

Memory Cafés



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We will cover...

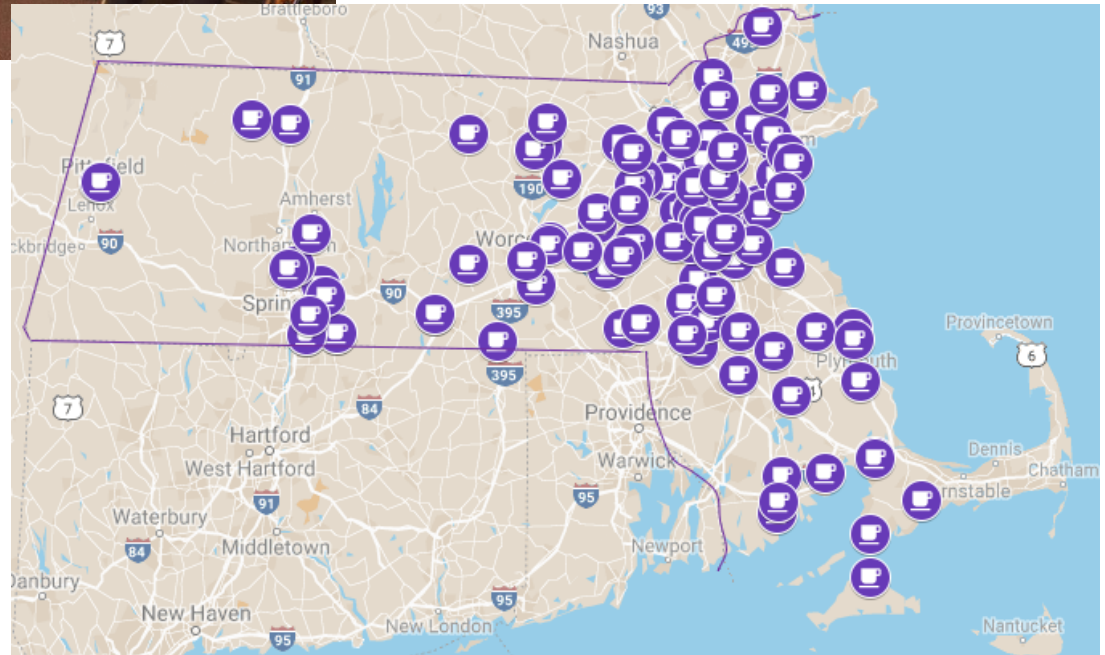
- Key features of the memory café model
- Effective practices in starting/sustaining a memory café
- Resources for starting your own café



JF&CS Memory Café, Waltham, MA

Percolator Memory Café Network

117 Cafés throughout
Massachusetts



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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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Cafés vs. Respite or Support Groups

- Designed for the care partner also
- A care partner is usually required for those who need personal care assistance
- Not problem focused; no one is asked their diagnosis. There is usually no intake process.
- “Leave the disease at the door.”

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



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**

Where to hold your café

Location, Location, Location



Venues used by Massachusetts cafés:

- Senior center
- Library
- Community center
- Day program
- House of worship
- Town hall
- Long term care residence
- Restaurant
- Museum/historical society
- Nature center
- Outdoor garden
- Arts organization
- Bowling alley

Inclusion, Outreach, and Attendance



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

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

Inclusive AND Specialized Cafés

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



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



Attendance/flexibility

- You never know who or how many will drop in.
- It's not a failure if it's a small number.
- Do require advance notice for a group (e.g., from residential care).
- Those needing personal care assistance need to bring someone – and care partners are encouraged to attend for their own benefit, too!
- Attending cafés together is a wonderful way for friends to stay connected to someone who is living with dementia.

Activities that work for all

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



Tips

- Don't overschedule.
- Make it interactive! Tell guest facilitators: it's not a performance.
- Make it "failure free."
- Avoid intrusive background music.
- Consider opportunities for your café guests to make or do things for others. It's good for the soul!
- Don't infantilize. Anchor activities in a dignified tradition.
- If a guest is loud/uninhibited, acknowledge that all responses are welcome!
- Each café crowd is different. Try things, and ask for feedback!



The role of volunteers

Benefits of Volunteers

- Volunteers' main job: “party hosts.”
- They provide smiling faces and helping hands.
- They can make the café crowd multigenerational, more representative of your community.
- Volunteers gain a different view of dementia.
- Supervision, and brief training is needed.
 - Brief in-person training just before café starts
 - Training at a separate time
 - Written tip sheets



Financial Sustainability

Funding your café



- Costs \$8k - \$12k annually
- Biggest cost is coordinator's time
- Most coordinators are paid staff rather than volunteers
- Business sponsorships help many cafés cover expenses AND engage the broader community
- Have a written sponsorship agreement that sets clear boundaries so that guests do not feel that someone is marketing to them

Resources



Visit www.jfcsboston.org/Percolator

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

Videos include:

- 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>
- TEDx talk: Memory cafes: making space for dementia and joy:
<https://youtu.be/vje71rXP8Z0>

And more!

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More Memory Café Resources

Wisconsin Memory Café Programs: A Best Practice Guide:

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

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

Memory Café Research

(organized by date)

- Greenwood, N., Smith, R., Akhtar, F., Richardson, A. (2017). A qualitative study of carers' experiences of dementia cafés: a place to feel supported and be yourself. *BMC Geriatrics*; vol. 17, article #164.
- Dow, B., Haralambous, B., Hempton, C., Hunt, S., Calleja, D. (2011). Evaluation of Alzheimer's Australian Vic Memory Lane Cafés. *International Psychogeriatrics*;23(2):246–55.
- Morrissey, M. V. (2006). Rethinking the benefits of an adapted version of “Alzheimer Café” for individuals with Alzheimer's and their partners. *The International Journal of Psychiatric Nursing Research*, 12(1), 1393-1402.
- Capus, J. (2005). The Kingston Dementia Café: The benefits of establishing an Alzheimer café for carers and people with dementia. *Dementia*, 4(4), 588-591.
- Halley, E., Boulton, R., McFadzean, D., Moriarty, J. (2005). The Poppy Café: a multi-agency approach to developing an Alzheimer café. *Dementia*; 4(4):592–4.

Feel free to contact me!

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