

Love, Intimacy and Romance in Aging

Lutheran Towers

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13. What educational event that you have developed in the last year (or two) made the most significant impact on your residents?

Event Title: *Love, Intimacy, and romance*

14. Why did this event make such a significant impact? (topic, content / information provided, dynamic speaker, etc.) How was success measured?

Because it broached the topics of STD's, sex, and awareness within the elderly population, which is virtually nonexistent in the community. Little to no information is available and the statistics surrounding this topic are alarming. A panel discussion and question and answer session were included and it incorporated the physical, emotional and spiritual aspects of this sensitive subject. Success was measured by the evaluations and resident and staff feedback

15. Describe how the event was started and what needs you were trying to address?

I came across some statistics about these issues and was startled at the severity. I couldn't believe how ignorant I was. I thought that the residents should become more aware as well because they were unaware of the growing concerns as well (after speaking with certain residents and holding focus groups). I was trying to address the importance of empowerment, awareness and the need for prevention / self protection.

16. Who were the players (i.e. presenters, co-sponsors, etc.)? Did you collaborate with other groups, facilitators, or organizations?

I had four people on the panel, including an older adult, a minister, a doctor, and a therapist. I collaborated with GAHSA and several other vendors to co-sponsor the event, as well as other senior communities and agencies in the area.

17. How did you locate the presenters

Through contacts in the field, GAHSA, and through another conference that addressed AIDS and STD's in the African-American community.

18. How did you advertise / publicize the event?

Through the GAHSA list-serv, through flyers and emails to other communities, hospitals and agencies. Through word-of-mouth, and through lots of in-house vocalization in meetings, in focus groups and talking to individual residents. We identified several residents who were willing to act as spokespersons for the event.

19. How did the content help your residents? Were there any unexpected results?
My aim was to empower the residents and to raise awareness of the importance of prevention, protection and information as it relates to sex and STD's. I do not think there were any unexpected results. The impact of the topic is difficult to assess due to its sensitivity in nature.
20. How much did it cost (the resident and / or the property / facility / community)? Please break down and include all the program expenses (refreshments, etc.)
Breakfast and lunch: \$500 roughly
Materials, marketing and preparation: \$100
21. Did you find sponsors to help support the cost of the event? *Yes*
If so, how did you find sponsors (i.e. current vendors / contractors, hospital, AAA, home care agency, phonebook, local church, etc.?)
GAHSA helped significantly to commit sponsors. Our ED also obtained our security company as a sponsor.
Did you seek them out, or did they find you?
We sought them out
22. Is this a one time or ongoing event?
It will be annual
23. Do you plan to present this event again? *Yes*
If yes, how often?
Annually
24. What are the time requirements to facilitate the event (including set up)?:
All day. The event was from 10-2, not including preparation.
25. Any feedback from the event evaluation to share?
The overall response was positive and many people appreciated the topic and how it was approached, through the physical, emotional and spiritual aspects versus just STD's and prevention. It is difficult to determine whether the goal of awareness and self-protection was achieved, but hopefully the residents came away with new information to think about.
26. Other Comments: