Starting Your Memory Café: A Tour through The Toolkit

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Today

1. Memory cafés – a snapshot
2. History of cafés
3. A tour through the Toolkit
4. Challenges and successes
5. Additional resources
Memory Cafés – a snapshot
Why Memory Cafés?

“All of our friends disappeared.”
Memory Cafés are welcoming social gatherings
For people with dementia AND care partners
Dementia can be due to any condition, and at any stage
No one is asked their diagnosis.
Cafes meet in a safe, accessible community space.
Activities are geared to a wide range of cognitive abilities.
Memory Cafés strive to be inclusive –

• free of charge or sliding scale
• physically accessible
• free of stigma
• responsive to the different cultures and needs in the neighborhood
History: where did Cafés come from?
Started in Holland in 1997

2000 – began to spread through Europe, Australia

2008 – first cafés in the U.S. – Santa Fe, and Roseville. Now there are several hundred.
Massachusetts: the benefit of a network

2011  2014  Today
1 café  2 cafés  63...and counting!

See all Massachusetts cafés at
www.jfcsboston.org/MemoryCafeDirectory
Statewide groups supporting the spread of Cafés across Massachusetts

- Massachusetts Lifespan Respite Coalition
- Department of Developmental Services
- Massachusetts Association of Councils on Aging (MCOA)

...increasing both the number and the diversity of cafés.
Percolator Memory Café Network

Sharing ideas
- Quarterly café presentations
- Technical assistance
- Established norms and standards

Sharing resources
- Online café directory
- Guest artist directory
- Support for grant applications

Spreading awareness
- Public outreach
- Facilitating referrals
- Encouraging development of cafés in diverse communities
A Tour through the Toolkit
Visit www.jfcsboston.org/MemoryCafeToolkit (English) or www.jfcsboston.org/GuiaCafeDeMemoria (Spanish)

Memory Café Toolkit

This free Memory Café Toolkit provides step-by-step instructions to help you launch and sustain a memory café as well as templates you can download and adapt to fit your own program.

The Toolkit was developed as a public service by JF&CS Alzheimer’s/Related Disorders Family Support with generous support from the Massachusetts Association of Councils on Aging (MCOA).
This quick form allows us to track utilization. You can also join the Percolator email list.

For access to the Toolkit, please complete the following form:

Name
First Name
Last Name
Email
Organization
Zip Code

☐ Yes, please add me to the Percolator email list.

SUBMIT
Your download includes a step-by-step guide...

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...and templates that you can adapt.

**Individual Resource/Template Downloads**

These resources are included in the complete Memory Café Toolkit and are listed here for your convenience.

- Memory Café Percolator Norms and Standards [PDF]
- Memory Café Percolator Description [PDF]
- Memory Café Network Flyer [PDF]
- Memory Café Network Flyer With Tabs [PDF]
- Memory Café Planning Worksheet [PDF]
- Memory Café Frequently Asked Questions Template [Word]
- Memory Café Volunteer Tip Sheet Template [Word]
- Memory Café Guest Artist Guide Template [Word]
- Suggested List of Items to Purchase for a New Memory Café [PDF]
- MCOA Picture and Video Image Release Template [Word]
- Percolator Online Directory Format [Word]
- Memory Café Outreach Ideas [PDF]
- Memory Café Mailing List Registration Form Template [Word]
- Memory Café Budget Template [Excel]
- Memory Café Coordinator Task and Time Requirement Template [Excel]
Coming soon

Recorded webinar in Spanish

Cómo empezar y mantener un Café de la Memoria

Executive Office Of Elder Affairs

JF&CS

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Toolkit “Highlights”
1. Where
2. Who
3. When
4. What
5. How

Evaluation
Where

(location, location, location!)
Factors to consider

a. Available free/in-kind donation?
b. Convenience of location for staff, guests, volunteers
c. How is the location viewed by potential guests? Is it strongly associated with one sector of the population?
d. Fully wheelchair accessible?
e. Parking
f. Availability at different times of day
g. Will this space be available on an ongoing basis?
Venues most commonly used by Massachusetts cafés:
1. Senior Center (about 1/3 of cafés)
2. Other community center
3. Library
4. Restaurant
5. Museum/historical society
Who
Guests

• How will they view the location?
• What café name would appeal to them?

Volunteers

• How to find them?
• What time of day works for them?

Key referral sources

• How/when to engage them in the planning process?
• Should co-sponsorships be considered?
When
Consider the day/time that works for the space, the staff, prospective guests, and prospective volunteers.

Most cafés are 1.5 to 2 hours long, monthly. They can be on a weekday or a weekend, a morning or afternoon. Evening may work best for those with younger onset dementia. Coordinate day/time with nearby cafés!
What
Common Memory Café activities:

- Sing-a-long
- Barn Babies/animals
- Yoga/gentle exercise
- Art appreciation
- Socializing, eating
- Visual art making; collage
- Drumming
- TimeSlips storytelling
- Dancing, movement

Make sure it’s interactive – not a performance!
Inexpensive, simple things to do

• Goofy joke time
• Share photos, scrapbooks
• Holiday/seasonal theme days
• Soft background music, coffee and conversation
• Meaningful projects that help others

Not everyone wants a lot of programming!
Memory Arts Café, Brooklyn, New York
Upper Valley Memory Café, Dartmouth, NH
Aim for “dignified playfulness”

Anchor activities in an “adult” tradition.
Design the room layout to increase interaction
Stay flexible!

Ask for feedback, and be prepared for the possibility that your guests will want something different.
How
Funding your café

• Costs $7k - $18k annually
• Biggest cost is coordinator’s time (~ 20 hours/month, or 4 – 5 hours/week)
• Additional time is required for outreach during the first 3 – 6 months
• Business sponsorships are helping many cafés cover expenses AND engage the broader community
Spotlight on

ATTENDANCE
Percolator Network
Outreach & Attendance Survey, December 2016

• Outreach and attendance is the biggest challenge for many cafés
• 32 café coordinators responded to this survey. Comments in the MCOA memory café evaluation also were taken into account.
While café attendance tends to grow over time, there are exceptions:

• Three cafés achieved attendance of 20-25 after 4-6 sessions
• Two cafés have attendance under 10 after 12+ sessions

Possible factors:

• Is the location designed for a small group?
• Is it a small, rural community?
• Is the host location less appealing?
Top Referral Sources

- Flyer or Announcement
- Word of Mouth
- Media (incl newspaper, cable tv, radio)
- Referral by Community Agencies
- Internet search
- Cross-referral from other in-house...
- Giving presentation on dementia
- Automated phone message
- Day Habilitation program
- Faith community
- Lawn signs
- Senior center newsletter
Tips

• Personal invitations
• Remind participants via email list or other system
• Use a combination of approaches: MD office, senior centers, print media, social media, etc.
• Get a story in the local paper
• Run an ongoing ad in CoA newsletter
• Think of various populations in your community that could benefit, e.g., veterans, people with dementia + I/DD
• Ask Board of Health to spread the word, e.g. at flu clinics
• Send flyers to other cafés
• Street/lawn signs
• Change the meeting time if necessary
• Keep the outreach going! Find 2 new ways to reach out a month! Don’t give up!
• Do lots of outreach before 1st session
• Give it time
Summary: What are the benefits of Memory Cafes?

1. Provide opportunity for regular social engagement
2. Create an environment that is relaxed and free of judgment
3. Allow people to experience a sense of normalcy
4. Inspire new friendships and peer support
5. Provide a break from normal routines
6. Low cost, high benefit
7. Bring music, art and other entertainment within reach
8. Offer connection to other community-based support mechanisms
9. Raise awareness about stigma and isolation
10. Can be a first step towards creating a ‘Dementia Friendly’ community

- Debora Tingley, www.memorycafecatalyst.org
Memory Café Resources

Toolkits, advice, etc:

www.jfcsboston.org/MemoryCafeToolkit
www.jfcsboston.org/GuiaCafeDeMemoria
www.memorycafeclinician.org
http://www.alzheimerscafe.com
http://www.actonalz.org/engagement (see “meaningful engagement”)
http://memorycafes.org.uk

Individual or regional cafés:

www.jfcsboston.org/MemoryCafeDirectory
www.foxvalleymemoryproject.org
www.jarthursmemorycafe.com
http://nymemorycenter.org/memory-arts-cafe/
Now available on Amazon: “The Alzheimer’s and Memory Café” by Jytte Fogh Lokvig
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