Memory Cafés in Massachusetts

Percolator Memory Café Network
Quarterly Idea Exchange
March 11, 2021
Today’s Agenda

1. Housekeeping
2. Announcements
3. Café presentation: Metrowest Memory Café Provider Coalition, Regina Wolf Fritz and Ariel Doggett
4. New resource: Memories International, Jim Kenton, Reg Rowe, and Michael White
5. Percolator survey results: How we continue to serve café guests during the pandemic
6. Discussion: your challenges and ideas
7. Next meeting: Wednesday, June 9, 1:30 – 3:30 pm EST
Housekeeping

- This meeting is being recorded. The recording will be available at [www.jfcsboston.org/Percolator](http://www.jfcsboston.org/Percolator) in approximately 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 in the chat box!
Comments and announcements
(keep them brief please!)
Percolator

Updates
Memory Café Toolkit Supplement

- Coming soon to www.jfcsboston.org/Percolator
- In English and Spanish
- Includes: pros and cons of virtual and “hybrid” cafés; detailed guidance on how to run a virtual or hybrid café, plus information about outdoor cafés and other ways of staying connected with your café guests
Do you have ideas about how to make Percolator idea exchange more dementia friendly?

- Meet 2-3 times by Zoom to discuss how to better include individuals living with dementia in Percolator idea exchanges. First meeting in April or May.

- Please notify Beth in the chat or at bsoltzberg@jfcsboston.org
Memory Café directories

- Massachusetts café directory, including in-person and virtual cafés: www.jfcsboston.org/MemoryCafeDirectory


Color-coded for English/Spanish-Friendly/Portuguese-Friendly.
Percolator Resources

- **Percolator webpage:** [www.jfcsboston.org/Percolator](http://www.jfcsboston.org/Percolator)
  - Memory Café Toolkit in English and Spanish *(virtual supplement coming soon!)*
  - PSA videos *(new Spanish and Portuguese version coming soon!)*
  - Recorded webinars *(including how to start a virtual café)*
  - Meeting archives
  - Guest artist/activity facilitator directory
  - And more!

- **Percolator Google Group** *(let Beth know if you didn’t receive an invitation)*
Keep in touch!

• Sign up for Percolator mailing list at www.jfcsboston.org/Percolator

• If you are not receiving Percolator emails, check with me at bsoltzberg@jfcsboston.org. Your organizational server may be rejecting the messages.
Stretch break!
Metrowest Memory Café Provider Coalition:
Making virtual cafés happen together
Metrowest Memory Cafe
Provider Coalition
- Pre COVID-19
- COVID-19 times
- New Normal
2018 - The Beginnings

WHO
- Tammy Pozerycki (Create a Better Day Cafe) and Carol Marie DeRienzo (Apple Memory Cafe in Northborough) invited to the first meeting

WHY
- Avoid competing with each other - instead promote each other’s cafes
- Offer more local support in addition to the quarterly Percolator Cafe meetings in Waltham.
- Make memory cafes sustainable events
WHO - Original Members from 2018

● 6 Senior Centers
  ○ Framingham (hosted by Jewish Family Services of Metrowest)
  ○ Franklin
  ○ Marlborough
  ○ Sudbury
  ○ Westborough
  ○ Worcester

● 2 Libraries
  ○ Northborough
  ○ Shrewsbury

● 2 For-Profit, Private Businesses
  ○ Pleasantries Adult Day Services (Marlborough)
  ○ Red Raven Restaurant (Acton)
WHAT

- Monthly meetings
- Share ideas and performers
- Discuss logistics and funding sources
- Challenges and Rewards
- Coordinate dates, times and performers

WHERE

Marlborough Senior Center
# Metro West Memory Cafés and events.

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Sunshine Café (Westborough)</strong></td>
<td>Good Day Café Shrewsbury</td>
<td>Lovely Linda’s Lunches Acton</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Our Time Memory Café (Hopkinton)</strong></td>
<td>Making Memories Café Sudbury</td>
<td>Memory Lane Café Shrewsbury</td>
<td></td>
</tr>
<tr>
<td><strong>Time Out Café Marlborough</strong></td>
<td>The Worcester Memory Café Worcester</td>
<td>A Brighter Day Memory Café Framingham</td>
<td>Good Day Café Shrewsbury</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Comfort Food Caring Café, Sudbury</strong></td>
<td>Clocktown Café Ashland</td>
<td>Memory Lane Café Shrewsbury</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>A Positive Place Café Franklin</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Please call ahead to confirm due to changes in scheduling.*
The What/Who/Where of Memory Cafes Pre-COVID

Setting

- In the physical space of the group hosting.

Typical attendance

- 6 - 30 (participants and caregivers only)

Staffing for Memory Cafes’

- 1-2 Professionals
- 1 -3 Volunteers
How did our Coalition affect the Memory Cafes in Metrowest?

Promotion instead of competition
COVID-19 TIMES

...What happened when the pandemic began?
What happened to our Coalition initially?

- Support group
  - Emotional support
  - Swap coping stories
  - Reorient
- Some active members dropped out of meetings while others joined in.
- Members are focused on how to continue with their primary businesses - organizing memory cafes takes back seat
- Learn technical skills
What happened to our Coalition? cont.

- Accept and Adapt
- Plans to reopen memory cafes virtually by September
- Online research on virtual programming and cafes
- Coordinated effort by three memory cafes to increase guest attendance
  - Simplify schedule
  - Same day of the week, same time
How the Coalition adapted

- Monthly zoom meetings, emails and phone calls as necessary.
- Share technical know-how
- Create shared google documents.
  - Share performer list and feedback on zoom performances
- Each provider sends invites for all memory cafes in coalition to their own group to not overwhelm people’s emails from outside sources.
What happened to the Memory Cafes?

- Most cafes were cancelled March through August
- Worcester Cafe pioneered and went virtual in April
- Franklin Cafe went virtual in June
- By September: 7 out of 12 memory cafes had reopened virtually
How did COVID-19 change the Memory Cafe Landscape in Metrowest?
How did COVID-19 change the Memory Cafe Landscape in Metrowest?
## Virtual Memory Cafes during COVID-19

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Time Out&quot;</td>
<td>&quot;Our Time&quot;</td>
<td></td>
<td></td>
<td>&quot;Good Day&quot; Shrewsbury Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marlborough</td>
<td>Hopkinton</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Grateful Moments&quot;</td>
<td>&quot;Worcester Memory Cafe&quot;</td>
<td>Worcester</td>
<td></td>
<td>&quot;Good Day&quot; Shrewsbury Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sudbury</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Where’s the Toast&quot;</td>
<td>Memory Cafe at Bridges at Epoch - Sudbury</td>
<td></td>
<td>Memory Cafe at Bridges at Epoch - Sudbury</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Franklin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

"Good Day" Shrewsbury Library
How Cafes Adapted

Setting

- Virtual via zoom
- Participants and performers in their homes

Typical attendance

- 2-18 individual participants
  - Plus
- 1-3 local memory care units or adult day programs
- Total # of participants 2-40

Staffing for Memory Cafes’

- Dropped to just one professional
Loss and Growth during Covid

Loss

- Loss of Memory Cafes
- Loss of guests:
  - Incompatible with zoom
  - Technical hurdles
  - To COVID-19
- Loss of the benefits of person-to-person contact
  - For caregivers: to get a break and support
Loss and Growth during Covid

Growth

- Expansion of geographical reach for individual Cafe
- Increase of accessibility for individuals with physical limits
- Inclusion of memory care units in AL communities
- Improved quality of virtual cafes
  - Improved sound quality
  - Improved presentation by facilitator and performer
The New Normal

How will the coalition move forward?

- Phase back into meeting in person
- Mix of in-person and virtual meeting
  - Quarterly in-person (possibly at AL facilities?)
  - In-between months via zoom
- Add new Cafes and Cafe providers?
The New Normal

How will the Coalition move forward?

● Continue to reach out to other cafe providers and through social media to raise awareness of our offerings
● Reach out to more assisted living communities in our area to include their residents and gain possible sponsorship for cafes’
The New Normal

How will Cafes move forward?

- Gradual and individualized transition to in-person event
  - Mix of in-person and virtual events
  - In-person dependent on season, available outdoor space and organizational policies
- Switching back and forth between virtual and in-person cafes depending on season and pandemic
- Goal: In-Person Memory Cafes with optional virtual access
  In-Person/Broadcast hybrid
In-Person/Virtual Hybrid Cafe

Opportunities

- Allow access to cafes for those who cannot physically attend
- More flexibility for attendees
- Engage young people
In-Person/Virtual Hybrid Cafe

Challenges and Concerns

- Timing (calendar changes)
- Technical Challenges:
  - Dedicated person to broadcast
  - Need for camera and microphone to broadcast
  - Sound quality challenges
  - Privacy concerns
- Decrease in-person attendance?
- Too demanding on facilitators
Future

Big Unknown

Flexibility, Creativity,
Value of a Memory Cafe Provider Coalition

- Promote and coordinate instead of compete
- Pool resources
- Soundboard
  - Increased Creativity
  - Not reinvent the wheel; Sustainable
- Resilience in times of challenges
Memories International
HOW IT STARTED

• STARTED IN 2004 WITH SOCCER MEMORIES
• DEVELOPED WITH OTHER SPORTS
• INTEREST FROM OTHER COUNTRIES
• ADAPTED TO DIFFERENT AUDIENCES
• THE BEST YEARS OF OUR LIVES?
“HE WAS QUITE A GOOD PLAYER”
GROUPS AND INDIVIDUALS
LESSONS LEARNED 2004-2021

• EFFECTIVE AND INEXPENSIVE
• ENJOYABLE
• PARTNERSHIPS KEY
• RESEARCH EVIDENCE NEEDED
• REGULAR SESSIONS NEEDED
• SUPPORT FROM MEDICAL PROFESSION
• CENTRAL HUB - LOCAL DELIVERY
• MEET LOCAL NEEDS
• NO SPORT-SPECIFIC KNOWLEDGE NEEDED
SPOT THE CHANGE?
WHAT DO YOU LIKE ABOUT THIS PROJECT?

“SEE THIS? THIS IS MY HANDKERCHIEF. IT’S SOAKING WET. WITH TEARS. TEARS OF JOY.”
TALKING BASEBALL
Who was your favorite Red Sox Outfielder?
Favorite Fenway Experience
Best Red Sox Outfielder (1950 – 1979)
Old Television Shows - Mr. Ed (1963)
Music – Terry Cashman “Play by Play - I Saw It On the Radio”
“What A Wonderful (Baseball) World”
MEMORIES ARE MADE OF THIS

• THE BUILDING
• THE STAFF
• THE FOOD AND DRINKS
• THE FILMS
• THE MAGAZINES
• THE BUBBLEGUM CARDS
• THE POSTERS
• THE PRICES
• THE FRIENDS
WHEN WE WERE YOUNG
TOP TEN BEST FILMS OF THE 1950s

• A TOUCH OF EVIL
• SOME LIKE IT HOT
• NORTH BY NORTHWEST
• BRIDGE ON THE RIVER KWAI
• REAR WINDOW
• VERTIGO
• THE SEARCHERS
• ALL ABOUT EVE
• SUNSET BOULEVARD
• SINGING IN THE RAIN
TOP TEN FILMS OF THE 1950s

THE CONNOISSEUR OF EVERYTHING

PRESENTS

THE TEN GREATEST MOVIES OF THE 1950s
BEST ACTRESS 1959

• SIMONE SIGNORET - ROOM AT THE TOP
• AUDREY HEPBURN - THE NUN’S STORY
• ELIZABETH TAYLOR - SUDDENLY LAST SUMMER
• KATHARINE HEPBURN - SUDDENLY LAST SUMMER
• DORIS DAY - PILLOW TALK
1959 OSCARS - BEST ACTRESS AWARD
STARRING
**Ilia:** Play it once, Sam, for old times' sake.

**Sam:** [lying] I don't know what you mean, Miss Ilia.

**Ilia:** Play it, Sam, Play "As Time Goes By".

**Sam:** [lying] Oh, I can't remember it, Miss Ilia. I'm a little rusty on it.


**Sam:** [Sam begins playing]

**Ilia:** Sing it Sam.
THE ORIGINAL
WHAT DO WE NOTICE?

• BETTER MOOD
• BETTER COMMUNICATION SKILLS
• RELAXED, SAFE
• ALERT, ENGAGED
• LAUGHING
• ENTERTAINED
• AMONG FRIENDS
• SHARED INTERESTS
MEMORIES ARE MADE OF THIS
JUKEBOX DAYS
WHEN WE WERE YOUNG
ROY ORBISON
WHAT MEMORIES ARE TRIGGERED?

• WHERE WE WENT
• WHO WE MET
• HOW MUCH IT COST
• WHAT WE LISTENED TO
• WHICH CONCERTS WE WENT TO
• WHAT MAGAZINES WE BOUGHT
• WHO WERE OUR FAVORITES
• WHAT WE WORE
TOP TEN SONGS OF 1960

• STUCK ON YOU
• HANDY MAN
• HE’LL HAVE TO GO
• CATHY’S CLOWN
• TEEN ANGEL

• THE TWIST
• I’M SORRY
• THEME FROM A SUMMER PLACE
• RUNNING BEAR
• IT’S NOW OR NEVER
Save The Last Dance For Me

Dolly Parton
EMMY LOU HARRIS
AND THE WINNER IS......

BRUCE SPRINGSTEEN  DOLLY PARTON  EMMYLOU HARRIS
WHY JUKEBOX DAYS?

• POWERFUL MEMORIES
• LONG-LASTING MEMORIES
• THE MUSIC OF OUR TEENS
• PLACE: WHERE?
• TIME: WHEN?
• SOCIETY: WHO?
• THE WAY WE WERE
• FUN, FUN, FUN
PAUSE, REWIND, PLAY
AND BE PREPARED TO BE AMAZED!
Where Do We Go From Here?
Contact:
Jim Kenton, Executive Director
Memories International
jim@memoriesinternational.com
Percolator Survey: The outlook for 2021
Who Responded

- 51 respondents (thank you!)

- From Arizona, California, Canada, Colorado, Florida, Illinois, Indiana, Kansas, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New York, North Carolina, Pennsylvania, Texas, Utah, Vermont, Wisconsin
How do you plan to deliver your cafe in 2021?
(Percolator survey, February 2021, n = 51)

- Hybrid – a mixture of in-person and remote café activities
- Remote only, by teleconference such as Zoom, and/or phone
- Other: still in transition
- In person only, the way café gatherings used to be held before the pandemic
If you plan to use a "hybrid" approach, please describe it (n = 37)

- Most café gatherings will be remote, with occasional in-person gatherings
- Simultaneous: some café guests gather in person, **WHILE** others gather via teleconference/phone
- About half of café gatherings will be in person, and about half will be remote
- Most café gatherings will be in person, with occasional remote gatherings
- Other: in transition, mix of recorded sessions, drop-off activities, and outdoor gatherings
Additional Ways Cafés Plan to Engage Their Guests During 2021

• Regular phone calls; call pairing
• Emails, texts, mailing handmade cards
• Mailing activity packets and craft kits (made by volunteers) to guests
• Monthly dinner drop-offs
• Lunch delivery by college students
• Field trips to outdoor spaces
• Monthly themes
• “Drive through” event
• Drop-ins on Facebook page
• Collaborating with cable station to provide activities
• Provide links to other virtual cafés
• Promotion of volunteer opportunities and community cultural events
• Assistance with technology, provided by volunteers
New technology?

• Most are using Zoom
• One is considering getting an external microphone and camera
• One is using an OWL camera for a supportive day program
Discussion
Questions

• Are people joining your virtual café from many geographic areas, or are you still mainly getting “locals”?
• How to avoid Zoom fatigue?
• How many participants is a good number for a virtual café?
• How to decide when it’s safe to meet in person again?
• Will you require that guests have been vaccinated?
• How do you get the word out to guests? Any tips for engaging guests earlier in the dementia process?
• Grant programs/funding sources for cafés
Save the date for the next Percolator Quarterly meeting:

Wednesday, June 9, 1:30 – 3:30 pm EDT
Memory Cafés in Massachusetts

Percolator Memory Café Network Quarterly Meeting March 11, 2021