



care... above and beyond

# The Community Cares Newsletter

Family

SPRING 2015



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121 WASHINGTON ST.  
781.395.5542



**EVERETT CENTER  
& ADMINISTRATION**  
106 WYLLIS AVE.  
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**LOWELL CENTER**  
236 BROADWAY ST.  
978.458.4844

## Think Spring!

Congratulations on having survived the Winter of 2015. And what a winter it was! A record snowfall of well over 100 inches – nearly all of it over a four-week period beginning in late January – impacted The Community Family, as it did so many other businesses, homes and lives. As a result of several massive blizzards, our Everett and Medford centers were closed for six days of business and the Lowell center for five days.



A winter scene from Boston's Newbury Street in February.

endangered in transporting them to/from our centers. The Community Family has a fleet of 10 vans that transports a large number of clients at all of our centers. The conditions of the roads were not conducive for safe driving. In fact, several of our closed days even involved a state-wide emergency ban on driving. Furthermore, it is often even more hazardous on the short walk for clients between their homes and our vans (or any transportation service). Icy sidewalks and stairs make for an adventurous walk that is not worth the risk.

The large amounts of snow created issues with employee and visitor parking, as numerous spaces were lost to the white, fluffy stuff. More importantly, the safety of clients was

And all of this on top of the coldest February in recorded Boston history as well. Although the decision on whether or not to close the centers is often difficult to make, the severe conditions actually made it rather easy for most of those days this winter.



Now this is more like it!

Whatever the circumstances may be, please know that the safety of our clients is always first and foremost, and that we will never open our doors when we believe their well-being is threatened in any way. For now, we now look forward with hope and anticipation to months of warmth and sunshine. Bring on Summer!

### Adult Day Health Now Licensed

- Effective January 1, 2015, Massachusetts issued its first licensing regulations for adult day health. The regulations include new staffing patterns, training standards, infection control measures and other new requirements. The state Department of Public Health will be conducting inspections every other year.
- Prior to this, adult day programs were not licensed and routinely inspected, other than certifications from MassHealth, the state Medicaid program that funds adult day health services at The Community Family and 150 or so other programs throughout the state. The new rules incorporate some of those from MassHealth but are even more extensive.
- TCF is in favor of regulations but worried about the costs associated with it, as the per-person cost for care is higher than the current rates received for our services. We will persevere, however, and continue to provide the highest quality care to all our participants!

## Our Mission

*The Community Family is dedicated to providing high quality adult day health services that keep adults in their homes as long as possible. Our services are based on a deep respect for the dignity, self-esteem, and vitality of all those we serve. We are committed to improving the quality of life for both our participants and their families.*

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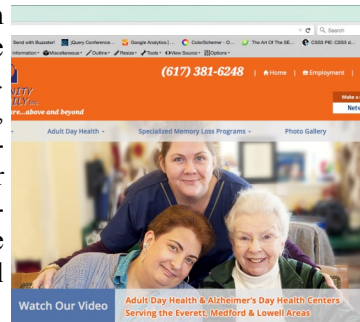
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## Look What's New

In recent years, TCF has taken numerous measures to improve its marketing and outreach. This includes new brochures, publishing our first annual report(s), new materials for presentation to interested consumers and visitors, and the making of a new promotional video.

As this newsletter goes to print, we are on the verge of unveiling another major communications-related update. The Community Family website is undergoing a new look that we believe will better tell our story. The current website last had a significant update nearly 10 years ago and was somewhat burdensome to make changes. The newly revamped website will have a sleeker look and enable us to more easily update information – such as when we are closed due to inclement weather. It will also have the new



A sneak preview of our new website

video prominently displayed on the home page.

Today, websites are probably the most common means of finding information on a particular subject - including adult day health programs - at least as part of initial research. The new TCF website will create a better user experience for all visitors and allow us to more effectively communicate our story and message. We are excited about the fresh appearance and hope you feel the same. Please visit our website in the coming days – [www.communityfamily.org](http://www.communityfamily.org) – and feel free to tell us what you think of the new look!

And while you are on the internet, visit our Facebook page for updates on recent activities around the centers - and don't forget to Like us! We also have LinkedIn and GooglePlus pages up and running as well.

## Annual Appeal Sets Record!

The 2014 Annual Appeal at The Community Family set an all-time record by raising **\$14,745** in donations from **190** supporters. The total eclipsed the totals from the previous two Annual Appeals, when \$14,173 and \$14,423 was raised, respectively. Not only was the exceptional 2014 total unprecedented but the number of donors far exceeded the previous Annual Appeal high of 164 in 2013. The outstanding participation rate is very meaningful to us as it indicates more people chose to make a gift, no matter how much they could afford.



Charlene in Lowell and Jimmy in Everett are happy about the Annual Appeal setting a record this year. Annual Appeal support helps fund programs and activities for clients like Charlene and Jimmy across all of our centers.

all our supporters. We know there are many choices with your discretionary income, including other worthwhile charities, and we are so appreciative that you have made us one of your priorities.

We are grateful for the outstanding generosity of

All funds raised through the Annual Appeal go to TCF's Annual Fund, which supports programs and activities at each of the centers. These funds are very important to us, whether it be for entertainment or instructors, for a large special event or simple bingo prizes. We always aspire to keep the clients interested, motivated and satisfied and these funds will most certainly enable us to do so. Thank you once again!

# Celebrations



Left to Right: Jackie in Lowell, Frankie in Everett and Laura in Medford celebrate their birthdays.

TCF strives to make its centers a “home away from home”. Part of this is recognizing clients’ birthdays, as we do for all participants at our centers. Oftentimes, family members of clients choose to have their loved one celebrate their birthday amongst friends at the center by bringing in large, beautifully decorated cakes - as they did in these photos. Our staffs are terrific at making birthdays a festive, joyous event for the honoree and all his/her “party guests”. Birthday recognitions are one of the many aspects of socialization that TCF does to acknowledge participants and keep them engaged and entertained.



TCF enjoys celebrating the holidays of the season throughout the year. With the winter we just experienced, it may be difficult to remember back to some of the earlier holidays of the past 5-6 months. They have all taken place since our last newsletter, however, so we present these photos to you from across our centers.



Top left: Santa visits the Everett center; Top right: Valentine’s Day King and Queen winners in Lowell; Bottom Row, Left to Right: looking cool for St. Patrick’s Day in Medford; men at the Medford center enjoy a Thanksgiving meal and; celebrating New Year’s in Everett.

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*Premier Adult Day Health Programs*  
*care...above and beyond*



### Coming Up

**TCF is teaming up with Merrimack Repertory Theatre!**

**Wednesdays, April 29, May 6 and May 13**

Merrimack Repertory Theatre (MRT) in Lowell is presenting “The Outgoing Tide”, an emotional story about a man grappling with dementia as his family tries to make plans for his care. The show runs from April 26—May 17 but will have discussions following the shows on the above three dates. TCF staff will be participating in these conversations surrounding this difficult topic. It is the first time MRT is hosting such talks following one of their shows and we are excited to participate. For more information, visit [www.mrt.org](http://www.mrt.org).

### ALZHEIMER'S CAREGIVER SUPPORT GROUPS

*The public is welcome to attend.*

#### MEDFORD CENTER

**2nd Monday of each month**

**7:30 - 9:00 PM**

Call 781.395.5542

#### LOWELL CENTER

**3rd Thursday of each month**

**1:30 - 3:00 PM**

Call 978.458.4844

### Did You Know?

#### Adult Day Health Services are Growing

- There are nearly 5,700 adult day services centers across the U.S. — a 35% increase since 2002.
- More than 260,000 participants and family caregivers are serviced — an increase of over 100,000, or 63%, since 2002.
- MA has the 2nd highest average daily enrollment in ADH centers in the U.S.—9 participants per 1,000 persons age 65+
- More than 1/3 of adult day health participants across the country are younger than age 65.

*From CDC's National Center for Health Statistics report titled "Long Term Care Services in the U.S.: 2013 Overview"*