What You Can Do to Celebrate Earth Day

(ARA) - April 22, 2005 marks the 35th anniversary of Earth Day, which was established in 1970 by Wisconsin Senator Gaylord Nelson in an effort to sharpen the public’s focus on protecting natural resources. Many government and legal milestones were generated as a result of Earth Day and the environmental awareness it cultivated, including the creation of the U.S. Environmental Protection Agency, Clean Air and Water Act and the Endangered Species Act.

“We should care about Earth Day because it is a critically important day in American history,” says Joan Wiseman, J.D., academic director of justice and paralegal programs at Brown Mackie College – Michigan City, Ind. “The first Earth Day in 1970 was the day that Americans said yes, our environment matters, and we want our government involved in important work to protect and sustain life.” The first Earth Day drew together more than 20 million Americans nationwide and became one of the largest grassroots demonstrations in U.S. history.

The notion of citizen action on Earth Day is still very relevant today because people are doing many good things around the world, says Wiseman, who also currently works to protect the natural areas in the Lake Michigan watershed in Indiana. “And if others see these actions, more will get involved and we can achieve more good things. People still continue to ‘think globally and act locally,’ with each of us doing our part to make our community cleaner and safer.” Even the international community has come together in a considerable effort to protect the Earth’s resources, including an international movement supporting recycling and the 1992 United Nations Earth Summit in Rio de Janeiro.

The theme of the 35th anniversary of Earth Day is “Protecting Our Children’s Health and Our Future” and Wiseman, who graduated from high school in 1970 and is now a grandmother, feels that this is an especially good approach to sustainability. “People should get involved and provide valuable help to those of us who are already doing good work in our local communities.”

(Continued on page 10)
It is an annual ritual...a sacred rite of Spring...a Hoosier tradition...handed down from fathers and mothers to daughters and sons. It goes back to the time when the Indians inhabited the woodlands of Indiana. From mid-April to mid-May both the males and the females of the Lucas clan become hunter/gatherers once again...stalking the mysterious morel.

It was warm that early morning in late April...slightly raining...misty...perfect weather for growing mushrooms. My father rousted me from sleep. It was still dark as we put on our deep woods clothes...the boots...the light jackets...the paper sacks to carry home our bounty. Mom was frying bacon and eggs. Their aroma mingled with that of the coffee and filled the house so heavily I could taste them on my tongue.

I was ten years old and already a veteran mushroom hunter of five years. I was convinced that my father and my grandfather had hunted the same prey back in the pioneer days; back when Indiana had been one county...Knox. Of course that wasn’t true. However, our family did trace back to 1812 in Indiana history. My mother was always proud of that fact. We were of Hoosier pioneer stock...original land grants and all.

But this morning belonged to the men of the Lucas clan. We hopped into our cars and trucks and descended on the woods near my grandfather’s farm. It was dawn. We attacked the woods in four groups of two...spread out...and would meet at the natural spring in the south meadow in two hours.

Dad and I carefully combed our section of the woods, turning over every leaf...looking under every may-flower...searching every rotting log. At first the morels blended with the ground cover and were hard to spot. But once we found a few it became easier to recognize even the smallest section of hidden mushrooms.

After a while, I was coming up empty. I couldn’t find a thing. Mostly, I came across turtles, toads and the occasional snake. I spent a lot of time whacking my walking stick against the dead branches and weeds. That irritated my father to no end. Finally he told me to either stop hitting everything and pay attention...or go back to car and wait for the others.

At that I sat down on an old log and began to wish I had never come. I knew everyone else would return home with full sacks. Me? I’d be lucky to keep a box turtle.

It was mid-morning and it was hot...it was humid...and I was bored. As I silently whacked my walking stick on the old log a small chunk of bark flew off and I watched it fly across the fallen fence row and land in the briar patch. Something about the raspberry growth attracted my attention and I took a few steps in that direction.

There was a large, yellow sponge mushroom. It was the kind every morel stalker dreams about...the king of heap...the ultimate trophy of the season.

With renewed excitement I picked the giant morel and plopped it into my paper sack. Then I remembered what Dad had always said. “When you find a mushroom, look around. Where there’s one there’s usually another.”

Sure enough, underneath the growth of raspberry briars was the mother load of mushrooms. There I found nearly two dozen, full grown, giant, yellow morel mushrooms. Enough to completely fill my sack.

Although several of the fellows found more mushrooms than I did that day...I was the only one to find the grand prize of all mushrooms...the giant yellow sponge...and I found a bonanza of them.
The DH Special Services Page

By Debbie Hommel, BA, CRA, ACC
Executive Director of DH Special Services
http://www.dhspecialservices.com/home.htm

What Is the Therapeutic Process?

As we enter the activity profession, one of the first ideas we are introduced to is the “therapeutic process”. Therapeutic interventions, therapeutic care plans, pet facilitated therapy, therapeutic groups, therapeutic activities - and the list goes on. Through our formal and informal training, we quickly learn the meaning behind this frequently used term. Therapy is commonly defined as a “curative process which brings about a positive change in an individual’s physical, mental or emotional well-being”. It is important to note the use of the word “process”. In using this word to describe what therapy is, it implies that it is something that occurs over time. Just one activity or one room visit is not always the answer, just like one dose of medicine is not the cure either. The second aspect of this definition worth discussing is use of the word well-being. In geriatrics, with the various aging diseases we encounter, our elders are not going to be “cured”. But, we do know they can live life well, happily and with purpose - in spite of the limitations and losses associated with aging. It is this idea of wellness that we embrace, knowing it has to do with spirit and state of mind - rather than with disease and diagnosis.

The therapeutic process gives meaning to our methods. Unlike a cruise ship director, there is a significant reasoning behind each activity we plan and who we encourage to participate in our programs. The therapeutic process begins with the formal activity assessment, where we gather pertinent information about the resident. Physical, cognitive, social, leisure and recreational aspects of the resident are reviewed and documented. If we work in a nursing home setting, we are completing our section of the Minimum Data Set as well. With this information, we are ready for the second step of the therapeutic process which is establishing a plan of care. With pertinent information about the resident, the activity professional joins the rest of the health care team in creating an interdisciplinary plan of care. Being a member of the team is a privilege and responsibility, which requires commitment on our part. The team discusses the resident’s needs, defining goals and interventions. The activity department can play a significant role in assisting interdisciplinary concerns such as mobility, behavioral symptoms, communication, mood, and nutrition. If the activity professional is approaching the care plan in a single minded way, meaning only thinking of activity based concerns or needs, they are missing many opportunities to contribute to the resident’s overall improvement.

Once the plan of care is finalized, the third step of the therapeutic process begins. Following through on documented care plan interventions is a legal, professional and ethical commitment for the activity professional. Communication is essential between the care plan team and the activity professionals conducting programming and 1-1 interventions. Methods to ensure care plan interventions occur as noted include meetings with the activity staff, targeted lists of participants, and permanent assignment of staff.

The last step of the therapeutic process is evaluation. As the activity professional works with the resident, engaging them in programs according to the plan of care, we observe participation, notice responses, and identify barriers to participation. These responses are noted within an activity progress note or an interdisciplinary team note. This last step of the therapeutic process brings us back to the beginning - reassessing and re-defining the plan of care. The therapeutic process will never let us down. It guides the activity professional in addressing resident needs consistently, ensuring programs and interventions which enhance quality of life - are created and implemented.

ABOUT DEBBIE

Debbie Hommel is a Certified Activity Consultant on State and National level, with over twenty-seven years of experience in providing direct care and consultation to long term care, medical day care, assisted living, and ICF/MR facilities throughout New Jersey, New York, Maryland, and Pennsylvania.

She is an experienced trainer and workshop presenter, conducting a variety of seminars throughout the Tri-State area for the Activity Professional, Administrator, and allied healthcare professional. She is ACC certified through the NCCAP.
Regular physical activity improves the quality of life of residents with Parkinson’s disease

(Reprinted from the March 2004 issue of ElderCare Activities Guide)

At least 40% of people with Parkinson’s disease in the US look for alternative therapies in the hope of maintaining their independence and improving their quality of life. This is because most of the symptoms of Parkinson’s disease are resistant to pharmacological treatments.

As research has widely shown, exercise relieves many of the disabling symptoms of Parkinson’s disease, like difficulties in initiating and sustaining movements and maintaining balance, for example. Since your main goal, as a committed activity professional, is to provide all residents with activities that contribute to their well-being and autonomy, your programming should also include activities that are specific to the treatment of residents with Parkinson’s disease.

A properly planned exercise program will provide parkinsonian residents with benefits like:

- Better movement initiation and coordination.
- Improved balance and decreased risk of falls.
- Correct posture and proper breathing.
- Increased efficacy of medications.

Before starting any exercise program with people suffering from Parkinson’s disease, consider that they are unable to perform complex movements that are otherwise automatic for healthy people. Try teaching them to break down complex sequences of movements into smaller parts, which can be memorized and then rehearsed mentally so that the overall movement becomes, in fact, a multi-stepped task.

With time, Parkinsonian residents will learn this skill and will be able to perform simple sequences of movements. Here are a few examples of exercises you can begin with, which are important to loosen the tightness of necks, arms, legs, and feet.

- Ask patients to lift their arms as far as possible and then slowly lower them back to their lap.
- Encourage them to turn their head to the left, look over their left shoulder and turn head to the front. Then, turn head to the right and look over their right shoulder, and back to the front.
- While residents are sitting on a chair, ask them to straighten their legs and move their feet in a large circle.
- Again while sitting, keeping knees bent, patients swing their feet into the middle and then out to the side.

However, you will soon realize that, no matter how hard they try; parkinsonian residents cannot initiate any movement if you do not provide them with some visual clue. Putting white strips of tape on the floor provides that clue and gives a prompt to initiate movements in the confined space of the room where the exercise program is taking place.

Walking always represents an excellent way of improving fitness and general well-being. Make sure that your residents walk on a flat surface with no obstacles and encourage them to swing their arms. Count to help them to keep the rhythm if slowness becomes a problem. Alternatively, make residents march lifting their knees as high as possible.

On the other hand, as researchers from Loyola University, Chicago, have found recently, Pole Striding - walking with modified ski poles using a movement pattern similar to skiing - improves parkinsonian resi-

(Continued on page 6)
How to Make Visits Meaningful!

Suggestions for families when visiting low functioning residents.

Often times as residents decline they lose the ability to communicate. Sadly, this is a time when families stop visiting as often because they don’t know what to say or how to make the visits meaningful for the family as well as the resident. Facility staff must be proactive in providing in-services to families on what they can do to enhance the visits. Sometimes, just being present can be satisfying. Here are some tips for the families.

1. Visit with your loved one in the facility sensory room.
2. Prepare for the visit ahead of time. Bring items of interest to the resident. For example; if the resident had a love of pets, you could bring your family pet to visit. If the resident had a love of a certain kind of music, bring a cd to play while in the room.
3. Talk with your loved one about events going on in the community or family. Don’t assume they can’t understand. Just hearing your voice will bring comfort and keep them connected with the outside world.
4. Bring their favorite foods and spices for the visit. Make sure to adhere to the physician.
5. Reminisce about past life experiences. Bring in old family photographs. They may enjoy just listening to your memories. If they are able to respond, this may spark a memory.
6. On their calendar, take a highlighter and mark the date of your next visit. This will remind them that you are returning for another visit.
7. Personalize their room. Now is the time they need the most stimulation. Look how you can make their room pretty while at the same time reflecting their personality. You could put up sports banners if they were into sports. Add family photos, pictures on the walls, cd player at bedside with favorite CD’s, plants, decorator pillows and pretty afghans, nick knacks that are meaningful to them, lotions and perfumes / colognes, fake fish tanks (real ones is someone can take care of it), wind chimes over the bed. Provide reading materials for those who visit, can read while in the room.
8. Read to the resident. Bring a book of their favorite author and read to the resident.
9. Bring flowers from your garden.
10. Aroma therapy. You can purchase candle warmers and electric aroma therapy machines. Use smells that they would like. Be aware that medications can make them nauseas, so light smells such as lavender may be preferred.
10. Provide hand massages and back rubs. Often times the touch they received is by care providers. Having a massage can be really uplifting, especially when being touched by a loved one.
11. Include children in the visit. Bring things for the children to do. It could be a children’s book that the child can read to the resident. If there animals or bird cages in the facility, plan your visits there.
12. Don’t be afraid to laugh and share humorous stories. Bring funny cartoons and funny stories to share. It’s ok to laugh.
12. Bring cassette tapes of the religious services from their local church. Share the church bulletin with them.
13. Bring the local community paper and read what’s happening in the local community they are from. They want to still feel connected to their community.
14. Share events happening in your family.
15. Read poetry.
16. Share a meal with them. Many facilities allow families to purchase a meal and eat with the loved on in the dining room.
APRIL FOOL’S DAY

The ancient Greeks would have loved April Fool’s Day. They so adored being clever. I can easily imagine the ancient Athenians concocting their plots and chanting their victories, and the ancient Spartans rigging their barracks and roaring with laughter. A special day put aside just for trickery, with everyone forewarned that others were out to fool them...the challenge of it would have greatly appealed to the ancient Greeks.

But, they did not create this holiday. The history of April Fool's Day only goes back to the 16th century.

Today, all over the world, April Fool’s is a day where tricks are played on people in a spirit of fun. Anyone who plays a mean trick is just being mean. For the rest of us, April Fool's Day is a challenging game of trickery!

In France, April 1st is called "Poisson d'Avril." French kids play a special game on this day. The object of the game is to tape a paper fish on someone's back without that person noticing. When the victim spots the fish taped to their back, the kids yell "Poisson d'Avril!" (April Fish!)

In Belgium, our friend, Egyptologist, Jacques Kinninger, shared: "I can add to your explanation of the French "April Fish". The expression "April Fish", in my region of the country (in Belgium), not only applies to the paper (or real) fish being stuck to someone's back, but to the tricks played on that day in general. If I played a prank on you on April 1st, the expression would be (translated into English) that I've baked you an April's Fish. Even the media (press and radio) try to bake an April's Fish by adding something untrue to the news. A couple of years ago, for instance, there was an announcement that a new piece of paper money would be made, with the image of Dirk Frimout (our famous Belgian astronaut!) That was a prank, but many people believed it."

In India, our friend, Sudheer Birodkar, an Indian novelist and ancient Indian historian, shared with us the following: "April Fools Day as such is not a traditional festival in India. But from times immemorial there has been a festival called Holi or Holikotsava celebrating the news. A couple of years ago, for instance, there was an announcement that a new piece of paper money would be made, with the image of Dirk Frimout (our famous Belgian astronaut!) That was a prank, but many people believed it."

A special day where tricks are played on people over the world, April Fool’s is a game of trickery!
Great Thinkers of Our Time

1. Question: If you could live forever, would you and why?
Answer: "I would not live forever, because we should not live forever, because if we were supposed to live forever, then we would live forever, but we cannot live forever, which is why I would not live forever." ---Miss Alabama in the 1994 Miss USA contest.

2. "Whenever I watch TV and see those poor starving kids all over the world, I can't help but cry. I mean I'd love to be skinny like that but not with all those flies and death and stuff." ---Mariah Carey

3. "Researchers have discovered that chocolate produces some of the same reactions in the brain as marijuana. The researchers also discovered other similarities between the two, but can't remember what they are." ---Matt Lauer on NBC's Today Show,

4. "Smoking kills. If you're killed, you've lost a very important part of your life." ---Brooke Shields, during an interview to become spokesperson for a federal antismoking campaign.

5. "I've never had major knee surgery on any other part of my body." ---Winston Bennett, Univ. of KY basketball forward

6. "Outside of the killings, Washington has one of the lowest crime rates in the country." ---Mayor Marion Barry, Washington, DC

7. "We're going to turn this team around 360 degrees." ---Jason Kidd, upon his drafting to the Dallas Mavericks

8. "I'm not going to have some reporters pawing through our papers. We are the president." ---Hillary Clinton (commenting on the release of subpoenaed documents)

9. "China is a big country, inhabited by many Chinese." ---Former French President Charles De Gaulle

10. "That lowdown scoundrel deserves to be kicked to death by a "donkey", and I'm just the one to do it." ---A Congressional Candidate in Texas

11. "It isn't pollution that's harming the environment. It's the impurities in our air and water that are doing it." ---Former U.S. Vice-president Dan Quayle

12. "Without censorship, things can get terribly confused in the public mind." ---General William Westmoreland

13. And last but not least, a parting word from Dan Quayle: "I love California. I practically grew up in Phoenix."
MONTHLY OBSERVANCES

Alcohol Awareness Month
Cancer Control Month
Child Abuse Prevention Month
Community Services Month (California)
Freedom Shrine Month
Grass Month
Holy Humor Month
International Amateur Radio Month
International Guitar Month
International Twit Award Month
Keep America Beautiful Month
Listening Awareness Month
Mathematics Education Month
Month of the Young Child
Multicultural Communication Month
National Knuckles Down Month
National Occupational Therapy Month
National Sexually Transmitted Diseases Education and Awareness Month
National Welding Month
National Woodworking Month
Pets Are Wonderful Month
Philatelic Societies Month
Prevention of Cruelty to Animals Month
Sea Cadet Month
Sports Eye Safety Month
Stress Awareness Month
Thai Heritage Month
VD Awareness Month

WEEKLY OBSERVANCES

Week 1
Consider Christianity Week
Medic Alert Week
National Bake Week (begins 1st Mon)
National Birthparents Week
National Healthcare Consumer Advocacy Week
National Public Health Week
National Reading a Road Map Week
Publicity Stunt Week

Week 2
Be Kind to Animals Week
Harmony Week
National Building Safety Week
National Garden Week
National Guitar Week
National Home Safety Week
National Library Week
National Medical Laboratory Week
Private Property Week (10th-16th)

Week 3
Astronomy Week
Bike Safety Week
Boys and Girls Club Week
Crime Victims Week
Lefty Awareness Week
Library Forgiveness Week
National Bubblegum Week
National Coin Week
National Police Week
National Week of the Ocean
Pan American Week
Talking Book Week

Week 4
Big Brothers/Sisters Appreciation Week
Consumer Protection Week
Egg Salad Week
Forest Week
Grange Week
Intergenerational Week
Jewish Heritage Week
Keep America Beautiful Week
National Give-A-Sample Week
National Lingerie Week
National Pain Management Week
National Volunteer Week
National YMCA Week
Professional Secretaries Week
Reading Is Fun Week
Sky Awareness Week
T.V. Turn-Off Week
Teacher Appreciation Week (begins Last Mon)
Week of the Young Child
Here are five examples of activities from Wiseman that everyone can do in their own community to celebrate Earth Day by thinking globally and acting locally:

* Contact a local environmental group and volunteer to help celebrate Earth Day. Join the group and continue to help them protect and preserve the environment even after Earth Day. Become educated about sustainability.

* Start an Earth Day celebration in your community by working with a group that you are already involved in at school, church, daycare, or at a local government or nonprofit organization.

* Work with your neighbors to do an Earth Day clean-up of your neighborhood.

* Visit a Web site such as www.earthday.org which provides many links to Earth Day events all over the country and provides many ideas about starting your own celebration.

* Start to implement a sustainable lifestyle in your own family’s approach to a healthier lifestyle -- ride bikes and walk more to save gasoline; recycle glass, paper and plastic; install insulated curtains to save on energy costs; and conserve water.

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**I once had a rose named after me and I was very flattered. But I was not pleased to read the description in the catalogue: no good in a bed, but fine up against a wall.**

*Eleanor Roosevelt*
Heart Failure: Are You At Risk?

Know the Warning Signs

(ARA) – More than a half million Americans will be diagnosed with heart failure this year, and the number of people suffering from the syndrome is expected to double during the next few decades as the U.S. population ages. So the chances are good either you or someone you know will one day be diagnosed with heart failure.

If allowed to progress without treatment, heart failure has a great impact on quality of life and can shorten life expectancy. In the United States, it is the single most frequent cause of hospitalization for people over age 65, and more people die from heart failure than from all forms of cancer combined. It is the only cardiovascular disease on the rise.

Although the word heart failure has an ominous ring, it does not mean that the heart has stopped or is about to stop suddenly. Heart failure means that the heart is not pumping blood as well as it should through its chambers to the rest of the body. Heart failure is a common condition that can be caused by a heart attack, long-term high blood pressure, a heart valve abnormality, a viral infection of the heart or a genetic condition that runs in families. Sometimes the exact cause of heart failure is not known.

In its advanced stages, heart failure limits a person’s ability to do even simple everyday tasks; but new treatments can be very effective in slowing and stopping the progression of the disease and in some cases can even reverse the process. The key is early diagnosis and treatment. People with risk factors such as high blood pressure, blockages in their coronary arteries, damaged heart valves, family history or diabetes should ask their doctor about their risk of developing heart failure.

No matter the initial cause, the effect tends to be the same. The weakened heart must work harder to keep up with the demands of the body and this is why people with heart failure often complain of feeling tired and why they develop symptoms of congestion.

Other symptoms of heart failure include:
- Shortness of breath, which can happen even during mild activity
- Swelling in the feet and legs from fluid retention (results in weight gain)
- Cough with frothy sputum
- Difficulty breathing when lying down which may waken you from sleep at night

Although heart failure can be a serious and progressive disease, individuals with heart failure can live active and fulfilling lives. (Continued on page 3)
Stalking the Mysterious Morel

By Robert Lucas, Editor
Newsletter-Express.com

It is an annual ritual...a sacred rite of Spring...a Hoosier tradition...handed down from fathers and mothers to daughters and sons. It goes back to the time when the Indians inhabited the woodlands of Indiana. From mid-April to mid-May both the males and the females of the Lucas clan become hunter/gatherers once again...stalking the mysterious morel.

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The Activity Director's Office

PAGE 3

THE HEALTH CARE EXPRESS

APRIL 2005

with proper intervention and treatment. Once diagnosed, it's important to work with your health care provider to develop a treatment plan and to follow it. Proper medications in the right doses, careful monitoring and self-care are the basis of effectively managing heart failure.

Better understanding of the disease has led to development of new treatments and management strategies -- from medication to implantation of devices to surgery.

In addition to taking medicines exactly as directed, persons with heart failure should:
* Weigh themselves every day
* Follow a low-sodium (salt) diet
* Get regular physical activity
* Quit smoking
* Avoid alcohol or drink sparingly
* Control body weight
* Monitor symptoms and learn when to consult a doctor or nurse

Friends and family members can help by learning about heart failure and the patient's treatment plan.

The Heart Failure Society of America has taken the lead in developing a series of modules on heart failure because education plays such an important role in helping patients manage their care successfully. By reading these modules, patients and individuals at risk can learn more about medications they are taking, following low-sodium diets, the importance of remaining active, managing their feelings, and learning how to evaluate treatments available.

All educational materials developed by the Heart Failure Society of America (HFSA) for patients, families, and individuals at risk can be found on the HFSA Web site: http://www.abouthf.org. Copies can be downloaded, or a complimentary hard copy can be ordered.

The Heart Failure Society of America is a nonprofit organization of health care professionals and researchers who are dedicated to enhancing quality and duration of life for patients with heart failure and preventing the condition in those at risk.

Courtesy of ARA Content
A Dedicated Golfer

I have heard that there is no one more dedicated to his passion than a golfer. The game can be very addictive. Also, I have heard of some ladies being labeled “golf widows.”

Some years back there was a story of a golfer in Ft. Worth who claimed to have played golf everyday for the past 20 or so years except for a few days once when he was in the hospital. Whenever it snowed he said that he played with colored balls so that he could spot them in the snow. Now that is dedication!

Following is another story that I heard. Believe what you will.

A friendly foursome had been playing a game of golf together every Saturday for the past 20 years. They had a standing one o’clock tee time at the club. Like the Ft Worth player; nothing, not even the weather, stopped them.

This particular Saturday, just as they approached the fifteenth tee, which was by the highway, a funeral procession started by. One of the golfers removed his cap and stood there in solemn silence as the procession passed by. The other golfers, a little bewildered, just stood there and watched him. After the last car in the procession had gone by he put his cap back on and walked on over to the tee.

One of his buddies said, “In all the years that we have played golf together on this course, and all the funeral processions we have seen go by, this is the first time I have seen anyone show that much respect for one.”

“Oh,” said the first golfer, “That is my wife they are burying today.”
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PREPRINT

Now that you have downloaded your newsletter you have several choices to make before printing it.

1. On the mailing page insert your facility's name and address in the upper left corner where it says “From:”. 
2. Prepare any printed material you may have for insertion into the newsletter. At a minimum we suggest you prepare your monthly activity calendar on one side of an 8.5”x11” sheet or paper. On the other side you may enter residents facts and figures (new admissions, birthdays, residents who went home, deaths). Also, on the back of the calendar page you may want to advertise upcoming activities and events, a management roster and other items of interest specific to your facility.

PRINTING

1. If you decide to print your newsletter on your facility copier you may print the newsletter on 8.5”x11” sheets of paper. However, it is far more professional looking to use 17” x 11” sheets (this size is larger than legal size paper, but can be hand fed into most modern printers).
2. If you use a print shop have them print your newsletter on 17”x11” paper. They will have a variety of colors for both your paper and ink. You can expect to pay more for color ink. If you decide to print your newsletter on color paper, avoid using dark colors and extremely bright colors (e.g. fluorescents), they are too difficult to read.

MAILING (an excellent activity for your residents)

1. To prepare your newsletter for mailing, it must be folded twice so the mailing face is showing on the outside.
2. Each piece you plan to mail must be sealed twice on the loose page edge. Use 1/2” pieces of transparent tape (you can purchase seals at most office supply stores if you wish).
3. Write or stick your address labels where it says “To:”.
4. Place postage in the upper right hand corner. First class postage will pay for your newsletter and at least two 8.5”x11” insertions.
5. Your newsletter is now ready to mail. The Post Office appreciates it if you pre-sort your zip codes and bundle the newsletters with rubber bands.

BULK MAILING

1. With bulk mail you can save a bundle on postage. However, you must set up an account with the post office, mail at least 200 newsletters at a time, presort your mail, prepare a billing form and deliver the newsletters to the post office. Although it sounds complicated, it becomes routine after you have done it a couple of times.

DISTRIBUTION

For the most effective marketing of your facility, we recommend that you make an extensive mailing list including these listed below. The more newsletters you circulate, the more successful your marketing will be.

- All responsible parties
- Seniors at home
- Banks
- Hospital discharge planners
- Nursing homes
- Adult day care centers
- Churches
- Home health agencies
- Federal, State and local social service agencies
- Social organizations and clubs
- Business organizations
- Corporate headquarters
- Area schools
- Area radio stations
- Area television stations
- Area newspapers
- Area businesses

TIMING

For timely distribution, your newsletter will always be available to you at the first of the preceding month. It should be published by the last week of the month and mailed prior to the first of the month the newsletter is dated.
PERSONALIZE YOUR NEWSLETTER

I am a subscriber to *Activity Director Monthly* and I wish to take advantage of your special offer to personalize the FACILITY newsletter. Enclosed is my check/money order for $12.95 in U.S. Dollars. I understand that this offer is not a subscription** but a month by month offer, and that I am in no way obligated to make another purchase unless I choose to do so.

**Please print/type the following information:**

Your Name: ____________________________________________

Newsletter Title: ____________________________________________

Facility Name: ____________________________________________

Address 1: ____________________________________________

Address 2: ____________________________________________

City: State: Zip: ____________________________________________

Facility Phone: ____________________________________________

Facility Fax #: ____________________________________________

Facility E-Mail: ____________________________________________

Please enclose this order form with your check/money order made payable to *Newsletter-Express.com* in the amount of $12.95 (USD)* and mail it to:

**ADO Special**
*Newsletter-Express.com*
103 Tami Lane
Williamsport, IN 47993

*Your newsletter order will be processed upon receipt of payment.*

*To pay by credit card you must go through the Activity Director’s Office website:*
  [http://www.theactivitydirectoroffice.com](http://www.theactivitydirectoroffice.com)

**For subscriptions visit the Newsletter-Express.com website.**