



*Celebrating Distinguished Efforts in
Virginia's Long Term Care Communities*



**D.A. “Woody” Brown
Community Involvement Awards
2025 Nomination Package**

About the D. A. “Woody” Brown Community Involvement Awards

VHCA-VCAL’s D.A. “Woody” Brown Community Involvement Awards recognize members who have demonstrated a high degree of professionalism and creativity in designing activity programs that encourage and support their residents and families. VHCA-VCAL is honored to acknowledge the outstanding activity programs that involve, entertain, educate, and enrich the individuals in their care.

The D. A. “Woody” Brown Community Involvement Awards program was named in honor of Woody Brown, the first director of operations of Autumn Corporation, a Vietnam Veteran, and a dedicated, enthusiastic leader in long term care.

2025 Award Categories

National Skilled Nursing Care Week (NSNCW) or National Assisted Living Week (NALW) Program

This category celebrates special events centers host during these annually themed weeks, which occur in May and September, respectively. The theme for NSNCW for 2025 is *Tapestry of Life* The 2024 NALW theme was *Inspiring Generations*.

Special Event Program

The Special Event award is designed to recognize a one-time activity such as a holiday-specific program or creative event held between May 2024 and May 2025. The award is granted based on program design and its ability to engage residents.

Facility Newsletter

This award recognizes excellence in facility newsletters. Newsletters are a special form of essential communication upon which staff, residents, family members, and the greater community rely. Facilities must submit three different issues of their newsletter published between May 2024 and May 2025. Judging is based on content, readability, creativity, special features, relevance, timeliness, and resident/employee involvement.

Entry Rules and Criteria

Instructions for submitting nominations, including fillable Word forms are available at www.vhca.org/nomination-packages. Please read the criteria for each category carefully and include the information requested. Incomplete entries will not be judged.

Activity professionals at VHCA-VCAL member centers are invited to submit entries in all categories. **A separate, complete official entry form must be submitted with each entry.**

Deadline for all entries is **June 27, 2025**.