

JF&CS Memory Café Percolator Quarterly Idea Exchange

June 5, 2024

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.

Today's Agenda

1. Housekeeping and Announcements
2. Traveling Memory Café, Lyn Brennan
3. EMC² update: directory, training system; branding update with Joe Hausch

Next meeting: **Thursday, September 12,**
1:30 to 3:30 pm ET

- *Percolator 10th anniversary celebration*
- *EMC² update*



Housekeeping

- This meeting is being recorded. The recording will be available at www.jfcsboston.org/Percolator in 1-2 weeks.
- Please activate your video if you are able to do so.
- Please keep your audio muted unless you are speaking.
- Please use the chat box or “raise hand” function to share your questions and comments at any time.

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



Percolator Updates

- All Percolator resources are free and can be found at www.jfcsboston.org/Percolator
 - In-person and virtual/hybrid café toolkit (English, Spanish)
 - Tip Sheets on Promoting Your Café and Funding Your Café
 - Guide to Leadership & Meaningful Roles
 - PSA videos (English, Portuguese, Spanish)
 - Recorded how-to videos
 - Guest artist/activity facilitator directory
 - Join the email list



Memory Cafés in the News

Has your memory café been in the news?

- Send Beth articles/media links about your café for “What’s Percolating” e-news
- Please send substantive articles, not just event announcements
- Goes out about once a month
- May not be able to send out ALL submissions



Memory café helps people living with Alzheimer's, dementia



Say Cheese!

The Percolator's
10th anniversary is
coming up in 2024!

Let's Celebrate!

- Send me a photo from your café with permission to share!



Percolator Updates - Massachusetts

Social Prescribing news:

Massachusetts Cafés that offer arts/cultural programming: join as an Art Pharmacy Art & Culture Partner

<https://artpharmacy.typeform.com/to/OHZDpKQH?typeform-source=mail.google.com>

- Visit artpharmacy.co



Percolator Updates - Massachusetts

- **Massachusetts cafés** – PLEASE review your listing at www.jfcsboston.org/MemoryCafeDirectory



Submit a Memory Café

To add a new café to our directory, [fill out the Google Form here](#). We will reach out to you via the email you provide.

Name of Café *

Website URL

Location (Massachusetts only) *
[Building/Room] if applicable [Street address] [Town/city]

Region that best fits your location *

Day of month or week *
If applicable, please note "the first Monday of the month," "the second Wednesday of the month," etc.

Frequency *

Start time *

End time *



Funding opportunity

The Brookdale Foundation Group request for proposals: for the expansion or start-up of new, social model day programs for people living with dementia. Programs must be a minimum of one day a week for at least four hours, embedded in a multi-service program that follow Brookdale's program design.

Closes July 25. Visit www.brookdalefoundation.org.



Funding opportunity

Maude's Ventures request for proposals:
seed funding for innovative dementia care.
They invest in new solutions for people living
with dementia and their caregivers.

Closes August 5th. Visit
www.maudesventures.org



Your Updates

- Please keep updates brief and focused on ideas or resources of interest to memory cafés!



Traveling Memory Café

**Lyn Brennan, Family Caregiver Support
Program, AgeSpan (AAA/ASAP), Lawrence,
Massachusetts**



Traveling Memory Cafés

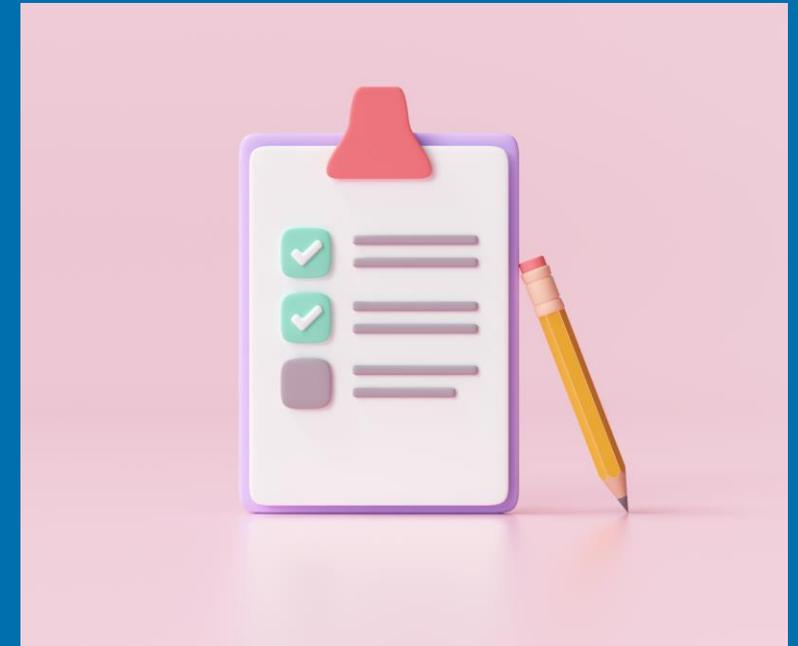
Presented by: Lyn Brennan, CDP

Family Caregiver Support Program, AgeSpan



What we will cover today:

- Impact of the Pandemic on Family Caregivers
- Pivoting to Remote Cafes
- Why Travelling Cafes?
- How to Start, Staff and Fund Cafes
- Successes and Challenges
- Participants and Guests
- Q&A





Pandemic

- Caregiver Isolation
- Fear
- Loss of Routine
- Limited Socialization



In-Person vs. Virtual



It's never explicitly explained how the Brady Bunch had access to Zoom in the 1970s.



A picture is worth a thousand words!



Virtual vs. In-Person

Virtual

Less Prep for Caregiver

Comfort of your own Home

No Risk of Exposure

No worry about leaving if person gets agitated

In-Person

- Safe, judgement free space
- Respite with your loved one
- Connect with other caregivers
- More hands-on activities
- Drumming, music, card making, planting flower arranging, trivia



Why Travel?

Outreach

Build relationship with COA'S and other community-based organizations.

Introduce caregiver to family caregiver support program

Caregivers can connect with each other & engage in fun hands-on activities





Demographics Served

Caregivers and
loved ones in
Program

Caregivers in
Community

ADH Program and
Family





Locations

Amesbury 	Andover	Billerica 
Boxford	Chelmsford	Danvers 
Dracut	Dunstable	Georgetown 
Groveland	Haverhill	Lawrence
Lowell  	Marblehead 	Merrimac 
Methuen 	Middleton 	Newbury 
Newburyport	North Andover July	Peabody 
Rowley	Salisbury	Salem
Salisbury	Tewksbury June	Tyngsboro
Westford	West Newbury	

Our Process



Outreach:

- Connect with COA
- Schedule an in-person visit
- Resource materials
- Coordinate date, time & entertainment



Market:

- Advertise on socials
- Flyer for COA
- Agency newsletter
- Register caregivers



One Week Before:

- Check in with COA
- Confirm volunteers
- Email reminder to registered consumers
- Touch base with entertainment



Funding

- Philanthropic Funding
- Federal Funds





Help!?



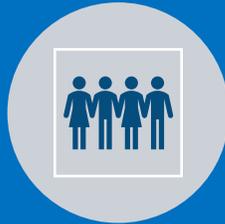
- Colleagues
- COA Staff
- Volunteers



COA Involvement



Location & Space



Community Engagement



Entertainment Suggestions



Marketing & Promotion



Registration



Refreshments



Information



Referrals



Café Schedule

10:00: Arrival and Set up

10:15: Check in with entertainment and volunteers

10:30: Attendees sign log

10:45: Settle in with snacks

10:50: Welcome, review program, refer to resource table

11:00: Entertainment begins

11:50: Thank You and Reminders

12:00: Wrap up and Clean up



Challenges

- Schedules
- Caregiver's emergency
- COA planned events
- Attendance
- Unpredictable events
- Transportation
- Lack of Outreach



Successes

- Reduced Caregiver Isolation
- A safe space for Caregivers and their loved one
- Judgement Free Zone
- Engagement
- Community Connections
- Information & Resources



Attendees



Plan something fun and they will come !



Music is always a hit!



Repeat attendees!



Change it up!





Flower Arranging, Gentle Yoga, and Trivia





Feedback & Follow up

- Email
- Share Photos
- Ask for Feedback and Suggestions



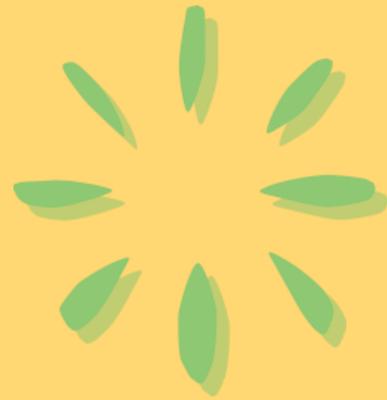
Questions?



Stretch break!



Update on



EMC²

**Expanding Memory Cafes
Enhancing Meaningful Connection**

Today:

Brief overview of **Steps Completed**
and **What's Next**

Focus on **Branding with Joe**
Hausch and Your Input



EMC2 is a strategic alliance **to create a plan** to dramatically and sustainably grow Memory Cafes in the U.S. from 900 to 9,000.

We continue to welcome international participation!!!

Visit:

<http://emc2project.org>

Funder:  **maude's** of the Ferry Foundation
VENTURES



Leads: Anne Basting, founder Timeslips.org
Susan McFadden, Fox Valley Memory Project, WI Memory Café Best Practice Guide
Beth Soltzberg, JF&CS Memory Café Percolator
Project Manager: Sam Goodrich

Percolator: Focus group/review team; surveys; idea exchanges

Alliance: “one Zoom screen” of national or community-focused organizations that can help guide/implement a plan

Approach

Nourish the beauty of our grassroots movement

Address longstanding challenges and seize opportunities

Create fertile ground for great sustainable cafés available in many more communities!



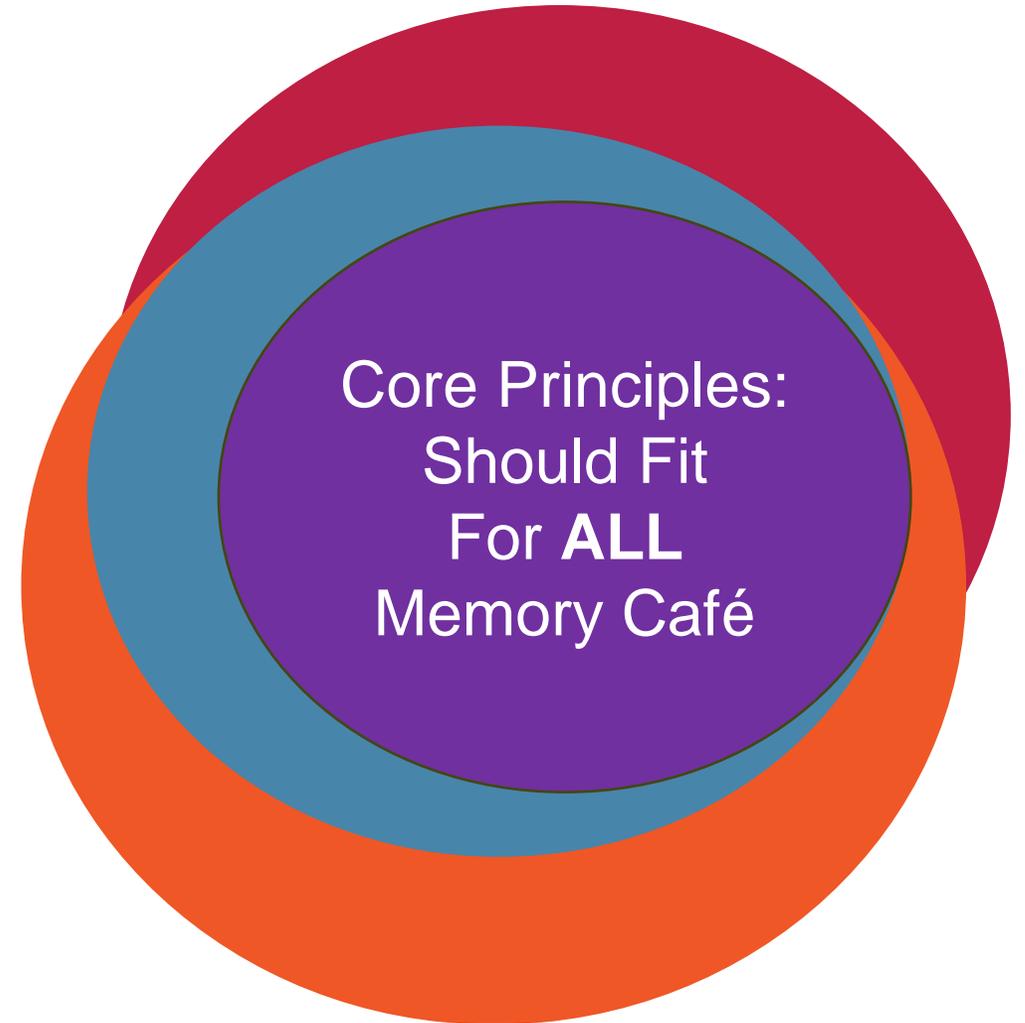
EMC² Year 1 Goal is to **Create a Plan**

**September 12
Percolator Idea
Exchange**

Question: What makes a **Memory Café** a **Memory Café**?

Step Completed: Core Memory Café Principles

- Take a look: <https://emc2project.org/>
- The core principles should represent **all** Memory Cafés. There is lots of variation **AROUND** the core principles.



Questions: How can we make it easier for **Memory Café leaders to get the word out** about their Café?

How can we make it easier for the **public and providers to find** Memory Cafés?

Step Completed: National Directory Plan

- Next generation of national directory www.memorycafedirectory.com
- Map format; simple and intuitive look
- Registering a café requires sign-off on memory café principles
- Up to date:
 - You will be able to update your own listing
 - Requirement to update each listing annually
- Integrated with training resources
- We are in conversation with Dementia Friendly America to host directory & modules
- Thank you to Dave Wiederrich

Question: How can we provide **accessible training** to all Memory Café leaders, facilitators, and volunteers who want it?

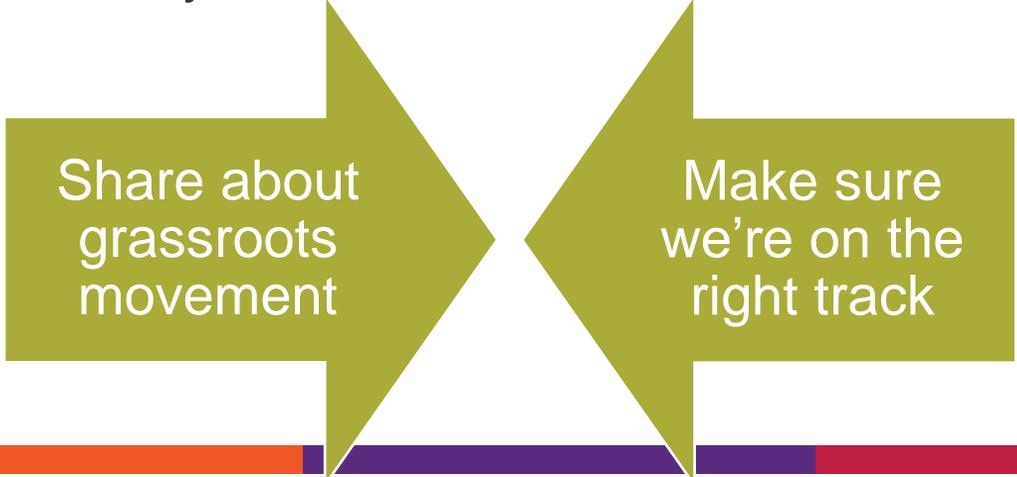
Step Completed: Training System Plan

- What do Café Leaders, Volunteers, and Facilitators need to know?
- Three modules: **Café Operations**, **Dementia and Caregiving *for the memory café context***, and **Facilitation Best Practices**
- **Inclusive and Translatable**
- Includes **Additional Resources**
- **Knowledge Check** (thank you to Percolator Focus Group participants!)
- Optional **Cohort Model** with funding structure
- ***Breaking News: first stage of funding secured – production to begin this summer!***

Question: How can we galvanize many partners and **get from 900 to 9000 Memory Cafés** in the US?

Step Ongoing: Momentum through Partners!

- EMC2 Alliance members represent:
 - National nonprofits; creative arts, health and social care, and research sectors
 - Lived experience: people living with dementia, care partners, varied cultural and linguistic communities
- For expert guidance and support, partners include but not limited to: Art Pharmacy, Alzheimer's Association, AARP, Dementia Friendly America, Grantmakers in Aging, Lifetime Arts, and other key funders and memory café innovators



Share about
grassroots
movement

Make sure
we're on the
right track

What's Next

- Focus on **Researching the Impact of Memory Cafés**
- **Branding** (today's focus)
- Secure additional funding and **Build Directory and Training System**

Once new directory and training system are in place:

- **Social impact campaign**
 - With the help of National Partners
 - Targeted to Public and Providers

Learn more and share your voice

- Visit <http://emc2project.org> and read the blog
- Regular update at Percolator Idea Exchanges and in *What's Percolating*
- Sign up for Focus Group/Review Team:
<https://forms.gle/eHrQcJv7BxoFr4vFA>
- Call or email Beth any time!

Today's focus on **Branding**

- Each memory café or group of cafés has its own branding (logos, colors, etc.)
- EMC2 wants to create branding resources that memory cafés can **choose to add to their outreach materials**
- Question: “What if we all slapped the water at the same time? How big could the wave be?”



First Look: EMC² Logos

Joe Hausch
Hausch Design Agency

H A U S C H

D E S I G N

A G E N C Y

About Joe

Hausch Design Agency

<https://www.hauschdesign.com/>



Photavia – video shorts

<https://www.photavia.net/>



PHOTAVIA.

THE VISUAL NETWORK

The image must evoke feeling of:

**connection,
belonging,
comfort,
engagement,
growth.**

What do we **call** it?

“Memory Café Network”

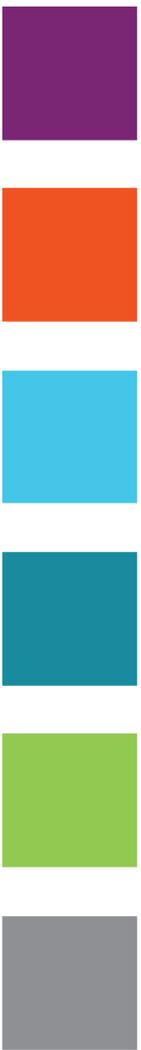
“Memory Café America”

What will look good together?

We are in conversation with Dementia Friendly America to host the directory and training modules, so the logo should work with their colors and logo:



Colors:
Primary colors of DFA
and suggestions



Existing Memory Café Logos

What will look good together?



4 DRAFT Logos (with variations) – for your consideration

Logo 1 ("M")

Logo 2 ("Abstract Cup")

Logo 3 ("Star")

Logo 4 ("Circle")

Variations:

Font styles

Color/design

How it looks next to other café logos

Logo 1: "M"



Logo 2: “Abstract Cup”



Logo 3: "Star"



Logo 4: "Circle"



memory café
network



memory café
network

Process – group discussion and individual responses

1. Discuss in breakout rooms: what do you like, or not like, about these four draft logos? Which name do you prefer?
2. Poll:
 - Which draft logo do you prefer?
 - Which name do you prefer?
3. Chat in your comments
4. Group discussion

Feel free to email Beth after the meeting with additional thoughts!

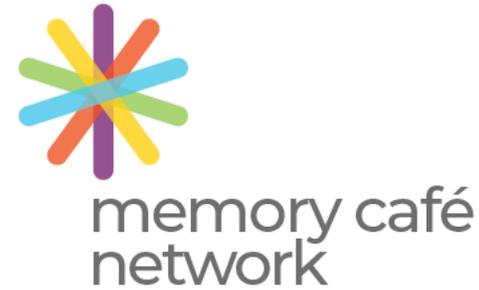
Logo 1: "M"



Logo 2: "Abstract Cup"



Logo 3: "Star"



Logo 4: "Circle"



Logo 1: "M"



Logo 2: "Abstract Cup"



Logo 3: "Star"



Logo 4: "Circle"



Let's discuss!



Save the date!

Next Percolator Idea Exchange is Thursday, September 12, 1:30 – 3:30 ET

- Percolator's 10th anniversary celebration!
- EMC2 national strategic plan

Please let Beth know if you'd like to present your café or suggest a topic for a future idea exchange!

