

## **GAHSA Members: Share your Story to Make a Difference!**

Studies and statistics are important, but it's the stories behind them that are powerful! Stories transform numbers and facts into real faces. Therefore, GAHSA and AAHSA are working toward establishing a database of Stories of Older Georgians (kind of a story Grio) collected from residents and clients living in GAHSA member communities. We want to publish consumer awareness articles about available aging services throughout the state with a focus on the not-for-profit difference in quality service delivery, social accountability and economic impact. Additionally, we want to attract individuals to our field when selecting a career.

Do you have a compelling story to tell, which communicates the tremendous impact your organization has made in the life of older Georgians? Of course you do, and we want you to tell it!

Our goal is to collect 500 resident/client stories and 100 Aging Services Professionals' stories via GAHSA members. From these funny, touching, and inspiring stories we will select 5 stories to highlight in a culminating article in The Atlanta Journal-Constitution, as well as local community and trade newspapers for a statewide story release.

We receive calls daily about families in crisis regarding eldercare issues and we hope that this will be the first of many articles to get critical information into caregivers' hands. But we can't do this without your commitment to participate. The web based Tell Your Story Café by LifeBio ([www.LifeBio.com](http://www.LifeBio.com)) will become accessible on August 15, 2007.

### **PART I: Tell Your Story Café Project:**

#### **Committee Members spear heading this phase of the project are:**

Kimberly McGinnis, Carlyle Place  
Joyce Bailey, Presbyterian Village  
Danielle Olivier, Presbyterian Village  
Antoinette Sturm, Saint Anne's Terrace  
Tanya Alley, Presbyterian Village  
Nancy McGee, Presbyterian Village  
Myrna Johnson, Christian City  
Mimi McGinley, Catholic Charities/Good Shepherd Place

#### **Here's what we need from members...**

Identify someone on your staff or volunteers that will take the lead to interview at least three (3) residents/clients or family members of clients and at least one member of your staff using the LifeBio Story Café web based module by August 31, 2007. Trust that it's an easy process for an invaluable opportunity.

Have interview participants sign the waiver/use release form to publish biographies and photos of participants in the event their story is selected for publishing via GAHSA and/or AAHSA in local, state or national articles or publications.

#### **Benefits of participating in the project:**

**Over 100 studies have been conducted in the past decade to prove that reminiscence is a tremendous contributor to healthy aging and wellness. LifeBio**

**reports that these studies reveal that reminiscence, recalling experiences and telling their stories has been proven to help both residents (older adults) and the staff by:**

- Increasing life and job satisfaction, leading to better staff to staff/resident relations
- Lowering or preventing depression
- Engaging people with dementia and assisting with cognitive orientation
- Promoting interaction
- Reducing chronic pain

**Benefits to your Organization:**

- Connect with the people you serve and enrich staff-to-resident/client relations for person center care and service delivery
- Access a large database of stories to use in marketing and PR for your organization
- Engage your residents/clients/staff in the creation of Autobiographies and Legacy Journals for them to share electronically or in hard copy for their loved ones.
- Allow consumers, policy makers, and the media to know the difference your organization makes on a daily basis.

It's our turn to speak up and speak out! Don't let this opportunity pass you by. Help us to transform the names in "Aging Services" to the many faces that reflect the difference we make in the lives of every day people.

Collectively, we make the difference in the delivery of quality aging services. Isn't it time for everyone to know about it? It matters to them....



**Story Ideas (but not to exclude other noteworthy story contributions):**

Do you know how a person could afford the aging services they want if the financing system was different? Do you have a resident who is nursing home certified but can stay in a place they call home because of the care and service you provide? We want to make sure your policy makers, media and the community has an opportunity to hear them.

For more information and to register to participate, please contact Jacque Thornton at 404-872-9191 ext. 19 or [jthornton@gahsa.org](mailto:jthornton@gahsa.org).

**PART II: The Culminating Article:**

**Committee Members spear heading this phase of the project are:**

Stacey Howse, New LifeStyles  
Kimberly McGinnis, Carlyle Place  
Joyce Bailey, Presbyterian Village  
Danielle Olivier, Presbyterian Village  
Antoinette Sturm, Saint Anne's Terrace

Richard Swann, Brandon Wilde  
Barbara Foster, Christian City  
Nancy McGee, Presbyterian Village  
Ansley Braxton, Presbyterian Village Athens/Oconee  
Mimi McGinley, Catholic Charities/Good Shepherd Place

Here's what we need from members...

- Members to help us identify appropriate local newspapers and contacts to make it possible to have the culminating article available statewide.
- Provider members to advertise in the article to underwrite the costs associate with getting the article published.