

# Memory Cafés in Massachusetts



**Percolator Memory Café Network  
Quarterly Meeting  
September 10, 2020**

**JF&CS**

# Today's Agenda

1. Housekeeping
2. Announcements
3. Finding our footing: How cafés are adapting to COVID-19
  - **Rosemary Quatrale**, JFS of Utah: starting a virtual memory café from scratch
  - **Cláudia Lopes Carvalho**, Memory Café Brasil, a virtual café with international participation
  - **Linda Jackvony**, Waterfront Memory Café in Marion, Massachusetts, and **Leanne Dowd**, West County Memory Café in Shelburne Falls, Massachusetts, an outdoor “drive-in” café
  - **Sara Masoud**, SA Amigos Memory Café in San Antonio, Texas, a Zoom/telephone-based bilingual café
4. Discussion: your challenges and ideas
5. Next meeting: **Wednesday, December 10, 1:30 – 3:30 pm EST**

# Housekeeping



- This meeting is being recorded. The recording will be available at [www.jfcsboston.org/Percolator](http://www.jfcsboston.org/Percolator) in approximately 2 weeks.
- Please activate your video option if you have a web cam and would like us to see you!
- Please keep your audio muted unless you are speaking.
- Please use the chat function to send your questions and comments at any time.

***Say hello! Please type your name and location in the chat box!***



***Comments and  
announcements  
(keep them brief please!)***

# **Let's Talk About Dementia and Culture:** *How We Talk and Teach About Dementia in Cultural and Linguistic Communities*

Dementia affects every community, but not in the same way. Join us for a conversation about disparities in the risk of developing dementia, and in access to dementia diagnosis, research and care, and to explore cultural values and ways of understanding dementia. Gain a new lens to see through as we work to embrace and support people living with dementia and families in all of our communities.

## **Virtual Symposium**

**Tuesday, November 10, 2020**  
**1:00 p.m. to 4:30 p.m. EDT**

**Registration is now open. Sponsorship opportunities are available.**

**Free of Charge. Register in advance at:**  
**[www.bit.ly/TalkingDementia](http://www.bit.ly/TalkingDementia)**

**JF&CS**

***Percolator***



# Memory Café directories

- Massachusetts café directory, including in-person and virtual cafés, run by JF&CS: [www.jfcsboston.org/MemoryCafeDirectory](http://www.jfcsboston.org/MemoryCafeDirectory)
- National in-person café directory: [www.memorycafedirectory.com](http://www.memorycafedirectory.com) and national virtual café directory, run by Dave Wiederrich: <https://www.memorycafedirectory.com/cafe-connect/>

Now color-coded for English/Spanish-Friendly/Portuguese-Friendly.

**Massachusetts virtual cafés: Please contact Dave at [info@memorycafedirectory.com](mailto:info@memorycafedirectory.com) if you do NOT want your virtual café listed in <https://www.memorycafedirectory.com/cafe-connect/>**

# Percolator Resources

- **Percolator webpage:** [www.jfcsboston.org/Percolator](http://www.jfcsboston.org/Percolator)
  - Updated Memory Café Toolkit:  
[www.jfcsboston.org/MemoryCafeToolkit](http://www.jfcsboston.org/MemoryCafeToolkit) (English) and  
[www.jfcsboston.org/GuiaCafeDeMemoria](http://www.jfcsboston.org/GuiaCafeDeMemoria) (Spanish)
  - Meeting archives
  - Guest artist/activity facilitator directory
  - And more!
- **Percolator Google Group** (let Beth know if you didn't receive an invitation)

# Keep in touch!

- Sign up for Percolator mailing list at [www.jfcsboston.org/Percolator](http://www.jfcsboston.org/Percolator)
- If you are not receiving Percolator emails, check with me at [bsoltzberg@jfcsboston.org](mailto:bsoltzberg@jfcsboston.org). Your organizational server may be rejecting the messages.



Resourcefulness

Creativity

**Finding Our Footing:  
How Five Cafés Are  
Adapting to COVID-19**

Flexibility

Experimentation

- **Rosemary Quatrale**, JFS of Utah: starting a virtual memory café from scratch
- **Cláudia Lopes Carvalho**, Memory Café Brasil, a virtual café with international participation
- **Linda Jackvony**, Waterfront Memory Café in Marion, Massachusetts, and **Leanne Dowd**, West County Memory Café in Shelburne Falls, Massachusetts, an outdoor “drive-in” café
- **Sara Masoud**, SA Amigos Memory Café in San Antonio, Texas, a Zoom/telephone-based bilingual café



# Jewish Family Service

Caring for all Utahns since 1872

## We offer

**Mental Health Counseling**  
**Community Education Classes**  
**Food Pantry**  
**Programs for Seniors**

*Rosemary Quatrone*  
Older Adult Care Manager



**Jewish Family Service**  
495 E 4500 S Suite 100  
Salt Lake, UT 84107  
801-746-4334  
rosemary@jfsutah.org



# What I do

## Older Adult Care Manager

- Music and Memory
- Caregiver Support Group
- Dementia Friendly Activities
- Food Stamp Application Assistance
- Community Resources
- Gleeeful Choir





### Personalized iPods

- Improve mood
- Reduce anxiety, agitation, depression
- Provides entertainment
- Benefits the person with dementia and their caregiver



For more information contact  
Rosemary: [rosemary@jfsutah.org](mailto:rosemary@jfsutah.org)

# Our Programs for People with Dementia and their Caregivers Feed into Each Other

- Music and Memory
- Caregiver Support Groups
- Gleeful Choir



# Dementia Friendly Activities

## What is it?

- An activity for persons with dementia and their caregivers.
- We meet every other Thursday at 11 a.m.



Animals



Smells



TV Shows

Slide shows that stimulate the senses and spark conversation

# Smells



# ANIMALS



# TV Theme Songs



# Hats

We delivered hat “kits” to all participants and decorated them together. Everyone’s hat was different and fun.



# Ask Open Ended Questions

- Think about the senses
- Keep questions general.
- Avoid yes or no questions.
- What does this remind you of?
- What do you like about this?

## Future Activities

Famous Works of Art

Touch

Sports Bloopers

Crafts



# Questions about starting a virtual café from scratch?



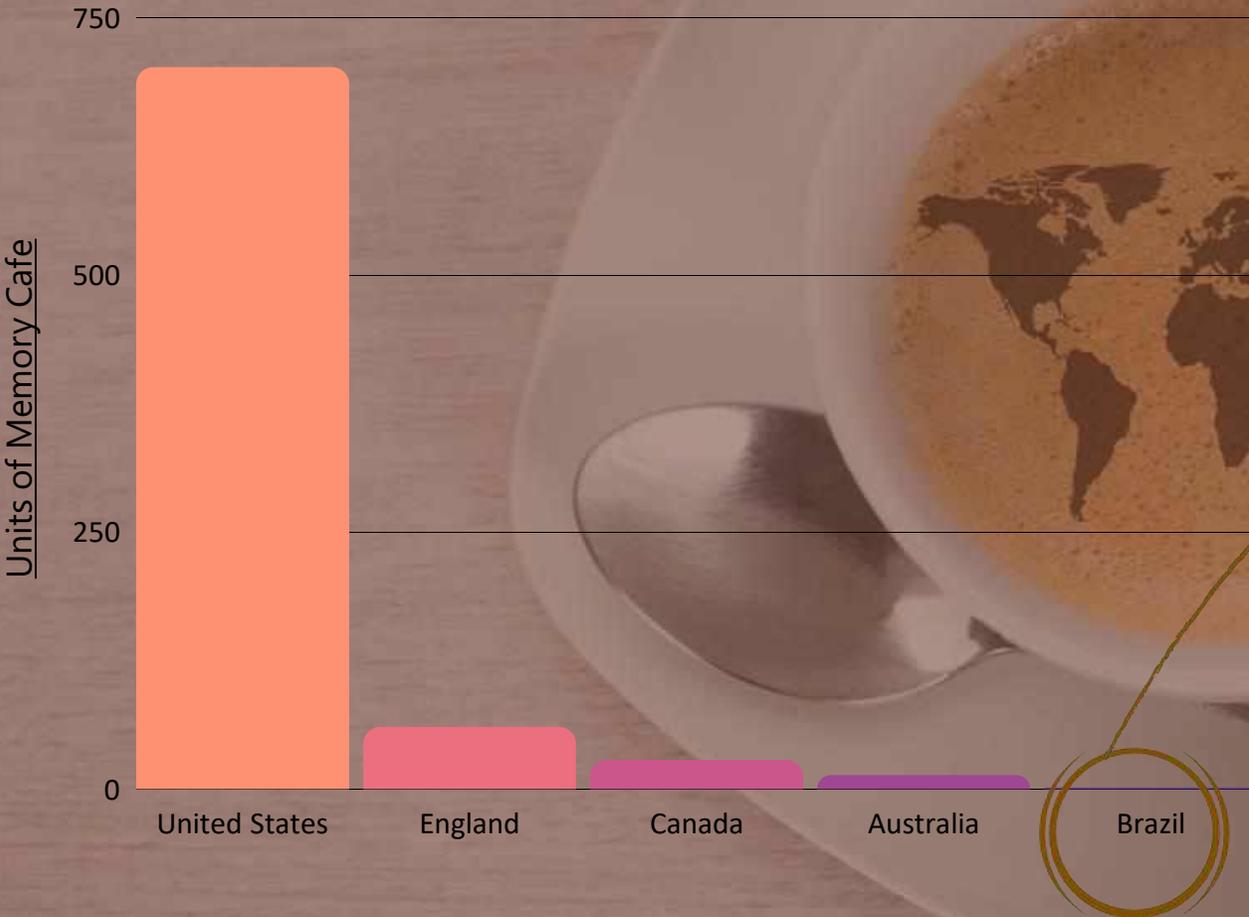


# MEMORY CAFÉ® BRASIL

VALORIZANDO MEMÓRIAS E PROMOVENDO A INCLUSÃO

# Memory Cafe Directory

By : [memorycafedirectory.com](http://memorycafedirectory.com)



**MEMORY  
CAFÉ®  
BRASIL**  
VALORIZANDO MEMÓRIAS E PROMOVENDO A INCLUSÃO

The Number 1 in Brazil

FOUNDED ON DECEMBER 14, 2019  
IN SAO PAULO CITY



Founders of  
Memory Café Brasil



# Cláudia Lopes

Speech Therapist- CRFa. 17.563-SP

Master's student in Sciences at the Neuroscience Laboratory, USP

Specialist in evaluation and rehabilitation of speech therapy for adults and elderly, USP

Specialist in cognitive rehabilitation, USP

Improvement in Gerontology, Hospital do Servidor

MBA in Strategic Health Management

Speech Therapist, Faculty of Medical Sciences of Santa Casa de São Paulo - FCMSCSP

If you want to contact me or access my social media, click on the icons below



PhD student at the Neuroscience Laboratory, USP

Specialist in Cognitive Rehabilitation, USP

Experience in Team Management, Prevent Sênior

Master of Science from the Neuroscience Laboratory,  
USP

Service Training in Hospital Geriatric Management, USP

Bachelor of Gerontology, UFSCar

If you want to contact me or access my social  
media, click on the icons below



# Jessyka Bram

Gerontologist - ABG 328

🔍 14 people



30 people



6 people  
70 years (mean)  
1 man; 6 women  
11,33 years of schooling (mean)  
33% - subjective memory complaint

~8 people usually attended



13 people  
57 years (mean)  
3 man; 10 women  
15,61 years of schooling (mean)  
30% - subjective memory complaint

~12 people usually attend

# Face-to-face meetings



MEMORY  
CAFÉ®  
BRASIL

VALORIZANDO MEMÓRIAS E PROMOVENDO A INCLUSÃO

Place: SP Lovers Café  
Meeting theme: Your face, your brand.  
Date: 12/14/2019

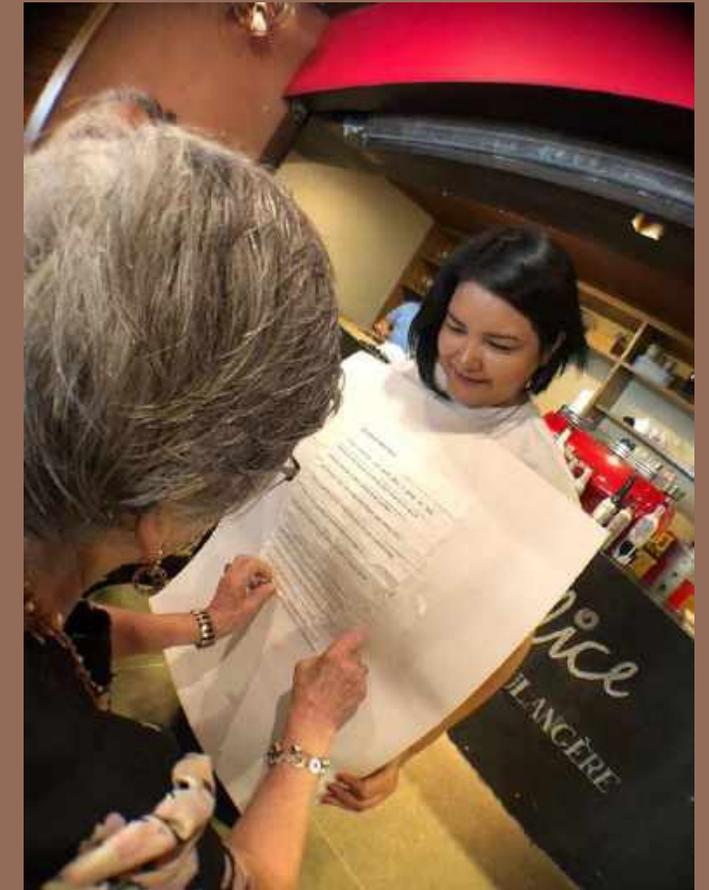


# Face-to-face meetings



MEMORY  
CAFÉ®  
BRASIL  
VALORIZANDO MEMÓRIAS E PROMOVENDO A INCLUSÃO

Place: Julice Boulangerie  
Meeting theme: Get into the routine.  
Date: 1/18/2020



# Face-to-face meetings



MEMORY  
CAFÉ®  
BRASIL  
VALORIZANDO MEMÓRIAS E PROMOVENDO A INCLUSÃO

Place: La Confeitaria

Theme of the meeting: Attention very calm at that time.

Date: 2/15/2020





24 people

# On-line meetings

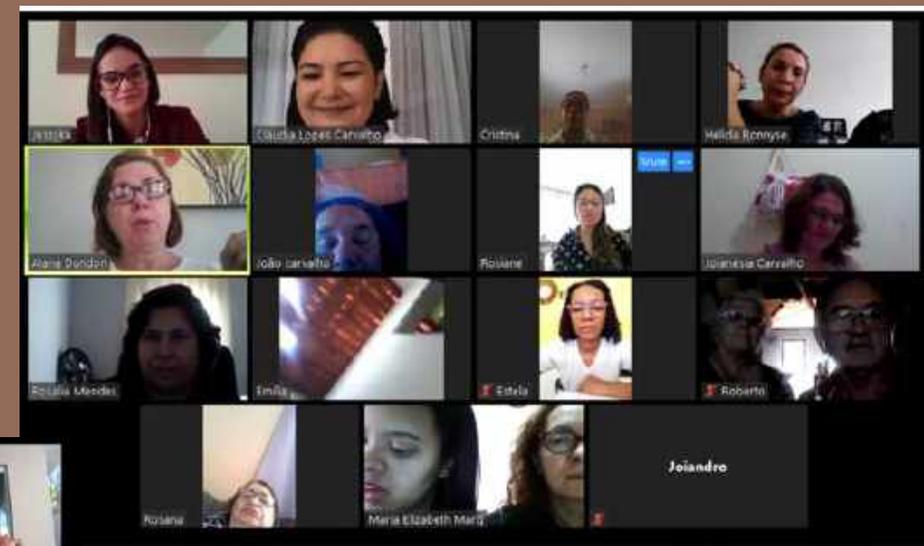
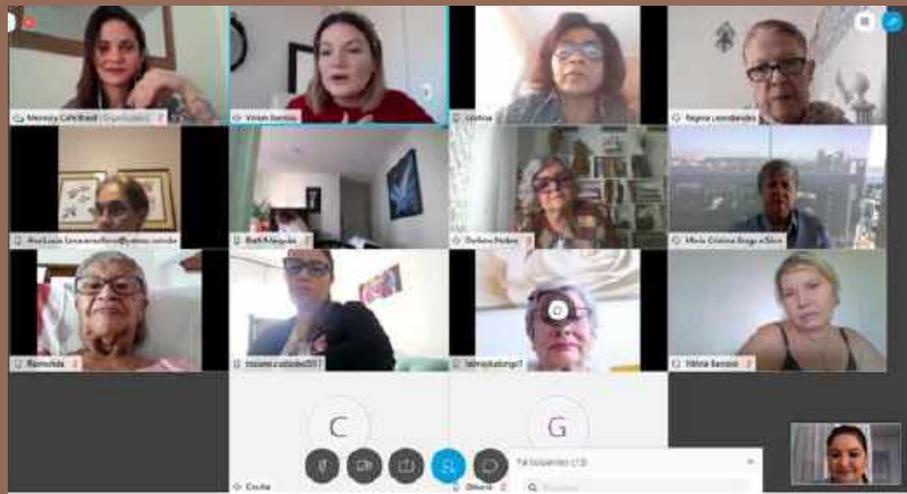


MEMORY  
CAFÉ®  
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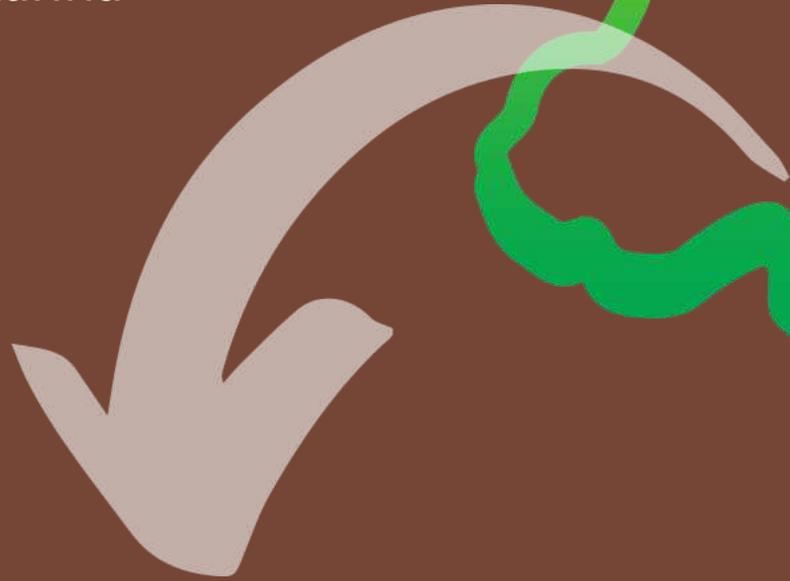
VALORIZANDO MEMÓRIAS E PROMOVENDO A INCLUSÃO

Place: Zoom and Webex plataforma

Schedule: 04/11/2020; 04/25/2020; 05/09/2020; 05/23/2020; 06/13/2020; 06/27/2020; 07/18/2020; 08/08/2020; 08/29/2020



Piauí  
Rio Grande do Sul  
São Paulo  
Santa Catarina



76 people

# Memory Cafe in the Brazilian context and in a pandemic scenario

Bram, J.M.F. (1), Carvalho, C.L. (1)  
 (1) Memory Café Brasil, Sao Paulo, Brazil

## INTRODUCTION

The WHO estimates by 2050 the proportion of people over 60 will be 22% of the world's population. This scenario does not differ in Brazil. The elderly represent the fastest growing population segment, with estimates of average increase over the next ten years of more than 1 million elderly per year, which is worrying because epidemiological data show that one third of elderly Brazilians are affected by neuropsychiatric disorders. It is important to consider some conditions can represent risk factors for the development of cognitive decline. Therefore, attention to these disorders is necessary as they bring important social and economic impacts. Thus, the development of projects in this area may provide not only a reduction in public spending, but also more years of life with autonomy and independence. Based on all of these data and on our knowledge about gerontology and dementia, we decided to bring the Memory Cafe philosophy to Sao Paulo, Brazil (figure 1).

Figure 1. Memory Café Brasil.



## OBJECTIVE

- To promote the inclusion and social interaction of adults and the elderly with cognitive decline,

## METHODS

- Three face-to-face meetings (FFM) until February and four online meetings (OM) until 23rd May 2020 (figure 2);

Figure 2. Memory Café Brasil Meetings.



- All of meetings were guided according Memory Cafe Directory guidelines;
- Cognitive stimulation was performed during all meetings;
- All participants signed an image authorization term.

## RESULTS

- 30 people have participated in the meetings so far, 14 of whom answered the online questionnaire with open-ended questions to evaluate the MCBr.

Table 1. Demographic characteristics.

	Meetings	
	FFM	OM
Gender (M/W)	1/5	3/20
Age (mean±sd)	66,92±9,87	56,69±20,46
Years of schooling (mean±sd)	11,33±6,38	15,61±5,86
SMCs (%)	66,66%	38,46%

Abbreviations: M, men; W, women; FFM, Face-to-face meetings; OM, online meetings; SMCs, subjective memory complaints. Values are presented as means and standard deviations (sd).

Figure 3. Face-to-face meetings.



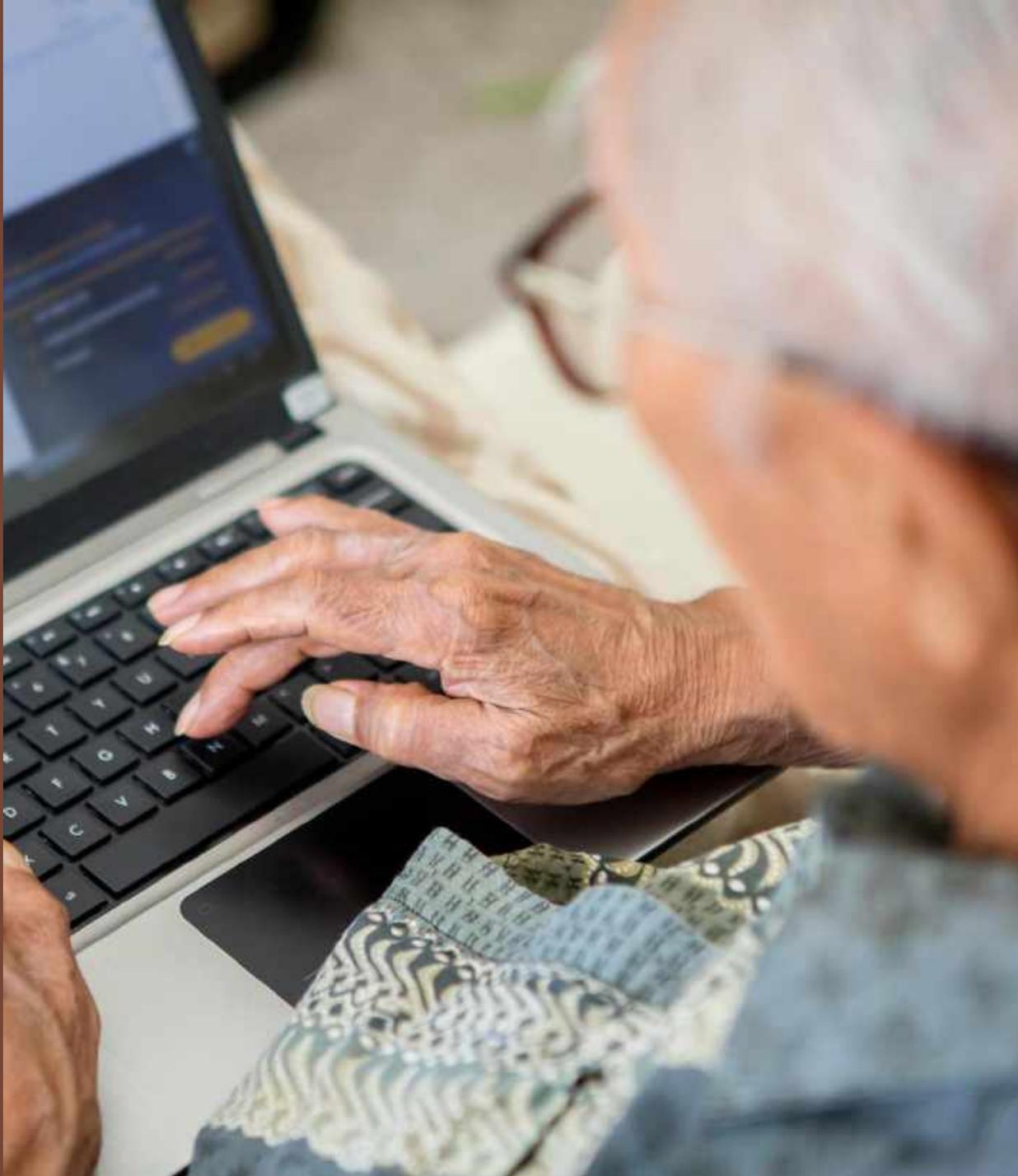
Figure 4. Online meetings.



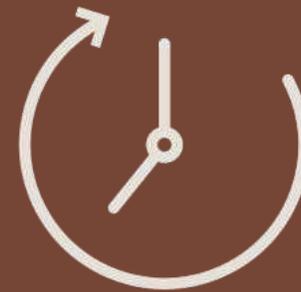
- Ten of them participated more than once in the meetings and five participated in both types of meetings;
- Most of them reported that OM helped in a positive way to alleviate loneliness during social isolation as well as making it possible to improve cognitive functions.

## CONCLUSION

MCBr is recent in Brazil and is looking for ways to increasingly include people with congenital and/or acquired cognitive decline in society, as well as their caregivers, by promoting well-being and cognitive stimulation.



+ WE PERFORM COGNITIVE STIMULATION WITH INTERACTIVE ACTIVITIES (BASED ON SCIENTIFIC EVIDENCES) DURING MEETINGS AND WE PROMOTE THE SOCIAL INCLUSION.



1,5h  
twice a month

# BE PART OF THIS STORY!



[mcb@memorycafebrasil.com](mailto:mcb@memorycafebrasil.com)



[@memoryfabrasil](https://www.instagram.com/memoryfabrasil)



[/memorycafebrasil](https://www.facebook.com/memorycafebrasil)



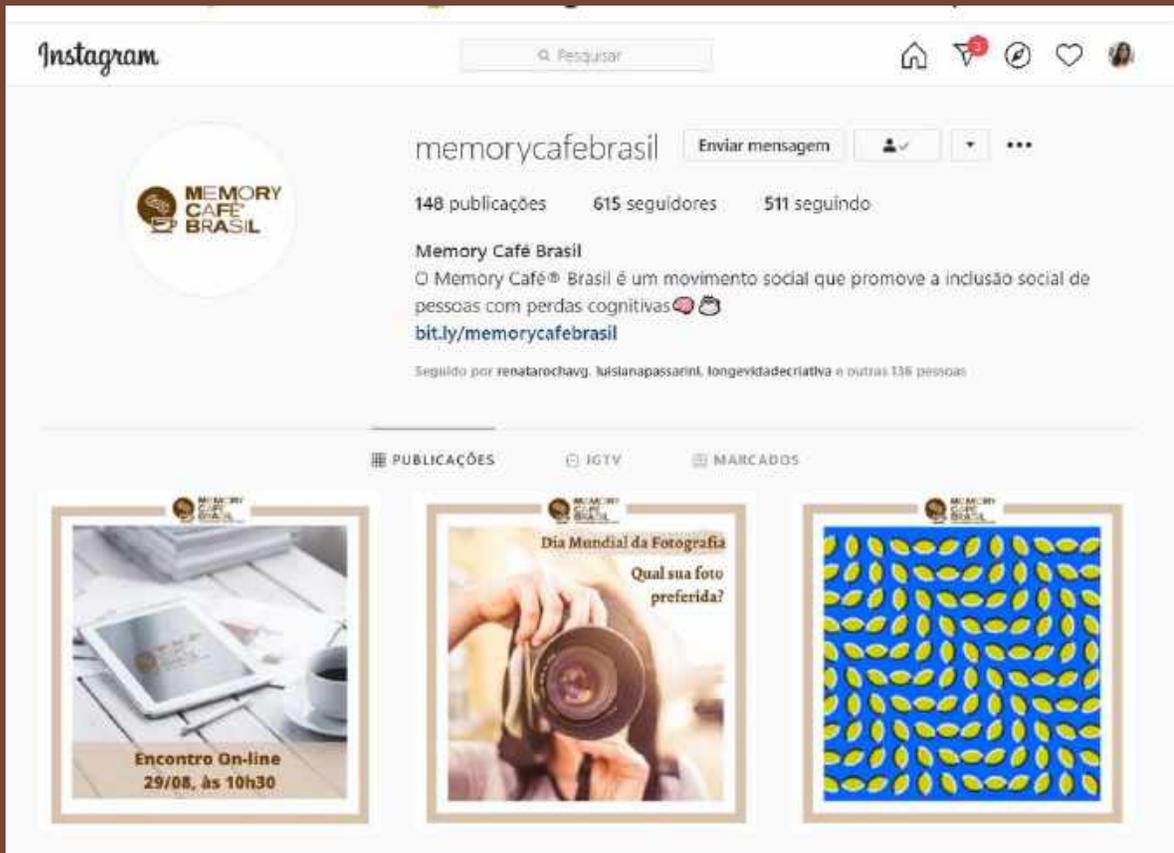
[/Memory Café Brasil](https://www.youtube.com/MemoryCaféBrasil)



[/Memory Café Brasil](https://www.linkedin.com/company/emorycafebrasil)

LIVE THIS EXPERIENCE





Inscrição para Encontros



Facebook



Youtube



Linkedin



Memory Cafe Directory

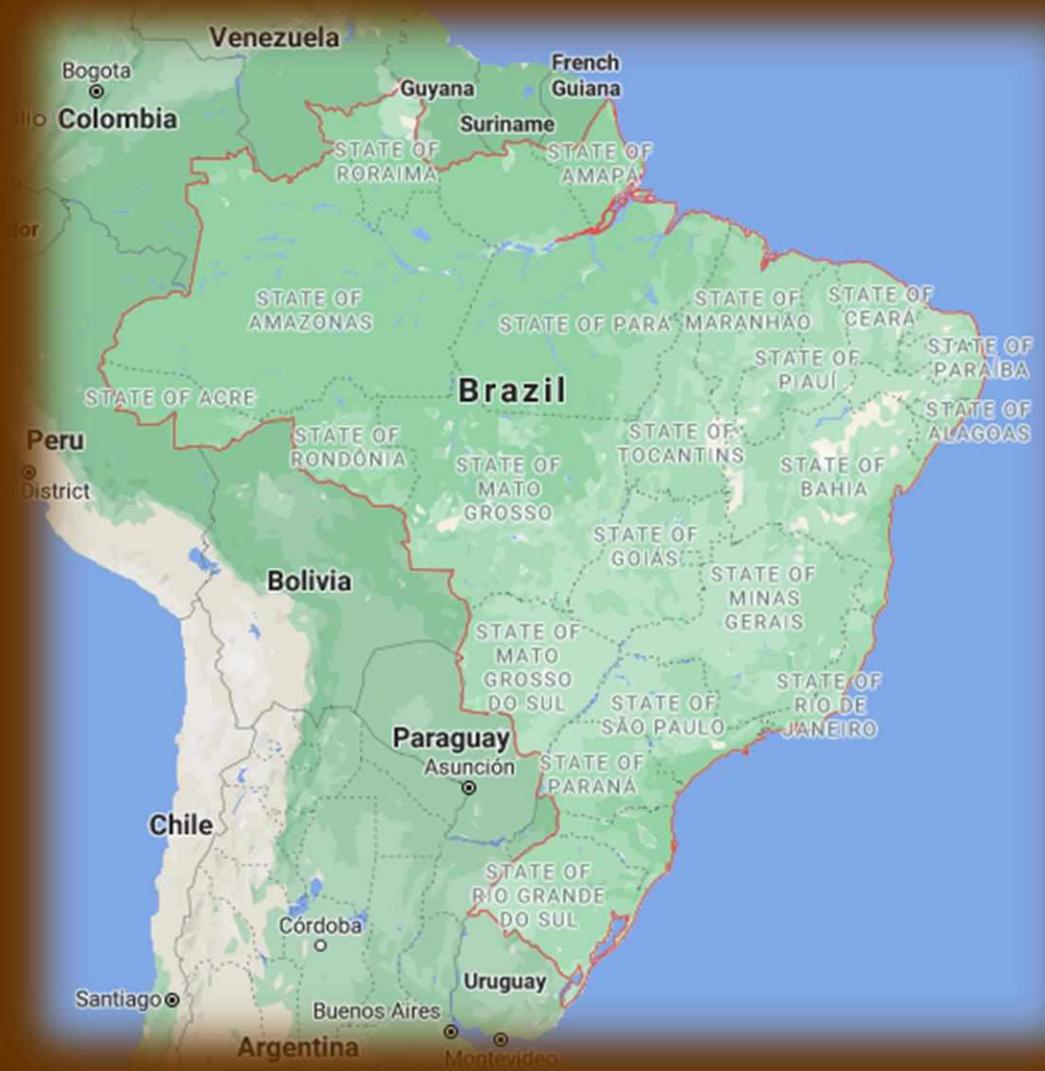
# VOLUNTEER



“

“It is very rewarding for me to participate in this event. In addition to meeting special people, I get information about mental health”

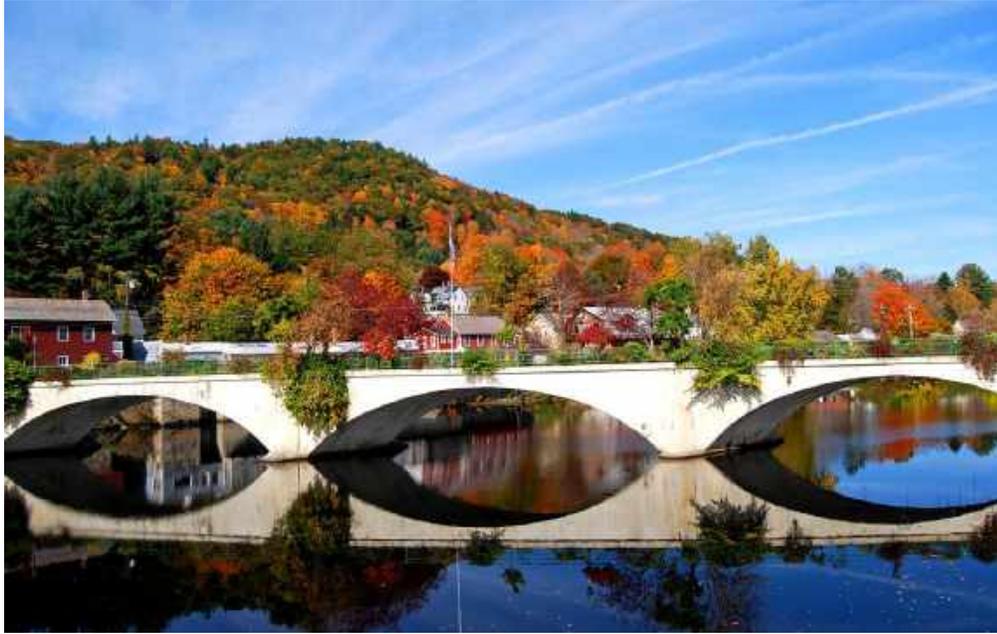
TESTIMONY OF THE PARTICIPANT MARIA LÚCIA  
MEETING REALIZED AT LA CONFEITARIA – SAO PAULO, 02/15/2020



Questions  
about an  
international,  
virtual café?

A photograph of an outdoor café area. The scene features a large, well-maintained green lawn in the foreground. Several large, leafy trees are scattered across the middle ground, casting shadows on the grass. In the background, there is a long, low-profile building with a dark roof and several large windows or doors. The sky is bright and clear. A green rectangular banner is overlaid at the bottom of the image, containing the text "A visit to two outdoor cafés".

# A visit to two outdoor cafés



**Shelburne Falls,  
Massachusetts**



**Marion,  
Massachusetts**

# West County Memory Café

## Shelburne Falls, Massachusetts

### *Thanks to Leanne Dowd*



Welcome to  
The West County Memory Café  
Today is Friday May 17, 2019  
Our menu today:  
Stuffed Shells  
Tossed Salad  
Garlic Bread  
Strawberry Rhubarb Crisp For Dessert  
Following lunch Vicki Citron  
will entertain us with music  
Thank you all for coming today!

- Run by a rural 3-town consortium senior center with total over 60 population of approximately 1,700
- Very limited internet access
- The cafe began in May 2017 and had always run in person
- Coordinated by senior center outreach coordinator, a grant-funded social worker, 4 volunteer chefs/helpers, and various community members who play music or lead an activity for a small stipend
- Typically 11-12 café guests attend per month

**JF&CS**

# When the pandemic began...

- Café did not meet for 3 months
- Outreach coordinator and social worker increased their calls to guests from two phone calls per month to weekly phone calls

Leanne and Dianna began extensive discussions with Regional Board of Health and networking with owners of outside space to explore the possibility of a drive-up, outdoor café. (Senior center does not own its building or parking lot.)



## June and July: Café met on the grounds of a local church



- Sixteen people attended
- Each received a boxed lunch and a vase of flowers for each car
- Some brought their own chairs to sit outside
- Masks were worn when not eating
- Musician brought a portable amplifier
- Everyone loved seeing each other and enjoyed the music!



**July, August, and (hopefully) September and October:  
Board of Health allowed use of town recreation pavilion**

# What's different...

- Lunches now purchased from local restaurants rather than made by volunteer chefs, so a firm RSVP is required
- Solo musicians are the only activity; too hard to do art projects when physically distancing
- Hoping that the weather will hold through October...not sure what is next!



# Waterfront Memory Café

## Marion, Massachusetts

*The Marion Council on Aging presents*

**Waterfront**



**Memory Café**

**Every Wednesday**

11:45 a.m. Lunch  
12:15 – 2:15 p.m. Activities

**Marion Music Hall**  
164 Front Street, Marion  
*(parking across the street)*



**508.748.3570 for more information**

**Linda Jackvony,  
Program  
Coordinator,  
Marion Council  
on Aging**

**JF&CS**

# Inside



COVID testing, page 8

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## Together Again: Memory Café Reunites

For a brief moment this summer, it was easy to forget about the global pandemic and breaking news alerts as a small group gathered in Marion to enjoy the weather and each other’s company.

Patrons of the Waterfront Memory Café gathered outside the Benjamin D. Cushing Community Center on July 22 for their first in-person meeting since the coronavirus shuttered Marion’s Council on Aging. While the group stayed in touch this spring over the video conferencing platform Zoom, the excitement that afternoon was palpable as the group mingled.

Linda Jackvony, program coordinator at the Marion Council on Aging, said the pandemic had initially canceled the program outright, but she would call members to check in. When it became apparent that the COAs would remain closed for the long term, the group eventually transitioned online in May.

“The first [Zoom meeting] was pretty funny. We looked like the Brady Bunch with bad hair,” said



Christine and John Gallagher, masked and dancing during the Waterfront Memory Café’s first in-person gathering since the global pandemic shut down the Marion Council on Aging to the public. While the memory café met online through Zoom since May, the group was happy to meet outside, beneath a colorful tent on the COA’s front lawn.

a supportive network for those affected by memory loss and their caregivers. Memory cafés adhere to a loose schedule, which could include activities, guest speakers or music.

“It’s something they look

more programs for the public exclusively outdoors beneath a large, yellow tent, which is adorned with strips of colorful plastic table cloths. Several garden boxes are set off to one side, and as members arrived that afternoon, they passed





# SA Amigos Memory Café

Sara Masoud, MPH  
Caring for the Caregiver  
UT Health San Antonio

Utcaregivers.org  
masoud@uthscsa.edu  
(210) 450-8487

# About the SA Amigos

- Hosted by *Caring for the Caregiver* at UT Health San Antonio
  - In partnership with the Alzheimer's Association, other UT programs, and community organizations
- Started in 2019, moved to virtual in April 2020
- Run by staff, supported by volunteers
- For people living with dementia at any stage, care partners
  - Bilingual
- In-person averaged 15-20 people, virtual average 25-45 people



# The SA Amigos Memory Café

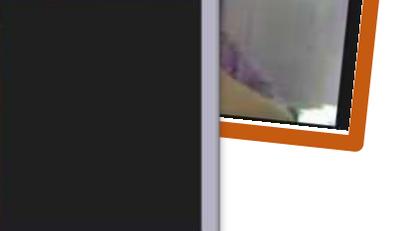
- Meet every month for one hour
- Since Coronavirus we are now online, open nationally, and bilingual
- New and familiar faces every month
- Activities are planned for attendees interests
- A group culture that celebrates diverse backgrounds and experiences

## In-person:

- Potluck
- Improv
- Karaoke
- Therapy animals
- Drum circle
- Field trip
- Holiday parties
- Painting

## Virtual:

- Sing-along
- *Papel picado* (Fiesta flags)
- *Loteria* / (Mexican Bingo)
- Sharing Day (Creative Conversations)
- Virtual clowning



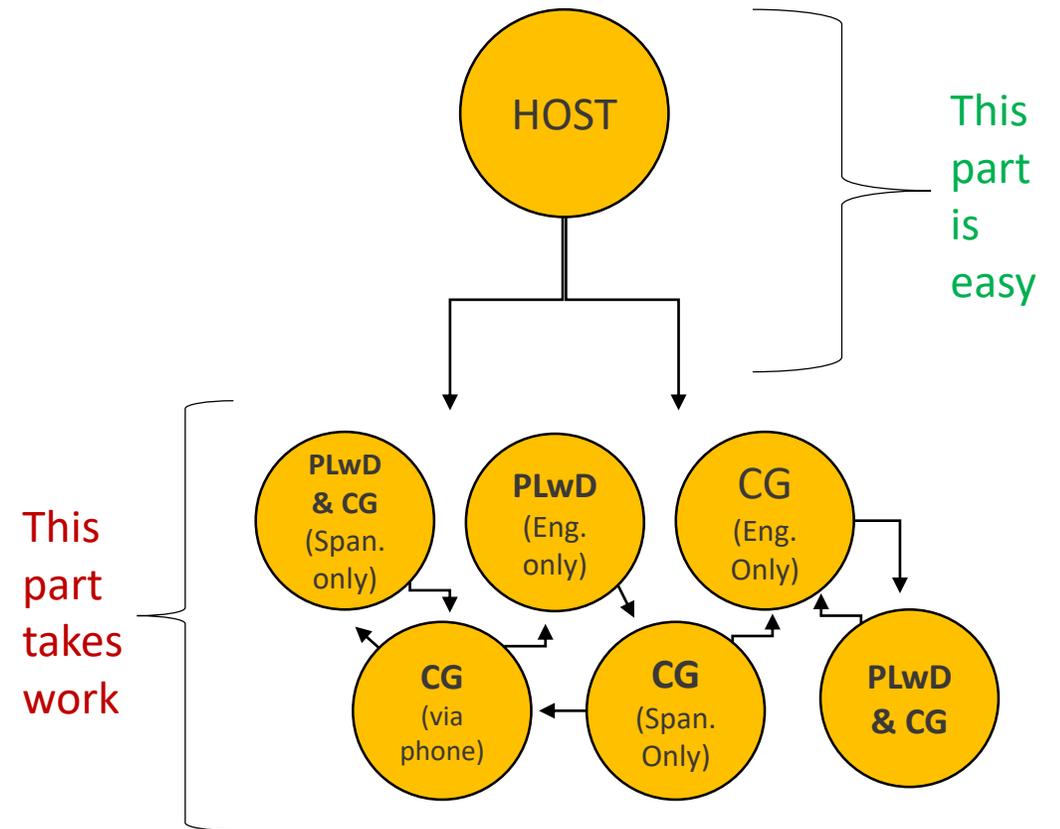
# SA Amigos Memory Café & COVID-19

- New members, new activities, new partners, and plan bilingual activities via Zoom
  - Funding is unaffected but grants have been re-budgeted & donations are on hold
- We collaborate with organizations all over Texas.. and beyond!
- Some challenges with virtual:
  - Impacted other partnerships
  - Some people are not able to join virtually
    - Though they are welcome to join via phone only
  - Some challenges logistically



# Logistics & Tips

- It takes more work to facilitate ‘organic’ meaningful engagement between attendees
- Publicized through collaborator networks, via social media, check-in calls
  - Can’t be territorial – make partners
- We use Eventbrite for registration
  - We allow people to register over phone or e-mail as well
  - Can send link to their friends and family



# Volunteers & Feedback



- Our volunteers
  - Monitor the chat
  - Reassurance / Check-in calls before event
  - Technology assistance for attendees
  - Work Group to plan activities (DFSA)
- We send a short survey after some Memory Cafés to get feedback on the time, platform, and activities

# Voices of the SA Amigos

“I always feel welcomed when I come - which is wonderful, and in that sense, it’s just nice getting to know other people.”

– *Family caregiver*

“When I first started going there, I was depressed and was down, but when I go there now, it’s like it’s different. I feel different, more energized.”

– *Person living with dementia*

“I have it on my calendar, ‘Mom and Dad, Memory Café’ so they know they’re not going to bother me that day... they know that’s mom and dad’s time.”

– *Family caregiver*

# Do Memory Cafés affect social support and loneliness?

**People living with dementia and family caregivers are at risk of social isolation.** This is even worse since Coronavirus.

- Memory Cafés have not been studied very much – even though they are popular all over the world
- **We have a small grant** to evaluate the Memory Cafés and how they might affect social support and loneliness for attendees
- Presenting preliminary results at APHA this Fall

## Project goals:

- Evaluate impact of Memory Cafés
- Training for Memory Café coordinators and volunteers
- Develop a Memory Café Toolkit
- Grow the Texas Memory Café Network

# Thank you.

- We established a Memory Café Network in Texas in Fall 2019
- **Collaboration & volunteers are critical to the success of our memory café**
- Including the voices of people living with dementia and care partners in planning Memory Cafés is important
- Our goal is interaction between families, not just with us – this is challenging but possible.

# Questions about SA Amigos Café?



# Discussion



**Save the date for the next  
Percolator Quarterly meeting:  
Thursday, December 10,  
1:30 – 3:30 pm EDT**



# Memory Cafés in Massachusetts



**Percolator Memory Café Network  
Quarterly Meeting  
September 10, 2020**

**JF&CS**