

PRESS RELEASE

JUNE 16, 2018

(BLC) Baptist Life Communities Announces New Programs

The Seasons @ Alexandria, BLC's newest campus in Campbell County, Kentucky implemented their first official ***Volunteer Program, The Encourager***. Long-term care facilities are plentiful and senior adults have more options than ever, yet at The Seasons @ Alexandria residents are fully engaged in a unique way with this new program. Erich Hayman, Administrator for The Seasons @ Alexandria said ***"I have never in my career seen as many volunteers in one program."*** In a short time, ***The Encourager Volunteer Program*** has quickly grown to over 80 volunteers.

As developer of ***The Encourager***, Chaplain Ray Coates commented ***"This program was designed to pair volunteers with residents for the purpose of increased engagement and to share in uplifting encouragement."***

Research shows senior adults share in three common struggles: boredom, loneliness, and isolation. ***The Encourager Volunteer Program*** battles these issues by pairing residents with caring individuals who will stand alongside of them with compassion and acceptance.

Chaplain Ray Coates has also initiated ***The Best Friends™ Approach to Dementia Care***. As of June 1, 2018 Baptist Life Communities is the ***only*** senior adult, long-term care organization in Northern Kentucky utilizing this approach in working with residents. Chaplain Coates is a Certified Master Trainer in the Best Friends Approach and for the past five years has used this program in all levels of long-term care. He commented, ***"It does make a difference as a complete culture change to care."*** Simply put, the ***Best Friends Approach*** suggests that what a person with dementia needs most of all is a friend, a ***"Best Friend"*** and this can be a family member, friend or staff member who empathizes with the resident's situation. This person must remain loving and positive in all dealings with the resident and also dedicated to helping the resident feel safe, secure and valued.

The Encourager Volunteer Program and ***The Best Friends™ Approach to Dementia Care*** are being utilized in every area of The Seasons @ Alexandria, including: Personal Care, Memory Care, Short Term Skilled Nursing and Rehabilitation and Long-Term Care.

Chaplain Coates recently provided orientation to 27 new volunteers from the Bridge Church in Alexandria, Kentucky and welcomes other churches and community groups to join in. The time commitment is solely based upon the individual volunteer's time.

For more information, please contact:

Ray Coates, Director of Pastoral Care

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The Seasons @ Alexandria, a state-of-the-art retirement community located at: 7341 East Alexandria Pike, Alexandria, Kentucky serves the 55+ communities of Northern Kentucky and Greater Cincinnati. Phase one opened in January 2018 includes an inpatient and outpatient Rehab Center, secured memory support, personal care apartments, skilled nursing, and long-term care. Learn more at www.blcny.com or by calling: (859) 694-4450

**All Locations, Programs & Services are a part of Baptist Life Communities*