In September 2017 the National PACE Association held its first National PACE Month. The first year was a success in that many local PACE organizations were able to generate local media coverage, host the community in their center, engage in activities for the participants, and celebrate the work of their employees.

NPA produced a sample poster, press release and proclamation, as well as a series of infographics in appropriate sizes for Twitter and Facebook.

After the first National PACE Month we asked programs to share what they did so we could create the following National PACE Month Activities Guide for 2018. (Additional resources are available on the NPA website.)

**Participant Activities**

- Produced posters with a photo of each participant for them to take home.
- Planned field trips.
- Held Art Days: Participants completed art projects reflecting their experience with PACE and how PACE services have affected their quality of life. Staff were encouraged to come out and help participants with their projects. Caregivers and family members were encouraged to visit the center, assist participants with art projects, and create their own, as well as write letters about the difference PACE has made in their lives.
- Play at PACE: Promoted an opportunity to bring children, grandchildren, nieces and nephews to visit with participants.
- Hosted a Celebration of Life service in memory of participants who passed away during the past year.
- Began Snoezlin therapy, a new program offering multisensory environment therapy that has been shown to be successful in changing behavior, increasing focus and attention, and adding to the feelings of positive self-esteem and well-being for persons with dementia.
- Hosted a pizza party to celebrate participants’ newly gained or regained independence.
- Hosted an ice cream social with all staff and participants.
- Partnered with a local Hot Rod Association that displayed several classic cars for our participants to enjoy and reminisce about.
Employee Recognition
- Created posters that featured our Transportation Team in front of a bus.
- Created portraits of each driver and attendant.
- Shared a goodie bag and big “thank you” with each team member.
- Wrote an article for our newsletter.
- Planned a week of special activities for members and staff that included carnival games, mystery games and even a hoedown to recognize their efforts, volunteerism and extraordinary talents.
- Created employee recognition certificates to provide special recognition to our staff.

Media Relations
- Issued a press release announcing National PACE Month and why PACE should be celebrated.
- Submitted a letter to the editor of the local newspaper that was written by two of our transport drivers describing a visit by participants to the State House.

Elected Officials
- Invited the mayor to lunch at the PACE center.
- Invited a county official to visit the PACE program.
- An elected leader shared their story of taking care of a loved one and expressed the wish that PACE would have been available.
- Had the mayor/county official present a proclamation supporting PACE.
- County commissioners read a proclamation in support of PACE.
- Designed and delivered a “buck slip” to all legislators in California at their capitol office. (A buck slip is a small flyer or brochure folded to fit in a No. 10 envelope.)
National PACE Month Activities Checklist

Community

- Created a post for our Facebook page.
- Created customized posters showing participants on one of our buses and distributed them around town.
- Displayed a poster in our facility and featured it on our Facebook page.
- Developed a series of newsletter articles about National PACE Month.
- Our intake coordinators made small boxes filled with candy. The label read, “September is National PACE Month! People with Caregiver Homes Are Always Cared for by Excellent Advocates Like You, Ashley!” [Nicole: The first letter of “People,” “Are,” “Cared” and “Excellent” should be bolded or in color to spell out “PACE”] The customized label included the name of the referral organization and contact.
- Produced vignettes of participants sharing their story of independence and of staff and mashed up the interviews into a clip.

Open Houses

- Hosted Thanksgiving breakfast and an open house. The first celebration at 7:30-9:30 a.m. targeted network providers and referral partners. For the next event at 10-11 a.m., we refreshed the gathering room and set up a buffet to celebrate with participants and their families. We provided folders with information on the program, gift certificates to the local farmers market, and raffle prizes (under $15). We projected slides on our large screen highlighting staff portraits and images from the past year for everyone to view.
- Provided a “Happy National PACE Month” cake for participants and staff to share. It was a wonderful opportunity to recognize PACE as a life-changing program for our participants.

Supporting Caregivers, Supporting You