

Creating and Sustaining Memory Cafés



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Dementia Friendly America, March 20, 2019

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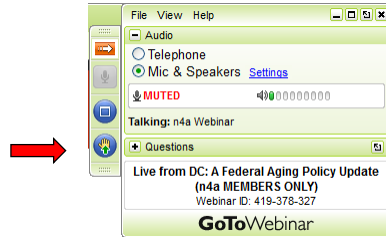
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Housekeeping

Questions box and Chat Box

- Q&A session will be at the end of the presentation, but feel free to submit your questions at any time during the presentation. Click on the “+” to pop out the questions box where you can type and submit your questions.



Webinar is being recorded.

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Today

1. Memory cafés – a snapshot
2. Tips and pearls from the café network
3. How to help cafés spread in your region
4. Resources

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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

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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 some cafés, and Wisconsin and Massachusetts each have over 100.



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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

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Where to hold your café

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Location, Location, Location



Venues used by Wisconsin and Massachusetts cafés:

- Senior Center
- Library
- Community center
- Day program
- House of worship
- Multiservice agency
- Town hall
- LTC residence
- Park & Recreation facility
- Restaurant or coffee shop
- Museum/historical society
- Nature center
- Outdoor garden
- Arts organization
- Bank/office building

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Inclusion, Outreach, and Attendance

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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

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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

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Inclusive AND Specialized Cafés

- Massachusetts has Spanish- and Portuguese-speaking cafés.
- Nine Massachusetts cafes receive funds from the state Department of Developmental Services to include people with IDD plus dementia.
- Plymouth, England has a café for football (e.g., soccer) fans held at the stadium.



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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



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Attendance/flexibility

- Never know who or how many will drop in
- Not a failure if it's a small number
- Require advance notice for a group (e.g., from residential care)
- Those needing personal care assistance need to bring someone (care partners always encouraged!)
- Good opportunity for friends to bring someone to the cafe

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Activities that work for all

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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



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Tips

- Every café crowd is different. Try things, and ask for feedback!
- Make it interactive! Tell guest facilitators: it’s not a performance.
- Choose familiar music, but lively it up with different genres.
- Make it “failure free.”
- Consider opportunities for your café to make or do things for others. It’s good for the soul!
- Anchor activities in a dignified tradition – don’t infantilize!
- Don’t schedule too much. Let yourself improvise!
- Not every café crowd wants a lot of programming. Again, get feedback!



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The Role of Rituals

- Rituals help to give cafes a unique identity
- Rituals can evolve over the first few months
- They can designate the beginning and ending of the cafe
- Examples:
 - Greeting everyone and giving them nametags
 - Opening with a song that names everyone
 - Passing cookies and serving coffee
 - Ending with the same song every time



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Memory Arts Café, Brooklyn, New York

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Upper Valley Memory Café, Dartmouth, NH

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Sign created for the local homeless shelter

Atlas Waterfront Cafe, Appleton, WI

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The role of volunteers

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Volunteers are a plus!

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The many benefits of volunteers

- Volunteers' main job is as "party hosts."
- In addition to providing smiling faces and helping hands, they can make the café crowd more representative of your whole community.
- Volunteers learn that "you've seen one person with dementia, you've seen one person with dementia."
- Supervision, and some type of training is needed.
 - Brief in-person training just before café starts
 - Training at a separate time
 - Written tip sheets

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Financial Sustainability

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Funding your café



- Costs \$8k - \$12k annually
- Biggest cost is coordinator's time
- Most coordinators are paid staff rather than volunteers
- Business sponsorships are helping many cafés cover expenses AND engage the broader community

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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



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How do I create a network?

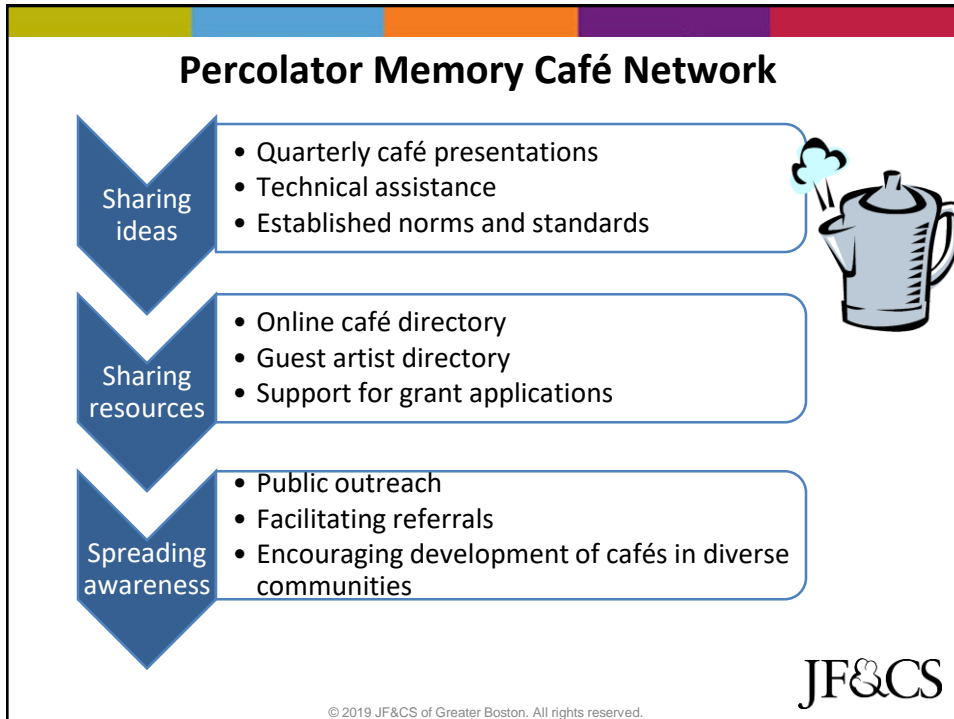
1. Identify a willing leader; consider resources and sustainability.
2. Convene stakeholders, including coordinators of all existing cafés within the network's proposed geographic area.
3. If stakeholders agree to move forward, decide upon mutually beneficial priority activities to begin with.
4. Set a structure for reconvening.

Keep in mind:

- Cultural humility with regard to cultural, linguistic, other needs or identities
- The very human tendency to feel protective of one's work and turf

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Memory Cafés in Massachusetts

102 Cafés statewide

- English, Spanish and Portuguese Cafés**
- 9 designed to include people with I/DD + dementia**



See all Massachusetts cafés at
www.jfcsboston.org/MemoryCafeDirectory



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Regional approach in Wisconsin 135 cafés

Examples:

- Fox Valley Memory Project's nine café coordinators meet quarterly and connect with participants through a monthly e-newsletter and an active Facebook page
- Alzheimer's & Dementia Alliance of Wisconsin operates 20 cafés in 12 southwest WI counties.

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Additional examples of regional efforts in Wisconsin

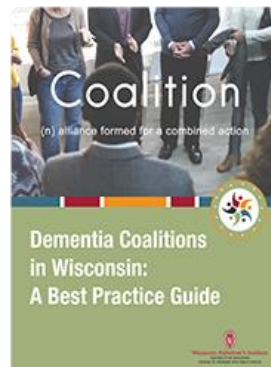
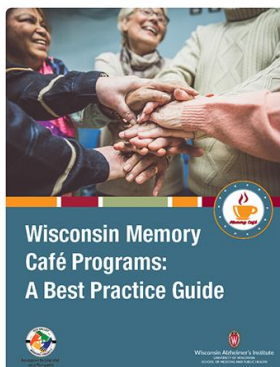
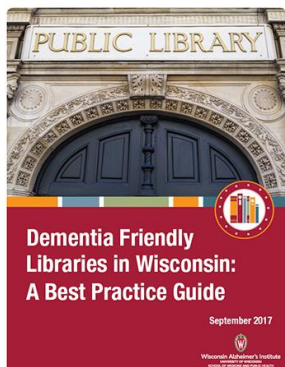
- Library Memory Project operates 13 cafes in 3 southeast WI counties with the Alzheimer's Association of SE WI. A librarian oversees the cafes; gets reports from every café; holds a yearly meeting for facilitators.
- There are 6 memory cafés in Milwaukee County. Several serve African American neighborhoods and meet at soul food restaurants.

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Wisconsin Best Practice Guides

<http://www.wai.wisc.edu/publichealth/guides.html>



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Summing up

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What Café Participants Say

- “It’s very non-judgmental. No one cares who you were if you can’t remember words now.”
- “Because we’re here, it says we need this and we want this.”
- “We’ve become friends.”



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Resources



Wisconsin Memory Café Programs: A Best Practice Guide by Susan H. McFadden

<http://www.wai.wisc.edu/pdf/WISCONSINMEMORYCAFE%CC%81PROGRAMS-Guide2016Final.pdf>

- | | |
|---|--|
| 1. The vision | 9. Operating the memory café: Beginning and ending |
| 2. Best practices | 10. Operating the memory café: Programs |
| 3. Definitions | 11. Memory café visitors |
| 4. The persons served | 12. Memory café assessment |
| 5. Starting a memory café: The people <ul style="list-style-type: none"> • Memory café advocates • Leadership • Volunteers | 13. Beyond memory cafés |
| 6. Starting a memory café: The place | 14. Resources |
| 7. Starting a memory café: The funding | 15. Listening to the voices of people with dementia |
| 8. Marketing the memory café | 16. Appendix A: Fox Valley Memory Project Data Sheet |
| | 17. Appendix B: Glossary of terms |

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Percolator Memory Café Toolkit

- Visit www.jfcsboston.org/MemoryCafeToolkit (English)
- Visit www.jfcsboston.org/GuiaCafeDeMemoria (Spanish)

Guía para Cafés de la Memoria

Esta guía gratuita ofrece instrucciones paso a paso para ayudarle a iniciar y mantener un Café de la Memoria además de proporcionar plantillas que se pueden descargar y adaptar a su programa.

Vé un video en español con información básica y consejos de los líderes del primer café de memoria de Massachusetts (25 minutos) y descarga las diapositivas de la presentación.

Spanish webinar also available



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Memory Café Resources

Toolkits:

- www.jfcsboston.org/MemoryCafeToolkit
www.jfcsboston.org/GuiaCafeDeMemoria
- <http://www.wai.wisc.edu/pdf/WISCONSINMEMORYCAFE%CC%81PROGRAMS-Guide2016Final.pdf>

Videos:

- Creating a Spanish-speaking Memory Café:
<https://www.youtube.com/watch?v=Vn3-l0xjpFE>
- 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>

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Memory Café Resources, continued

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

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