

## Sample Social Media in Response Memory Care in Assisted Living Stories

Lindsay Schwartz with @ahcancal has it right: “Freedom of movement is incredibly important for overall health, mind, body and spirit. You can’t keep people in isolation.” @nytimes

@nytimes gets it wrong in this article. The vast majority of assisted living residents and family members are satisfied with their care, including memory care. There’s always room for improvement, but most ALs are providing high-quality care.

Assisted living & memory care’s primary focus is to honor the individual. Good dementia care means getting to know each resident, personalizing their care plans, offering meaningful activities, and encouraging movement & social engagement.

The safety and security of AL residents w/ dementia is of utmost important to providers. We also must balance residents’ safety with their autonomy.

Beyond formal education, it’s important for assisted living staff to get to know each resident w/ dementia. Knowing their likes and dislikes can help anticipate needs and prevent distress. Some things can’t be taught in a classroom.

Assisted living is committed to continually improving memory care. But we should be cautious about additional regulations that would limit residents’ independence as well as the ability to customize care for the individual.