

Together

Through the Seasons

National Skilled Nursing Care Week®

May 9-15, 2021

Planning Guide & Product Catalog

Official Sponsor



#NSNCW



The COVID-19 virus made this past year unimaginable for skilled nursing care centers.

Through it all, staff heroically protected and cared for residents around the clock every day as challenges such as social distancing rules prevented residents from in-person visits with loved ones.

In honor of the collective strength and dedication of all the essential caregivers and residents in nursing centers across the country, this year's National Skilled Nursing Care Week® (NSNCW) theme is, *Together Through the Seasons.*



Established by the American Health Care Association (AHCA) in 1967, NSNCW, formerly known as National Nursing Home Week, recognizes the essential role of skilled nursing care centers in caring for America's frail, elderly, and disabled. This coming May, celebrate all members of your community and participate on social media using the hashtag **#NSNCW**.

Together
Through the Seasons

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ACTIVITY IDEAS

Below is a list of general activity ideas to consider for NSNCW 2021. NOTE: At the time of publishing, care centers were following social distancing and other restrictions due to COVID-19. Please be sure to plan your activities through an infection prevention and control lens and modify them based on the latest guidelines as needed.

Celebrate Together

Coordinate interactive games and raffles. Decorate and provide food to staff in celebration and appreciation of their efforts. If safe and guidelines allow, invite family members to share a meal with residents. Plan a themed dress-up day or a dance contest and offer prizes.

Create Together

Engage residents in creative art projects focused on the theme of the four seasons and togetherness. Coordinate a project that allows everyone to participate such as a fingerprint or button tree. Display all artwork in a “gallery” and invite staff members on a “gallery walk.”

Reaching Out Together

Find ways to connect to the wider community. Ask loved ones, members of the community, and/or local school groups to send feel-good notes, drawings, or video messages for residents and staff. Work with residents to create signs and messages of their own to share with loved ones.



Explore Together

Discover a new destination or revisit a favorite one. Plan a day during the week to dress up, enjoy a meal and go on a [virtual tour of world-class museums](#) and stunning locations. Visit the Louvre Museum in Paris or the Metropolitan Museum of Art in New York. Take a virtual walking tour through the Redwood Forest in California, the Pyramids of Giza in Egypt, Florence, Italy, or Tokyo, Japan. The opportunities to explore together are endless!



Outdoors Together

Discover ways to bring activities outdoors through nature “walks”, drive-by community caravans, balloon launches, garden planting, outdoor concerts, or creating and burying a time capsule.

In Harmony Together

Create a quiet space for guided meditation and visualization, modified relaxation poses/yoga, and even chair massages.

Enjoy Music Together

Plan a concert or talent show and invite residents and staff with musical talents to share their gifts by playing or singing. Create personalized playlists for residents with dementia through the [Music & Memory](#) program. Music is the universal language and a great way to foster connections.

Be sure to share your activities, photos, and videos on Facebook and Twitter using #NSNCW!



MEDIA TIPS

NSNCW is an opportunity to shine a spotlight on the important role of skilled nursing care centers and let the wider community know about your center's culture, programs, and services. Share your story with the public, and connect with local media outlets using press releases, letters to the editor, op-ed pieces, proclamations, and social media posts.

Press Releases

Press releases are used to alert the local media of significant events, issues, services, programs, awards, and other events. Send the release to your local news editors and reporters, especially those who have previously covered your nursing center.

Letter to the Editor/Op-Ed Pieces

These short articles provide greater control over the content of your message and are authored by a designated representative of your center (e.g., Executive Director). Share how your center is making a difference in the lives of those you serve or encourage an active resident or a family member to write a letter to the editor about their experience.

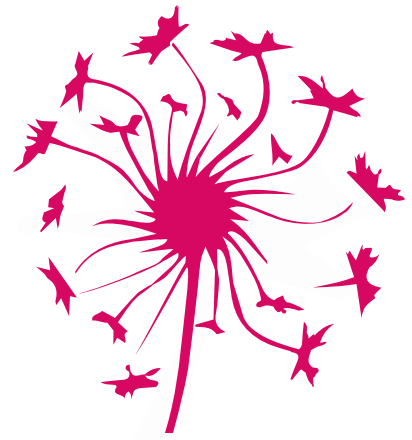
Proclamations

Proclamations are a great mechanism to have your locally elected officials visit your nursing center. Invite your governor, mayor, or city council members to issue a proclamation in honor of NSNCW and to visit the center.

Social Media

Social media platforms enable your center to easily share NSNCW photos, videos, and candid moments. Some social media networks cater to visual content, and others are better for text-based sharing. Social platforms like Facebook, Twitter, and Instagram are ideal for promoting your center during NSNCW with text, photos, and videos.

Remember to tag us [@NationalSkilledNursingCareWeek](https://www.facebook.com/NationalSkilledNursingCareWeek) on Facebook and [@ahcancal](https://twitter.com/ahcancal) on Twitter in any NSNCW-related posts, and use the hashtag, **#NSNCW** on all platforms.



BEST PRACTICES FOR PROTECTING PRIVACY

Keep in Mind

While technologies such as smartphones and social media platforms allow care providers, as well as residents themselves, to enhance quality of life, they have also unfortunately proven to be a set of tools used by offenders to violate the privacy and dignity of vulnerable residents. To help prevent these actions, skilled nursing care centers must remain vigilant and ensure policies and procedures are in place. Make sure your center and company are following these best practices from AHCA.

Policies

AHCA encourages all nursing care centers to have a social media policy that protects not only the residents and patients but also the employees and the care center. The policy should define what employees can or cannot do on social media, and if written correctly, is essentially a "code of conduct" that clearly defines what the center expects from its employees when it comes to online behavior. Existing social media policies should be reviewed and updated frequently. The social media landscape is rapidly changing, with new technologies and tools emerging all the time. It is important to consistently ensure that the social media policy is not only effective but legal.

Training

Nursing centers should train new employees during orientation and retrain existing employees periodically about its privacy and social media policies (e.g., HIPAA). Training should clearly articulate the center's process for monitoring and/or taking corrective action against individuals who inappropriately use social media. Care centers should prominently post the center's social media policy and procedures for residents, families, and staff.

National Skilled Nursing Care Week® 2021 Product Catalog



Heartwarming Posters

Brighten the halls of your building and promote a sense of community with colorful NSNCW posters. *Together Through the Seasons* posters are horizontal in orientation, measure 22" x 28," and are sold in sets of four.

Product #8574
Price: \$7.95



Festive Buttons

New year, new shape! Your staff and volunteers will be delighted to pin these gorgeous rectangular buttons on lanyards, clothing, and tote bags throughout the week. NSNCW buttons feature the *Together Through the Seasons* graphic, measure 2" x 3," and are sold in packs of ten.

Festive Buttons (10-pack)
Product #8571
Price: \$7.95

Lunch Cooler Bag

Stylish and spacious, this navy lunch bag features the *Together Through the Seasons* graphic in white. Constructed in a soft poly-weave material, this versatile tote includes a foil lining with a front slash pocket and interior ID label. Perfect for everyday use, it measures 11" x 13" x 4.5."

Product #8569
Price: \$7.95



Uplifting NSNCW Lawn Signs

Tell your community that you are *Together Through the Seasons*! NSNCW lawn signs are double-sided making them easy to see from both outside and inside your building. Sold in pairs, signs are constructed with durable, weather-resistant coroplast, measure 24" x 18," and include 10" x 30" metal stakes.

Pair of Lawn Signs
Product #8570
Price: \$29.95



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Traditional Unisex T-shirts

Your staff will love these comfortable unisex t-shirts with the colorful *Together Through the Seasons* graphic on the front and NSNCW text and official sponsor logo on the back. T-shirts are bright white 100% preshrunk ring-spun cotton with a rib-knit collar, double-needle stitched sleeves, and bottom hem. (Please see the size chart on our website for additional details.)

Product #8572
Price: \$9.50 (M–XL)
Price: \$11.50 (2XL & 3XL)

Stylish Women's T-Shirts

Our flattering women's t-shirts feature the colorful *Together Through the Seasons* graphic on the front and NSNCW text and official sponsor logo on the back. In summery white with a v-neckline and cap sleeves, women's t-shirts are true-to-size 100% cotton. (Please see the size chart on our website for additional details.)

Product #8573
Price: \$9.50 (S–XL)
Price: \$11.50 (2XL & 3XL)



National Skilled Nursing Care Week® 2021 Product Catalog



NSNCW Decorator Kit

Decorating your center for NSNCW is a snap with this special kit. Hang colorful NSNCW posters throughout your building and display lawn signs in front for all to see. The *Together Through the Seasons* Decorator Kit includes eight posters and two pairs of double-sided lawn signs (four total).

Product #8575
Price: \$67.95

NSNCW Staff Appreciation Kit

Honor your staff and thank them for their commitment and hard work. Let the CNAs, nurses, activity coordinators, and other staff in your center know how much you appreciate them with a special *Together Through the Seasons* gift. The Staff Appreciation Kit includes ten spacious lunch bags and 30 gorgeous rectangular buttons, both featuring the *Together Through the Seasons* graphics.

Product #8576
Price: \$84.95

nswc.org | facebook.com/NationalSkilledNursingCareWeek | [#NSNCW](https://twitter.com/NSNCW)

AHCA
AMERICAN HEALTH CARE ASSOCIATION

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The American Health Care Association is a non-profit federation of affiliate state health organizations, together representing more than 14,000 non-profit and for-profit nursing facility, assisted living, developmentally-disabled, and subacute care providers that care for approximately one million elderly and disabled individuals each day.

Together

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Product quantities are limited. AHCA highly encourages ordering early for best selection and product availability.

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SHIPPING—Allow 5-8 days for delivery. Please refer to the shipping rate information on the order form for rates. See Delivery Service below for delivery options.

RETURNS—Special event (National Skilled Nursing Care Week (NSNCW) promotional items are nonrefundable unless damaged.

DO NOT return products without first contacting an AHCA customer service representative to receive a Return Merchandise Account (RMA) number. To obtain an RMA number, call an AHCA customer service representative at 1-800-321-0343 on weekdays between 9:00 a.m. and 5:00 p.m. Eastern Time. Once you have received your RMA number, clearly write it on the outside of the package.

CUSTOMER SERVICE

We want you to be satisfied with your products and services. If you have questions about our products, order changes, shipping, returns, etc., please call 1-800-321-0343 weekdays between 9:00 a.m. and 5:00 p.m. Eastern Time and an AHCA customer service representative will assist you.

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Standard Shipping is “ground” service from our Maryland warehouse. Orders placed after 1:00 p.m. may not ship until the next business day.

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NATIONAL SKILLED NURSING CARE WEEK® ORDER FORM

PRODUCT NUMBER	ITEM DESCRIPTION/TITLE	QUANTITY	UNIT PRICE	TOTAL COST
_____	_____	_____	_____	_____
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Dollars Spent	Shipping cost	Dollars Spent	Shipping cost
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\$25 - \$49.99	\$12.95	\$4,000.01 - \$5,000.00	\$360.00
\$50 - \$99.99	\$16.95	\$5,000.01 - \$6,000.00	\$440.00
\$100 - \$149.99	\$20.95		
\$150 - \$199.99	\$24.95		
\$200 - \$249.99	\$28.95		
\$250 - \$349.99	\$34.95		
\$350 - \$449.99	\$42.95		
\$450 - \$549.99	\$52.95		
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For orders above \$6,000, please call our customer service team for a shipping quote: 800-321-0343

PRIORITY FEES (Add to standard rates)

Next Day (early a.m.)	\$45.00
Next Day	\$25.00
2nd Day	\$15.00



SHIPPING & HANDLING (SEE CHART)

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 or call customer service before placing your order.

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*CODE: NSNCW21

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Is your organization a member of AHCA? Yes No

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You can place your order by phone or fax and charge your purchase with Visa, MasterCard, or American Express. AHCA awaits your call weekdays between 9:00a.m. and 5:00p.m. (EASTERN TIME). We suggest you list the items, product numbers, and quantities and have your credit card information handy for our staff when you call toll-free!

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