

Reframing How We Look at Memory Care at The Nottingham

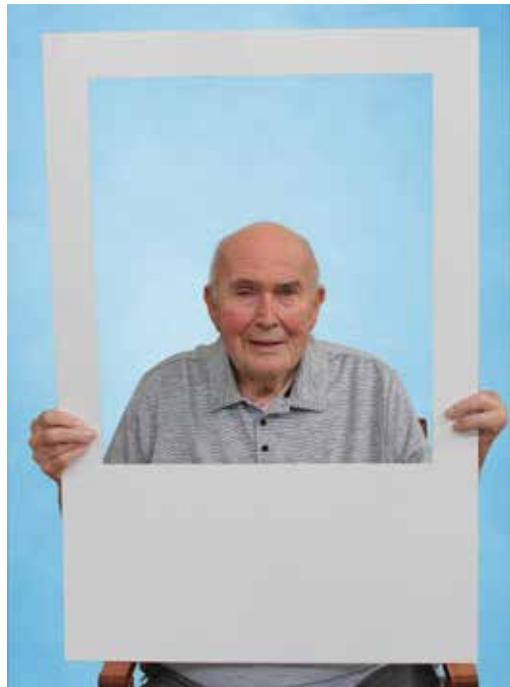
BY MARCY COLE, DIRECTOR OF SALES AND MARKETING, THE NOTTINGHAM

People with Alzheimer’s often struggle with a sense of self or personal identity and decreased self-esteem. Despite their disease, residents can build confidence and improve their sense of self through recreational activities, a part of their therapeutic treatment.

This is why The Nottingham is committed to providing innovative memory care that reframes how we see and treat Alzheimer’s disease. Every person has a story. At the Nottingham, we help residents reframe theirs in a way that works for them. We promote self-expression and confidence among residents through our daily therapeutic recreational activities.

We recently held a fun photo shoot with residents at The Borer Memory Life Community at The Nottingham to help “reframe” how we look at memory care. Residents posed with selfie frames made to look like they were in a Polaroid picture.

In addition to becoming the stars of the photo shoot that shows the many local faces of memory care, the residents also worked with recreation therapists to decorate picture



frames with their photos inside and express who they are as individuals.

Through this “reframing” activity, residents reminisced by looking through the selection of stickers and other decorations, recalling times they participated in different activities and further details about their lives.

From reminiscing about their beloved cats to playing golf, or their time spent on a sunny beach, they enjoyed showing their frames to the other residents and sharing stories. This and many other activities at The Nottingham help residents socialize and engage their minds while helping to improve their overall mood and well-being.

Our memory care communities are resident-centric, with stimulating environments and positive energy to enhance the quality of life of our residents. We provide a safe environment where your loved one can live life to the fullest.

And we are committed to nonstop learning. From robust training opportunities for memory care staff to our continued partnerships with researchers in the memory care space, The Nottingham is committed to constantly learning



about the best practices and latest information on Alzheimer’s and dementia.

Located on The Nottingham Campus, The Borer Memory Life Community is a state-of-the-art memory care facility designed specifically for those with Alzheimer’s and/or dementia. This community is fully equipped to meet the urgent needs of this growing population deserving specialized care.

The design of this 20-apartment community takes into consideration the unique needs of residents with dementia, such as a welcoming neighborhood concept and open spaces to give residents a sense of freedom in a safe environment. Uniquely connected to the rest of The Nottingham Community, it makes it easy for those who might reside in other areas of the campus to stay connected to their loved ones.

If you would like to learn more about The Nottingham, Contact Marcy today at 315-459-7887.



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