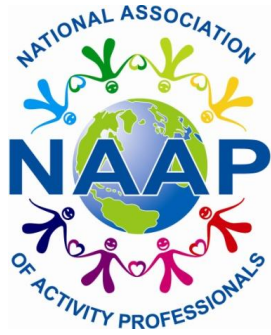


*National Activity Professionals Week*  
*Jan. 22-28, 2012*



*Staying*  
*in*  
*Tune*  
*With Activities*



---

**PRESIDENT**

**Susan Rauch, BA, AC-BC**

H (206) 842-1307

[president@thenaap.com](mailto:president@thenaap.com)

**VICE PRESIDENT**

**Debbie Bera, AC-BC, ADC**

H (715) 341-5934-W (715) 346-1613

[vicepresident@thenaap.com](mailto:vicepresident@thenaap.com)

**SECRETARY/TREASURER**

**Myrtle Klauer, AP-BC, ADC, CAP**

H (639) 495-1545-W (773) 478-6613

[secretary@thenaap.com](mailto:secretary@thenaap.com)

**PROFESSIONAL DEVELOPMENT**

**Vanessa Emm, AC-BC, ACC**

C (775) 750-1419 W (775) 463-2301 Ext. 474

[prodevelopment@thenaap.com](mailto:prodevelopment@thenaap.com)

**MEMBERSHIP/NOMINATIONS**

**Alisa Tagg, BA, AC-BC, ACC, CDP**

H/C/W (702) 271-2121 F (702) 614-7443

[member@thenaap.com](mailto:member@thenaap.com)

**PUBLIC RELATIONS**

**Linda Amoroso, ADC**

H (314)-544-5611-W (314) 544-1111

[press@thenaap.com](mailto:press@thenaap.com)

**EDUCATION OUTREACH**

**Mary Anne Favale, LPN, AC-BC, ACC**

H (386-5392-W (386) 295-3857

[education@thenaap.com](mailto:education@thenaap.com)

---

**NAAP OFFICE**

**Irene Taylor, MS, AC-BC, ACC**

Executive Director

[thenaap@aol.com](mailto:thenaap@aol.com)

**Lynne Gunter**

Administrative Assistant

**PO Box 5530**

**Sevierville, TN 37864**

(865) 429-0717-F (853) 453-9914

[thenaap@aol.com](mailto:thenaap@aol.com)

[www.thenaap.com](http://www.thenaap.com)

## *Greetings from the National Association of Activity Professionals*

*We would like to thank you for your interest in celebrating National Activity Professionals Week (NAP Week), January 23-28, 2011. This year's theme is "Keeping in Tune With Activities!" It is our hope that this packet will help you design exiting programs to enrich the lives of those you serve and enlighten those you work with!! NAP Week was created to recognize the contributions of Activity Professionals working in all types of adult communities. It is a chance for us as Activity Professionals, to shine our light.*

*Included in the packet is a letter addressed to Administrators that you can share to remind them to honor the activity department as an important part of your community's team. Samples of proclamations, press releases and public service announcements, are included. You can also find more information on the website. Take the time now to plan for this very special event!*

*If we can assist you with additional information, please contact the NAAP Office at (865) 429-0717 or fax us at (865) 453-9914.*

*Visit our website, [www.thenaap.com](http://www.thenaap.com), for more information about the Activity Profession.*

*Sincerely,*

*Linda Amoroso, (Credentials)  
Public Relations Trustee*



# **Sample Letter to Mayors and Governors requesting a Proclamation**

**(Date)**

**The Honorable (MAYOR'S OR GOVERNOR'S NAME)**

**City of (YOUR CITY'S NAME)**

**(ADDRESS)**

**(CITY), (STATE), (ZIP)**

**ATTN: (PROCLAMATION CONTACT PERSON)**

**Dear Mayor or Governor (LAST NAME),**

**This is to ask that you issue a proclamation declaring the week of January 22-28, 2012 as "National Activity Professionals Week" in (STATE OR CITY).**

**Activity Professionals are gaining recognition and are contributing significantly to improving the lives of our nation's (CITY OR STATE) older adults and service-dependent senior citizens. They work with health care professionals, care providers, and regulatory agencies to enhance the lives of those served by nursing homes and convalescent hospitals, senior centers, retirement homes, assisted living centers and day programs.**

**Activity Professionals assist in providing programs related to community involvement, mental stimulation, community service, and all types of activities related to maintaining normal life pursuits for the elders. Every activity is designed to meet the needs of the individual. The underlying value is maintaining a healthier, more active mental outlook, which relates directly to improved quality of life.**

**Designating January 22-28, 2012, as "National (or STATE, COUNTY or CITY) Activity Professionals Week" will recognize these professionals and increase public awareness of the role these important individuals play in improving the quality of life for many older adults.**

**I will be contacting your office to arrange a time for the proclamation to be signed and assist in arranging any press coverage. I would like to thank you for your time and assistance in helping to honor this outstanding group of professionals. If you have any questions, please do not hesitate to contact me at (AREA CODE) (FACILITY PHONE NUMBER).**

**Sincerely,**

**(NAME)**

**(TITLE)**

**(FACILITY NAME)**

# Sample Public Service Announcement

For more information contact: (CONTACT NAME)  
(TITLE)  
(FACILITY NAME)  
(FACILITY ADDRESS)  
(CITY, STATE ZIP)  
(AREA CODE) (PHONE NUMBER)

January 22-28, 2012 is a special week for a very special group of people, the nation's Activity Professionals. These are dedicated women and men who help to enrich the lives of older adults in long term care facilities, retirement homes, day programs, and senior centers. Activity Professionals provide a variety of programming related to community involvement, mental stimulation, community service, physical well-being and all types of activities to maintain normal life pursuits for our nation's elders. Every activity is designed to meet the needs of the individual.

January 22-28, 2012 is National Activity Professionals Week; a week intended to increase public awareness about the commitment of these important healthcare professionals to serving the needs of senior citizens. For information about how you can assist the Activity Professionals in your community, contact the Activity Professional in your local adult health care facility.

---

## Sample Press Release Information

For more information contact:

Address:

Phone:

10 seconds      Air Date    1/16/12  
                         Kill Date    1/28/12

January 22-28, 2012 is National Activity Professionals Week, and Station WXYZ salutes Activity Professionals everywhere.

30 seconds      Air Date    1/15/12  
                         Kill Date    1/28/12

January 22-28, 2012, is National Activity Professionals Week. Activity Professionals in our community are an important part of long term health care. These men and women enhance the lives of nursing home residents and spend every day working toward building self-esteem, social involvement and a sense of self-worth in those under their care. They have dedicated themselves to making the lives of many older adults normal and more meaningful. Station WXYZ salutes Activity Professionals everywhere.



---

**PRESIDENT**

**Susan Rauch, BA, AC-BC**

H (206) 842-1307

[president@thenaap.com](mailto:president@thenaap.com)

**VICE PRESIDENT**

**Debbie Bera, AC-BC, ADC**

H (715) 341-5934-W (715) 346-1613

[vicepresident@thenaap.com](mailto:vicepresident@thenaap.com)

**SECRETARY/TREASURER**

**Myrtle Klauer, AP-BC, ADC, CAP**

H (639) 495-1545-W (773) 478-6613

[secretary@thenaap.com](mailto:secretary@thenaap.com)

**PROFESSIONAL DEVELOPMENT**

**Vanessa Emm, AC-BC, ACC**

C (775) 750-1419 W (775) 463-2301 Ext. 474

[prodevelopment@thenaap.com](mailto:prodevelopment@thenaap.com)

**MEMBERSHIP/NOMINATIONS**

**Alisa Tagg, BA, AC-BC, ACC, CDP**

H/C/W (702) 271-2121 F (702) 614-7443

[member@thenaap.com](mailto:member@thenaap.com)

**PUBLIC RELATIONS**

**Linda Amoroso, ADC**

H (314)-544-5611-W (314) 544-1111

[press@thenaap.com](mailto:press@thenaap.com)

**EDUCATION OUTREACH**

**Mary Anne Favale, LPN, AC-BC, ACC**

H (386)-5392-W (386) 295-3857

[education@thenaap.com](mailto:education@thenaap.com)

---

**NAAP OFFICE**

**Irene Taylor, MS, AC-BC, ACC**

Executive Director

[thenaap@aol.com](mailto:thenaap@aol.com)

**Lynne Gunter**

Administrative Assistant

**PO Box 5530**

**Sevierville, TN 37864**

(865) 429-0717-F (853) 453-9914

[thenaap@aol.com](mailto:thenaap@aol.com)

[www.thenaap.com](http://www.thenaap.com)

November 1, 2011

Dear Administrator,

Each January, a special week is set aside to recognize all Activity Professionals who provide services to adults in a variety of settings including: retirement communities, nursing facilities, assisted living facilities and senior centers. National Activity Professionals Week is January 22-28. These professionals, who are a very important part of the care team, contribute significantly to your residents' quality of life. This week is a period of time when you can recognize their efforts in some special way. Normally it is the Activity Department's primary job to do the planning for most celebrations, but in this case the Activity Professionals are to be honored and recognized; therefore, someone else should plan the celebration. Plan now to explore ways to honor your Activity Professionals. During this week, administration, residents, families, volunteers and other staff have the opportunity to say "thank you" for the many services that Activity Professionals provide. Activity Professionals create a home for the residents where they may continue meaningful, life-long leisure interests – truly adding quality to residents' lives. One only has to stop and think for a moment about what brings pleasure to you, and what it would be like if you didn't have things to look forward to and the enjoyment these activities bring. Looking at it this way really puts it in perspective. Everyday activities define who we are, what gives us pleasure, purpose, meaning and fulfillment. It helps us remember that we are all unique individuals with something to offer others. Activity Professionals help residents continue to feel needed, useful and give them a sense of purpose. Here are some suggestions for recognizing and honoring your Activity Professionals:

- For individual recognition – flowers, corsage, candy or some other treat; lunch or dinner out; NAP Week themed gifts from suppliers; gift certificates, such as to a Wellness Spa so they can be on the receiving end for a change; special certificates or letters of commendation; tickets to area events.
- For facility recognition – a special meal or social at the facility hosted by someone other than the activity staff; celebrate with special activities that include residents, family, volunteers and other staff, (that other staff plan, organize and carry out) i.e., themed days.
- For community recognition – mail press releases to local newspapers (a sample is available to NAAP members); contact local radio or TV stations with Public Service Announcements (a sample is available to NAAP members); contact local elected officials to proclaim this week as Activity Professionals Week in your community (a sample is available to NAAP members); attempt to get an article in the local newspaper about the importance of Activity Professionals.

- For continued recognition – subscriptions to professional activity publications; paid yearly dues to their Regional, State and/or National Activity Associations (this would be a continuing recognition of great value to your employees, residents and facility for the networking and educational opportunities they would receive for not just a day or week, but an entire year); support your Activity Professionals wanting to become nationally certified through the National Association of Activity Professionals Credentialing Center (NAAPCC); offer continuing educational opportunities at workshops, conferences and in-services; recognize the Activity Director as an important part of the interdisciplinary team and encourage in-services by the Activity Director to other disciplines about the importance of activity programming.

We hope you find these suggestions helpful when honoring and recognizing your Activity Professionals for their continued commitment and efforts to promote quality of life for the residents in your care. For additional information, feel free to contact NAAP (as noted above) or [press@thenaap.com](mailto:press@thenaap.com).

Sincerely,

*Linda Amoroso*

Linda Amoroso, ADC  
NAAP's Public Relations Trustee



# Staying in Tune With Activities

Market your program to your families, residents, friends and other staff members. Show them how you keep the residents in tune with everything around them. You can use the following as a guide:

## ACTIVITY DEPARTMENT – Your facility name

**(This is a sample from a skilled nursing facility. You will need to adapt for your facility)**

Here at (your facility name), the Activity Department has the overall responsibility of meeting the leisure and recreation needs of the residents. We are here to ensure the emotional, recreational, spiritual, intellectual and creative needs of the residents are met. We are also a part of the interdisciplinary team, which discusses the care of each resident quarterly and develops activity plans of care based on each resident's individual needs. Every resident at (your facility name) has either an activity care plan or activity approaches on another interdisciplinary care plans. Every activity is not for every resident. It is part of our job to assess and determine the appropriate activities for each resident.

While we have the overall responsibility for the activities, according to the Federal regulations, **ALL STAFF** are charged with assisting residents with their activity needs. This is something surveyors watch for when in the facility. All staff can assist residents to and from activities, they can turn on televisions and radios, put in a video, toss a ball with a resident, set up a craft activity for them, walk an agitated resident, etc.

### **Members of the Activity Department include:**

Mary Jane, BS, AC-BC : Activity Consultant – Board Certified, Director of the Department

Susan Jones, BS, AP-BC: Activity Professional – Board Certified, Activity Coordinator for \_\_\_\_\_

Sue Green: Activity Assistant for \_\_\_\_\_

**Why do we do the activities that we do? Is it just for fun? No, everything we do has a therapeutic purpose.**

**Did you know????** Games like horseshoes, floor basketball, ring toss, bowling, bean bag toss, etc. improve eye-hand coordination, improve mobility, increase socialization, allow for competition, help control emotional tensions by reducing stress, improve muscle tone, improve circulation, enhance leisure skills, improve gross motor skills, etc.

**Did you know????** Something as simple as a singalong or musical activity enhances memory recall, encourages socialization, helps identify feelings such as warmth, happy, sad, relieves spiritual needs, relieves depression, allows for expression and creativity, stimulates ears, vocal cords and facial muscles, etc.

**Did you know????** Crafts and art activities provide opportunities for self-expression and creativity, improve coordination and flexibility, build confidence, enhance leisure skills, promote knowledge for new interests, provide a sense of achievement, relieve tensions, improve fine motor skills, etc.

**Did you know????** Activities such as trivia, spelling bees, reminiscent groups, Jeopardy, Family Feud, hangman, etc. stimulates the intellect, improves memory recall, increases long term memory, invokes feelings from the past, stimulates conversation, increases socialization, increases knowledge, improves self-esteem, etc.

**Did you know????** Entertainment activities provide auditory and visual sensory stimulation, help relieve depression, promote socialization, help control emotional tensions, etc.

**Did you know????** Bingo encourages socialization and interaction, increases concentration levels, increases eye-hand coordination, allows for competition, etc.

**Did you know????** Religious programs relieve spiritual needs, invoke feelings from the past, promote community integration, elevate emotional well-being, reduce anxiety, provide for socialization, provide opportunities for reminiscence, etc.

#### **Therapeutic activities...the benefits are endless:**

Heightens self-awareness, sharpens cognitive skills, reduces heart and lung risks, increases short and long term memory, decreases confusion, improves skills for coping, reduces stress, enhances self-control, promotes adjustment to disability, enhances communication skills, increases life and leisure satisfaction, prevents secondary health problems, prevents decline in health status, reduces long term hospital stays, increases physical conditioning, expands support networks, learns acceptable behaviors, enhances independent living skills, increases self-reliance, improves cardiovascular functioning, maintains productivity, increases strength and endurance, expands range of motion, enhances decision making skills, and the list goes on!

#### **National Activity Professionals Week is January 22-28, 2012**

In January we celebrate activity professionals during **National Activity Professionals (NAP) Week**, January 22 to the 28. This year's theme is: *Staying in Tune with Activities*. Normally it is the activity department's job to plan celebrations, but in this case the activity professionals are the honorees, and someone else should plan the celebration.

NAP Week was created by the National Association of Activity Professionals (NAAP) to provide a format for facilities to honor and recognize the dedicated activity professionals who contribute significantly to the residents' quality of life. As activity professionals, we should use this week to provide education to the interdisciplinary team, volunteers, and families about the role we play in the residents' lives. This can be done through in-services, speaking to the Family Council, designing fun activities for the interdisciplinary team to participate in, hosting an activity-based "fair" similar to a health fair, etc.

One way to promote cooperation among the interdisciplinary team is to take this opportunity to have the activity professionals distribute Hershey's "hugs and kisses" to everyone assisting with the activity program and/or helping the residents pursue their leisure interests. Have your staff keep track of everyone receiving the "hugs and kisses" and then make certificates for each helper, acknowledging them as an "official member" of the activity team. Distribute the certificates at the end of the week during a special social honoring the activity professionals.

Be sure to make this week special for yourself and your staff. You deserve it!

## January is:

**Celebration of Life Month:** With the New Year comes a "clean slate" – a new beginning, a new life for all of us. Gather the residents into small groups and ask them what kinds of activities they would like to engage in over the next 12 months. Bring a calendar and pad of paper to jot down the residents' ideas. Come prepared with two or three choices for various times of the year as conversation starters. Help the residents understand that their lives still have meaning and they have a lot to give. Offer suggestions for possible volunteer opportunities:

- After school tutor;
- Adopted grandparent;
- Resident Council member or officer;
- Deliver mail or newspapers to residents;
- Make crafts for a craft fair; and
- Reporter for the facility's newsletter.

**Get Organized Month:** This is an opportunity for you and your staff to organize the department, desks, cabinets, storage, files, etc. Start the New Year off right by using this month to get everyone organized for the rest of the year. Sort through anything lying around the department and either find a dedicated place for it or get rid of it! Set specific times during the week for you and your staff to do this. At the end of the month, surprise the staff with a small prize to the person(s) who accomplished their goal of becoming more organized. This is also an excellent time to clean and organize your computer files!

**Quality of Life Month:** Ask the residents how they define the phrase, *quality of life*. Write down the residents' responses. Explore ways the staff can help the residents add meaning to their lives. Make a list of the things that provide meaning for the residents. Brainstorm ways the staff and families can assist the residents achieve the goals they continue to strive for, e.g., ride a camel, learn to square dance, publish a short story/poem, bowl a perfect game, etc. You can find ways to help the residents realize their dreams by using your imagination, technology, community contacts, volunteers, and organizations like *Second Wind Dreams*

([http://www.nursinghome.org/pro/frmNewsletter.asp?strFile=/pro/newsletters/closeup\\_new/2002/cu0474.html](http://www.nursinghome.org/pro/frmNewsletter.asp?strFile=/pro/newsletters/closeup_new/2002/cu0474.html)).

## Here are some "Tuneful" activities to try:

- Name That Tune. (if you use karaoke CD it is more fun because it won't have the words)
- Write a song about activities. If you can write a poem you can write a song. Just set it to a familiar tune, for example, my favorite is "I Hate Bingo" set to the tune of "I love Paris"
- Music Bingo
- Karaoke, sing alongs (make them special by choosing songs with lyrics that fit activities).
- Tune up your activities. Have a candid, honest discussion about what is great and maybe not so great about your activity program with the residents. Ask them for ideas for the coming year.