



## Walk and Roll

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## Walk and Roll

### ***In 100 words or less, describe your Best Practice***

Our Best Practice involves a campaign to raise awareness for breast cancer, increase visibility in the community and provides an activity for staff and residents to participate in together. In addition, both homes on our campus joined forces to work together to raise funds and awareness for breast cancer. We had a cookout, local vendors and community leaders as well as senior citizen centers were on campus to see some of the good things that can happen in nursing homes.

### ***What Problem Does Our Best Practice Address?***

We addressed 2 very real nursing home industry problems (1) marketing/admissions and (2) activity involvement for residents. Our residents from both of our homes on campus had an opportunity not only to get together and visit/interact with one another but they welcomed the guests, met community leaders and raised funds for breast cancer awareness. Due to the Walk and Roll, we had an excellent opportunity to market our campus. This activity was appropriate for all ages and our younger residents really enjoyed the DJ and dancing.

### ***What groups of residents and others were involved?***

Our Walk and Roll is an Annual Event and this was our 5<sup>th</sup> year. We include the local senior citizen centers and this gives these seniors an opportunity to meet our staff and to get comfortable with our campus and get to know our admissions/marketing director. All of our residents were encouraged to come outside around the campus and either Walk or Roll for a Cure!! Several of our vendors came and had booths where their services are featured i.e. hospice, home health, dieticians and we had a breast cancer awareness booth as well. We also involve local figures, one year our Master of Ceremonies was Mickey Ferguson and this past year was Judge Lynnie Washington who is a breast cancer survivor herself. Because Judge Washington was involved with our Walk and Roll and we have been a presence in the community we were asked to be a part of the first City of Bessemer Parade for Breast Cancer and Domestic Violence. We had 2 vehicles for the parade, one for each home. One home had their King and Queen represented with a balloon arch !!!! It was great fun for our residents and staff who were involved and also excellent publicity for our homes. Due to our involvement with the parade and community leaders, Mike Hale's pink sheriffs' car was a part of our Walk and Roll!! We had our photo in the local paper and this was another great marketing tool. We involved local community leaders, media, senior citizens, residents, staff and the entire Bessemer community.

### ***What has your Best Practice Accomplished and how have you been able to tell this?***

We have seen referrals and admissions from the local senior citizens centers, our residents had a great time and we raised over \$700 for breast cancer. Our vendors appreciated the opportunity to be a part of this campaign and it was a HUGE success. Our best one ever!!! Our campus is small and we encourage our residents to develop relationships not only within their home but "across the street" as well. This particular event provides an avenue for our staff and residents to get to know one another and it is an excellent socialization opportunity.

***What problems, obstacles, or challenges might other facilities face in replicating part or all of your innovation? Were there any adverse effects or any ways that things turned out differently than you had planned? Do you know of any other facilities which have tried this or a similar best practice idea?***

I am not aware of any other homes who have a Walk and Roll for a Cure. This was started after one of our employees had breast cancer and she did not survive. This campaign was started to honor her memory. This year was better than ever and the weather did cooperate. It is a challenge to get local community leaders to the homes and to have our potential residents get to know the place before it is needed. Having a program like this, a cookout and the pink sheriffs' car was a draw to the community and helped bring a larger crowd. An event like this would be easy to replicate, most everyone knows someone who has been touched by breast cancer and any space can be used to "Walk and Roll for a Cure".

***What was the cost to implement your Best Practice? How did you pay for it?***

We did spend some money on the t-shirts. We order shirts for residents that we did pay for and the staff buys their own. The shirts were about \$8 each and we purchased about 100. The food was provided by the dietary department and we did pay a DJ \$100 to come and play music for the event. Since this event was hosted by our campus, the cost was shared between the two homes. The estimate is about \$500 per home toward this event. It was well worth the expense.

***What are the reasons you consider this Best Practice to be excellent and innovative?***

I consider this to be an excellent and innovative Best Practice most importantly because it gets our residents, our staff, our community and our potential customers (residents) together for a good cause which is breast cancer awareness. This was a GREAT source of positive publicity for nursing homes which is greatly needed. Walk and Roll shows that our residents can have fun, be active participants in the community and be a part of something important for the future such as breast cancer research.





and Terrace Oaks  
Rehabilitation Centers  
Walk and Roll  
for the Cure

BREAST  
CANCER

**Seth Holloway  
News Editor**

Oak Trace and Terrace Oaks Care and Rehabilitation Centers hosted the 5th Annual Walk and Roll for a Cure on Monday, October 20th.

Tamala Jones, who is the Admissions Director for the homes, started this event in honor of her friend, the former Activity Director at Oak Trace Care and Rehabilitation Center, Sheree Walker who lost her battle with breast cancer in 2005.

This year Sherriff Mike Hale, sent his pink State Trooper Car, to add to the festivities. Local vendors from Expect Care Hospice, Element Health, Comfort Care Hospice, Southern Care

Hospice, Shoals Ambulance and Rural Metro Ambulance participated by setting up booths and having gifts for the guests and residents..

There were close to 100 who were Walking or Rolling for a Cure as they made laps around the campus. The residents were so excited for the walk this year, the weather was perfect. The residents and staff wore pink and white tie-dyed shirts for the event and they were a big hit.

The Brighton Senior Citizen Center and several local officials came out for the event and it is getting bigger and better every year. So far, Oak Trace and Terrace Oaks have raised over \$500 and plan to add at least \$200 to that amount. The funds are sent to the Susan G. Komen Foundation.

