



21 Ways to Sustain a Best Friends™ Program

1. Create a mentoring program to help new employees better understand Best Friends.
2. Encourage your team to “like” the Best Friends approach on Facebook to see ongoing news and stories about Best Friends and high-quality dementia care.
3. Design a Best Friends bulletin board to give monthly updates and share success stories.
4. Publish a Best Friends newsletter for your families and staff.
5. Develop a Best Friends volunteer program encouraging friendly visiting or other support for people with dementia.
6. Hold occasional contests to encourage friendly competition (e.g., have each building submit a collage on friendship and vote on the best).
7. Once a quarter, update all Life Stories.
8. Profile the Life Story of a person in your program each month (and a staff member, too).
9. Sponsor a monthly family night in order to share news and program updates.
10. Hold an annual retreat to build teams and spread best practices.
11. Collect and share old sayings about friendship (widely available on the Internet or at the greeting card section in your grocery store).
12. Develop Best Friends badges or pins for employees who have achieved certain goals or finished your internal training.
13. Change your job descriptions to add Best Friends language (e.g., stressing that it’s everyone’s job to engage the people with dementia you serve).
14. Share with your families copies of the family care partner edition of this book: *A Dignified Life: The Best Friends Approach to Alzheimer’s Care*.
15. Create a poster of the Best Friends™ Dementia Bill of Rights and develop training exercises and programs to teach staff about its importance (or have everyone sign the poster to show their commitment to its principles).
16. Choose key staff members to attend the annual Best Friends™ Approach Institute for Master Trainer Certification.
17. Have some fun teaching the concept of Knack, printing up “I have the Knack” buttons or debating Knack vs. No-Knack scenarios.
18. Invite your employees to create short video clips using their cell phones to describe how they’ve been Best Friends to a person in the past year. Share these online and in team trainings.
19. Each month, pick activities to do from *The Best Friends Book of Alzheimer’s Activities* to help staff get into the Best Friends spirit and philosophy.
20. Read and share the brief stories along the page margins in *The Best Friends Staff* that describe successes from around the world in using the approach.
21. Write an annual report demonstrating your program’s impact on your workplace culture, programming, family satisfaction, and business success.