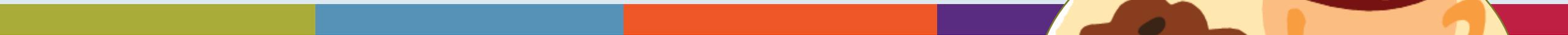
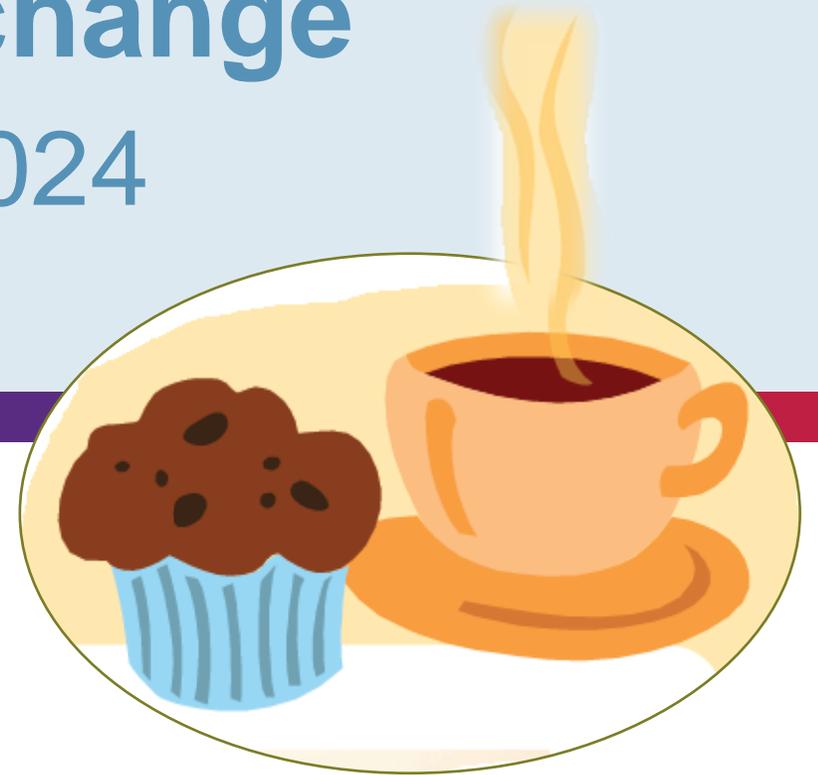


# JF&CS Memory Café Percolator Quarterly Idea Exchange

September 12, 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. Let's Celebrate! Percolator Turns 10
3. EMC<sup>2</sup> National Strategic Plan for Memory Cafés

Next meeting: **Wednesday, December 11,  
1:30 to 3:30 pm ET**

*Pima County (Arizona)'s 7 Memory Cafés  
EMC<sup>2</sup> update: Training modules and more!*



# Housekeeping

- This meeting is being recorded. The recording will be available at [www.jfcsboston.org/Percolator](http://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](http://www.jfcsboston.org/Percolator)
  - In-person and virtual/hybrid café toolkit (English, Spanish)
  - Tip Sheets on Promoting Your Café, Funding Your Café, vetting Guest Facilitators
  - 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 monthly “What’s Percolating” e-news
- Please send substantive articles, not just event announcements



Memory café helps people living with Alzheimer's, dementia

ABC Action News 832K subscribers [Subscribe](#) [Like](#) 4 [Share](#)



# Percolator Updates - Massachusetts

## Social Prescribing news:

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

- <https://aprx.co/acform>
- Visit [artpharmacy.co](http://artpharmacy.co)



# Percolator Updates - Massachusetts

- **Massachusetts cafés** – PLEASE review your listing at [www.jfcsboston.org/MemoryCafeDirectory](http://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 \***



## — Innovations in Alzheimer's Caregiving Awards —



In partnership with The Rosalinde and Arthur Gilbert Foundation,  
Bader Philanthropies, Inc., and Family Caregiver Alliance



**Applications are open for the 17<sup>th</sup> annual *Innovations in Alzheimer's Caregiving Awards* program.**

Three awards of \$20,000 each in the following categories: Creative Expression, Diverse/Multicultural Communities, and Public Policy.

Application closes October 9<sup>th</sup>.

Visit <https://www.caregiver.org/professional-resources/alzheimers-caregiving-innovations-awards/>

# Association of Rural and Small Libraries – “Diary of a Memory Café”

On September 14, Drea Douglas, Learning Coordinator of the North Bend Public Library in Oregon, will present “Diary of a Memory Café” at this conference in Springfield, MA.

“Oregon needs more cafés (there are currently six – four in the Portland area and two down here on the southern Oregon coast).”

Her message to librarians from very small towns in remote locations where there are few resources for those with dementia: “we fill a critical need.”



If you're going to this conference -  
[ddouglas@northbendlibrary.org](mailto:ddouglas@northbendlibrary.org)

# Virtual Symposium: Let's Talk about Dementia and Culture 2024

- Tuesday, October 29
- 1:00 PM – 4:30 PM ET
- Free to attend
- \$45 for CEUs
- **Register:**

[www.bit.ly/DementiaSymposium2024](http://www.bit.ly/DementiaSymposium2024)



# Your Updates

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



# Let's Celebrate!

Percolator: 2014 - 2024







# CELEBRATION!

- Memory Café Moments
- Short video
- Café trivia game



*Memory Café Moment*  
*DBRL Memory Café, Missouri - Ida Fogle*



# Café Trivia

**Question:** Where was the first Alzheimer's Café located, and when did it start?

**Answer:** Leiden, Holland

1997



# Café Trivia: Bonus question

**Question:** Who created the first Alzheimer's Café?

**Answer:** Bere Miesen, a psychiatrist working with older adults



*“The Alzheimer’s cafe is an informal way to make contact with each other, to receive a consultation and feel at home. In the Netherlands, patients feel they have a place to just be. This way the patient and their family don’t have to deny or avoid the illness.”*

*Memory Café Moment*  
*Lexington (MA) Memory Café - Nancy Marks*



# *Café Trivia*

**Question:** What is a Percolator?

**Answer:**

**(a)** A coffeemaker

**(b)** A free resource network for Memory Cafés that started in 2014

# Memory Café Percolator



Kickoff Meeting  
October 29, 2014



# Memory Café Moment

## Café at the Katie, Tucson, Arizona - David Torrez



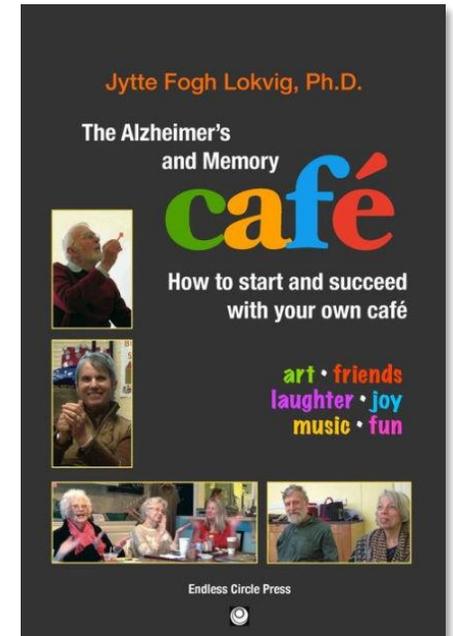
# Café Trivia

**Question:** What were the first Memory Cafés in the U.S. (2008)?

**Answer:**

Santa Fe, New Mexico, started by Jytte Lokvig

Arthur's Memory Café in Roseville, Minnesota, started by Lori La Bey



*Memory Café Moment  
AARA's Café, Illinois - Nazneen Saylawala*



# Café Trivia

**Question:** What U.S. state currently has the most Memory Cafés?



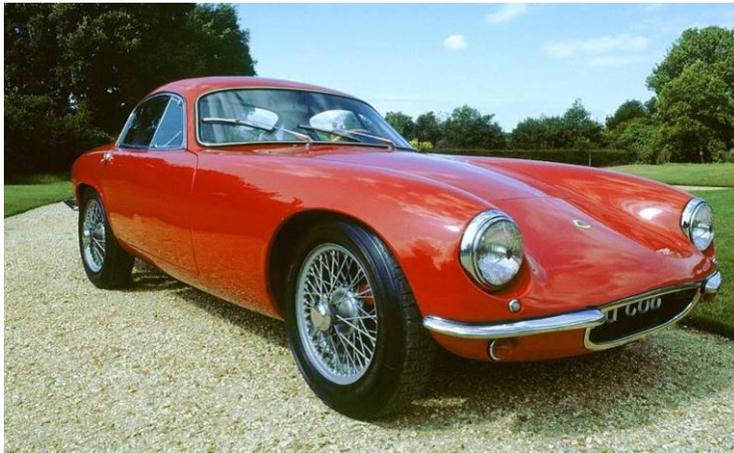
**Answer:** Wisconsin

*Memory Café Moments*  
***AKARAMA & CHPV Memory Café, Chicago - Dorothy Pytel***



# Café Trivia

**Question:** What is the difference between the European Model and the American Model?



**Answer:** European involves education about dementia; American focuses on socializing

*Memory Café Moment  
Ruff Writer Books - New Sun Rising Memory Café,  
Pittsburgh - Jane Miller*



# Café Trivia

**Question:** What is the most common location for a Memory Café in the U.S.?



**Answer:** A Library

*Memory Café Moment*  
*Elgin, Illinois, Area Memory Cafés*





A woman with dark hair, wearing glasses and a headset, is smiling at the camera. She is wearing a black top. Behind her is a green chalkboard with the words "Welcome to Memory" written in white cursive. To the left of the chalkboard is a wicker basket containing some items. To the right is a green plant. The entire scene is set against a light blue background.

Welcome  
to  
Memory

Beth Soltzberg

# Thank you to

Barb Asen  
Alyss Amster  
Kelley Annese  
Donna Newman Bluestein  
Susan Curtin  
Amy DelPo  
Donna Dlugé  
Ariel Doggett  
Melinda Franklin  
Regina Wolf Fritz  
Merrie Gerber  
Glenna Godinsky  
Doris Harris

Mary Holmes  
Heidi Lage  
Cyndy Luzinski  
Harper Marten  
Jane Miller  
Kristen Miller  
Susan McFadden  
Molly Pagliuca  
Pam Pellizzari  
Dorothy Pytel  
Carmen Quinones  
Judith Susan Rocha  
Jessica Roque

Tonya Runyard  
Nazneen Sayalawa  
Debra Sheets  
Gail Snider  
Gail Sonnesso  
Amy Steinberg  
Lori Venable  
Kristy Wagner-Werner  
Michael White  
Emily Williams  
Candi Wilson  
Juan Carlos Zaldivar

And many others  
for sharing photos and videos!

# Stretch break!



# National Plan Preview!



Expanding Memory Cafes  
Enhancing Meaningful Connection



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>

**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, including advocates living with dementia, who can help guide and implement a plan

**Experts:** Linguistic and cultural diversity, branding and messaging, national training structures and platforms, social prescribing, evaluation, and web mapping platforms

# Thank you for investing in this dream



**maude's**  
VENTURES

of the Ferry Foundation



# THANK YOU!



## Percolator Focus Group/Review Team Participants

Alyss Amster  
Lyn Brennan  
Helene Cohen  
Susan Curtin  
Kate Fassbender  
Veronica Ford  
Kathi Hayen  
Tami Hurst  
Harper Marten  
Nata Mendlovic

Karen Kouba McIver  
Kristen Miller  
Ginger Opdyke  
Susan Ostrowski  
Dorothy Pytel  
Rosemary Quatrone  
Judith Susan Rocha  
Eric Russow  
BJ Sander  
Nazneen Saylawala

Amaris Scahill  
Debra Sheets  
Charly Sommers  
Tanya Su  
Karen Tennyson  
Lori Venable  
Kristy Wagner-Werner  
Corinne White

# Societal challenge

For the approximately 18 million people in the U.S. who are living with dementia or are the care partner of someone who is living with dementia...

- Stigma contributes to isolation, which is a key social determinant of well-being
- Affordable, high-quality residential care is out of reach for most
- Culturally appropriate, enriching social programming is not widely available
- All of the above problems are significantly amplified by health disparities

# Goal of EMC2 Plan

To **equitably** and **sustainably** grow the **quantity** and **quality** of Memory Cafes in the United States to **improve the quality of life** of people living with dementia and the people who care for them by **reducing stigma and isolation**.



# Key challenges for Memory Cafés

1. Promotion (raising awareness among the public, referral sources, and people who might start Cafes)
2. Sustainability (funding)
3. Programming
4. Training / Consistency in Quality

# Strategies

1. Create a reliable, accessible web presence
2. Create a national training system
3. Create a national public awareness campaign
4. Support, when possible, the expansion of “Social Prescribing”
5. Embed this effort in a network of organizations and people with allied interests to ensure its vibrant continuity

Read more: <https://emc2project.org/wp-content/uploads/2024/07/theory-of-change-1.pdf>

# International participation always welcome!

## *U.S. only*

- Memory Café directory hosted by Dementia Friendly America
- Public awareness campaign

## *International*

- Free training modules
- Will list links to international directories
- Learning community (Google group, quarterly convenings)

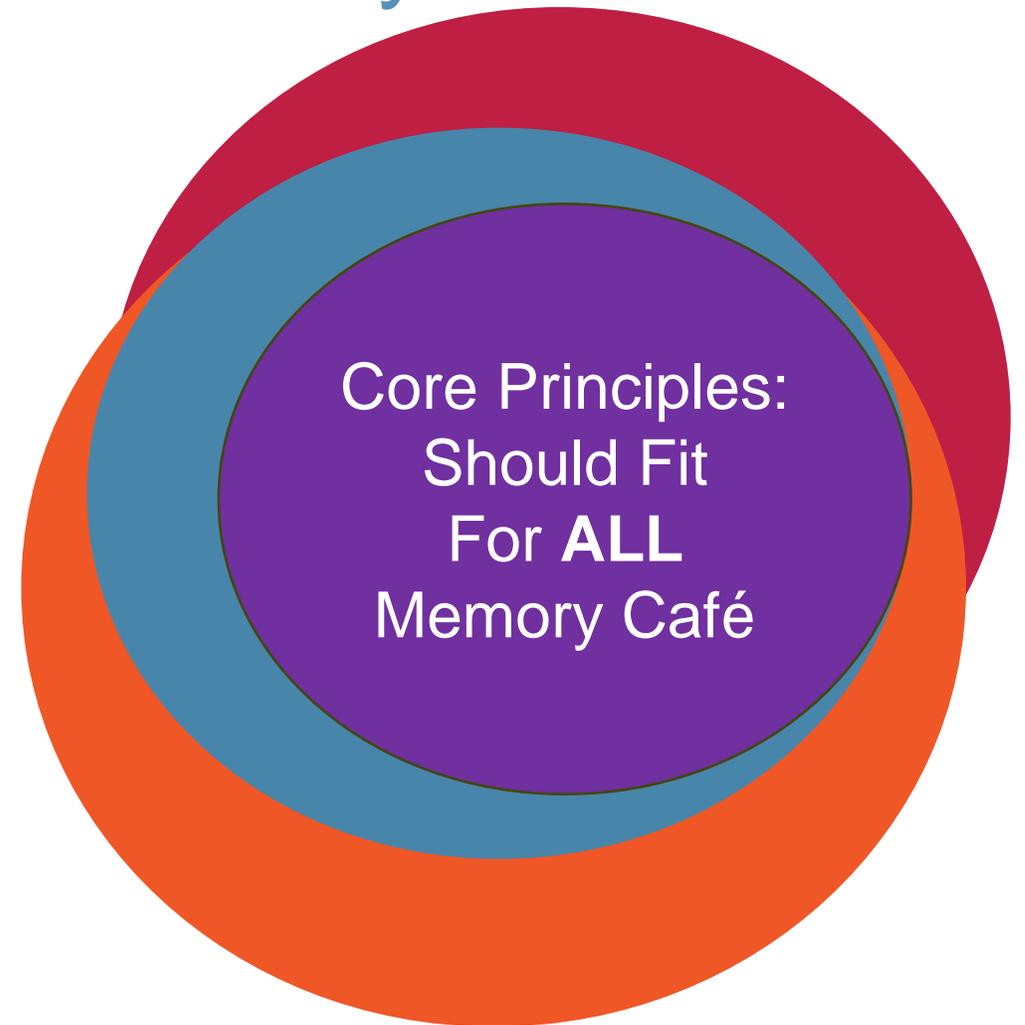
Implementation so far...





# Defined Core Principles of Memory Cafés

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



# NEW Memory Café Directory

- Soft launch this autumn
- Hosted by Dementia Friendly America
- A unified comprehensive Memory Café directory for the U.S.

*Much gratitude to Dave Wiederrich,  
JADCOM Media LLC, and Dementia  
Friendly America!*



# NEW Memory Café Directory: Improvements

- Hosted by a national nonprofit working in the dementia space
  - **Dementia Friendly America will host Directory**
- Reliable
  - **Café Leaders will be able to update their own listing whenever needed**
  - **All listings *must* be updated annually**
- Promotes Quality
  - **Café Leaders will sign off on core principles and will have access to free training modules once implemented**
- Easy, simple interface for public, referral sources, and Cafe Leaders

# Stay tuned!

Instructions on how to sign up in the new directory coming this autumn!



# Who ARE we?? Branding and Logo

- March 2024 Percolator Idea Exchange with Anne Connell
  - **Branding concept; putting words to what Memory Cafés mean**
- June 2024 Percolator Idea Exchange with Joe Hausch
  - **Vote on possible logos, colors, and names**

*Much gratitude to Anne and Joe!*





Introducing....



memory cafe  
alliance™

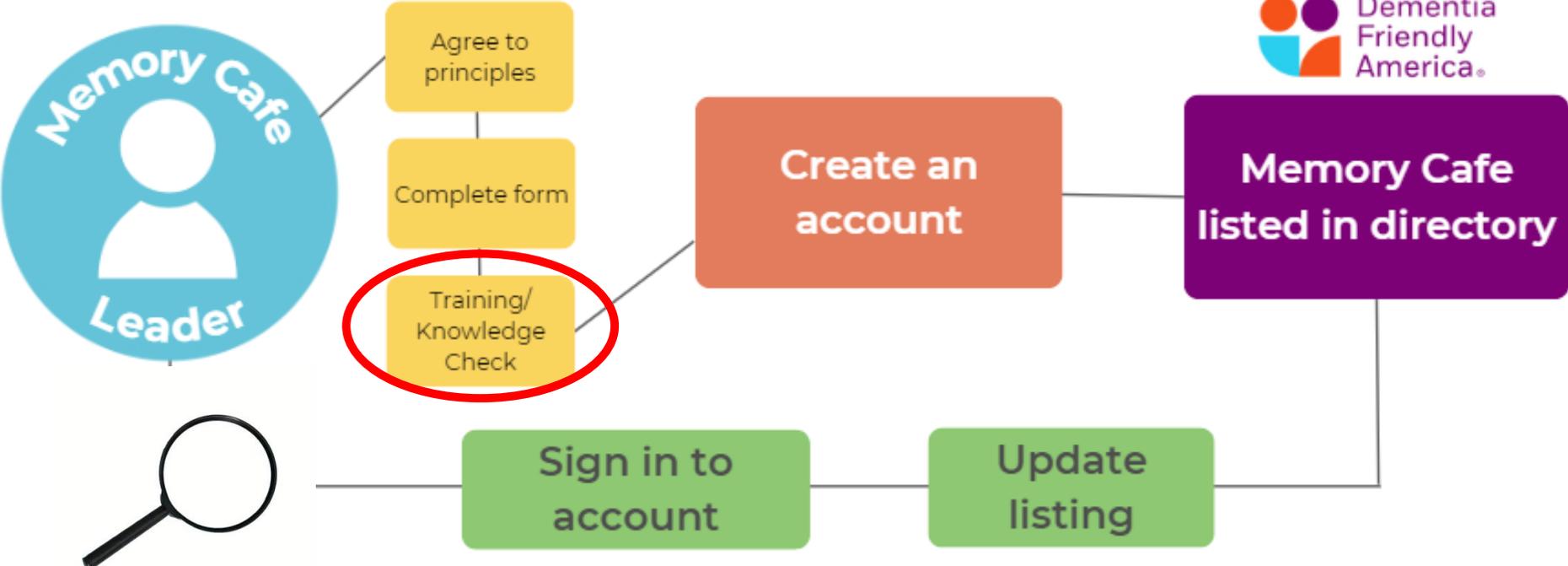


Example of Memory Café site logo with Memory Café Alliance logo:



# One-Stop Shop for Café Leaders

## Individual User Pathway



# Training System Details

Agree to principles

Complete form

Training/  
Knowledge  
Check



- Training modules available to all (Café Co-Leaders, volunteers, etc.)
- Jump to Knowledge Check at any point
- Percolator Focus Groups unanimously supported Knowledge Check

# Training Modules – more Details!

- Three modules:
  - Memory Café Operations
  - Dementia and Caregiving for the Memory Café context
  - Facilitation for the Memory Café context
- Self-paced
- Free to all
- Inclusive and translatable
- **Anticipated launch: January 2025**

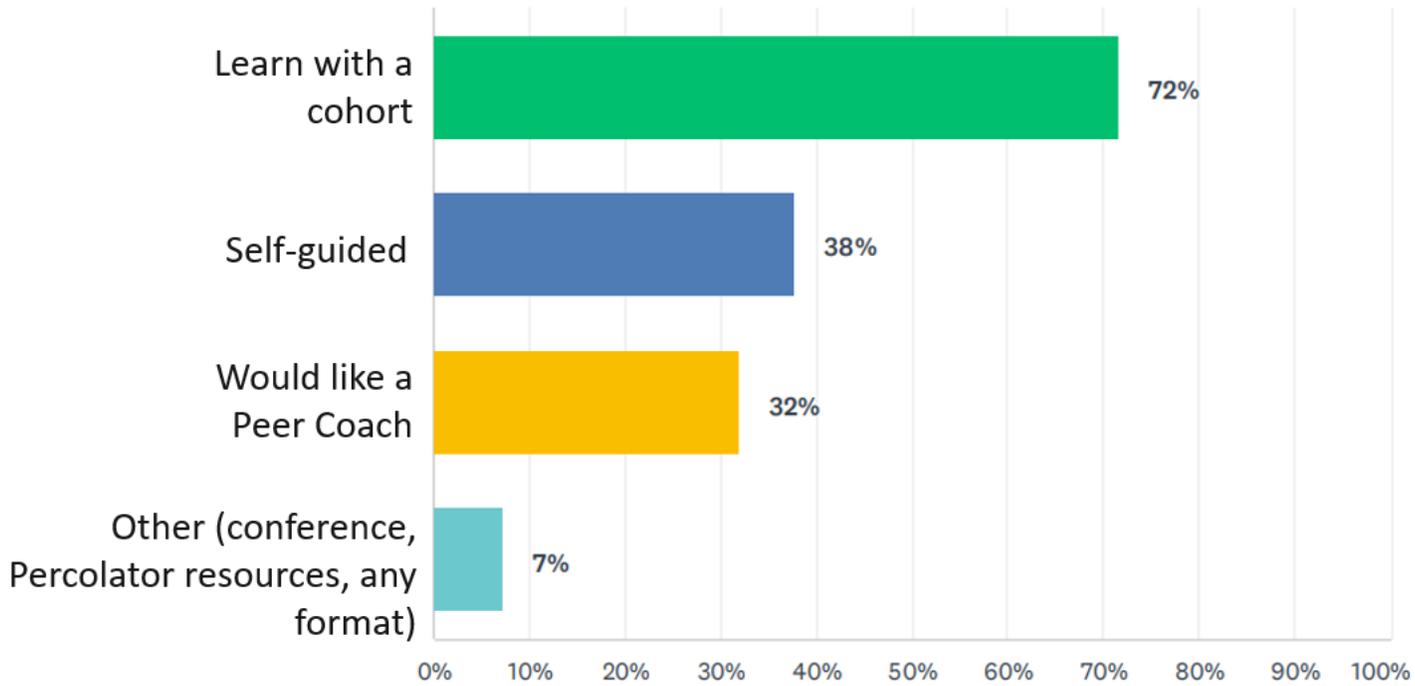
*Much gratitude to Brookdale Foundation and to Memory Cafes participating in filming!*



# Cohort-Based training

## What training format would you prefer?

November 2023  
Percolator survey  
n = 156



# Cohort Model



Live meetings wrap around self-paced modules



Memory Cafe Leaders sign up and receive start-up funds

Cohort of up to 20 Cafe Leaders meets once a month for 5 months

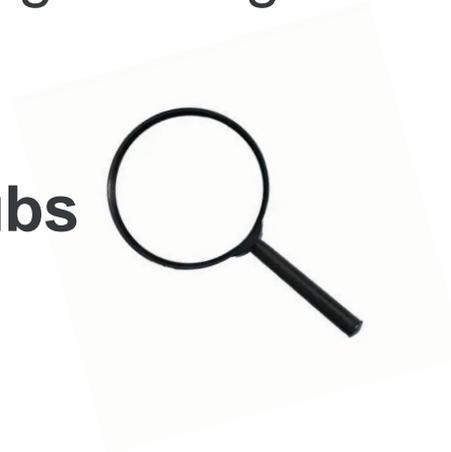
Trainees may join extra coaching hours with expert / coach

Trainee verified in directory, receives remaining start-up funds

# Cohort Model Details

Currently designing and seeking funding to launch:

- Cohort training curriculum
- Development of **Training Hubs**



# Vision for Training Hubs

- Demonstrated excellence in working with under resourced communities and in adult learning; deep knowledge of Memory Cafés
- Role: promote, coordinate and facilitate, and evaluate cohorts
- Cohort facilitators to be trained via train-the-trainer curriculum (to be developed)
- Vision is a Hub in every state one day!
- **Seeking funding to develop this Training Hub model (2 years)**



## Questions we ask ourselves throughout the EMC2 planning process:

- How will Memory Café spread in under resourced communities?
- How will we get from 900 to 9,000 Memory Cafés in ten years?



# Focus on under resourced communities

- Thank you to 101 respondents to survey!
- Inclusivity is a core principle of all Cafes.
  - **Café Leaders would like training to support this.**
- There is a need for community-specific Cafés
  - **Importance of Cohort Model and funding for Cohorts**
  - **Need for wide dissemination of Memory Café model and training**
  - **Encouragement of adaptation to fit cultural context**
  - **Key networks: faith communities/clergy alliances, community-specific networks, public health providers, local, businesses, social prescribing**

# Public awareness campaign – the need:



- Only 4% of respondents to our November 2023 survey said that most of the public, health and social care providers are aware of Memory Cafes
- Our June 2024 survey focused on under resourced communities identified lack of familiarity with Memory Cafés as a major obstacle
- AARP’s Brain Health Initiative focus groups showed lack of familiarity with Memory Cafes
- Percolator participants have identified outreach and attendance as their #1 challenge for the past 10 years
- **Currently exploring options with potential partners**

# Role of Percolator

- Continue to host Google Group; will transition to Dementia Friendly America
- Continue to host Idea Exchanges, while anticipating evolution of learning community
- Toolkit and other resources still available for download. Information is being integrated into Training Modules.

# The airplane has lifted off...construction continues



Let's discuss!



# Save the date!

Next Percolator Idea Exchange is Wednesday, December 11,  
1:30 – 3:30 ET

- Pima (Arizona) Council on Aging Memory Cafés
- Memory Café Alliance transition update (Memory Café Training, Social Awareness Campaign and more!)

