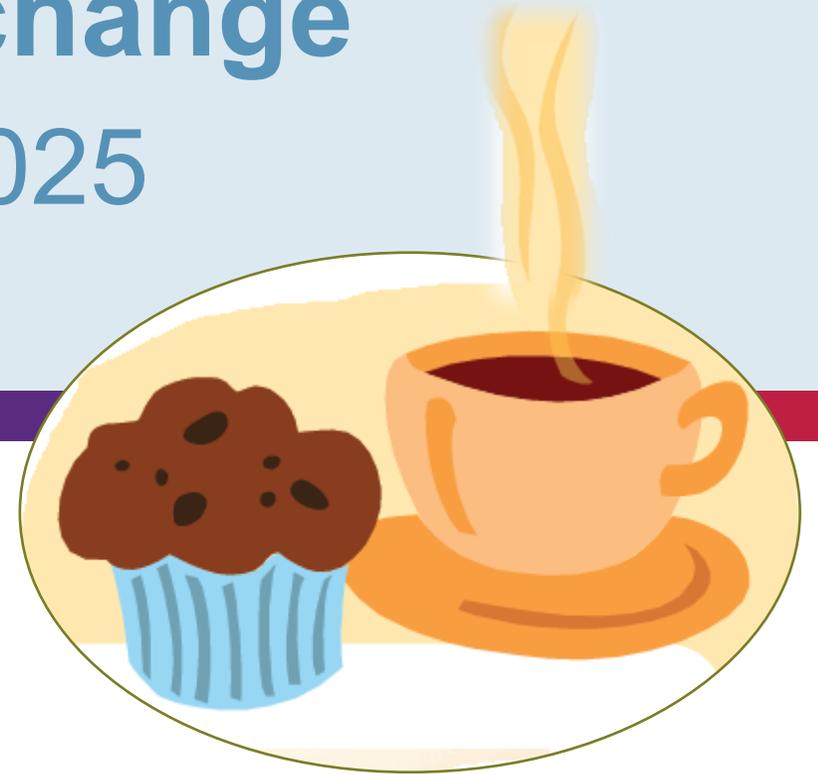


JF&CS Memory Café Percolator Quarterly Idea Exchange

September 18, 2025



JF&CS

For more than 150 years, Jewish Family & Children's Service
has been helping individuals and families build a strong
foundation for resilience and well-being across the lifespan.

Say hello! Please type your name and location into the Chat box.



Today's Agenda

1. Housekeeping and Announcements
2. Memory Café Alliance update
3. Cafe Presentation: Memory Makers of the Midsouth with Kristen Miller

Next idea exchange:

**Wednesday, December 17, 1:30 to 3:00
pm ET (90 minutes)**



Housekeeping

- This meeting is being recorded. The recording will be available at www.jfcsboston.org/Percolator in a week.
- Please keep your audio muted unless you are speaking.
- Please activate your video if you are able to do so.
- Please use the chat box or “raise hand” function to share your questions and comments at any time.

Percolator/MCA Announcements



Submission Deadline: October 31!



MEMORY CAFE

AWARENESS

CONTEST!

memory cafe alliance™

in collaboration with

 Dementia Friendly America®

The banner features a light blue background with three overlapping speech bubble shapes. The top bubble is yellow and contains the words 'MEMORY CAFE' in white. The middle bubble is white and contains the word 'AWARENESS' in purple. The bottom bubble is white and contains the word 'CONTEST!' in purple. To the right of the bubbles is the Memory Cafe Alliance logo, which consists of three overlapping teardrop shapes in light blue, purple, and yellow. Below the logo is the text 'memory cafe alliance™' and 'in collaboration with'. At the bottom right is the Dementia Friendly America logo, which consists of three overlapping circles in orange, purple, and light blue, followed by the text 'Dementia Friendly America®'.

DFA Friendsgiving – November 18



A DEMENTIA FRIENDSGIVING:



**Giving thanks for
Dementia Friends,
Dementia-Friendly
Communities, and the
many champions and
supporters carrying
this movement forward**

- Keynote: Teepa Snow
- Panels: lived experience; starting or strengthening MCs and other dementia friendly programs
- AWARDS – Memory Cafe Awareness Contest!
- <https://dfamerica.org/friendsgiving/>

Reimagining Dementia: A Creative Coalition for Justice
(www.reimaginingdementia.com) invites you to join our
1,100 plus members across the world in



TAKING IT TO THE STREETS

September 21 – October 21, 2025

...with public-facing events, activities, and conversations of all sizes and varieties that offer creative, collaborative and hope-filled alternatives to the “tragedy narrative” of dementia.

WE CAN, WE MUST, WE WILL!

For learn more about Taking It to the Streets, visit
www.reimaginingdementia.com/takingstreets or contact coordinator
Mary Fridley at reimaginingdementia@gmail.com.



#REIMAGININGDEMENTIA
#RDCTAKINGITTOHSTREETS
#SHATTERINGTHESILENCE

A photograph showing two elderly people's hands clasped together on a table. The hands are resting on a light-colored tablecloth with a red and white checkered pattern. In the foreground, there is a white ceramic cup filled with dark coffee, sitting on a matching saucer. The background is softly blurred, showing the arms and sleeves of the two individuals. One person is wearing a light pink long-sleeved shirt, and the other is wearing a dark blue sweater. The overall atmosphere is warm and intimate.

Memory Café Research Opportunities

September 2025

MEET THE TEAM



Lisa Juckett

Principal Investigator



Kali Thomas

Co-Investigator



Kim Bernard

Project Director



Susan McFadden

Consultant

Building A Stronger Evidence Base

Demonstrate Outcomes

- Does participation in Memory Cafes reduce caregiver loneliness, depressive symptoms, quality of life, perceived social support, and levels of social interaction?

Match Caregivers

- Which caregivers benefit most from participating in Memory Cafes, traditional caregiver support groups, or some combination of both?

Bolster Fidelity

- What are the "main ingredients" of Memory Cafes and other caregiver support programs and how do they influence outcomes for participating caregivers and people living with dementia?

Tell Us About Your Program

Share Information to:

- Improve our design
- Become a partner site
- Get updates on the project

<https://www.surveymonkey.com/r/NXKXSPW>





THANK YOU

Kimberly Bernard, PhD

Kimberly_bernard@brown.edu

(401) 863-1842

Your Updates

- Please keep updates brief and focused on ideas or resources of interest to Memory Cafés!





Equitably and sustainably expanding Memory Cafes in the U.S. tenfold in 10 years to reduce stigma and isolation.

Resource Update

JF&CS Memory Cafe Percolator

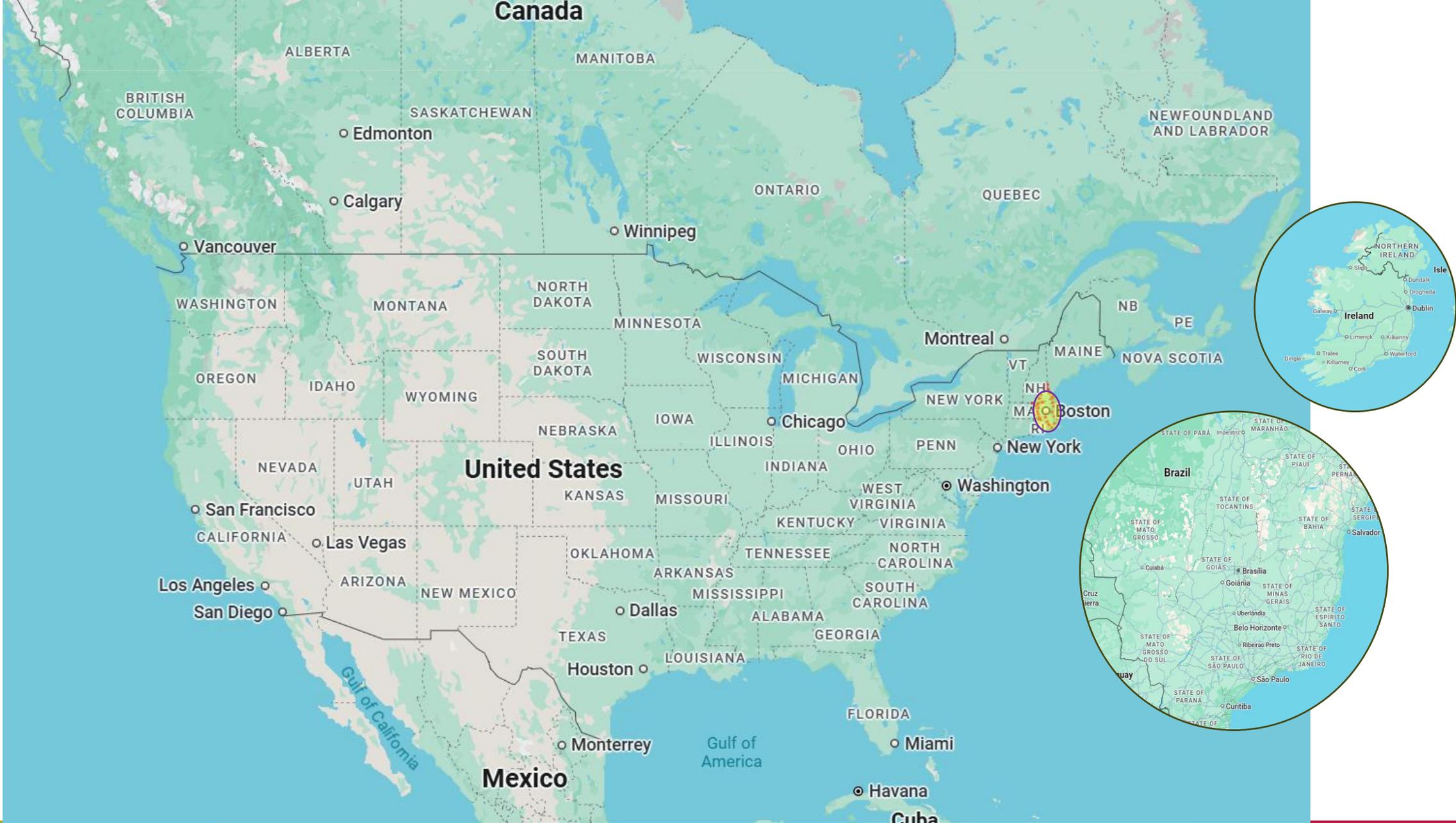
- First meeting: October 2014
- 8 people in Greater Boston



Eleven years later

- 2,000 on mailing list





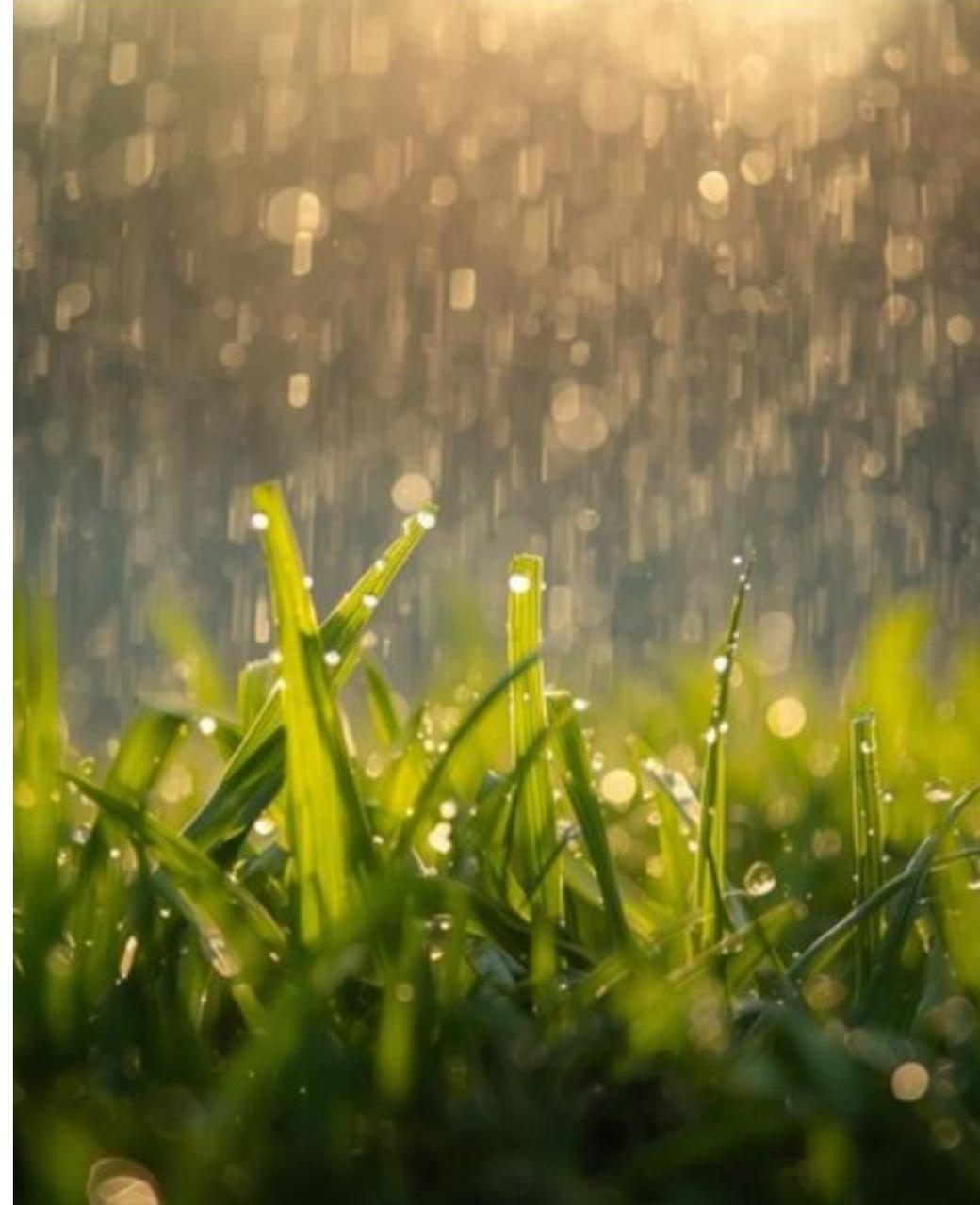




What does MCA do?

Helps people learn to start and run Memory Cafes

- Free self-paced online Memory Café training
- Pilot: Training Hubs



What does MCA do?

Helps people find their Memory Cafes

- Memory Cafe Directory for U.S. Cafes: www.memorycafedirectory.com
- Promo materials for providers and the public
- Outreach campaigns



What does MCA do?

Support YOU in sustaining and improving your Cafe

- Quarterly convenings
- Connected Community online discussion platform
- Newsletter
 - Will go to Percolator email list (2,000 people); unsubscribe if you wish



Survey Results: What you need from your Memory Cafe learning community

- n = 76
- Throughout the U.S. and Canada
- Thank you to everyone who responded!



Most helpful Percolator resources

- Toolkit, tip sheets
- Quarterly idea exchanges
- “What’s Percolating” newsletter
- Percolator Google group
- Consultation with Beth – very helpful for a smaller number of respondents



What should change?

- Virtual convenings:
 - 66% want them to stay quarterly
 - Several want them shorter
- Teaching artist directory – was developed before pandemic for Greater Boston only
- Easier ways to share ideas, such as activities and facilitation tips
- More help reaching providers and policymakers





Updates and Announcements
September 18, 2025

MEMORY

CAFE

AWARENESS

CONTEST!



memory cafe
alliance™

in collaboration with



Dementia
Friendly
America®

MEMORY CAFE

AWARENESS

CONTEST!

Calling all Memory Cafe Leaders + Media Makers!

Create social media stories/posts that engage Memory Cafe participants to answer one of the following questions -

- *What IS a Memory Cafe?*
- *What do you value about Memory Cafes?*

CATEGORIES INCLUDE

- Most Creative
- Most Inspiring
- Most Impactful
- Best Overall

Post Entries on Social Media before Oct. 31st

Prize Winners announced with DFA, on Nov 18, 2025



MEMORY CAFE

AWARENESS

CONTEST!

AARP[®]

Win BIG!

Thanks to a sponsorship from AARP, the winners in each category will receive \$2,500!

Additionally, five prizes of \$100 each will be drawn at random from all applicants.



Post Entries on Social Media before Oct. 31st
Prize Winners announced with DFA, on Nov 18, 2025

MEMORY

CAFE

AWARENESS

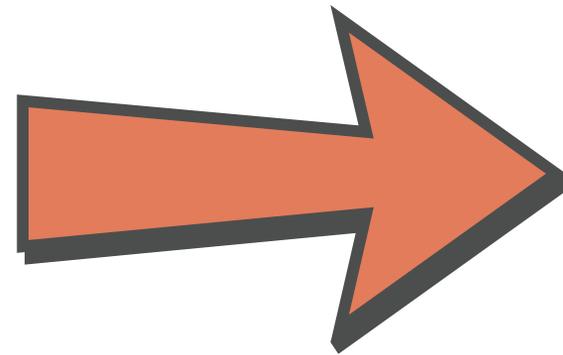
CONTEST!

MEMORY

CAFE

AWARENESS

CONTEST!



Learning Community Transfer



JF&CS

Jewish Family & Children's Service

THANK YOU!

What is the same?



- Quarterly Idea Exchanges
- Opportunities to connect with others in the field doing similar work
- Ongoing monthly emails from MCA (powered by DFA)

What is new?

The screenshot shows the USAging website interface for the Memory Cafe Alliance community. At the top, there is a navigation bar with 'USAging', 'Home', 'Communities', 'Events', and 'Browse'. A search bar and a 'Create' button are also present. The main header for the community is 'Memory Cafe Alliance'. Below this, there are navigation tabs for 'Community Home', 'Threads' (1), 'Resources and Materials' (0), 'Events' (1), and 'Members' (4), along with a 'Settings' button. A disclaimer states: 'As a reminder, this is a private, online engagement community hosted by USAging. All specific information, whether presented in text or graphics that you view on this community may not be shared outside the community. This is a professional community with the appropriate standards of conduct expected.' The purpose of the platform is described as helping people starting and running Memory Cafes to share ideas, tips, and questions. A link to 'Edit Community Settings' is provided. The main content area features a 'Discussion Board' with a 'Welcome!' post by Jennifer Hammer, 14 days ago, and a 'RE: Welcome!' post by Sam Goodrich, 2 minutes ago. A 'Spotlight: Public Awareness Contest' is also visible. On the right, there is a 'Quick Links' section with items like 'Memory Cafe Directory', 'Create MCA Profile to List Your Cafe', 'Memory Cafe Alliance Online Training', 'Memory Cafe Resource Page', and 'Memory Cafe Promo Toolkit'. Below that is an 'Announcements' section with an 'Add Announcement' button.

- NEW platform instead of Google Group - discussion board, resources, updates, all in one place!
- New contact for MCA related Communications (me!)

memorycafes@dfamerica.org

Memory Cafe Alliance

Community Home

Threads **1**

Resources and Materials **0**

Events **1**

Members **4**

Settings

As a reminder, this is a private, online engagement community hosted by USAging. All specific information, whether presented in text or graphics that you view on this community may not be shared outside the community. This is a professional community with the appropriate standards of conduct expected.

The purpose of the MCA Connected Community platform is to help people who are starting and running Memory Cafes to share ideas, tips and questions.

[Edit Community Settings](#)



Discussion Board

Welcome! ↗

By: [Jennifer Hammer](#), 14 days ago

Welcome MCA Members! We are so happy to connect with you on this new platform. Post your Memory Cafe questions, suggestions, and resources below, and respond to one another! This is the same function as the Percolator Google Group that many of you have ...

RE: Welcome!

By: [Sam Goodrich](#), 2 minutes ago

Thanks, Jen! Welcome everyone! We are excited to support the conversation here. :) ----- Sam Goodrich -

[View more discussions](#)

Spotlight: Public Awareness Contest

Quick Links

- Memory Cafe Directory
- Create MCA Profile to List Your Cafe
- Memory Cafe Alliance Online Training
- Memory Cafe Resource Page
- Memory Cafe Promo Toolkit

Announcements

[Add Announcement](#) Create a new announcement for

What logins do I need?

DFA login - Posting Cafes to Directory, 1 leader per cafe

ConnectedCommunity - The broader MC community. Discussion, training, resources, etc.

What is the timeline?

Sept. 30 - Email instructions and link go out to all on the newsletter list

October and November - Sign up and start using the new platform. Emails now from DFA.

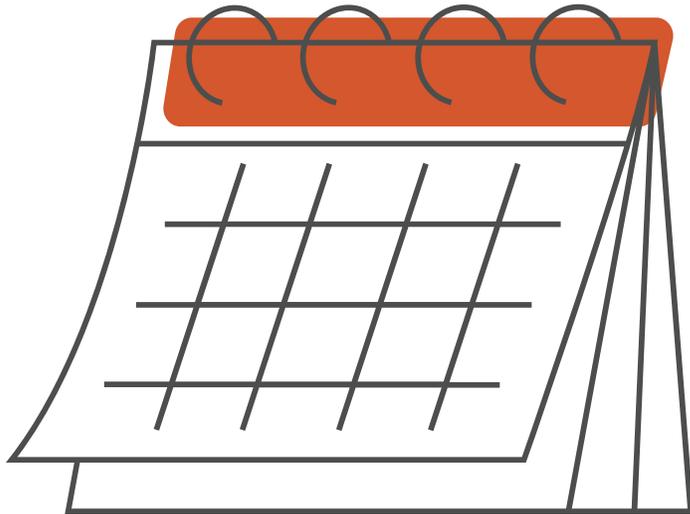
December 17 - Next Percolator Idea Exchange



What Questions do
you have for us?



memory cafe
alliance™



NEXT MEETING:

Wednesday, December 17

12:30 PM - 2:00 PM central /

1:30 PM - 3:00 PM eastern

Questions and comments

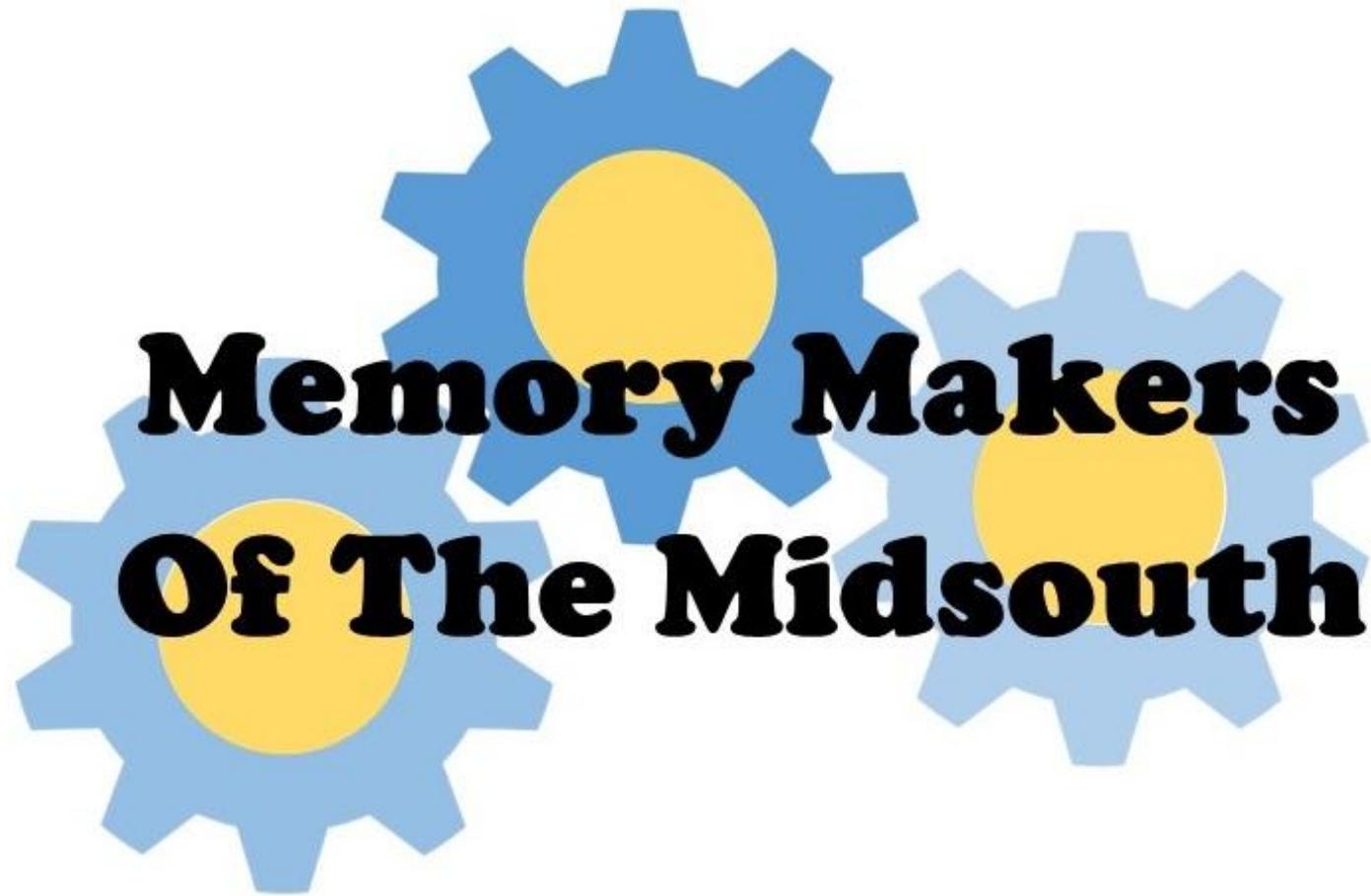


Stretch break!



Memory Makers of the Midsouth

Kristen Miller



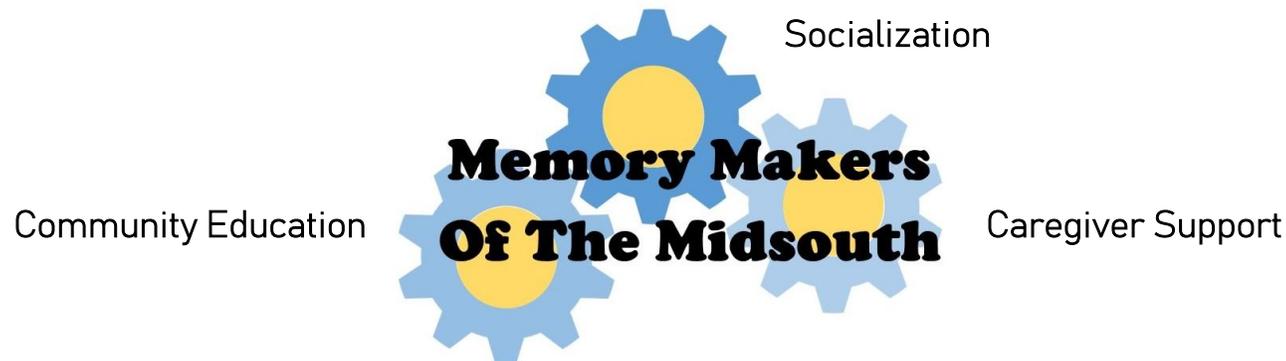
Memory Makers Of The Midsouth

The Memory
Makers of the
Midsouth
Travelling
Memory Café
Model



Our Mission & Values

The mission of Memory Makers of the Midsouth is to provide a regular program of Memory Cafes in the greater Memphis, TN area that will provide opportunities for social stimulation, support, and education for those with memory loss and their caregivers right in the communities in which they reside.



History

The program for Memory Makers of the Midsouth was developed by Kristen Miller, owner of Midsouth Aging Consultant. Ms. Miller was intrigued by the Memory Café concept and attempted many times to recruit libraries, churches, and even museums to open their own Café by offering support. However, each place shared that while they liked the concept, they lacked the staff, the knowledge, and the budget to bring it to fruition. That sparked the idea to add a mobile Memory Café service to her business and write the guidebook, *A Year of Meaningful Dementia Activity Themes*. Within the first year of offering mobile Memory Cafes, the interest in them became great enough that it was necessary to form an organization to support and grow them; thus Memory Makers of the Midsouth was born.

A Year of Meaningful, Dementia-Friendly Activity Themes

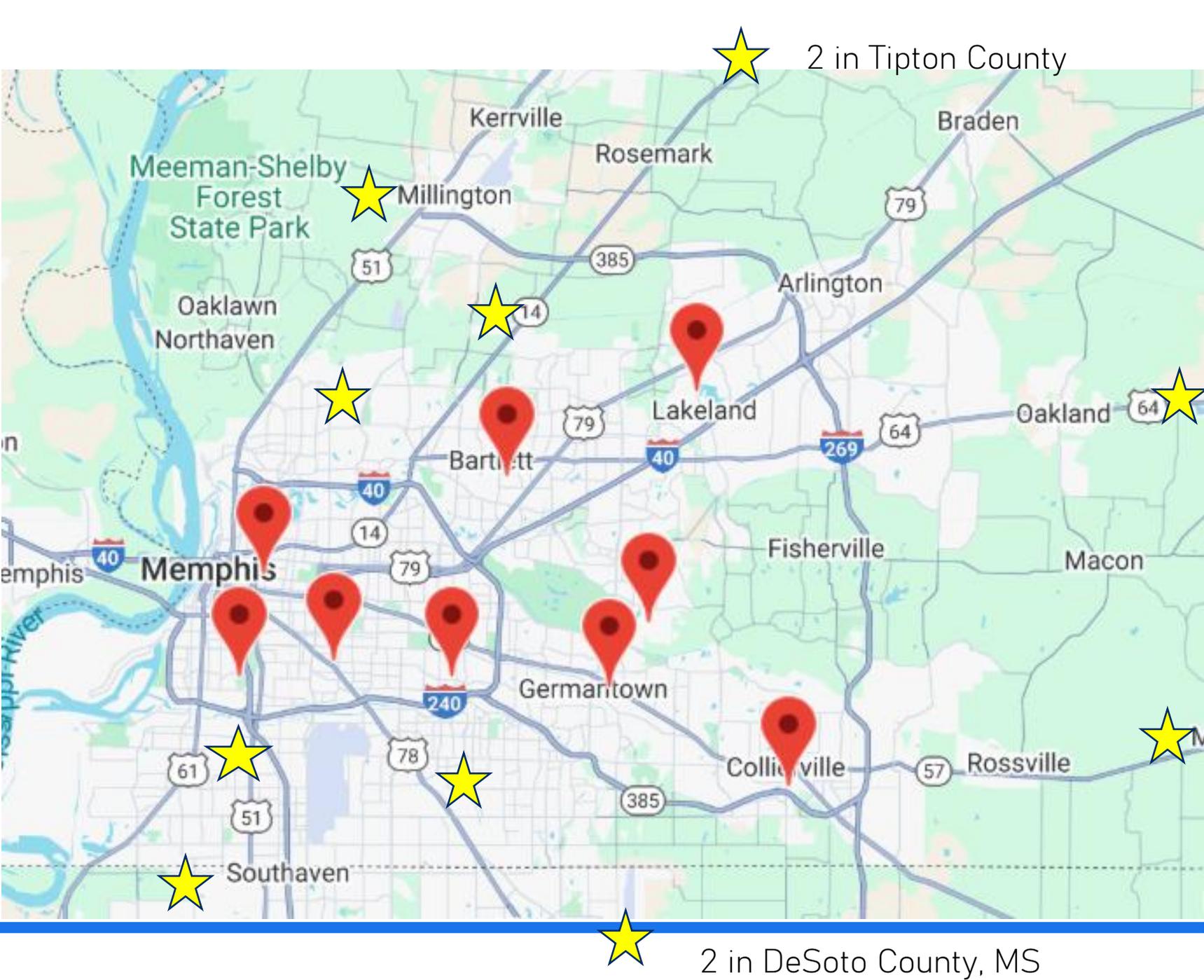
An Idea and Resource Guide



Developed by Midsouth Aging Consultant, 2022. All rights reserved. May not be copied or reproduced without express written authorization from the author.

The Mobile Format

- Memory Makers currently operates 9 Memory Cafes throughout Shelby County, TN.
- Each location meets once a month for 2 hours
- Multiple cafes spread out across a wide area reduces barriers to access, such as transportation
- It is a free program that ensures access for people in all income levels
- We provide a valuable resource in areas that are starved for resources
- Our format gives us the ability to reach into both inner-city areas and rural areas
- Multiple locations gives us wide visibility across the county and attracts a big variety of participants
- There are no stipulations regarding diagnosis or stage of the disease process; all are welcome
- No pre-registration required
- Morning sessions, afternoon sessions, different days of the week allow for multiple opportunities of engagement



Locations

- Long-term goal is to have 20 locations to serve Shelby, Tipton, Fayette Co in TN, and DeSoto County MS.

Memory Makers of the Midsouth Proudly Presents:

The Memory Café

The Memory Café is a special time set aside for those with memory loss and their caregivers to enjoy fellowship and support, refreshments, a program of activities, and get information about available community resources.

We invite you to attend at these locations:

- **Ruth Tate Senior Center**, 1620 Marjorie St, Memphis
Meets every *1st Monday* of the month from 1pm-3pm
- **Orange Mound Library**, 843 Dallas St, Memphis
Meets every *1st Wednesday* of the month from 10:00am-12:00pm
- **Church of Christ at White Station**, 1106 Colonial Rd, Memphis
Meets every *2nd Tuesday* of the month from 10am-12pm
- **J.K. Lewis Senior Center**, 1188 North Parkway, Memphis
Meets every *2nd Tuesday* of the month from 1pm-3pm
- **Germantown Library**, 1925 Exeter Rd., Germantown
Meets every *2nd Thursday* of the month from 10am-12pm
- **Lakeland Senior Center**, 4527 Canada Rd, Lakeland
Meets every *3rd Thursday* of the month from 10am-12pm
- **Bartlett Library**, 3884 Stage Rd, Bartlett
Meets every *3rd Friday* of the month from 1pm-3pm
- **Linda Kerley Senior Center**, 175 W. Poplar, Collierville
Meets every *4th Tuesday* of the month from 1pm-3pm
- **Hope Church**, 8500 Walnut Grove Rd, Cordova
Meets every *4th Thursday* of the month from 1pm-3pm

Please visit our website:

MemoryMakersMidsouth.org

Phone: 901-604-4690

Email: ED@memorymakersmidsouth.org



Outreach & Marketing

- Flyers at community centers, places of worship, libraries, senior living residences, & other public spaces
- Social media, paid Facebook ads every 2 months
- Health fairs, expos, farmers markets, other community events
- Press releases, appearances on TV, podcasts, etc.
- Professional networking events

Social Stimulation

Memory Makers uses a Montessori-based activity program. Each Memory Café includes:

- Reminiscing
- Games
- Music
- History/Fun Facts
- Sensory stimulation (visual, tactile, olfactory)
- Movement
- Creative Arts
- Brain Games

Each week features a different theme and activities are based around that theme.

We bring all materials to each Café and take them with us when we leave.



Caregiver Support

- Monthly virtual caregiver support group
- Free resource table at each Memory Café
- Daily tips on Facebook page
- Resources section of website, as well as Meaningful Activities section of website

Multiple Dates

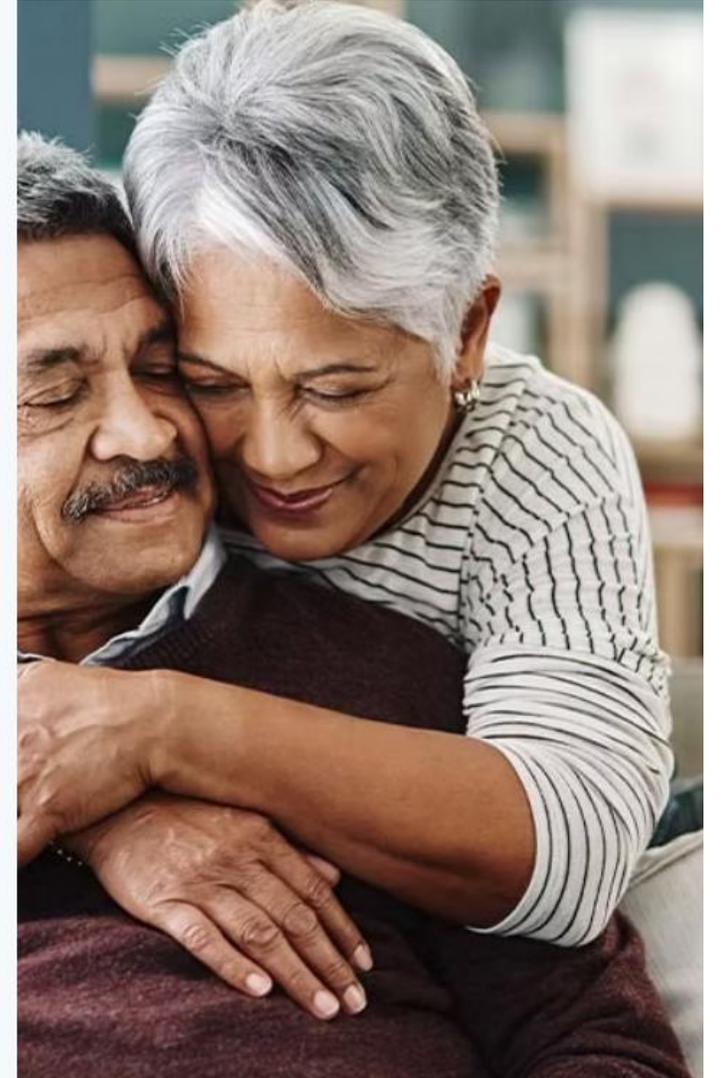
Caregiver Support Group

When
—
Oct 07, 2025, 7:00 PM – 8:00 PM CDT

Where
—
Virtual Caregiver Support Group

[Register Now](#)

[f](#) [X](#) [in](#)



Community Education

10 Tips for Better Communication

1. Get on eye level and limit distractions. People with dementia have a shorter attention span and a harder time filtering out background noises, movement, and lights. Move to a quieter space or turn off tv, radio, etc. to help them focus.
2. Speak slowly & allow more time for a response. People with dementia have a harder time processing speech, so speak more slowly and give them extra time to respond.
3. Only ask one question at a time. Because they have a harder time processing information, only ask one question at a time. You may need to ask the question more than once, or restate it in a different way.
4. Only give two choices at a time. It is easier for a person with dementia to decide between two things than to ask an open-ended question, like “what do you want to eat?”
5. Watch your body language and tone of voice. Making your body language and tone of voice match what you are trying to convey can help them better understand.
6. Explain what you are doing as you are doing it. If you are helping a person with dementia with a care task, or moving their wheelchair, explain what you are doing and why so they don't misinterpret your actions.
7. Talk to them, not about them. Always include them in your conversation instead of talking about them as if they aren't there.
8. Use aids such as whiteboards and clocks. A person with dementia usually has trouble with short-term memory; use whiteboards, signs, and clocks to remind them.
9. Respond to the emotion, not the words or actions. A person with dementia may act out or become fearful or agitated. *Behind every behavior is an emotion, and behind every emotion is an unmet need.*
10. Find ways to laugh. Humor can go a long way towards defusing tense situations. Just don't use negative humor, sarcasm, or make fun of someone.

Please join us at any of our Memory Cafes and at our monthly support group!

Memory Makers of the Midsouth
901-604-4690
ED@memorymakersmidsouth.org
Website: MemoryMakersMidsouth.org



- Memory Makers publishes a number of tip sheets on various topics
- We speak to senior groups, church groups, civic clubs, etc.
- We offer Dementia LIVE empathy training to groups for free (donations encouraged)

DEMENTIA Live®
Proven. Powerful. Essential.

Funding



- Two fundraisers per year- a dinner and gift basket auction, and a community movie day event
- Grants
- Donations & sponsorships



Questions?

Memory Makers of the Midsouth

MemoryMakersMidsouth.org

ED@memorymakersmidsouth.org

901-604-4690

Questions and comments



Save the date!

Next Percolator Idea Exchange is Wednesday, December 17,
1:30 – 3:00 ET (90 minutes)

- Hosted by Memory Café Alliance
- Stay tuned for details!

