

SAMPLE PRESS RELEASE

Creekside Assisted Living Announces CARES® Dementia Training and Certification

January 15, 2022 – Flagstaff, Arizona. Creekside Assisted Living is pleased to announce that we are helping to create a dementia-friendly environment by requiring all our staff to get trained and certified in the award-winning CARES® dementia care training programs.

CARES incorporates actual scenario-based online learning with real-life scenarios featuring actual staff members, families, and people living with dementia (no actors). Our staff will also be learning the nationally recognized CARES 5-step method: C – Connect with the Person; A – Assess the Situation; R – Respond Appropriately; E – Evaluate What Works; and S – Share with Other Team Members. The major modules include an introduction to person centered care, an introduction to Alzheimer’s disease and other forms of dementia, a discussion about behavior and how it is a form of communication when the person can no longer make their wishes known, and finally the CARES 5-step method.

In appreciation to helping to build our dementia-friendly community, Creekside will recognize staff members who have become certified by displaying their certification certificates in our main lobby as well as on our website. To further recognize everyone who completes CARES and gets certified, each employee will receive a gift card and CARES lapel pin as a sign to others that they have special skills in dementia care.

According to Sarah Peterson, Staff Educator at Creekside, “We have received such positive feedback regarding the CARES online dementia training programs from our staff members and families. The 5-step CARES Approach is just what our staff need when our residents are having a difficult day. I also love the fact that family members of residents feel comforted and reassured that their loved one is being cared for by knowledgeable and certified staff members.”

At Creekside, we are working to build a community where each and every staff members knows how to recognize someone with dementia, but more importantly, how to better interact with the person so they have the best care and most fulfilling life possible during their time with us.

About CARES® Dementia Training and Certification Programs

CARES is a nationally recognized, award-winning, evidence-informed set of programs to improve dementia-care skills. Each program includes engaging content, interactive activities, and real-life videos of actual staff, experts, families, and people living with dementia (no actors). A free video preview is available at www.hcinteractive.com.

About CARES® Certification

CARES Dementia Certification recognizes and tests a user's dementia understanding and dementia care knowledge from the Alzheimer's Association Dementia Care Practice Recommendations and published research studies from select CARES online dementia care training programs.

About Creekside Assisted Living

Creekside has provided exceptional residential care for over 30 years. We are determined to remain a family oriented facility that offers the best experience for families and their loved ones here in Flagstaff. Creekside values hospitality, respect, and integrity as all are evident in daily operations and service delivery by our staff. It is our mission to treat our care partners and residents as family.