



Guidelines for

**Best Friends™
Master Trainer
Certification**

*A Training
Certification
provided by the
Best Friends™ developers*

and offered through
Health Professions Press



Contents

- Best Friends™ Master Trainer Overview . . . 3

- Best Friends™ Master Trainer Certification:
The Elements 5

- Best Friends™ Master Trainer Certification:
The Process 8

- Options for Participation 13

- The Best Friends™ Developers and
Product Line 15

- About Seminars On Site (SOS) 20

- About Health Professions Press 21

Best Friends™ Master Trainer Overview



Background

When Virginia Bell created one of the first dementia-specific adult day centers in the country, she strove to create a haven of warmth and friendship. She wanted to provide more than a bandage to a disease that takes away the ability to share memories, thoughts and prayers; she wanted to support each person as a best friend would. The model of care that emerged uses life-affirming methods to draw out the strengths and unique personalities masked by Alzheimer's disease.

Virginia Bell's vision has led to the development over the last 20 years of a comprehensive program that is used to provide quality memory care coast to coast in the United States and in European, Asian, Middle Eastern, and South American countries. Since the 1997 publication of the first book, *The Best Friends Approach to Alzheimer's Care*, by Virginia Bell and David Troxel, the Best Friends™ model of care has gained global respect and demonstrated meaningful outcomes. Bell and Troxel have continued to provide more information on the Best Friends™ approach in other publications, and they are frequent speakers for organizations and associations seeking their guidance on this revolutionizing model of care. Bell and Troxel continue to partner with other pioneers in the field of Alzheimer's care to develop applications of Best Friends™ within innovative programs in the U.S. and abroad.

This comprehensive, compassionate approach is grounded in the understanding that *relationships* are supremely important in dementia care and that they require the essential elements of friendship: respect, empathy, support, trust, humor. These are the building blocks of an evidence-based care model that is easy for staff to embrace and has been proved both effective and replicable. Best of all, the Best Friends™ approach to Alzheimer's care is completely person-centered and flexible enough to adapt to each person's remaining strengths and abilities.

The Best Friends™ approach is a care initiative that introduces high-quality service and supports communities in their quest to create culture-changing communities of care. For more background on the Best Friends™ approach to Alzheimer's care a downloadable document is

available at www.healthpropress.com/bestfriends/aboutbestfriends. This paper outlines the core elements of the Best Friends™ philosophy. It documents the successes of those who have used and endorsed the approach, including state-level agencies, Alzheimer’s Association chapters, and corporations providing care in a variety of settings, and it describes some of the programs undertaken by organizations who have partnered with the author-developers and the publisher, Health Professions Press (HPP), to use the Best Friends™ approach to improve the quality of care for the people they serve.

Best Friends™ Master Trainer Certification

The Best Friends™ Master Trainer certification has been designed to support organizations seeking high-quality programming for dementia care. Training covers not only the core elements of Best Friends™ care but also delivers instruction in good adult learning principles and provides opportunities and materials for interactive learning. It is a “train-the-trainer” level training, whereby certified Master Trainers are instructed in how to reliably teach the Best Friends™ approach to their staff, colleagues, and volunteers.

Master Trainer certification is conferred only after qualified individuals have demonstrated mastery of “train-the-trainer” instruction in the principles and practices of the Best Friends™ approach to Alzheimer’s care. This is a certification-level training that carries with it numerous benefits as well as obligations on the part of the recipient and the recipient’s employer.

Best Friends™ Master Trainer certification is conferred to individual professionals who successfully complete their training through Health Professions Press and Expert Leaders in Master Trainer instruction. Their Master Trainer status is associated with their place of employment and conveys certain privileges to the employer as well as the employee. Each professional who seeks Master Trainer certification must be sponsored by his or her employer. When certification is conferred, the employing organization is also able to gain the advantage of Master Trainer distinction: for each location at which a Master Trainer is based, the employing organization may use the designation **Best Friends™ Environment**.

Following are the guidelines for the Best Friends™ Master Trainer certification, which

- outline the elements of the Best Friends™ Master Trainer certification program
- describe the process for achieving Best Friends™ Master Trainer certification
- explain how to participate in Best Friends™ Master Trainer instruction
- describe HPP’s professional development model, Seminars On Site (SOS), through which Master Trainer instruction is provided
- present the Best Friends™ developers and the product line
- provide an overview of Health Professions Press

Best Friends™ Master Trainer Certification: The Elements

Leadership

The confidence to lead others in the provision of superior, person-centered care is a key benefit of achieving Best Friends™ Master Trainer status. The “train-the-trainer” model enables graduates to articulate the full vision of Virginia Bell and David Troxel and participate in widening the access to this model of care that demonstrates a better way of interaction and caring for persons with Alzheimer’s disease and their families. Serving as mentors to their co-workers, certified Best Friends™ Master Trainers will be prepared to teach and to model the skills needed for a successful Best Friends™ care culture.

Certification for key organizational staff as **Best Friends™ Master Trainers**, and designation of their employing organization as a provider of **Best Friends™ Environments**, enables employees and employer to not only distinguish themselves as leaders in personalized, holistic dementia care but also be assured that they are engaged in providing the highest quality of care for the people and families they are serving.

Individual Benefits

Certification conveys numerous benefits and privileges to the Master Trainer:

- Receipt of the Master Trainer’s personal copy of all Best Friends™ training materials (including both the instructional binder and a CD-ROM of PowerPoint slides and other materials for use in future trainings)
- Receipt of the **Best Friends™ Master Trainer** certificate, signed by the Expert Leaders
- Ability to train co-workers and volunteers for the Master Trainer’s employer in locations under the operation of the employer
- Ability to serve as resident expert at the work location where the Master Trainer is based and thereby enable that location to be designated a Best Friends™ Environment (see Organizational Privileges below)
- Ability to hold free informational sessions on the Best Friends™ approach for the public in the Master Trainer’s local geographic territory (e.g., for prospective volunteers, for families of current or prospective clients)
- Access to discounts and special offers on Best Friends™ products published by HPP
- Discounts of 10% off establishing prices when choosing to attend related Best Friends™ seminars or other seminars offered through Seminars On Site (SOS)

Organizational Privileges

Enrolling staff to complete Master Trainer certification enhances an organization's name recognition in the field of dementia care, promotes the organization's association with the Best Friends™ brand, and offers enhanced revenue potential and market distinction while also providing a high quality of public service. Above all, deciding to send staff for Best Friends™ Master Trainer certification is committing to enhancing the lives not only of the people served by the organization but of its staff as well.

Choosing to offer staff the opportunity to study to become Master Trainers in the Best Friends™ approach to Alzheimer's care will:

- Bring distinctive recognition to an organization's programs and services
- Ensure ongoing, sustainable professional development for staff
- Provide for fidelity in implementation of the Best Friends™ model
- Enrich staff's care experiences and skills
- Attract and keep families seeking a person-centered approach to care
- Provide a competitive advantage for business growth

The forward-thinking organization investing in Best Friends™ Master Trainer instruction will be able to:

- Select staff (who meet entry qualifications) to receive Master Trainer certification instruction, who upon certification will be able to train co-workers and volunteers in locations where their organization offers services
- Designate each location in their program where a Master Trainer is based as a **Best Friends™ Environment**
- Promote to families the adoption of the Best Friends™ philosophy of care and adherence to the Alzheimer's Disease Bill of Rights
- Display the trademarked Best Friends™ name and logo (under certain guidelines) in association with work of the Master Trainers
- Receive discounts from HPP on Best Friends™ product purchases, beginning at 20% and escalating with quantity purchasing
- Receive periodic news and updates from HPP on Best Friends™ studies, activities, publications, and the like
- Receive recognition, if desired, on the HPP web site for Master Trainer participation
- Participate, if desired, as a re-seller of Best Friends™ products (details outlined by separate distribution agreement with Health Professions Press)
- Link to the HPP web site for information on professional development and other resources

Caregiving organizations who commit to the professional development of staff for Master Trainer certification in Best Friends™ will enter into a Memorandum of Understanding (MOU) with HPP. The MOU will detail the privileges set forth above and elaborate on the conditions allowing organizations to advertise to their local communities that they practice the Best Friends™ approach and exercise merchandising rights to use the Best Friends™ marks on promotional literature and commodities (e.g., T-shirts, mugs, mouse pads).

HPP Guarantees

Health Professions Press will provide:

- Qualified Expert Leaders (whenever possible one of the Best Friends™ authors themselves) for the training of staff seeking certification as Best Friends™ Master Trainers
- Practical training materials for ongoing use
- Master Trainer certificates for those individuals successfully completing the training
- Designation as a Best Friends™ Environment to those locations of an organization at which a Master Trainer is based
- A review system for quality maintenance once Master Trainer certification is achieved

Best Friends™ Master Trainer Certification: The Process

A High-Standard Trainer Certification

HPP operates within its respected Seminars On Site (SOS) professional development training model (see page 20) to provide Best Friends™ Master Trainer certification. Following are the prerequisites, training components, schedule, fees, and renewal procedures associated with Best Friends™ Master Trainer certification.

Prerequisites

Individuals interested in completing Best Friends™ Master Trainer instruction must meet the following prerequisites:

- Submit a written application to Health Professions Press (application form provided by HPP)
- Provide evidence of experience with instruction for adults, familiarity with adult learning principles, and the ability to teach others
- Be employed in the field of dementia care or a related area of long-term or aging care
- Be familiar with the essential principles of Best Friends™ care from the book *The Best Friends Approach to Alzheimer's Care*
- Be “sponsored” by their employer, who must also commit to supporting implementation of the Best Friends™ philosophy

To graduate with Best Friends™ Master Trainer certification, individuals shall:

- Complete training from an Expert Leader designated by HPP to provide Master Trainer instruction
- Participate in all components of the 2-day, in-person, train-the-trainer Best Friends™ instruction
- Achieve understanding of, and proficiency in the use of, the Master Trainer train-the-trainer materials, as demonstrated through pre- and post-training tests; instruction sampling, role-plays, and other exercises during Master Trainer instruction; and such other observable methods as may be used by the Expert Leader
- Be approved by the Expert Leader and receive written certification to engage in training in the Best Friends™ model

Employers of these successful graduates of Best Friends™ Master Trainer instruction shall:

- Enter into a Memorandum of Understanding with HPP articulating their rights and responsibilities in using the Best Friends™ training certification
- Observe the guidance provided by HPP in the proper use of HPP materials (e.g., Best Friends™ logo files) in support of their advertisement of the liaison to Best Friends™
- Provide HPP with periodic reports of their efforts involving Best Friends™ training and promotion

Training Components

The Master Trainer 2-day training experience provides:

- Complete instruction in the key elements of the Best Friends™ approach to Alzheimer's care
 - Understanding the experience of dementia
 - Building relationships and applying the concepts of friendship and the “knack” of care
 - Embracing the life story
 - Mastering communication techniques
 - Transforming activities and engagements
 - Building a supportive care team
- Strategies to support staff recruitment, development, and retention
- Ways to enhance training programs, including lessons, exercises, and instructive games for staff education
- Ideas for sustaining and re-invigorating Best Friends™ programming over time
- Guidance for creating distinctive memory care programs
- Information on the growing evidence base for the Best Friends™ approach
- Adult education principles

Each attendee at the Master Trainer session will be expected to:

- Complete a pre-test at the outset of instruction
- Attend all sessions of the 2-day training, reading and using the provided training materials
- Participate in activities throughout the training, including, at the Expert Leader's option, quizzes, role-plays, written exercises, small-group work, and group presentations
- Successfully complete a post-test
- Submit a training evaluation

Schedule

HPP will schedule Best Friends™ Approach Institutes offering Master Trainer Certification at least one time per year. Dates, locations, and Expert Leaders providing the instruction will be announced at www.healthpropress.com. Hosted institutes will be held at a comprehensive

conference facilities venue, such as a hotel or education center, equipped with necessary training ancillaries (e.g., projectors, wide screens, workshop-style room set-ups) and providing amenities for attendees' comfort and convenience. These hosted seminars will provide the appropriate venue for individual attendees or small groups (typically 10 or fewer people) from a single organization. Attendance at a training institute will usually be in a range of 25–50 people to ensure an individualized approach to training.

For larger groups from a single organization (minimum of 11 or more, unless special permission is granted from HPP), the entity may request that training be held at the location and dates of the organization's choice (contingent upon availability of an Expert Leader(s) for those dates and location). In this scenario, the organization shall provide the training venue at no cost to HPP and cover travel costs for the necessary training staff, in addition to the training fees per the schedule set forth below or as worked out for the particular circumstances.

Below is a typical 2-day schedule for a Best Friends™ Approach Institute offering Master Trainer Certification (training event scheduling may vary):

DAY 1		DAY 2	
8:00 AM – 8:45 AM	Institute check-in		
8:00 AM – 9:00 AM	Continental breakfast	8:00 AM–9:00 AM	Continental breakfast
8:30 AM –9:00 AM	Turn in Pre-test		
9:00 AM–12:00PM	Institute in progress, with morning break	9:00 AM–12:00PM	Institute in progress, with morning break
12:00 PM –1:00 PM	Lunch	12:00 PM –1:00 PM	Lunch
1:00 PM – 4:00 PM	Institute in progress, with afternoon break	1:00 PM – 4:00 PM	Institute in progress, with afternoon break
		4:00 PM –4:30 PM	Turn in Post-test

Fees

Master Trainer certification conveys an initial **2-year term** of certification! Thereafter renewals are available on an annual basis (see Certification Renewal on page 12).

Initial Certification

HPP encourages organizations to undertake training for a group of their staff to create a community of Best Friends™ expertise. Therefore, fees are offered on a scale of per-person rates that reduce with increased attendance to support the training of more than one employee in the same training cycle. In this way, Master Trainers have a cohort of colleagues with whom to collaborate in the initiation of this holistic, person-center model of care for their communities.

The general fee schedule for Best Friends™ Master Trainer certification is set forth below:

Number of people*	Registration/Certification Fee
First person from an organization	\$1,295/2-day training
Two to five people from the same organization	\$1,100/2-day training
Six to ten people from the same organization	\$975/2-day training
Eleven to fifteen people from the same organization	\$905/2-day training
Sixteen to twenty people from the same organization	\$840/2-day training
Twenty or more people from the same organization	\$775/2-day training

*At same training session

Individuals and organizations interested in Master Trainer certification should watch the HPP web site for announcements of Best Friends™ Approach Institutes offering Master Trainer Certification. HPP may from time to time modify the general fee structure set forth above to extend special offers and discounts in association with these Institutes to create special pricing opportunities for participating organizations.

The 2-day training cost is guaranteed to be a comprehensive fee that covers:

- A minimum of 10 hours of on-site, in-person instruction across 2 days (with included seminar amenities)
- Professional learning environment
- Training materials and handouts formatted in a sectional binder for attendees to keep and re-use
- CD-ROM of training materials for replication and use in the new Master Trainer's location
- Networking opportunities with the Expert Leader and fellow attendees

The Registration/Certification Fee is due in advance of training and is nonrefundable except as specified in the policies set forth in each announcement for a Best Friends™ Approach Institute. It is the individual attendee's responsibility to successfully complete all components of the course. Upon graduation and the conferring of Master Trainer certification, the new Master Trainer shall receive:

- A certificate authorizing status as a Best Friends™ Master Trainer, signed by the Expert Leader(s) delivering instruction
- A license to train as an individual Master Trainer in association with his or her employer (signed by individual, employer, and HPP)
- An author-autographed copy of a book of the Master Trainer's choice from the Best Friends™ suite of products

In conjunction, the Master Trainer's employer and HPP shall

- Complete a Memorandum of Understanding to convey Master Trainer certification privilege and enable use of the Best Friends™ name and logo at locations with staff certified in the Best Friends™ approach
- Confirm the locations at which Master Trainers will be located

HPP will ensure that the employing organization of the successful Master Trainer receives:

- Copies of the pre- and post-training assessments completed by the trainee(s)
- A training summary report prepared by the Expert Leaders and HPP
- Copies of the certificates awarded to Master Trainers

Certification Renewal

To maintain certification after the initial 2-year term, it is each Master Trainer's responsibility, with the knowledge and agreement of his or her employer, to petition HPP for reauthorization at least 3 months before the expiration of his or her term of certification. The petition may be submitted in writing either by email to seminars@healthpropress.com or by mail to Best Friends™ Master Trainer Certification Renewal, Health Professions Press, P.O. Box 10624, Baltimore, MD 21285. HPP will then provide the Master Trainer with a renewal application and further instructions. The Master Trainer will be asked to update employment information, provide written documentation of his or her use of Best Friends™ in the prior period of certification, and demonstrate continued understanding of the Best Friends™ approach and proficiency in training by completing the renewal application (which shall include written exercises). A portion of the renewal application shall also be completed by the sponsoring employer. Certification renewal is currently priced at \$295 per trainer per year.

Upon successful renewal, the Master Trainer shall receive an updated certificate and a renewed license. The employer shall receive an addendum to its Memorandum of Understanding with Health Professions Press extending the certification term of the renewing Master Trainers.

Options for Participation

Training Options

Best Friends™ Approach Institutes for Master Trainers

HPP will schedule Best Friends™ Approach Institutes to provide instruction for Master Trainers on at least an annual basis. HPP will strive to hold these trainings in different geographic regions of the country (e.g., 2010: Annapolis; 2011: San Diego). Details about trainings are posted at www.healthpropress.com. A Best Friends™ Approach Institute's 2-day offering will provide the requisites of training for Master Trainer achievement.

On-Site Training

HPP will be happy to work with organizations to arrange for individualized Master Trainer certification instruction for groups of 11 or more employees. Please write to seminars@healthpropress.com to inquire about the details of such arrangements.

Ongoing Participation after Certification

Resource Distribution through a Re-seller Role

The Best Friends™ product line (see pages 16–19) offers valuable resources to all levels of professionals, from administrators to direct care staff as well as family members and volunteers. Employers who have staff certified as Best Friends™ Master Trainers qualify to become non-exclusive distributors of the Best Friends™ books and other products published by HPP.

HPP has a straightforward distribution agreement for parties interested in this option, which enables a qualified business to purchase books from the publisher at a discount and re-sell the books to clients, residents, and families at the HPP suggested retail price or another price of the company's choosing. The difference between the purchase price and the re-sale price to the end-user is all revenue (after any costs incurred in selling) for the company. Organizations interested in serving in this sort of "bookstore" capacity should inquire with HPP for more details.

Additional Training

Organizations who invest in Master Trainer certifications will continue to be advised of Best Friends™ training events, including supplemental training for existing certified trainers, as well as other professional development offerings. They will have the option to arrange for

additional staff to be trained as Master Trainers in subsequent years, whether for the purposes of program expansion or to replace a Master Trainer(s) due to job attrition or advancement.

Partnerships and Advancement Opportunities

HPP and Best Friends™ Expert Leader instructors are available to work with Best Friends™ Master Trainer partners to expand the penetration of the Best Friends™ care model into new communities and elder care programs. As an adopter of Best Friends™ Master Trainer certification, organizations participating in this leadership initiative are positioned to deliver high quality dementia care and be recognized in their communities for outstanding service. HPP is further able to support such efforts through the availability of the Best Friends™ products and its SOS professional development training program, with customized training events, materials, and consultation services.

Premium Publications

HPP also offers opportunities for organizations to order “premium publications.” Provided certain prerequisites are met (such as minimum quantities and author approval), HPP will adapt or “re-purpose” content to create a customized book for an organization to use for staff tutorials, promotions, and special services. With creative planning by organization staff, HPP, and the co-authors, an existing Best Friends™ book or other HPP product may be modified to create special editions. Numerous other possibilities for product generation can also be explored.

The Best Friends™ Developers and Product Line

The Developers and Authors

Virginia Bell, M.S.W.

Virginia Bell, M.S.W., is Program Consultant for the Greater Kentucky/Southern Indiana Chapter of the Alzheimer's Association. She is a pioneer in the dementia care field, having founded one of the first dementia-specific adult day programs, the award-winning Helping Hand Adult Day Center (funded in part through the prestigious Robert Wood Johnson Foundation), which for more than 25 years has been a model for dozens of other programs nationally and serves as a "teaching-learning center" for social work, nursing, and medical students from the University of Kentucky. She has published numerous journal articles and book chapters, she has co-authored five books with David Troxel, and she is working on a sixth. Bell has been recognized at the regional, state, and national levels for her leadership and good works, including prestigious awards from the American Society on Aging, both the University and the state of Kentucky, and the national Alzheimer's Association, and she has served on two Governor's task forces on aging and Alzheimer's disease. She has lectured about the Best Friends™ approach to Alzheimer's care in more than 25 countries including the last 20 Alzheimer's Disease International conferences.

David Troxel, M.P.H.

David Troxel, M.P.H., is a consultant on dementia care for the long-term care industry. He served for a decade as President and CEO of the California Central Coast Alzheimer's Association, Santa Barbara, California (1994–2004), and was previously Executive Director for the Lexington/Bluegrass Chapter of the Alzheimer's Association. He sat on the Executive Board of the American Public Health Association as well as the Ethics Advisory Panel of the national Alzheimer's Association. David also has first-hand experience as a caregiver to his mother, Dorothy, during her 10-year journey through Alzheimer's disease. Troxel is in high demand as a speaker for regional and national events and is known worldwide for his writing and teaching in the fields of Alzheimer's and long-term care. He has co-authored five books with Virginia Bell, is working on a sixth, and has written numerous articles relating to Alzheimer's care, staff development, and training. He travels extensively consulting with providers and organizations interested in improving dementia care and implementing culture change through the Best Friends™ approach.

Tonya M. Cox, M.S.W.

Tonya M. Cox, M.S.W., is Vice President for Mission and Service for the Greater Kentucky/Southern Indiana Chapter of the Alzheimer's Association. For the past 15 years, she has developed programs and services for persons with dementia and their caregivers, including working on national curriculum development for professional caregivers in various care settings. Tonya presents locally and nationally on activity programming and dementia care. She is a co-author on two of the Best Friends™ books and is working on a third with Virginia Bell and David Troxel. She currently serves as co-chair of the Kentucky Alzheimer's Disease Advisory Council and is a part-time faculty member of the University of Louisville Kent School of Social Work.

Robin Hamon, M.S.W.

Robin Hamon, M.S.W., is Family Support Coordinator for the Alzheimer's Disease Research Center at the University of Kentucky Sanders Brown Center on Aging. She worked with the Alzheimer's Association Lexington/Bluegrass Chapter for 11 years. During her tenure as program manager for the Helping Hand Day Center, she developed a creative arts training program for staff and volunteers working with persons with dementia. Her special interests are in training and providing creative arts experiences for persons with dementia.

The Books

The Best Friends Approach to Alzheimer's Care

By Virginia Bell, M.S.W., and David Troxel, M.P.H.

This seminal volume introduces this groundbreaking and uplifting method for the care of people with Alzheimer's disease. The comprehensive program builds on the essential elements of friendship: respect, empathy, support, trust, humor. Offering the building blocks of a care model that is both effective and flexible, the Best Friends™ approach encourages adaptation to each person's remaining strengths and abilities. Readers learn how to ensure the highest quality of life for people with Alzheimer's disease, not just by preventing catastrophic episodes but by making every day consistently reassuring, enjoyable, and secure.

\$29.95

Stock #12353 (ISBN 978-1-878812-35-3) 272 pages 6" x 9" papercover © 2003

The Best Friends Staff

Building a Culture of Care in Alzheimer's Programs

By Virginia Bell, M.S.W., and David Troxel, M.P.H.

Virginia Bell and David Troxel are recognized internationally for their innovative work helping people with Alzheimer's disease. In this book, they apply their years of experience to the

Copyright © 2010 Health Professions Press. All rights reserved.

Best Friends™ is a trade and service mark of Health Professions Press.

v 1.1. 3-11

16

improvement of staff satisfaction, performance, and retention through the adoption of a Best Friends™ approach to dementia care.

The stories and ideas from real staff in facilities worldwide provide windows into the many ways the Best Friends™ approach can improve the well-being of residents and staff alike. Filled with practical strategies for sustaining and re-invigorating Best Friends™ programming, *The Best Friends Staff* provides the inspiration and working tools to transform a care culture by providing:

- hundreds of case studies illustrating successful programs
- creative ideas to use to implement change
- a training toolkit in each chapter that features learning exercises, activities, games, and resources
- proven advice on staff training and retention

Readers familiar with this book will be able to not only help staff make every day consistently reassuring, enjoyable, and secure for people with Alzheimer's disease, but also make their work environment more rewarding for themselves.

\$41.95

Stock #12636 (ISBN 978-1-878812-63-6) 296 pages 7" x 10" paperback © 2001

The Best Friends Book of Alzheimer's Activities, Volume One

By Virginia Bell, M.S.W., David Troxel, M.P.H., Robin Hamon, M.S.W., and Tonya Cox, M.S.W.

A best friend knows your habits, what you like to do, and what makes you feel good. Here are more than 145 versatile, easy-to-implement Best Friends™ activities that are engaging, respectful, and customizable. Taking a Best Friends™ approach to activity programming will help transform the daily lives of people in nursing facilities, adult day centers, assisted living communities, or home care settings. Staff, participants, and family members all benefit.

With the ideas and suggestions found in this book, any member of a program's care staff can turn the simplest interaction with a person with dementia into an engagement that helps satisfy essential physical, emotional, and spiritual needs. Included are:

- formal and informal activities, with innumerable variations
- communication and conversation tips
- suggested songs and musical tie-ins
- adaptations for people in the early and late stages of Alzheimer's disease
- activities for unprogrammed time, including evenings
- ideas especially for men
- opportunities for intergenerational exchanges
- preventive measures to avoid unwanted surprises
- reminders of the spiritual benefits inherent in good activities

Planning activities for people with dementia may seem challenging, but *The Best Friends Book of Alzheimer's Activities* shows how easy and natural it can be.

\$36.95

Stock #12889 (ISBN 978-1-878812-88-9) 224 pages 8 1/2" x 11" papercover © 2004

Copyright © 2010 Health Professions Press. All rights reserved.

Best Friends™ is a trade and service mark of Health Professions Press.

v 1.1. 3-11

17

The Best Friends Book of Alzheimer's Activities, Volume Two

By Virginia Bell, M.S.W., David Troxel, M.P.H., Robin Hamon, M.S.W., and Tonya Cox, M.S.W.

Promoting the *art of being together*, Volume 2 includes 149 all-new activities for individuals with dementia. Like the first book of activities, this collection of fun and easy engagements adds both meaning and enjoyment to participants' days, whether in an adult day center, home care setting, or residential care facility.

Feedback and insights from individuals with early-stage dementia helped shape this second collection, as did activity suggestions from national and international dementia programs that provide an enhanced focus on diversity and multiculturalism. Also featured are topics of interest to participants in their 50s and 60s, such as engagements around the Internet, advocacy, and community service.

With fresh ideas for creative art projects, interactive games, and evening activities, participants, staff, and family members have new themes to explore in Volume 2, including

- activities related to the kitchen and food
- life story sharing and reminiscence
- religious and spiritual traditions
- wellness

Adaptations for people in the early and late stages of Alzheimer's disease, preventive measures to avoid unwanted surprises, and conversation tips make these activities particularly versatile.

\$36.95

Stock #29265 (ISBN 978-1-932529-26-5) 248 pages 8.5" x 11" papercover ©2008

The Best Friends Curriculum (working title)

By Virginia Bell, M.S.W., David Troxel, M.P.H., and Tonya Cox, M.S.W.

This series of 12 training modules provides a comprehensive framework for learning about the Best Friends™ approach to dementia care. An interactive PowerPoint® presentation and accompanying text begins with explanations of the history of and essential knowledge about Alzheimer's disease, a look at the first-person experience of dementia, and an introduction to the friendship paradigm underlying this powerful caregiving approach. Additional modules present the Best Friends™ approach to communication, the life story, activities, personal care, spirituality, and challenging behaviors. Bringing all the components together is a presentation on "the Knack," the secret to the success of the Best Friends™ approach. The training concludes with a discussion of working with families to maximize the care experience for all concerned.

\$(TBD)

Forthcoming late 2011 Manual and interactive CD-ROM

Copyright © 2010 Health Professions Press. All rights reserved.

Best Friends™ is a trade and service mark of Health Professions Press.

v 1.1. 3-11

18

Best Friends DVD

Produced by the Greater Kentucky/Southern Indiana Chapter of the Alzheimer's Association

Here is a moving introduction to the innovative Best Friends™ approach to caring for older people with Alzheimer's disease and related dementias. This touching 20-minute DVD profiles a model adult day program that is built around the Best Friends™ approach, showing its impact on participants, staff, volunteers, and families.

\$49.95

Stock #29494 (ISBN 978-1-932529-49-4) 20-minute DVD

A Dignified Life

The Best Friend's Approach to Alzheimer's Care, A Guide for Family Caregivers

Recognizing the unique needs of family caregivers, the authors of *The Best Friends Approach to Alzheimer's Care* re-wrote their classic book just for these readers. Illustrated through the real, heartfelt stories of persons with dementia, *A Dignified Life* shows how the Best Friends™ method can bring dignity to the lives of both those who have Alzheimer's disease and those who care for them. With an emphasis on family impact, the book describes the Best Friends™ complete model of care, built around creative and effective communication and meaningful activities. This optimistic book is an invaluable resource for all family members and friends caring for someone with Alzheimer's disease. *A Dignified Life* is a collaborative effort between Health Professions Press and Health Communications, Inc., the publisher of the original line of *Chicken Soup for the Soul* books. This trade adaptation of the first Best Friends™ book focuses on the specific needs of family caregivers.

A Dignified Life is available from Health Communications, Inc.
(Toll-free: 800-441-5569 / Online: www.hcibooks.com)

Best Friends™ T-Shirts

A simple but effective way for staff to show that they believe it takes Best Friends™ to provide the best care for people with Alzheimer's disease is to wear the Best Friends™ logo. High-quality cotton T-shirts feature the logo design in striking kelly green and royal blue. Programs have used the shirts as gifts and in incentive initiatives for program staff. Contact HPP for special ordering.

ORDERING INFORMATION FOR HEALTH PROFESSIONS PRESS

Toll-free: 888-337-8808

Fax: 410-337-8539

Email: custserv@healthpropress.com

Online: www.healthpropress.com

Mail: P.O. Box 10624, Baltimore, MD 21285-0624

Copyright © 2010 Health Professions Press. All rights reserved.

Best Friends™ is a trade and service mark of Health Professions Press.

v 1.1. 3-11

19

About Seminars On Site



A Professional Development Program

In 2005, in response to increasing customer request and after careful evaluation of various potential models, Health Professions Press launched a professional development program based on a customized approach that the company named Seminars On Site, or simply SOS. This program enables delivery of relevant, high-quality staff development and training to customers and prospective customers in a model that brings the professional development experience to the door of the clients at the time they need it and for the purposes they articulate. The flexibility of the model enables HPP to design seminars in collaboration with authors that can be tailored to individual client needs.

Customized Trainings

SOS enables customers to learn directly from the authors (or their authorized representatives) of the resources, textbooks, and other products published by HPP. The program is simple and highly effective: HPP responds to professional development requests submitted by customers or prospective buyers, serves as a facilitator to determine customer needs and interests, and matches those interests to customizable seminar topics and author or speaker availability. HPP also coordinates the details of seminar planning, handles the contractual paperwork, and follows up with a post-event evaluation process. Since the inception of SOS, training on the “Best Friends™ Approach to Alzheimer’s Care” has been the most popular training topic.

Training Institutes

With expanding interest in professional development, “hosted institutes” have been added to the customized SOS model. The institutes are typically annual events for a book or product line where training in a methodology as well as general professional development is the goal for attendees. *The Best Friends Approach to Alzheimer’s Care* was the first product to be featured in the hosted institute model. Attendees are brought together from a broad geographic area and different backgrounds. The mix makes for fruitful professional networking and a responsive learning environment conducive to a concentrated focus on a particular strategy or approach.

Offering trainings to provide Master Trainer certification in Best Friends™ marks the next development in the SOS program. All of the standard procedures and safeguards of the SOS model are applied to trainings held for Master Trainer certification.

About Health Professions Press



Company Background

Health Professions Press, Inc. (HPP) is a specialist publisher focused on the broad range of issues in gerontology, long-term care, aging, and health administration. Recognizing that society's needs in caring for an aging population were growing rapidly, HPP set out when it incorporated in 1989 to address these concerns with textbooks and practical, state-of-the-art resources that would help both professional and family caregivers meet their obligations. HPP authors have been honored with numerous awards for their books. Today HPP products address a broad range of health care needs, and HPP is proud to share its vision and mission:

The HPP Vision

Health Professions Press will be the leading independent publisher of health care and aging-related resources, providing the knowledge, tools, and inspiration necessary to improve the lives of people around the world. Working with innovative authors who are transforming their fields, HPP will advance progressive practice and research to change the culture of health care and revolutionize how we grow older.

The HPP Mission

Health Professions Press publishes high-quality, evidence-based resources of lasting value for health care professionals, researchers, students, and families. Recognized particularly for its titles in Alzheimer's care, HPP has been dedicated since 1989 to advancing physical, mental, social, emotional, and spiritual health. Our award-winning books and other media span the fields of aging, long-term and acute care, rehabilitation, allied health, social work, psychology, and nursing. Partnering with our authors, HPP develops products and services that promote compassionate and holistic care, improve organizational leadership, foster more rewarding and satisfying care experiences, broaden professional knowledge, and preserve the individual dignity of those served.

Officers

President

Melissa Behm (mbehm@healthpropress.com, 410-337-9585, ext. 144)

Director of Publications

Mary Magnus (mmagnus@healthpropress.com, 410-337-9585, ext. 180)

Copyright © 2010 Health Professions Press. All rights reserved.

Best Friends™ is a trade and service mark of Health Professions Press.

v 1.1. 3-11

21