

Vista Memory Care: A Center of Excellence

Specialized Training

WCBR's Vista Memory Care Unit recently achieved the Hearthstone Institute's I'm Still Here® Center of Excellence certification. To achieve this prestigious designation, an organization must participate in a rigorous training and implementation program developed by the Institute.

Every staff member working in our memory care unit and others throughout our community took part in the six-month on-site dementia-training program which included extensive training in Alzheimer's disease and related dementias, communication techniques and life enrichment.

Unprecedented Memory Care

WCBR is part of an exclusive network of professionals associated with a brand that has become synonymous worldwide with excellence in caring for people with cognitive challenges. Founded in 1992, the Hearthstone Institute is a world leader in the field of non-pharmacologic interventions for memory challenges through its evidence- and research-based approach. Its founder, Dr. John Zeisel, is internationally renowned for his contributions to this field and for his groundbreaking book, *I'm Still Here*.

Through meaningful engagement, the I'm Still Here® approach has been shown to reduce common symptoms associated with dementia, such as anxiety, agitation, aggression and apathy – the 4 A's™ – while significantly improving quality of life. The innovative approach employs evidence-based techniques to adapt an individual's experiences to their cognitive abilities and strengths, thus increasing self-esteem and independence.

The I'm Still Here® program represents a profound paradigm shift in dementia care by creating an unprecedented level of true engagement for those living with memory challenges. Through environmental adaptations, specialized communication techniques, staff training and life-enrichment programs, the program provides the opportunity for those with dementia to remain creative, be actively engaged and to truly thrive – despite the severity of cognitive challenges.



Want to learn more or talk to a marketing representative? Email us at mktg@wc-br.org or call 434-972-2620.




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Why is I'm Still Here® Unique?

An Evidence-Based Approach

Backed by more than 25 years of research and field testing, Hearthstone is a recognized world leader in the development and utilization of non-pharmacologic interventions for those with memory challenges. This extensive research and Dr. Zeisel's groundbreaking book, *I'm Still Here*, have established Hearthstone as an international authority in this field.



“Experiences” Instead of “Activities”

People living with dementia do not enjoy “busy work” any more than we do. Hearthstone's studies have shown that most people remain curious throughout their lives and enjoy learning new things when they have the opportunity – despite memory challenges.

The I'm Still Here® approach provides a choice of meaningful experiences to each resident throughout the day.

Social roles and membership in a wide variety of clubs and classes ensures that residents are part of a social context. Hearthstone's extensive research into uncovering skills and methods to engage people based on their personal interests and abilities enable us to incorporate true purpose into each activity experience.

Promoting Independence

Individuals experiencing cognitive challenges often feel that they no longer have a voice, or perhaps their opinions and desires no longer matter. WCBR seeks to create opportunities for individuals to continuously express their preferences and choices, thereby significantly increasing levels of self-confidence, significance (“I matter”) and well-being.

A Focus on Learning

Hearthstone's research into Montessori-inspired learning methodologies and procedural memory systems provides us with a highly effective strategy for adapting learning experiences to the interests and skills of those with memory challenges. In addition to exciting group learning projects, I'm Still Here® Learning Stations – located throughout the residence – provide a wide variety of opportunities for individual study.

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The Vista Memory Care Experience



Our groundbreaking approach increases meaningful engagement and quality of life while decreasing the severity of symptoms

commonly associated with memory challenges. By creating opportunities for true, purposeful engagement throughout the day – regardless of a person’s cognitive challenges – the I’m Still Here® program celebrates the person who is always present, even as the disease progresses.

This person-centered approach replaces “busy work” with a full social life, new learning experiences, contributions to the community and participation in volunteer programs. It ensures that unique interests and skills are incorporated into each person’s day so that experiences are meaningful and fulfilling.

The three I’m Still Here® programs:

The Discovery Experience

Discovery is tailored to the needs of those experiencing mild or early-stage memory challenges, as well as residents who enjoy new learning experiences. Committee meetings, community volunteerism and individualized learning stations that support participants’ self-esteem and confidence are central to this program.

The Vitality Experience

Vitality programs are expertly adapted for individuals experiencing the challenges associated with moderate or mid-stage dementia. Vitality fosters a continued sense of identity, social connection and self-expression. The Vitality experience seeks to enrich the lives of its participants through engagement in creative arts, exercise groups and a wide variety of clubs, classes and committees that provide members with meaningful social roles.

The Serenity Experience

Serenity engages participants in a sensory-rich program designed to meet the needs of those in the later stages of memory loss or any resident who might benefit from a less stimulating environment for part of their day. It features individualized therapeutic spa programs and cognitively stimulating experiences, such as interactive art and photo viewings aimed at energizing and generating reminiscence.

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