. Exhibitions in senior living and health care communities are subject to license under federal law.

This legal requirement applies equally to non-profit and for-profit communal living facilities, including mobile home parks, condominiums, apartment buildings, master planned communities, continuing care retirement communities, assisted living and nursing facilities. Civil penalties for unauthorized exhibitions start at \$750 for each inadvertent infringement and go as high as \$150,000 for each egregious violation. It does not matter who plans or conducts the exhibition. Residents playing movies for other residents also falls under copyright control and can expose the entire community to substantial fines.

The National Certification Council for Activity Professionals (NCCAP), American Health Care Association (AHCA/NCAL), and LeadingAge all have an agreement with the Motion Picture Licensing Corporation (MPLC) that sets guidelines for the licensing of senior living and health care communities.

As a reminder:

- The MPLC has agreed to refrain from collecting license fees from free-standing nursing or assisted living facilities that conduct movie performances in common areas such as a lounge or community room. However, if these facilities have independent living units or apartments, or any other similarly defined independent living quarters (whether located in a separate building on the same campus

or in a free-standing nursing or assisted living facility, continuing care retirement community, or any other type of senior living facility, regardless of how each state defines the facility) a license is required for all such units and apartments.

- Communities with independent living units or apartments anywhere on campus that exhibit motion pictures and other audiovisual programs in any common areas on campus must obtain a license. On such campuses, only independent living units shall be counted towards the license fee regardless of where the exhibitions take place.
- All communities, regardless of their type or license status, must obtain licensure for exhibitions of pre-recorded copyrighted works transmitted over a closed circuit television system or in-house channel.
- Low income senior housing units or facilities that have a Housing and Urban Development (HUD) contract and show movies in the common areas of their community receive a reduced rate on a license. The facility must provide its project number and indicate the number of HUD units to receive the discount.
- Members of NCCAP and the other associations above receive a 10% discount on the license fee.

The MPLC is an independent copyright licensing service authorized by motion picture studios and producers to grant the MPLC Umbrella License® for the public performance of copyrighted audiovisual works. The Umbrella License is an annual license

that allows communities to show an unlimited number of movies. Content may be obtained from any legitimate source whether purchased, borrowed, rented, downloaded or streamed.

The Umbrella License provides the most comprehensive programming available from over 625 motion picture companies ranging from Disney to Warner Bros. In addition to major Hollywood studios, the MPLC represents independent, specialty, foreign, Spanish language, documentary, and television producers. The license covers thousands of titles currently available in any legal format.

Showing movies is an affordable amenity that residents have come to expect in senior living and health care communities. Movies are an easy way to entertain and engage residents of all care levels. In recent years, closed circuit television systems or in-house channels have gained popularity within communities. These systems have the ability to notify residents of meal times, activities, and weather conditions with a customizable automated system. More importantly, some systems have the ability to transmit movies from a DVD player or computer directly into residents' rooms. Closed circuit television can provide entertainment for residents unable to walk or attend a movie screening in a common area, or for those who prefer the comfort of their own room.

Common areas foster a sense of community through fun social events like Sunday matinees or classic movie screenings. Special

events, like an outdoor family film, create the perfect environment for children and grandchildren to visit your facility and participate in group activities with their loved ones. The programming possibilities are endless, but in some instances, an annual Umbrella License must be obtained from the MPLC.

Over 250,000 facilities in the United States and over 450,000 worldwide have the Umbrella License for copyright compliance. From the smallest camps and public libraries, to the largest multi-national corporations and federal government agencies, organizations turn to the MPLC for their licensing needs.

All of the associations mentioned, negotiated reduced pricing to encourage our members to comply with federal copyright law and to obtain the appropriate license for any planned or inadvertent video use. The cost of an annual license is much less than the penalties for copyright infringement, as defined by federal law.

For additional information about the MPLC, the Umbrella License, and licensing requirements for senior living and health care communities, please contact the MPLC directly at (800) 462-8855 or online at www.mplc.org. A licensing representative will guide you through the necessary steps to ensure copyright compliance throughout your community. Be sure to mention your NCCAP membership to receive a 10% discount.



Don't forget to send in photos of NCCAP being represented at YOUR state conference!



As the NCCAP state representative, Laurie Kloepper, ADC, created the following display which she puts out at their state conference. It gets updated with new photos and information every 4-5 years. This was her own creation, but if you are short on time or ideas, Debbie Hommel has made a template available that can be downloaded from the NCCAP website.

Left Laurie Kloepper - Treasurer, Debbie Hommel - President, and Cindy Bradshaw - NCCAP E.D.

The LTC Puzzle

Have you ever walked the halls of your facility feeling less than appreciated by your co-workers? Or maybe, administration? I think each of us have felt that way at some point in our career. Each morning I walk the halls of the facility I work for. I like to start my day by saying hello to the residents before I officially start my day. As I walked the halls I found that not only do I say hello to the residents, but the staff, families and visitors I pass. As I greeted each person with the casual, "Good morning, how are you doing?" I received varied answers like, "Fine", "I'm well, and you?" but as my journey continued I received more personal answers as I took the time to slow down and listen, "I'm a bit tired today, my son didn't sleep.", "My arthritis is bothering me today", "Great my daughter got into college", I tried to take the time to listen and each person seemed to genuinely appreciate the fact that I took the time to listen to them.

Later that day I passed out some cupcakes to staff member from a party we had just finished. Again people were excited to have an unexpected treat. They smiled and thanked me for the snack and we continued with our day. The next day as I continued my normal walk through the building I was asked if I had any treats today, I smiled and said not at the moment and the nurse replied, "Well don't forget me when you do." I laughed and continued on my course.

As I walked the building I thought to myself, "We are like a puzzle." Our nurses are like the outer edge corner pieces, important in completing the puzzle. Most of us start with the edges and we couldn't have our facility without our nurses and aides. As we build off of the outer pieces the dietary staff would be our other flat edges, without them we couldn't ensure our residents are nourished. Our therapy staff would be like the colorful pieces, creating fun and innovative ways to engage our residents in Physical, Occupational and Speech Therapies. Our laundry, housekeeping and maintenance staff would be the solid color pieces, they make sure the building is clean, safe and make sure the residents always have clean clothing. Now all of the pieces in between

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represent our administration and our social workers, this is because they are always pulled into many different situations, constantly filling in the gaps that arise in our facilities. They help bring all of the departments together. You see, without one piece of the puzzle our facilities are not complete. Every single person is important in their own way, that's why it is so important to make them feel appreciated.

But wait! We are forgetting someone! The activity staff, where do we fit in? We are the glue that holds the puzzle together. We fill in the gaps and make the puzzle stronger by doing things such as covering the front desk, giving tours, throwing staff appreciation parties or simply listening. Without the

glue you couldn't hang the puzzle up for display, the pieces would all fall out. Without activities our residents would be very unhappy and their quality of life would be affected. Without Activities no one would be there to brighten the days of our teammates with our surprise treats, off key singing or with our wacky parties.

***We fill in the
gaps and
make the
puzzle stronger***

The next time you are walking down the hall feeling unappreciated, remember you ARE appreciated. Slow down and take the time to notice the small ways people show you their appreciation, sometimes it is as small as a simple smile, but that smile can change your entire day. Hold your heads high and know you are making a difference in the lives of each person you cross paths with.