The Power of Social Connection

Memory Cafés and Tête-à-Tête

Beth Soltzberg, LICSW, MBA
María de los Ángeles Ordóñez, DNP, APRN, GNP-BC, PMHNP-BC, FAANP, FAAN

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Memory Cafés

Beth Soltzberg, LICSW, MBA

With thanks to Susan H. McFadden, Ph.D., Co-founder, Fox Valley Memory Project, Wisconsin
Learning Objectives

• Participants in this webinar will be able to describe the key features of the memory café model.

• Participants in this webinar will be able to identify five operational factors (e.g., location and choice of activities) that promote a successful memory café.

• We will touch on the role that a memory café network plays.

• These topics and more are covered in detail in the Memory Café Toolkit and recorded webinars that can be found at [www.jfcsboston.org/Percolator](http://www.jfcsboston.org/Percolator).
JF&CS Memory Café, Waltham, MA

Percolator Memory Café Network

115 Cafés throughout Massachusetts
Why do Alzheimer’s/Memory Cafés exist?

“All of our friends disappeared.”
Key ingredients

* Welcoming atmosphere * Focus on social connection
* Designed for care partners AND people living with dementia
Key ingredients

* Any stage, any underlying condition
* No one is asked their diagnosis
* Tailored to local interests, language, needs
History of Cafés

• Dr. Bere Miesen started the first café in Holland, 1997

• 2000 – began to spread through Europe, Australia, U.K.

• 2008 – first U.S. cafés in Santa Fe, New Mexico, and Roseville, Minnesota. Most states now have several cafés, and Wisconsin and Massachusetts each have over 100.
Tips and Pearls:

1. Where to hold your café
2. Inclusion, outreach and attendance
3. Activities that work for all
4. The role of volunteers
5. Financial sustainability
Where to hold your café
Location, Location, Location

Venues used by Massachusetts cafés:

- Senior center
- Library
- Community center
- Day program
- House of worship
- Town hall
- Long term care residence
- Restaurant
- Museum/historical society
- Nature center
- Outdoor garden
- Arts organization
- Bowling alley
Inclusion, Outreach, and Attendance
Memory Cafés strive to be inclusive –

- free of charge (donations accepted)
- physically accessible
- free of stigma
- responsive to the different cultures and needs in the neighborhood
Early stage or all stages?

Advantages to serving people at any stage:
• Café will not require screening or exclusion
• You will be able to serve people for longer, and build a sense of community (remember: disease progression can be rapid)

Concerned about serving guests with advanced dementia?
• Require guests needing personal care assistance to bring a care partner
• Percolator survey of 56 cafés shows that cafés rarely have problems with guests due to dementia symptoms
Inclusive AND Specialized Cafés

• Massachusetts has Spanish, Portuguese and Chinese speaking cafés.

• Nine Massachusetts cafés receive funds from the state Department of Developmental Services to include people with an intellectual/developmental disability (I/DD) plus dementia.

• Plymouth, England has a café for football (e.g., soccer) fans held at the stadium.

• Tête-à-Tête serves the Haitian/Creole community: Maria will discuss this program next.
Outreach & attendance

Percolator survey (n=67):
• Average attendance: 13 people
• Range of attendance: 0 – 45 people
• Best referral source: word of mouth
• Biggest challenge: lack of familiarity with memory cafe concept, followed by lack of staff time for outreach
Attendance/flexibility

• You never know who or how many will drop in.
• It’s not a failure if it’s a small number.
• Do require advance notice for a group (e.g., from residential care).
• Those needing personal care assistance need to bring someone – and care partners are encouraged to attend for their own benefit, too!
• Attending cafés together is a wonderful way for friends to stay connected to someone who is living with dementia.
Activities that work
for all
Typical Café Activities

- Singing, listening to music
- Dancing
- Drumming
- Art appreciation
- Collage or other art-making
- Improv/theater games
- Local history presentation
- Flower arranging/seed planting
- Writing and reading poetry
- Sharing photos
- Intergenerational activities
- Baby animal visits
- “Virtual” travel (see “Tales and Travel Memory Program”)
- Games
- Cooking
- Yoga
- Field trips
Tips

• Don’t overschedule.
• Make it interactive! Tell guest facilitators: it’s not a performance.
• Make it “failure free.”
• Avoid intrusive background music.
• Consider opportunities for your café guests to make or do things for others. It’s good for the soul!
• Don’t infantilize. Anchor activities in a dignified tradition.
• If a guest is loud/uninhibited, acknowledge that all responses are welcome!
• Each café crowd is different. Try things, and ask for feedback!
The role of volunteers
Benefits of Volunteers

• Volunteers’ main job: “party hosts.”
• They provide smiling faces and helping hands.
• They can make the café crowd multigenerational, more representative of your community.
• Volunteers gain a different view of dementia.
• Supervision, and brief training is needed.
  – Brief in-person training just before café starts
  – Training at a separate time
  – Written tip sheets
Financial Sustainability
Funding your café

• Costs $8k - $12k annually
• Biggest cost is coordinator’s time
• Most coordinators are paid staff rather than volunteers
• Business sponsorships help many cafés cover expenses AND engage the broader community
• Have a written sponsorship agreement that sets clear boundaries so that guests do not feel that someone is marketing to them
How to help cafés spread in your region
A Memory Café network...

1. Increases the number and variety of cafés
2. Helps to maintain the quality of cafés
3. Increases awareness among the general public and referral sources
4. Helps to attract grant money and other resources
5. Fosters collaboration with related organizations and activities
Resources

Toolkit
Visit www.jfcsboston.org/Percolator

• Toolkit (English) www.jfcsboston.org/MemoryCafeToolkit
• Toolkit (Spanish) www.jfcsboston.org/GuiaCafeDeMemoria

Videos include:
• Creating a Spanish-speaking Memory Café:
  https://www.youtube.com/watch?v=Vn3-I0xjpFE
• I/DD inclusive Memory Cafés:
  https://www.youtube.com/watch?v=EE49z4CpyP8
• How to create a Memory Café network:
  https://www.youtube.com/watch?v=XSS0n4Hpt7U&feature=youtu.be
• TEDx talk: Memory cafes: making space for dementia and joy:
  https://youtu.be/vje71rXP8Z0

And more!
More Memory Café Resources

Wisconsin Memory Café Programs: A Best Practice Guide: http://wai.wisc.edu/publichealth/guides.html

National, regional or individual café sites:
• www.memorycafedirectory.com
• www.jfcsboston.org/MemoryCafeDirectory
• http://www.foxvalleymemoryproject.org/memory-cafes.php
• https://arthursresidentialcare.com/memorycafe/
• http://nymemorycenter.org/memory-arts-cafe/

Other café websites:
• www.memorycafecatalyst.org
• http://www.alzheimerscafe.com
• http://www.actonalz.org/engagement (see “meaningful engagement”)

Book: The Alzheimer’s and Memory Café: How to start and succeed with your own café, by Jytte Fogh Lokvig, available on Amazon
Memory Café Research
(organized by date)


Feel free to contact me!

Beth Soltzberg, LICSW, MBA
Director, Alzheimer’s/Related Disorders Family Support Program
Jewish Family & Children’s Service
1430 Main Street
Waltham, MA 02451
781-693-5628
bsoltzberg@jfcsboston.org
The Power of Social Connection: Memory Cafés and Tête-à-Tête

María de los Ángeles Ordóñez, DNP, APRN, GNP-BC, PMHNP-BC, FAANP, FAAN
Director, Louis and Anne Green Memory and Wellness Center

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Learning Objectives

1. Participants in this webinar will be able to: identify specific challenges minority communities face when trying to access dementia-capable care and supportive services and how to mitigate them.

2. Participants in this webinar will be able to understand how an ACL dementia grantee created the *Tête-à-Tête*, a Memory Café-inspired activity for a Haitian Creole-speaking faith-based community.
Louis and Anne Green Memory and Wellness Center (MWC)

- An innovative nurse-led model grounded in Caring Science.
- Person-family-community centered partnering approach.
- Culturally and linguistically responsive.
- Interprofessional team-based.

Christine E. Lynn College of Nursing
Beyond Brick and Mortar

• Bridging the Gap: Providing Specialized Dementia Care and Supportive Services Through Community Partnerships; 2015.

• Building, cultivating, nurturing, and sustaining relationships with individuals and community partners.
Bridging the Gap – Target Population

Persons living with or at risk for Alzheimer’s Disease or Related Dementias (ADRD) and their family caregivers (CG):

• Aging persons living alone or with CG.
• Aging persons from unserved and underserved communities.
• Family CGs of persons living with ADRD.
Bridging the Gap – Goals/Outcomes

• Improve health outcomes of previously unserved/underserved aging communities in Palm Beach County.

• Expand access to MWC’s dementia specialized services.

Leading into:

• Transformation of existing suboptimal biomedical models of care.
Memory Café-inspired Activities

• MWC partnering with community-based organizations.

• Assess needs of each community and tailor response accordingly.
Tête-à-Tête: Background

• Tête-à-Tête – Head to Head.
• Sharing and gaining understanding and knowledge of self and others through caring, connecting, and engaging.
• Madeline Michel: a native Haitian Creole speaker with lived experience of the culture and nursing expertise to co-create and implement the program.
Tête-à-Tête: The Community Partner

- Our Lady of Perpetual Help Church, Delray Beach, FL.
  - Nurse practitioner from the church’s congregation as liaison.
  - Pastor of the church played a major role.
- Partnering with the community as a whole.
  - MWC Haitian Creole translator in instrumental role.
Tête-à-Tête: Getting Started

• Discovery of community needs through baseline dementia capability assessment.

• Initial steps: Education and participation.
Tête-à-Tête: Current Model

- Monthly event.
- Held at the Church.
- Culturally relevant and linguistically appropriate materials.
- Reassess/revise as needed throughout progression.
Tête-à-Tête:
Venue to our Dementia Capable System

• Free Memory Screenings in the community.
• Comprehensive Geriatric Assessments at home.
• Identify and address the needs of the Family Caregiver.
• Referrals to Community Resources and Support.
Keys to Success with Minorities – Challenges to Overcome

- Participants’ distrust of U.S. healthcare system.
  - Other Cultural beliefs.
- Immigration status.
- Literacy rate.
- Language barrier.
- Transportation issues.
- Lack of knowledge.
Keys to Success with Minorities – Strategies

• Assess needs, knowledge, and attitudes.
• Bring the services to the community.
• Engage the community as a whole.
• Culturally relevant and linguistically appropriate providers and materials.
Keys to Success with Minorities – Experiences

- Survey to learn preferences of the parishioners.
- Collaboration with community partner.
- Ongoing assessment of overall progress and specific, unique needs is required.
Keys to Success with Minorities –
Achievement and Sustainability by
the Power of Social Connection

• Cost sharing.
• Fundraising.
• Additional activity – a weekly Zumba class.
Outcomes - *Success Stories*

- *Tête-à-Tête* – over 300 participant encounters.
- Over 90% of participants reported:
  - Improved quality of life.
  - Increased knowledge on ADRD and other aging related topics.
  - Overall satisfaction about the program.
  - Improved socialization.
Qualitative Data – Thematic Quotes

Participants stated:

- Experienced decreased social isolation.
- Positive peer pressure – enjoyed the group activities.
- Caring structure of the gatherings improved ongoing participation.
- Improved skills on caring for self.
- Sense of empowerment.
- Sense of accomplishment through learning.
The Gap Bridged – Goals/Outcomes Met

• Improved health outcomes of this previously unserved aging minority community in Palm Beach County.

• Expanded access to Memory and Wellness Center’s dementia specialized services.

These led to:

• Transforming model of healthcare delivery.
• Improved dementia capability of the community.
Bridging the Gap: Providing Specialized Dementia Care and Supportive Services Through Community Partnerships - Expansion

- DHHS – ACL: ADPI funded 18-month grant project
- Expansion of 2 components from previous project:
  - Memory Café-inspired Activities with new Community Partners.
  - Comprehensive Geriatric Assessments at Home (Nurse Coach and Psychiatric-Mental Health Nurse Practitioner).
References


References


References


Thank You! Merci!

Contact Information
Dr. María Ordóñez
Florida Atlantic University
777 Glades Road, Bldg. AZ-79
Boca Raton, FL 33431
Phone: 561 297-0506
Email: mordone3@health.fau.edu