



MONTHLY BULLETIN

March/April 2021 Monthly Bulletin - News and Updates

NEW Marketing Toolkit

Available NOW on the [LinkedUp Website](#)



This marketing toolkit is a dynamic resource designed to enhance and complement your marketing and communications efforts. The information will be updated as needed and continue to grow as new resources, collateral, and more are added to it and fine-tuned with input from **YOU!** Don't forget to register for the **first Green House Marketing & Communications Peer Group** call on Thursday, April 22 at 2pm ET. This group is open to all Marketing, PR, and/or those involved in communication for your Green House homes!

[View the Toolkit Here](#)

[Register Here for the Marketing & Communications Peer Group Call](#)

Call to Action!

Have you linked your website to The Green House Project AND updated your Green House logo? Make sure your organization maximizes the power behind the GHP brand!



M•E•R•I•T
Model Enrichment Resource & Integrity Tool

**Organizational
Outcomes
Assessment**

Be On the Lookout - MERIT OOA Launches the week of April 12th!

This short assessment for key leaders focuses on clinical and financial outcomes.

Now more than ever, data matters!

Details Coming Soon!



ALL NEW! Green House Guide Training Tuesday/Thursday June 1, 3, 8 & 10

This four session virtual program will be a dynamic learning opportunity enabling you to connect with fellow Guides in a virtual format and equip you with the tools and resources needed in your role as the supervisor to the self-managed work team of shahbazim.

This all-new training dives into the unique and integral role of a Green House Guide in creating nurse-shahbazim partnerships and a strong collaborative coaching culture in the home. This program is designed for Green House Guides.

Register Now



Questions about Green House Education?

Marla DeVries, Director of Resource Development

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Mary Hopfner-Thomas, Education Project Manager

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Coaching for Supervision

6 half-day sessions

- Thursdays
- July 15 - August 19
- Guides, Directors of Nursing, Administrators and other coaching leaders
- [Register Now](#)

Green House Educator

6 full-day sessions

- Thursdays
- September 30 - November 4
- In house educators for GH Core Education
- [Register Now](#)

Coaching for Partnership Train-the-Trainer: Q1 2022

-more details coming soon

- Equips GH educators to teach Coaching for Partnership to clinical support team members.
- [Register Now](#)

Education News

Wesley Meadows Retirement Community

Congratulations to the team members from Methodist Senior Services who recently graduated from Green House Core Team Education. Very shortly these staffers will be welcoming elders in the Dan and Margaret Maddox Green House Home, in Hernando, MS. It is a home dedicated to individuals living with dementia. Once opened, it will be 360th Green House home opened in 32 states.

Congratulations to all involved in the development, training and moving of the elders into this new home!

[FOLLOW THEIR PROGRESS ON FACEBOOK HERE](#)



We are designing a NEW LinkedUp website!

Pardon our "dust" while we work to update resources and information for a more robust and user friendly website for our LinkedUp members!



Elevate Eldercare Recognizes Women's History Month

In celebration of Women's History Month in March, Elevate Eldercare highlighted the 19 women leaders of senior living who have appeared as guests on the podcast.

GHP Senior Director Susan Ryan explained, "A year into the pandemic, we are thrilled to take a look back at these courageous women who stepped up and took action, allowing their passion and quest for social justice to mobilize solutions and teams amid undoubtedly the most horrific experience in our history," said Ryan. "Their stories are unique, yet eerily similar in that each voice became a guiding and stabilizing force that provided solid leadership within their sphere of influence during profound uncertainty and fear."

[Click here to access podcast episodes](#)



The Sage: A Key Role in the Green House Model

You may ask, what is a Sage and why do I need one? From the beginning, when The Green House Project was in early development, there has always been a role for a volunteer to support the Shahbazim as they form into a self-managed team – The Sage.

One of the core values of the Green House philosophy is "empowered staff." The main responsibility of Sages is to support the Shahbazim. Their role is to serve as advisor, facilitator, coach, and role model to

GREEN HOUSE CELEBRATES *Women's History Month*



the Shahbazim as they form “a self-managed team.” By creating a valued relationship with the Shahbazim, the Sage becomes a trusted person to whom the Shahbazim seek counsel and assistance with problem solving. The Sage works closely with the Guide. In addition, Sages act as liaisons between Shahbazim and Elders, and with the administration team as needed.

The pandemic has made it challenging for the Sages to support the homes. As your homes have an opportunity to vaccinate elders and staff, we encourage you to include Sages. They are important members of your team and are eager to resume their support roles in the homes.

If you would like more information on the role of the Sage, please review **The Sage Handbook on the LinkedUp Website.**

If you have other questions/concerns please contact Claire Lucas:
clucas@thegreenhouseproject.org

STORIES FROM THE FRONTLINE

Jewish Senior Life: A Unique Partnership with an Amish Community to Solve a PPE Issue

At Green House we often say “It’s all about relationships” and that certainly was the case for **Jewish Senior Life** (JSL) in Rochester, NY when finding PPE early in the pandemic was difficult to acquire and extremely costly. How was the situation remedied? An Amish community agreed to sew reusable cloth PPE isolation gowns – roughly 10,000 over several weeks.

It’s a story of creativity and relationships. In need of PPE, the JSL team wondered if the local Amish community might be able to help. JSL Chief Information Officer & VP of Information Technology, Travis Masonis, asked his father who runs a produce stand during the spring and summer in Pike, NY and has forged relationships with the Amish community if he could make the request.



Travis's dad reached out to Moes, the general store manager for the Amish and he spread the word to find women willing to sew the gowns in their homes. Twenty women agreed to sew following a pattern created by Travis. The women sewed small, medium, and large gowns on pedal operated sewing machines, since there is no electricity in the Amish community.

Mike King, CEO of JSL, drove each Friday to pick up the completed gowns. Due to very low COVID cases and deaths at JSL, they did not need all the gowns. As a member of a New York non-profit alliance with five other nursing homes, JSL was able share the gowns with the other homes dealing with larger coronavirus outbreaks.

We applaud the efforts and hard work by the local Amish community and the creative approaches to meet a practical need at JSL and within their nursing home alliance!



Roughly half the nation's COVID deaths involved seniors in nursing homes - except for those staying in retirement 'Green Houses'

Green House facilities report lower COVID cases, deaths - even among outliers

How Otterbein Built a Green House Nursing Home Network - With a \$12M Plan to Grow

With Private Rooms 'Non-Negotiable' Moving Forward, Time to Renovate Nursing Homes is Now

The Big Idea Behind a New Model of Small Nursing Homes



Join us on **Tuesday, April 6 at 3:00 p.m.** for the first webinar in our three-part series on Green House design. Mark Rayner, administrator, and Rachel Graham, chief dietitian, from The Woodlands Green House Homes at John Knox Village in Pompano Beach, Fla. will examine their own experiences with the design principles of the Green House model in a panel discussion moderated by Perkins Eastman Principal David Hoglund.

Click [HERE](#) to Register



**NEW
Webinar Series for
LinkedUp Members**

*Stay Tuned for
Details!*

**Green House
Dementia Symposium**
Tuesday, September 14th



*Stay tuned for details -
 An event you won't want
 to miss!*

Would you be willing to
 participate in a Focus group?

We want to know how to make
 this network **WORK FOR YOU!**

Contact:

dwiegand@thegreenhouseproject.org



Have you been searching for a way to connect?



Get signed up in a LinkedUp group:
 Monthly group phone calls to Learn/Share/Network

ALL NEW Marketing & Communications Group
First Meeting - Thursday, April 22nd - 2pm ET
[Register Here to Join](#)

Activity Director Group - 4th Thursday 3pm – 4pm ET

Guides, Nurses & Educators – 4th Friday 12pm – 12:45pm ET

Sages – 3rd Tuesday 12pm – 1pm ET (every other month)

Interested in joining a group? Contact: dwiegand@thegreenhouseproject.org

THANK YOU TO OUR 2021 GREEN HOUSE SPONSORS!



The Green House Project



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