

A few more tips...and your questions

JF&CS Memory Café Percolator

Exhale Collaborative Workshop 4, April 22, 2024



For more than 150 years, Jewish Family & Children's Service has been helping individuals and families build a strong foundation for resilience and well-being across the lifespan.

Preview for May 16

Share planned date/time of café

- Some participants will go to several cafés throughout the month
- Ideally, meeting times of nearby cafés should complement rather than conflict

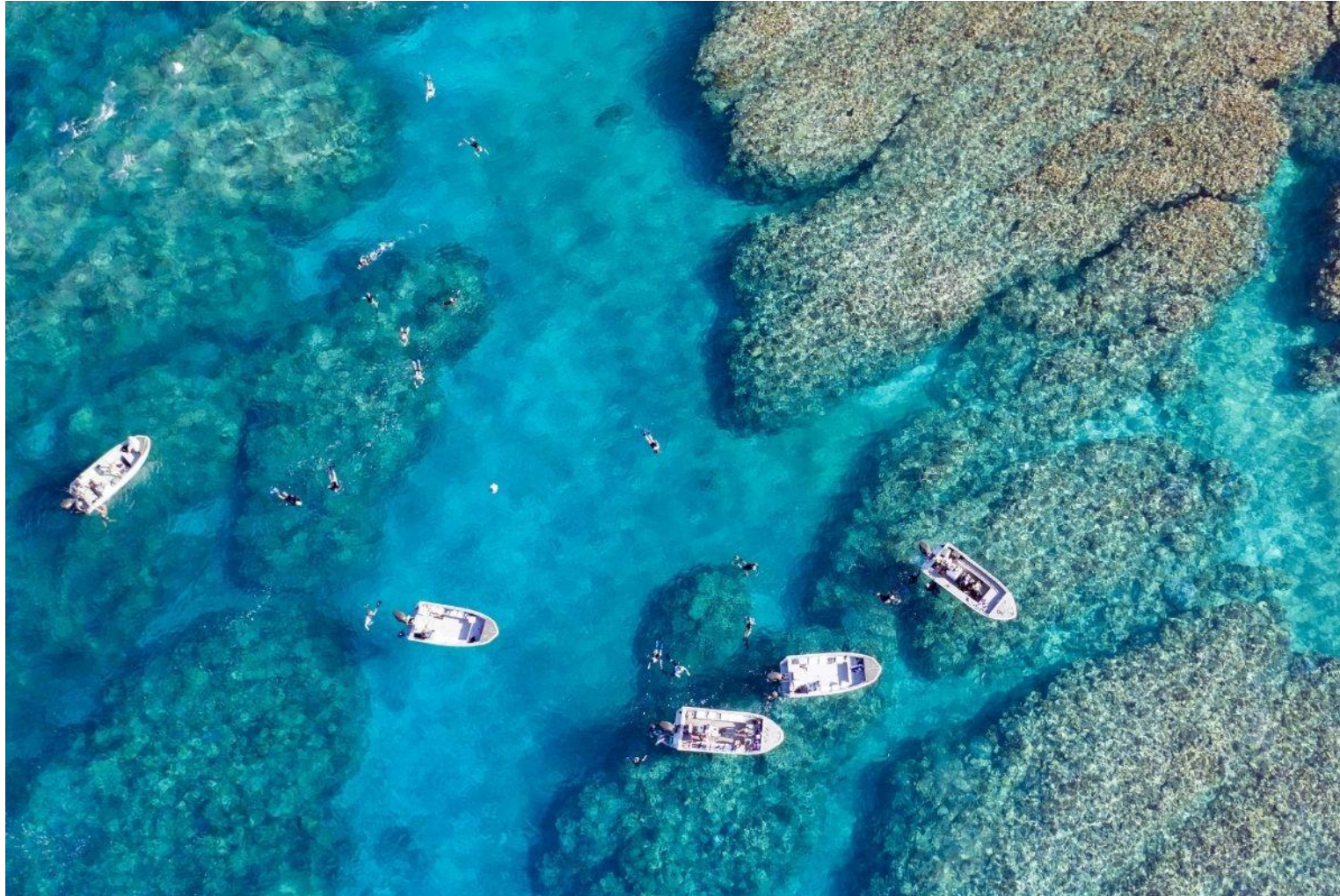


Laundry list for today...

- Stigma
- Sustainable funding
- Checklist for presenters
- Your questions and comments



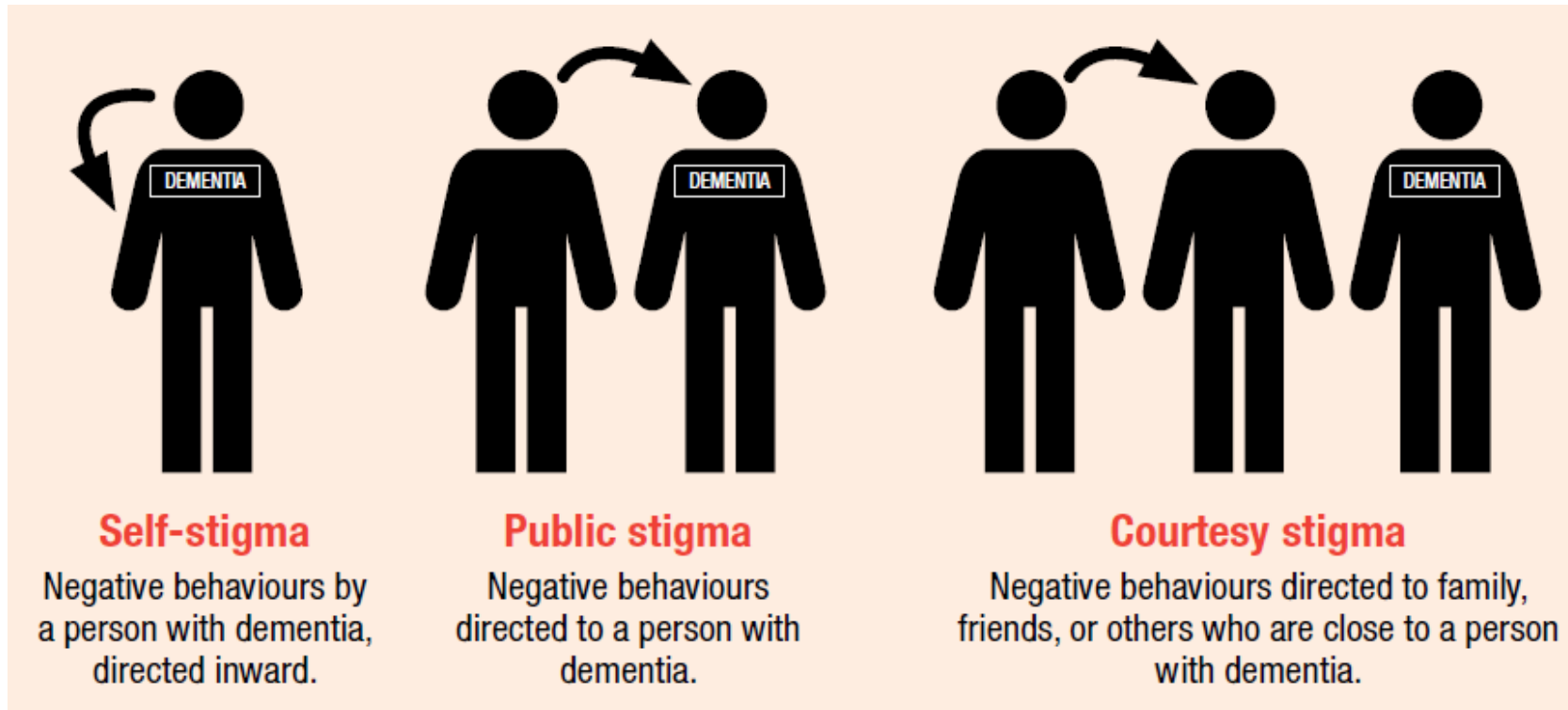
Stigma



‘Stigma’ is said to occur when persons with relative social, economic, or political power internalize generalized negative beliefs (**stereotypes**) which then manifest as negative emotional responses (**prejudice**) and negative behavioural responses (**discrimination**).

- Alzheimer’s Disease International, *Attitudes to Dementia*, 2019
Almost 70,000 respondents from 155 countries

Stigma comes through many people...



...and in many situations

Experiences of people living with dementia

“I call it the friendship divorce. I have lost a fair amount of people that at one point I considered friends.” – Respondent living with dementia

Experiences of carers



35% of carers globally have hidden the diagnosis of a person with dementia



Over **60%** of dementia carers said their social life suffered as a result of their caring responsibilities

Attitudes of healthcare practitioners to dementia

62% of healthcare practitioners still believe that dementia is part of normal ageing



Around **40%** of the public think healthcare practitioners ignore people with dementia



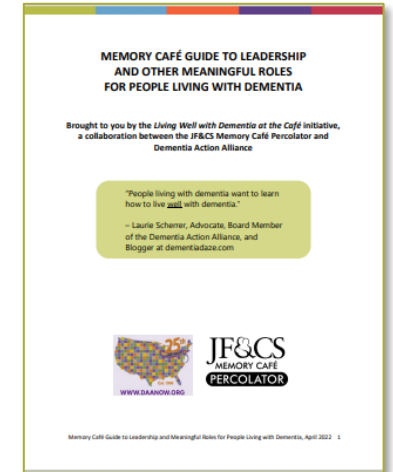


Brainstorm – ways to make your café welcoming

How a Memory Café transcends Stigma

- Language, images, name of memory cafe: avoid the tragedy narrative; showcase dignity
- Train staff and volunteers; screen/orient guest facilitators
- Design activities so that all can feel successful
- Design activities to be dignified and meaningful
- Flexible, responsive, meaningful roles for participants (you can be a volunteer AND a participant!)*
- Be inspired: memory cafés are part of the dementia friendly community movement
- Some cafés encourage participants to become advocates beyond the café*

*For details and examples, Memory Café Guide to Leadership and other Meaningful Roles for Participants Living with Dementia

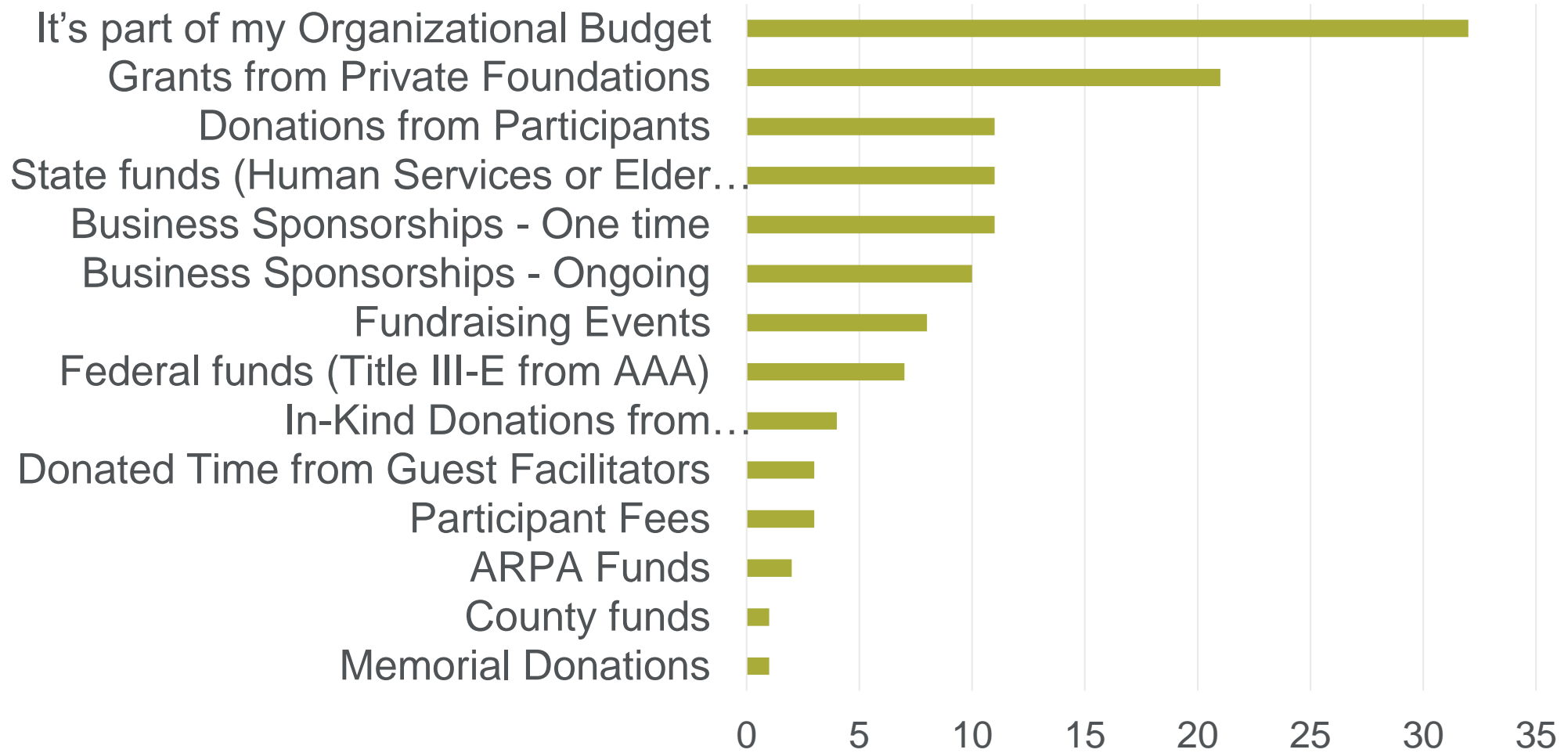


Sustainable funding

- Build in
 - Sustainable budget
 - Plans for how to raise funds for ongoing operating expenses
- Tip sheet



Most common funding sources



Sources of funding reported to be a **SIGNIFICANT** part of the café budget

- Line item in organizational budget
- Grant from private foundation
- State or federal funds
- Business sponsorships
- Donations from volunteers, and honorary/memorial donations from families (including donation of volunteer time to run the café)
- (ARPA funds)

**PERCOLATOR TIP SHEET:
FUNDING YOUR
MEMORY CAFÉ**




Table of Contents

1. Background: how much does it cost to run a Memory Café?	Page 2
2. Common significant sources of funding	Page 2
a. Organizational budget	Page 3
b. Grants from Foundations	Page 3
c. Other local/regional funders (clubs, etc.)	Page 5
d. Government funds	Page 5
e. Business sponsorships	Page 5
f. Individual/family donations	Page 6
g. Participant fees	Page 6
3. "Laundry List" of other tips (including a trend to watch: social prescribing)	Page 7

The ideas here were compiled from Percolator surveys conducted in 2023 and 2017, and the Percolator Idea Exchange on June 14, 2023. Thanks to everyone who has shared their wisdom!


Download the Percolator Memory Café Toolkit in [English](#) or [Spanish](#) for more guidance on Funding Your Café!

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JF&CS Memory Café Percolator Tip Sheet: Promoting Your Memory Café, July 2023 1

Tip Sheet: Questions for Guest Program Facilitators

**PERCOLATOR TIP SHEET:
Standard Questions for Guest
Program Facilitators**



Some memory cafés bring in teaching artists or other activity facilitators. For these cafés, the questions below may assist you in vetting or planning with these guest facilitators.

Note that some cafés do not use guest facilitators. Staff and volunteers facilitate all activities.

Program and Facilitator Basics:

- Please describe your program, and the setting where you usually offer it.
- Can you share your experience with facilitating this program (or other programs) at memory cafés? If you haven't facilitated a program at a memory café before, do you have other related experience?
- How do you make sure that people with a wide range of cognitive abilities can enjoy this program? Does this program rely on short-term memory? Does it require quick responses from participants?
- What are some ways that you encourage active participation? Do you find that some participants have a harder time with this program? How do you engage participants who need more time to process information or to express themselves?
- Will the program work for people with hearing loss? What about mobility limitations, or who use a walker or wheelchair?
- Does your program reflect a variety of cultures? [You could describe your café and whom it serves.]

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1

Burning questions



We have covered these topics...

- Operational basics: café name; when to hold it; where to hold it; room set-up
- Who attends: care partner participation; varied needs/interests/culture of participants; engaging friends
- Volunteers
- Outreach
- Funding
- Activities
- Volunteers
- Grief and loss at the café
- Stigma
- Feedback/evaluation for program improvement

What word comes to mind when you think of Memory Cafes?

81 responses



Percolator Idea
Exchange, 3/14/24

fun

friendship

support

community

Above all, people want to feel they belong



“It creates a feeling of home.”



JF&CS Memory Café Percolator

All resources are free. Visit us at www.jfcsboston.org/Percolator

- In-person and virtual/hybrid café toolkit
- Tip Sheets on Promoting Your Café and Funding Your Café
- Memory Café Guide to Leadership & Meaningful Roles for Participants Living with Dementia
- PSA videos (English, Portuguese, Spanish)
- Recorded how-to videos
- Guest artist/activity facilitator directory
- Idea exchange archives
- Join the email list and come to quarterly virtual idea exchanges!

Additional Resources

- engAGED Innovation Hub and 2023 What Works <https://www.engagingolderadults.org/hub>
- Wisconsin Alzheimer's Institute Best Practice Guide to Memory Cafés <https://wai.wisc.edu/documents/best-practice-guide-for-memory-cafes/>
- Book: *The Alzheimer's and Memory Café: How to start and succeed with your own café*, by Jytte Fogh Lokvig, 2016
- National memory café directory: www.memorycafedirectory.com and www.memorycafedirectory.com/cafe-connect/

Individual or Regional Cafés

- [Massachusetts Memory Café Directory](#)
- [Fox Valley Memory Project Cafés, Wisconsin](#) and [Library Memory Project, Wisconsin](#)
- [Memory Arts Café, NYC](#)