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Fall 2019
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FOR IMMEDIATE RELEASE

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Milwaukee Catholic Home Makes Every Day Amazing

The Milwaukee Catholic Home introduces the new dementia care program called “Everyday Amazing” to help the community to continue a purposeful and vibrant way of living

MILWAUKEE - Milwaukee Catholic Home is very excited to introduce the new dementia care program called “Everyday Amazing” to the community. Community, experience, and spirit are the main values of Milwaukee Catholic Home and “Everyday Amazing” program represents each of these values. It means safety, security, a supportive community, and a life enriched by the social, spiritual, and recreational experiences that make life meaningful.

In Wisconsin, in 2015, it was estimated that 115,000 persons had dementia and that by 2040, that number is expected to increase to 242,000 persons with dementia. This is why Everyday Amazing is important for the community. “For many older adults, cognitive and memory impairment is one of the most difficult challenges they face and with our highly trained multidisciplinary team, with years of experience, this challenge can become a great experience.”, stated CEO David Fulcher.

“Everyday Amazing” is about memory support and a philosophy of care that is delivered with compassion, sensitivity, and respect for you as an individual with your hopes for the future. This program promotes an approach that is evidence-based and research-driven, continually updating offerings to include elements of the latest research on cognitive health and overall wellness, supporting those affected or dealing with Alzheimer’s or other forms of dementia.

This program stands out for its recreational and art therapy as well as intergenerational programming. All three approaches are defined by American’s top Therapeutic Recreational centers. They are beneficial for reducing activity limitations, enhancing cognitive abilities, increasing awareness of self and gaining positive effects. It offers the best possible benefits for people with dementia.

###

The Milwaukee Catholic Home has been serving older adults for over 100 years. The organization was founded in 1913 by a group of women associated with the Marquette Women’s League who recognized the need for compassionate care and residential services for seniors in the Milwaukee area. We are recognized for our exceptional clinical quality. However, Milwaukee Catholic home is far more than just a place to live or receive needed services: it is a place to experience life at its fullest.

News Release Planning Worksheet

- **What is the subject of this news release?**

The subject of this news release is Milwaukee Catholic Home introducing “Everyday Amazing” dementia memory care program to the community.

- **What do you want to achieve with the news release? Is the objective to inform, to change attitudes and behavior, to increase attendance at a local event?**

I want to inform people about “Everyday Amazing” program and provide a good background with the most important information about the program and how it is going to help the community.

- **Whom is this message designed to reach? For example, is it aimed at local citizens, or is it mainly for executives in other companies who read the business page and might order the product?**

The message is primarily designed to reach local citizens from the Milwaukee area, ideally families that have someone struggling with dementia and want to help them.

- **What is in it for this particular audience? What are the potential benefits and rewards?**

Human interest is the main focus. There are no other benefits rather than doing a good thing for the community and helping people and by introducing this program Milwaukee Catholic Home helps the community in the best possible way. Health is one of the most important things in peoples’ lives. It helps people struggling with dementia, makes their life easier and offers them a great experience and care.

- **What message or key idea should this news release convey? What angle or “hook” do you want to highlight in the lead?**

My hook states how many people suffer from different types of dementia and how beneficial this program is because of that statistic.

- **What are the news values you will reflect in this release?**

The news values that I will reflect in this release are human interest, proximity, and significance.

NP

FOR RELEASE ON January 2, 2020 AT 2:20 p.m.

CONTACT: Natalija Popovic

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WESTLAND COLLEGE STUDENTS WORK TO SOLVE POVERTY EPIDEMIC

Turtle Bay Introduces a new program "From the Heart" to help the growing homeless population

TURTLE BAY, JAN. 2- Student of Westland College will launch a food drive on January 14 in support with their program "From the Heart." This will benefit the 200 hundred families and individuals that are living in chronic poverty. This will also help 400 workers that were recently lay off after the close of the Marshmallow Factory.

Dedicated to connecting Westland College learning to the social needs of Persimmon County is the mission of the Student Association. To maintain their mission, The Student Association allows sociology students to take an action to help people in poverty by creating "From the Heart" program.

To support this program student are seeking donations of canned goods, staples and checks. Canned good and staples can be dropped off at Building B, Sociology Department on campus, while checks should be sent to Westland College Student Association.

In addition, students plan to host weekly free meals, that will occur every Friday, 4-7 p.m. starting on Feb. 14. This will continue as long as people are still going hungry in Turtle Bay. They are currently seeking civic groups that are willing to work at this food drive. Also, on this day a press conference with Mayor Jimmy Cline will be held to provide more information.

###

Westland College is a small state college in Central Illinois that is located on the edge of Turtle Bay, Ill., in Persimmon County. Most of the students at Westland College study liberal arts. In addition, this college has its own Westland College Association that is a student organization on campus. The sociology students recognized the problem in homelessness in Turtle Bay and convinced the Association to get involved in the problem. The program is called "From the Heart".

If you would like more information about this topic, please call Natalija Popovic at +1 (414) 394 0932, or email natalija.popovic@marquette.edu.

News Release #2 Planning Worksheet

- **What is the subject of this news release?**

The subject of this news release are Westland College's students who gathered to help people in poverty by forming "From the Heart" program.

- **What do you want to achieve with the news release? Is the objective to inform, to change attitudes and behavior, to increase attendance at a local event?**

I want to inform people about "From the Heart" program and call the ones willing to help for an action. In order for this program to work there has to be enough civic groups to do the work and help people in Turtle Bay.

- **Whom is this message designed to reach? For example, is it aimed at local citizens, or is it mainly for executives in other companies who read the business page and might order the product?**

The message is primarily designed to reach local citizens, ideally financially stable citizens who can offer their support and contribute in financial aspect.

- **What is in it for this particular audience? What are the potential benefits and rewards?**

Human interest is the main focus. There are no other benefits rather than doing a good thing for the community and helping people. One more benefit is that the program would help with reducing poverty in Turtle Bay and by doing this would stimulate the economy.

- **What message or key idea should this news release convey? What angle or "hook" do you want to highlight in the lead?**

I want to highlight that College Student decided to start this program and share awareness of how many people are homeless or live in poverty.

- **What are the news values you will reflect in this release?**

The news values that I will reflect in this release are: human interest, proximity, timeliness and significance.



FOR IMMEDIATE REALISE

CONTACT: Caitlin Elftman

PHONE: (414) 220-3213

Email: celftman@milwaukeeecatholichome.org

Sing-A-Long With Milwaukee Catholic Home and Make People Happy

Milwaukee Catholic Home provides a variety of events to its residents. The community is very important value for our organization and that is why all of these events, besides for residents, are open to the public and everyone is more than welcome to join.

One of these wonderful events is scheduled for Dec. 17, 2019. Milwaukee Catholic Home will organize Sing-a-Long Christmas Tour of Lights for its residents and anyone willing to join can. Hop onboard Santa's sleigh (bus) and join for a Christmas concert and sing-along on wheels. If you ever wondered how to help your community this is a perfect chance to make someone's day happier and afford them the community love that they deserved. Whether your loved ones are part of the Milwaukee Catholic Home or not, it does not matter. You can make sure to be there for the ones whose loved ones are not able to be there.



During the ride, everyone will be more than welcome to enjoy sweet and savory refreshments along the way! This tour features holiday displays with walking stops in Cathedral Square and Zeidler Union Square, plus viewing opportunities through light displays that may include areas such as Red Arrow Park, Pere Marquette Park and the Historic Third Ward. Attendances are encouraged to dress for the occasion; Santa hats, Elf stockings, ugly Christmas sweaters, pretty Christmas sweaters... all are welcome.

This event will be held on Dec. 17 at 6:30 p.m. Our Home is located on 2462 N. Prospect Ave., Milwaukee, WI 53211 and the cost of this event are only 20 dollars per person. The event is Co-sponsored by Milwaukee Food Tours, Inc., and talented and entertaining tour guide/vocalist will sing us through the streets and lights of downtown Milwaukee.

Milwaukee Catholic Home's main mission is to provide a continuing care service for older adults. In order to accomplish the organization's mission, experience and community are two out of three main values that Milwaukee Catholic Home potentiates. It is important to know that being an older adult does not necessarily mean isolation and detachment from the rest of the world. Life can still be fulfilled and active, and everything depends solely on ourselves.

For Milwaukee Catholic Home's residents, it is even easier to stay active since this organization provides a variety of events for them. Not only for them but also for the community in general. By doing this they show with action what do they mean when they say that experience and community are two out of three main values that the organization stands for.

To register for this event, visit the following website <https://alifeengaged.org/event-calendar/>. Helping the ones in need in the community makes a better community.

###

News Release Planning Worksheet

- **What is the subject of this news release?**

The subject of this news release is Milwaukee Catholic's Home event called Sing-A-Long during holydays.

- **What do you want to achieve with the news release? Is the objective to inform, to change attitudes and behavior, to increase attendance at a local event?**

I want to inform the community that they can join the organization's residents in this event and provide them with the all information needed about the event.

- **Whom is this message designed to reach? For example, is it aimed at local citizens, or is it mainly for executives in other companies who read the business page and might order the product?**

The message is primarily designed to reach local citizens from the Milwaukee area, ideally families from the residents.

- **What is in it for this particular audience? What are the potential benefits and rewards?**

Human interest is the main focus. There are no other benefits rather than doing a good thing for the community, helping people and being with them during the Christmas time. Experience is one of the main values for MCH and by having more people attending the event will make residents happier and make their experience the best possible.

- **What message or key idea should this news release convey? What angle or "hook" do you want to highlight in the lead?**

My hook states how many people suffer from different types of dementia and how beneficial this program is because of that statistic.

- **What are the news values you will reflect in this release?**

The news values that I will reflect in this release are human interest, proximity, timeliness and significance.



“Everyday Amazing” Dementia Excellence Care Programming at Milwaukee Catholic Home

Description: Everyday Amazing promotes an approach that is evidence-based and research-driven. It continually updates offerings to include elements of the latest research in cognitive health and overall wellness. It is an integral part of supporting those we care through compassion, and individuality in providing opportunities for community and connecting.

The philosophy of Milwaukee Catholic Home incorporates five pillars including:

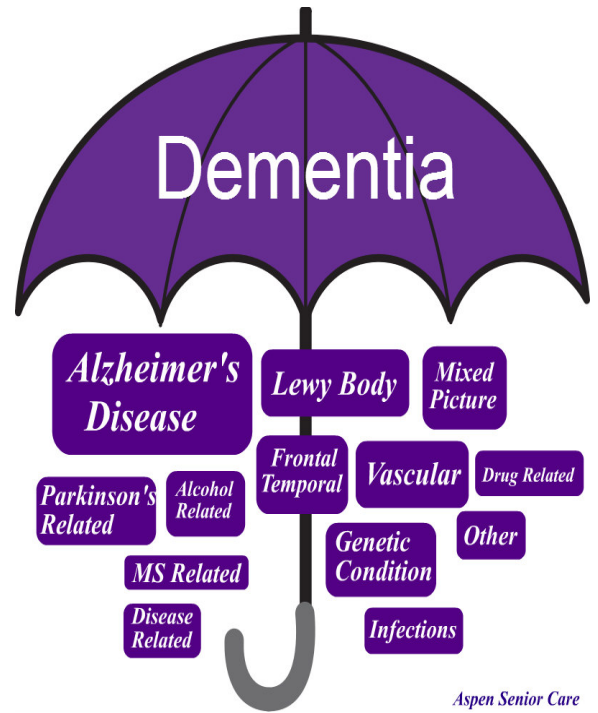
- a) Physical Health
- b) Cognitive Health
- c) Social Engagement
- d) Nutrition
- e) Mindfulness and Spiritual Wellness

The main mission of the “Everyday Amazing” program is to make every day mazing as it can be, and to brand an exceptional Memory care approach by the following key aspects:

- interdisciplinary team
- evidence-based and research driven
- minimal medication
- establish a supportive network



Worldwide, around 50 million people have dementia, and there are nearly 10 million new cases every year.



What do we offer?

- 1) **Recreational Therapy**
 - Therapeutic recreation
 - Address the assessed needs of individuals
 - Treatment service designed to restore, remediate and rehabilitate
 - Reduces activity limitations
 - Enhance the quality of life
- 2) **Art Therapy**
 - Through creating art people can increase awareness of self
 - Develop interpersonal skills
 - Manage behavior
 - Reduce stress
 - Improve and enhance the physical, mental and emotional well-being of individuals
- 3) **Intergenerational Programming**
 - Set of planned activities between two different age groups which involve the sharing of skills, experience and knowledge
 - Improved health outcomes and quality of life
 - Builds self-esteem and satisfaction
 - Establishes relationships

Factsheet Planning Worksheet

- **What is the subject of this news release?**

The subject of this news release is Milwaukee Catholic's Home new dementia care program "Everyday Amazing".

- **What do you want to achieve with the news release? Is the objective to inform, to change attitudes and behavior, to increase attendance at a local event?**

I want to inform the community about the program and what does it offer as well as to provide some background information about dementia itself.

- **Whom is this message designed to reach? For example, is it aimed at local citizens, or is it mainly for executives in other companies who read the business page and might order the product?**

The message is primarily designed to reach local citizens from the Milwaukee area, ideally families who have someone struggling with any type of dementia.

- **What is in it for this particular audience? What are the potential benefits and rewards?**

Human interest is the main focus. By people joining our program, can make their lives easier and offer them a lot of different activities and the best care possible.

- **What message or key idea should this news release convey? What angle or "hook" do you want to highlight in the lead?**

My hook states how many people suffer from different types of dementia and how beneficial this program is because of that statistic with everything that it offers.

- **What are the news values you will reflect in this release?**

The news values that I will reflect in this release are human interest, proximity, timeliness and significance.

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Contact: Natalija Popovic
Natalija.popovic@marquette.edu
10/25/2019

**Major Jimmy Cline will be on hand at the Westland's
College press**

Westland College will organize a press conference on their "From the Heart Program" that is sponsored by major and will help people in poverty

"Dedicated to connecting Westland College learning to the social needs of Persimmon County", is the mission of the Student Association. To maintain its mission, The Student Association allows sociology students to take action to help people in poverty by creating "From the Heart" program. This program will benefit the 200 hundred families and individuals that are living in chronic poverty. This will also help 400 workers that were recently laid off after the close of the Marshmallow Factory. "From the Heart" press conference will be held on Jan. 14. At the press conference, Major Jimmy Cline will be on hand since he decided to support this program that will help the community. After the press conference, a food drive will be launched. The main goal of providing the food drive is to provide free meals for the homeless.

WHO: Major Jimmy Cline

WHAT: "From the Heart" press conference will be held

WHERE: Westland College, Turtle Bay, IL 60699

WHEN: Jan. 14, 2020 AT 4 p.m.

WHY: This program will benefit the 200 hundred families and individuals that are living in chronic poverty. This will also help 400 workers that were recently laid off after the close of the Marshmallow Factory.

Photo opportunities and Q&A will be available during the press conference. Moreover, the food drive will be launched after the conference. This will also allow you additional pictures and information about the program that will help Turtle's Bay community.

For further information, please call:

General Information: (414) 3940931

Main Office: (414) 771-3040

Or you can visit our website westlandcollege@gmail.com for more information.



Social Media Content Strategy

Mission: The main mission of the “Everyday Amazing” program is to make every day as amazing as it can be. Milwaukee Catholic Home is committed to exceeding the expectations through passion, knowledge and vision.

Audience: The main audience are families from people that are already residents at Milwaukee Catholic Home and people who have their love ones struggling with any type of dementia and need professional care.

Activities: I want to focus on introducing new dementia care program and Milwaukee Catholic’s home mission. Since Christmas and holydays are coming, I wanted to highlight and remind people of the activities that Milwaukee Catholic Home has to offer for their residents.

Main Message: Introducing “Everyday Amazing” dementia care program.

TWITTER POSTS:

Twitter Post 1 (Real Time): Milwaukee Catholic Home is more than excited to introduce you “Everyday Amazing” dementia care program with the mission to brand an exceptional Memory care approach.

For more information visit our website <https://www.milwaukeeecatholichome.org>.
#milwaukeeecatholichome#everydayamazing#community#experience#dementia
#dementiacareprogram #milwaukee

Twitter Post 2 (Evergreen): Within our “Everyday Program”, MCH organizes “Happy Hour” event every Friday. This gives you the opportunity to socialize with our residents and your loving ones. (picture from Happy Hour event where people are dancing and eating with their families) #friday #milwaukeeecatholichome #dementia #community #experience #milwaukee #dementiacareprogram

Twitter Post 3 (Seasonal): Milwaukee Catholic Home will, as every year, organize a Christmas Party for you and your loving ones. XO XO XO stay updated. #christmas
#milwaukeeecatholichome #community #experience #milwaukee

Facebook Posts:

Facebook Post 1 (Evergreen): If you or your loving ones are looking for the safety, security, a supportive community, and a life enriched by the social, spiritual, and recreational experiences that make life meaningful, Milwaukee Catholic Home is the place for you. MCH is determined to enable people (in meaningful, joy-filled and consistent ways) to be engaged in something bigger than self. A sense of belonging with purpose no matter where one is in their life's journey, which can be seen from the following video. (Milwaukee Catholic's Home video).

Facebook Post 2 (Real Time): We are more than happy to introduce to you new dementia care program called "Everyday Amazing." The main mission of the "Everyday Amazing" program is to make every day mazing as it can be, and to brand an exceptional Memory care approach It offers the best possible benefits for people with dementia. This program stands out for its recreational and art therapy as well as intergenerational programming. All three approaches are defined by American's top Therapeutic Recreational centers. They are beneficial for reducing activity limitations, enhancing cognitive abilities, increasing awareness of self and gaining positive effects. (a picture of people during recreational and art therapies as well as integrational programming with the website link included)



Facebook Post 3 (Seasonal): Cold cannot stop our residents and community from making every day amazing. Even during Milwaukee’s cold winter, Milwaukee Catholic Home has bunch activities to offer you the best possible experience. Check out our December calendar!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>1</p> <p>9:30 Exercise 10:00 Social 10:30 Mass Sensory Stimulation 1:30 News 2:00 Walking Club/Social 2:30 Live Cinema Social: "The Polar Express" (Movie) 6:00 Sunday Evening Movie 7:30 Social</p>	<p>2</p> <p>9:30 Kids Visit- Saint Nick 10:00 Exercise 10:15 Social 10:30 Baking- Butter Cookies 1:15 Music Relaxation 2:00 Social 2:30 Strength & Balance 3:15 Cooper Visits 6:00 Travel Talk- Thruout Islands 7:30 Social</p>	<p>3</p> <p>9:30 Exercise 9:45 Social 10:00 Communion 10:15 News 1:30 Active Sports Simulation/Art Therapy 2:00 Social 2:30 Christmas Baking 3:30 Today in History 6:00 Bingo 7:30 Social</p>	<p>4</p> <p>9:30 Exercise 9:45 Social 10:00 Communion 10:15 News 1:30 Hot Cocoa and Marshmallow Social 2:30 Sing & Laugh Strength & Balance 3:30 Lucky Four 6:00 Music and Movement 7:30 Social</p>	<p>5</p> <p>9:30 Brain Trainers 10:00 Social 10:30 Bowling 11:00 Spinmunity Group 1:15 Walking Club Sensory Video 2:00 Quiz & Choice Trivia 3:00 Social 6:30 Travelogue 7:30 Social</p>	<p>6</p> <p>9:30 Cooper Visit 9:45 Exercise 10:00 Social 10:15 News 10:30 All About You! 1:15 Trivia- Nails 1:15 Trivia- Nails 2:00 Walking Club 2:30 Strength and Balance 3:00 Bingo 6:00 Lawrence Walk 7:00 Social</p>	<p>7</p> <p>9:30 Exercise 10:15 Social 10:30 News 1:15 Poetry Hour 1:45 Social 2:00 Walking Club 2:30 Strength and Balance 3:00 Bingo 6:00 Lawrence Walk 7:00 Social</p>
<p>8</p> <p>9:30 Exercise 10:00 Social 10:30 Mass Sensory Stimulation 1:30 News 2:00 Walking Club/Social 2:30 Memory Banquet Art 6:00 Sunday Evening Movie 7:30 Social</p>	<p>9</p> <p>9:30 Kids Visit- Holidays Around The World 10:00 Exercise 10:15 Social 10:30 Baking- Lemon Poppy Seed/Crossroads 1:15 Music Relaxation 2:00 Social 2:30 Strength & Balance 3:15 Cooper Visits 3:30 On This Date 6:00 Travel Talk- Ski Destinations 7:30 Social</p>	<p>10</p> <p>9:30 Exercise 9:45 Social 10:00 Communion 10:15 News 1:30 Active Sports Art Therapy 2:00 Social 2:30 Baking Cookies 3:30 Today in History 6:00 Bingo 7:30 Social</p>	<p>11</p> <p>9:30 Exercise 10:00 News 10:15 Social 10:30 Memories in the Making Watersiders 1:15 Ball Toss 1:30 Travel Talk- Snow Vacation Getaways 2:00 Social 2:30 Sing & Laugh Strength & Balance 3:30 Lucky Four 6:00 Music and Movement 7:30 Social</p>	<p>12</p> <p>9:30 Making Happy Hour Appetizers- Gumpstrol Cherouke Dip 10:15 Social 10:30 Bowling 11:00 Spinmunity Group 1:15 Walking Club Sensory Video 2:00 Happy Hour with Friends From Main Menu- Lobby 3:45 Brain Games 6:30 Travelogue 7:30 Social</p>	<p>13</p> <p>9:30 Cooper visit 9:45 Exercise 10:00 Social 10:15 News 10:30 All About You! 1:15 Trivia- Nails/Trivlog 1:15 News 2:00 Happy Hour with Friends From Main Menu- Lobby 1:45 Social 2:00 Walking Club 2:30 Strength and Balance 3:00 Baking 6:00 Lawrence Walk 7:00 Social</p>	<p>14</p> <p>9:30 Exercise 9:45 Bingo 10:00 Social 10:30 memories 11:00 Family & W. Baker's 1:15 News 1:45 Social 2:00 Walking Club 2:30 Strength and Balance 3:00 Baking 6:00 Lawrence Walk 7:00 Social</p>
<p>15</p> <p>9:30 Exercise 10:00 Social 10:30 Mass Sensory Stimulation 1:30 News 2:00 Walking Club/Social 2:30 Art - Preps for Christmas Spectacular 6:00 Sunday Evening Movie 7:30 Social</p>	<p>16</p> <p>9:30 Baking Christmas Cookies 10:00 Social 10:15 Social 10:45 Exercise 1:15 Essential Elements with Diane/Music Relaxation 2:00 Social 2:30 Strength & Balance 3:15 Cooper Visits 3:30 On This Date 6:00 Travel Talk- Ski Destinations 7:30 Social</p>	<p>17</p> <p>9:30 Exercise 9:45 Social 10:00 Communion 10:15 News 1:30 Active Sports Simulation/Art Therapy 2:00 Social 2:30 Christmas Trivia or Fable 3:30 Today in History 6:00 Bingo 7:30 Social</p>	<p>18</p> <p>9:30 Exercise 10:00 News 10:15 Social 10:30 March 'em Up - December 1:00 Memories in the Making Watersiders 1:15 Ball Toss 1:30 Christmas Trivia or Fable 2:00 Social 2:30 Sing & Laugh 3:30 Lucky Four 6:00 Music and Movement 7:30 Social</p>	<p>19</p> <p>9:30 Brain Trainers 10:15 Social 10:30 Bowling 11:00 Spinmunity Group 1:15 December Trivia 1:45 Social 2:00 Quiz & Choice Trivia 3:00 Wheel Of Fortune 7:30 Social</p>	<p>20</p> <p>9:30 Cooper Visit 9:45 Exercise 10:00 Social 10:15 News 10:30 Trivia 1:15 Trivia- Nails 2:00 Walking Club 2:30 Strength and Balance 3:00 Bingo 6:00 Lawrence Walk 7:00 Social</p>	<p>21</p> <p>9:30 Exercise 10:15 Social 10:30 News 1:15 Poetry Hour 1:45 Social 2:00 Walking Club 2:30 Strength and Balance 3:00 Baking 6:00 Lawrence Walk 7:00 Social</p>
<p>22</p> <p>9:30 Exercise 10:00 Social 10:30 Mass Sensory Stimulation 11:00 Sacrament of Anointing 1:30 News 2:00 Walking Club/Social 2:30 Watersiders 6:00 Sunday Evening Movie 7:30 Social</p>	<p>23</p> <p>9:30 Kids Visit- Hanukkah/Kwanzaa 10:00 Exercise 10:15 Social 10:30 Baking- Chocolate Chip 10:30 Trivia 1:15 Music Relaxation 2:00 Social 2:30 Strength & Balance 3:15 Cooper Visits 3:30 On This Date 3:45 Chl Chat 6:00 Travel Talk- Christmas towns 7:30 Social</p>	<p>24</p> <p>9:30 Exercise 10:00 Social 10:30 Art Therapy/Crossroads 1:15 Walking Club 1:30 Active Sports 2:00 Social 2:30 Good News Stories from 2019 3:30 Today in History 6:00 Bingo 7:30 Social</p>	<p>25</p> <p>Christmas Day 9:30 Exercise 10:00 News 10:15 Social 10:30 Christmas Sing-a-long 1:15 Christmas Trivia 2:00 Social 2:30 Lucky Four 3:45 Active Sports 6:00 Holiday Movie 7:30 Social</p>	<p>26</p> <p>9:30 Making Happy Hour Appetizers Roasted Garlic Artichoke Olive Dip 10:00 Social 10:30 Bowling 1:15 Walking Club Sensory Video 1:45 Social 2:30 Happy Hour- SCU 2:00 Memory Trees Reenactment 3:15 Afternoon News & Coffee 6:30 Dabba on Account of Flow Lamp Activity Room 7:30 Social</p>	<p>27</p> <p>9:30 Cooper Visit 9:45 Exercise 10:00 Social 10:15 News 10:30 All About You! 1:15 Trivia- Nails 1:45 Social 2:00 Walking Club 3:45 Brain Games 6:30 Travelogue 7:30 Social</p>	<p>28</p> <p>9:30 Exercise 10:15 Social 10:30 News 1:15 Poetry Hour 1:45 Social 2:00 Walking Club 2:30 Strength and Balance 3:00 Bingo 6:00 Lawrence Walk 7:00 Social</p>
<p>29</p> <p>9:30 Exercise 10:00 Social 10:30 Mass Sensory Stimulation 1:30 News 2:00 Walking Club/Social 2:30 Birthday Party with Main Program "The Polar Express" (Movie) 6:00 Sunday Evening Movie 7:30 Social</p>	<p>30</p> <p>9:30 Kids Visit- New Years 10:00 Exercise 10:15 Social 10:30 Baking- Banana Bread 1:00 Walking Club 2:00 Social 2:30 Strength & Balance 3:15 Cooper Visits 3:30 On This Date 3:45 Chl Chat 6:00 Travel Talk- Times Square New York 7:30 Social</p>	<p>31</p> <p>9:30 Exercise 9:45 Social 10:00 Communion 10:15 News 1:30 Art Therapy/Crossroads 1:15 Walking Club 1:30 Active Sports 2:00 Social 2:30 Christmas Trivia 3:30 Today in History 6:00 Bingo 7:30 Social</p>	 <p>DECEMBER 2019</p>			<p>Special Care Unit</p> 

Instagram Posts:

Instagram Post 1 (Evergreen): Milwaukee Catholic Home is committed to exceeding the expectations of you and your loved ones through passion, knowledge, and vision. (album of pictures of residents having fun and laughing between their selves and stuff as well) #milwaukee #dementia #milwauekecatholichome #experience #community



Instagram Post 2 (Seasonal): Throwback Thursday! As Christmas is coming closer let’s remind ourselves to the last year’s Christmas Party, where our residents got a chance to enjoy with their friends and families. They sang, dance, ate and had a wonderful time. (pictures of residents playing at the dinner with families and stuff with chrismat hats inlcuded)
 #milwaukeeecatholichome #dementiacareprogram #everydayamazing #community #milwaukee #christmas #experience #holydays



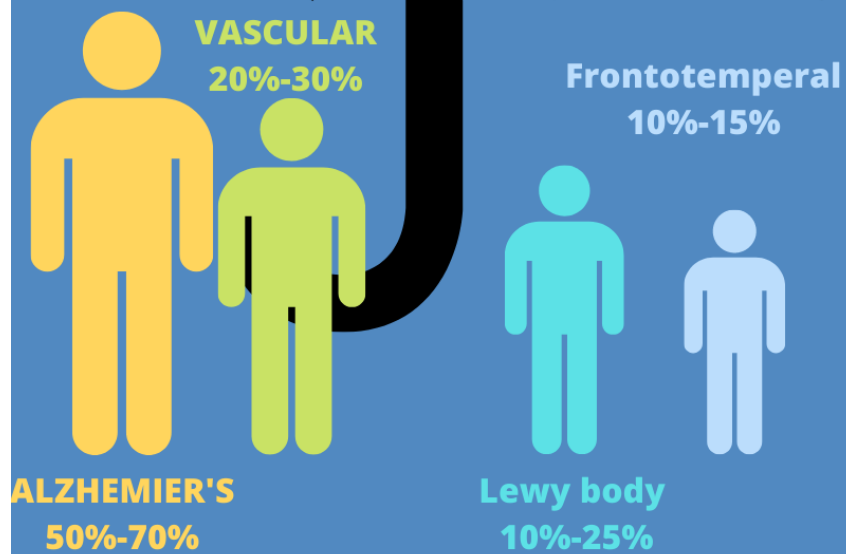
Instagram Post 3 (Real Time): Milwaukee Catholic Home cares and wants what is best for their residents and their families. That is why we decided to upgrade our care program and introduce new dementia care program called “Everyday Amazing” to our community. Our mission is to make every day as amazing as it can be for the ones needed. (picture of “Everyday Amazing” title and MCH logo) #dementia #dementiacareprogram #milwaukee #milwaukeeecatholichome #experience #community

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Facebook	Post 1 1p.m.		Post 2 1p.m.			Post 3 3p.m.	
Instagram	Post 1 4p.m.	Post 3 2p.m.		Post 2 3 p.m.			
Twitter	Post 1 1p.m		Post 3 3p.m.		Post 2 4p.m.		

DEMENTIA

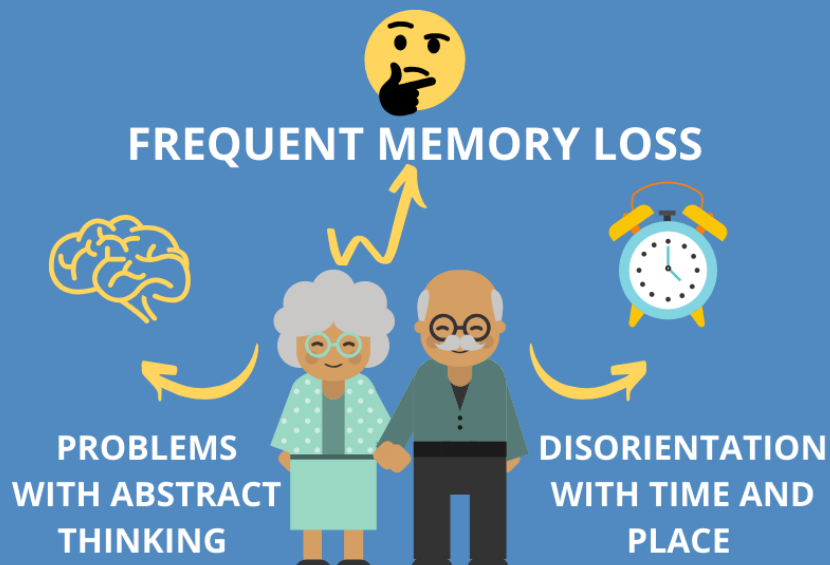
INFOGRAPHICS

An "umbrella" term used to describe a range of symptoms associated with cognitive impairment.



SOMEONE IN THE WORLD DEVELOPS DEMENTIA EVERY 3 SECONDS

SYMPTOMS





December 2019

Dear,

Milwaukee Catholic Home is very excited to introduce the new dementia care program called “Everyday Amazing” to the community. Community, experience, and spirit are the main values of Milwaukee Catholic Home and the “Everyday Amazing” program represents each of these values.

“Everyday Amazing” is about Memory support and a philosophy of care that is delivered with compassion, sensitivity, and respect for you as an individual with your history and hopes for the future. This program promotes an approach that is evidence-based and research-driven, continually updating offerings to include elements of the latest research on cognitive health and overall wellness.

In Wisconsin, in 2015, it was estimated that 115,000 persons had dementia and that by 2040, that number is expected to increase to 242,000 persons with dementia. This is why Everyday Amazing is important for the community.

For many older adults, cognitive and memory impairment is one of the most difficult challenges they face and with our highly trained multidisciplinary team, with years of experience, this challenge can become a great experience. For us to turn cognitive and memory impairment into a great experience, we need a highly trained team. This is why this year we ask you to continue your generous support of our work by donating to support the “Everyday Amazing” dementia care program and help the community.

Your help means a lot to us. It will help us provide necessary recreational, art and intergenerational programs needed for this type of program. These three approaches are defined by American’s top Therapeutic Recreational centers. They are beneficial for reducing activity limitations, enhancing cognitive abilities, increasing awareness of self and gaining positive effects. It offers the best possible benefits for people with dementia and make their lives so much easier. However, to make their lives as best as we can, we still need more resources to pay highly trained people and buy the best equipment that supports the three approaches previously mentioned.

We once again thank you for your support and as we head into holiday season, let’s give. Together, we can help people with dementia have a great experience and make their every day amazing with Milwaukee Catholic Home.

As Tony Robbins, an American author would say, “The secret of living is giving.”

Sincerely,
Dave Fulcher
CEO

Caitlin Elftman
Mission Advancement Coordinator



CONTACT US

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- ➔ COMMUNITY
- ➔ EXPERIENCE
- ➔ SPIRIT

"EVERYDAY AMAZING"

Dementia Care Program



WHAT DO WE OFFER?

1) Recreational Therapy

- Therapeutic recreation
- Address the assessed needs of individuals
- Treatment service designed to restore, remediate and rehabilitate
- Reduces activity limitations
- Enhance the quality of life

2) Art Therapy

- Through creating art people can increase awareness of self
- Develop interpersonal skills
- Manage behavior and Reduce stress
- Improve and enhance the physical, mental and emotional well-being of individuals

3) Intergenerational Programming

- Set of planned activities between two different age groups which involve the sharing of skills, experience and knowledge
- Improved health outcomes and quality of life
- Builds self-esteem and satisfaction
- Establishes relationships

FIVE PILLARS

- Physical Health
- Cognitive Health
- Social Engagement
- Nutrition
- Mindfulness and Spiritual Wellness



OUR MISSION

The main mission of the “Everyday Amazing” program is to make every day amazing as it can be. We are committed to exceeding the expectations of you and your loved ones through passion, knowledge, and vision.

WHAT IS “EVERYDAY AMAZING?”

Everyday Amazing promotes an approach that is evidence-based and research-driven. It continually updates offerings to include elements of the latest research in cognitive health and overall wellness.

It is an integral part of supporting those we care through compassion, and individuality in providing opportunities for community and connecting.



Brochure Planning Worksheet

(a) purpose or objective of the brochure

- The purpose of the brochure is to raise awareness about dementia and dementia care program “Everyday Amazing.” The main objective is to inform people about what Milwaukee Catholic Home has to offer within the program.

(b) intended audience

- Primary audience are families with people struggling with dementia.

(c) key content and graphics with possible contents or visuals for each panel (

Front panel: Milwaukee Catholic Home logo and title “Everyday Amazing” dementia care program with the image of its residences smiling.

Panel 2: Contact information for the Milwaukee Catholic home.

Panel 3: Three main values- community, experience and spirituality.

*one picture throughout first three front panels

Panel 4: Basic information: What is “Everyday Amazing?” Why is it important?

Panel 5: Types of therapies within the program.

Panel 6: Five pillars

(f) life span 1-2 years

(g) methods of distribution

Place in hospitals and Walgreens stores next to pharmacy department.

PR Writing Slideshow, Audio

Audio	Visuals and sounds
The Milwaukee Catholic Home has been serving older adults for over 100 years and it is recognized for our exceptional clinical quality.	Milwaukee Catholic Home logo 4 seconds Residents with staff 4 seconds
In Wisconsin, in 2015, it was estimated that 115,000 persons had dementia and that by 2040, that number is expected to increase to 242,000 persons with dementia.	Wisconsin state +dementia? 8 sec
That is why, we are very excited to introduce the new dementia care program called “Everyday Amazing” to the community.	Everyday Amazing 4 sec Picture of residents 4 seconds
For many older adults’ dementia is one of the most difficult challenges they face. However, with our highly trained team, with years of experience, this challenge can turn into great experience.	Residents doing different activities- video 12 sec
This program stands out for its recreational and art therapy as well as intergenerational programming. These approaches will make people with dementia lives easier.	12 seconds and three pictures that represents each of these approaches
“Everyday Amazing” offers the best possible benefits for people with dementia. This is why we are proud to invite you to be part of it. Come and join us.	Residents hugged and laughing 4sec residents waving 4 sec
Thank you! Slide says for more information visit Milwaukee Catholic Home website.	4 seconds of Milwaukee Catholic Home logo

<https://spark.adobe.com/video/eJA6oWAEzPLsk>