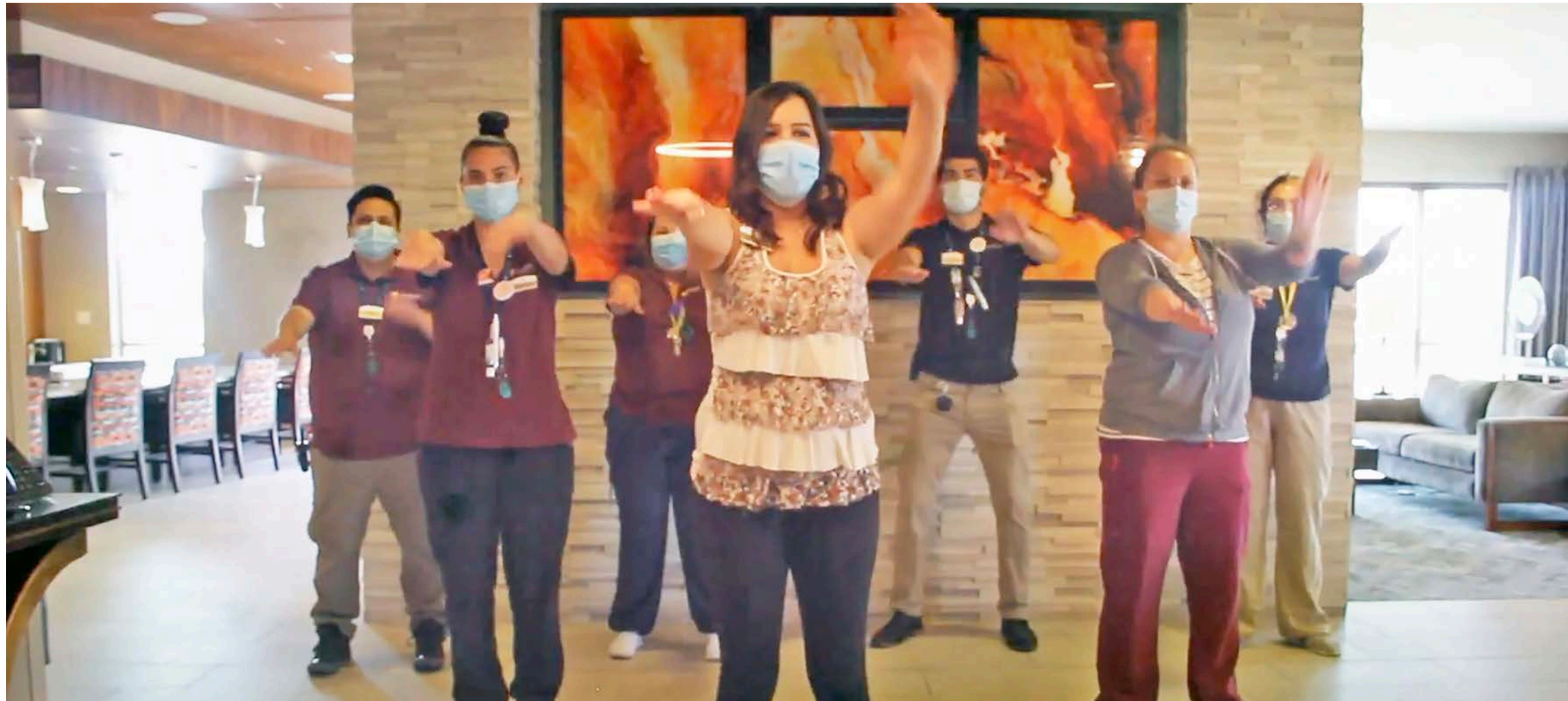


MAKING FACE MASKS FUN: REINFORCING MESSAGES ON INFECTION CONTROL

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Most senior living communities have experienced “COVID compliance creep” among residents during the pandemic, when their adherence to wearing masks starts to slip over time. One organization came up with a unique campaign to avoid this trend.

CLC-Cappella—a not-for-profit with 23 senior living communities in six states, as well as a management and consulting services company—kicked off a friendly competition called the WE CARE WE WEAR Mask Up Challenge. Each community was asked to spotlight their superb masking-up and infection control efforts by creating a video that highlighted why, how, and for whom they wear masks.

“You never think that compliance can be fun and interactive, but it can be done,” says Moriah Bernhardt, senior director of programs. “Our month-long challenge transformed daily compliance with infection control and mask-wearing into a creative and engaging opportunity for team and residents.”

Each community put their funniest, artsiest, and most theatrical voices and faces to work. The resulting videos were judged by a panel that included the organization’s clinical team and resident representatives. The top three videos selected have been posted on Christian Living Ventures Facebook pages. “The winning teams received big prizes and fame!” says Moriah. “These incentives reinforced our goal of reminding everyone to do their part in controlling infection in their community, while helping to reduce COVID-19 stress and fatigue with a little fun.”

TACTICAL TAKEAWAYS

As senior living communities and aging services continue to stress the importance of infection control measures like wearing masks, practicing good hand hygiene, and physical distancing, older adults (and team members) are experiencing message fatigue, along with general COVID-19 stress. “It’s important to come up with fun and innovative challenges to keep people on track,” says Moriah. “Rather than continually posting rules and guidelines, try different tools and technologies to keep your teams engaged and motivated.”

- ▶ Challenges and competitions work! Friendly competition galvanizes everyone to support your initiative. Try a different challenge every month to get more people involved and keep interest high.
- ▶ Celebrate success. Highlight the efforts that communities are taking to keep residents and team members safe. It will motivate people to continue their infection control measures.

For more information on how to adapt this practice, contact Moriah Bernhardt at mbernhardt@clcmail.org. 🌿