

Virginia Health Care Association
Virginia Center for Assisted Living

D.A. "Woody" Brown Community Involvement Awards Package

*Identifying the Distinguishing Efforts in the
Long Term Care Community*



D. A. "Woody" Brown Community Involvement Awards

In the 1980s VHCA created the D. A. "Woody" Brown Community Involvement Awards to acknowledge the outstanding efforts of members, who use their activity programs to involve, entertain, educate and enrich not only their residents and families but the greater community. The award program was named in honor of Mr. D. A. "Woody" Brown, the first Director of Operations of Autumn Corporation, a Vietnam Veteran, and dedicated, enthusiastic leader in long term care.

Every VHCA and VCAL member facility is eligible to submit entries in four categories. A statewide award is something to be proud of and acknowledged. Press releases are issued by VHCA to all award winning facilities for distribution to the local media. Entry forms are listed as follows:

Year Round Program

This category is for on-going activities including daily, weekly or regularly scheduled activities conducted between June of the past year and May of the current year.

National Nursing Home Week or National Assisted Living Week

Every year National Nursing Home Week begins on Mother's Day – quite appropriate since so many long term care residents are women and mothers. It may well be the busiest week of the year for most nursing facilities.

National Assisted Living Week occurs in mid-September. Heartwarming themes and festive events are scheduled and facilities host celebrations to honor the occasion.

Special Event

The Special Event award is designed to recognize a one-time activity such as a holiday-specific open house or fundraiser. The award is granted based upon program design and its ability to unite residents and the community.

Newsletters

This award recognizes outstanding achievement in facility newsletters. Communication is essential both inside long term care walls and outside them – with staff, family members and the greater community. Newsletters are a special form of communication. Facilities must submit three different issues of their newsletter published between June of the past year and May of the current year. Judging is based on content, readability, creativity, special features, relevance, timeliness, and resident/employee involvement.



VHCA/VCAL D. A. "Woody" Brown Community Involvement Awards Program

For excellence in...Year Round Public Relations, National Nursing Home or Assisted Living Week, Special Event, & Facility Newsletter

Each award recognizes a VHCA/VCAL member who has demonstrated a high degree of professionalism and creativity in a program that encourages and supports strong community relations.

Activity Professionals are invited to submit scrapbooks of text and illustrations which demonstrate successful facility-based programs. You may enter all four categories. A separate, completed official entry form **must be submitted** with **each** entry. Verify the number of beds in your facility for proper classification. Please read each category carefully and include the information requested. Entries that do not include the completed official entry form will not be judged. Awards will be presented in every category.

Rules for Year Round, National Nursing Home or Assisted Living Week, & Special Program

1. A completed official entry form must be submitted with each category entry.
2. All entries must be in scrapbook form, loose leaf binders or photo albums.
3. The completed official entry form will provide comprehensive information about each program. Photographs and illustrations may be used to enhance the entry form, but will not substitute for written information. Videos will not be considered due to judging time restraints.
4. Submitted photos may be used at the Awards Banquet.
5. Judging is based on program content.
6. Outside community and resident participation at every stage of the event is critical.
7. Entries must be received by **June 1st**.

Rules for Facility Newsletter:

1. This category does not require the scrapbook format. Submit three different editions of your newsletter published between June of the past year and May of the current year.
2. Your entry must include a completed official entry form.

VHCA 2009 D. A. "Woody" Brown Community Involvement Award Recipients

Year Round Program

Less than 100 beds

- Autumn Care of Great Bridge
- Britthaven of Keysville
- The Landmark Center

More than 100 beds

- Guggenheimer Health & Rehab Center
- Roman Eagle Memorial Home, Inc.
- The Woodview

National Nursing Home Week/National Assisted Living Week

Less than 100 beds:

- Heritage Hall – Brookneal
- Riverside Convalescent Center – West Point
- Skyline Nursing & Rehabilitation Center

More than 100 beds:

- Dogwood Village of Orange County
- Roman Eagle Memorial Home, Inc.
- The Woodview

Special Event

Less than 100 beds:

- The Joseph C. Thomas Center at Richfield
- Province Place of Maryview
- Riverside Convalescent Center – Smithfield

More than 100 beds:

- Avante at Lynchburg
- Golden LivingCenter - The Cedars
- Roman Eagle Memorial Home, Inc

Facility Newsletter

Less than 100 beds:

- Children's Hospital Transitional Care Unit
- Seasons at The Woodview
- Skyline Nursing & Rehabilitation Center

More than 100 beds:

- Augusta Nursing & Rehabilitation Center
- The Gardens at Warwick Forest
- Health Care Center at Brandermill

Year Round Public Relations Program

This category is for on-going activities including daily, weekly or other regularly scheduled activities conducted between June of the past year and May of the current year.

- **This form must be completed and submitted with your entry by June 1st.**
- In addition to scrapbook, loose leaf binders, or photo album entries, applicants are encouraged to submit pictures, preferably in digital format (tiff or jpeg.) These photographs will be used to highlight award recipients during the Awards Banquet in September.
- Judging is based on program content.

Facility Name _____

Facility Address _____

Telephone () _____ E-mail _____

Submitted By _____

Total # of Beds (*i.e. if your facility has assisted living beds and nursing beds included in with your submission then total number of beds combined*)

_____ Under 100 beds _____ 100 or more beds

1. How did the program begin? How has it developed over time, with whose input?

2. Describe the continuing activities in detail, include who plans and participates.

3. How often are activities conducted?

(over)

4. What is done in preparation for the activity?

5. Who participates? How many people are involved?

6. Please define the goals and objectives of these activities.

7. How is the success of the program measured?

8. Please explain how these activities help connect residents to the outside community.

National Nursing Home (NNHW) or Assisted Living Week Program (NALW)

This category is for programs specifically designed and implemented for NNHW or NALW.

- **This form must be completed and submitted with your entry by June 1st.**
- In addition to scrapbook, loose leaf binders, or photo album entries, applicants are encouraged to submit pictures, preferably in digital format (tiff or jpeg.) These photographs will be used to highlight award recipients during the Awards Banquet in September.
- Judging is based on program content.

Facility Name _____

Facility Address _____

Telephone () _____ E-mail _____

Submitted By _____

Total # of Beds *(i.e. if your facility has assisted living beds and nursing beds included in with your submission then total number of beds combined)*

_____ Under 100 beds _____ 100 or more beds

1. Please provide an overview of NNHW/NALW activities.

2. Please detail specific highlights of the week and who is involved.

3. Please explain why and how these activities were selected for NNHW/NALW.

(over)

4. Who was involved in developing and implementing the activity?

5. Describe how the activities expressed the NNHW or NALW theme.

6. What were the goals and objectives of individual activities? Were they achieved?

7. Explain the reaction of residents and wider community members to the activities.

8. How did activities bring together the residents and the outside community?

Special Event Program

This category is for a one-time special event activity, a fundraiser, a holiday-specific open house, or any single event.

- **This form must be completed and submitted with your entry by June 1st.**
- In addition to scrapbook, loose leaf binders, or photo album entries, applicants are encouraged to submit pictures, preferably in digital format (tiff or jpeg.) These photographs will be used to highlight award recipients during the Awards Banquet in September.
- Judging is based on program content.

Facility Name _____

Facility Address _____

Telephone () _____ E-mail _____

Submitted By _____

Total # of Beds *(i.e. if your facility has assisted living beds and nursing beds included in with your submission then total number of beds combined)*

_____ Under 100 beds _____ 100 or more beds

1. Describe your special event program in detail.

2. Who was involved in this program? How did they contribute in planning, implementing, evaluating, or other ways?

3. How was this special program selected, and by whom?

(over)

4. Describe the preparations, scheduling decisions, and manpower requirements.

5. Clearly define the program goals. Who determined the goals? Were they met?

6. How did this special program draw residents and the community closer together?

Facility Newsletter

This category does not require scrapbook format. Instead, please submit three different editions of your newsletter published between June of the past year and May of the current year. Judging is based on content, readability, creativity, special features, relevance, timeliness, and resident/employee involvement.

- ***This form must be completed and submitted with your entry by June 1st***
- Newsletters will not be returned to the facility unless requested

Facility Name _____

Facility Address _____

Telephone () _____ E-mail _____

Submitted By _____

Total # of Beds (*i.e. if your facility has assisted living beds and nursing beds included in with your submission then total number of beds combined*)

_____ Under 100 beds _____ 100 or more beds

1. Who is responsible for creating your newsletter?

2. Who is the intended audience for your newsletter?

3. How frequently is the newsletter published?

4. How long has the newsletter been in existence?

5. Do you publish any other publications? If so, what kind and how frequently?
