

NEWS RELEASE



FOR IMMEDIATE RELEASE

October 16, 2017

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Touchmark wins award for innovative therapeutic program

Experience the results at Purple Tie Event

BISMARCK, N.D. — Touchmark on West Century is a recipient of a 2017 Innovators Award from the International Council on Active Aging (ICAA). The prestigious award recognizes Touchmark for a new memory care program called Fragrance in Frames that was piloted at Touchmark's Bismarck location. Given the program's remarkable success, it is being implemented in Touchmark communities throughout the U.S. and in Canada.

Starting Monday, October 23 and lasting through the week, the public is invited to experience the magic of Fragrance in Frames by visiting a gallery showing at Touchmark where paintings from the program will be on display. On **Thursday, October 26 at 7 p.m.**, the art gallery will conclude with a Purple Tie Event with proceeds benefiting the local Alzheimer's Association chapter. Purple ties or apparel are encouraged but optional as light appetizers will be served, paintings will be on display and a silent auction will take place.

Touchmark is located at 1000 West Century Avenue in Bismarck. To RSVP to the Purple Tie Event on October 26 or to schedule a private, complimentary Fragrance in Frames session with Touchmark's Life Enrichment Coordinator Whitney Ruscheinsky, please call 701-323-7000.

Fragrance in Frames combines essential oils with paints, which provide natural health and mood benefits to those living with forms of dementia. The idea was born from Touchmark's Vice President of Clinical Services, Wendy Schrag, RN-BC. She also provided insight into which essential oils would create a desired outcome, which staff used during one-on-one painting sessions with residents.

"One of the key ways Touchmark fulfills its mission – To enrich people's lives – is through its Full Life Wellness & Life Enrichment Program™," says Amy Miller, Life Enrichment Director at Touchmark on West Century. "We focus on creating a Full Life for all residents through the seven dimensions of wellness, and this commitment embraces residents living with Alzheimer's disease or other dementia."

How Fragrance in Frames works

Before each painting session, a team member shares the essential oil with the resident to

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ensure it evokes a pleasant response. A few drops of the selected oil is then mixed into the paint.

Because Touchmark wanted to be able to establish a cause-and-effect relationship between painting with essential oils and residents' behaviors and outlook, staff tracked residents' responses in the electronic medical record system every shift.

Astounding results

“The results have been truly amazing,” says Miller. “Agitation and behaviors decreased. Attention span increased, and social engagement expanded. Even their handwriting improved.”

Prior to beginning the class, one resident had 27 episodes per month in which he attempted to leave the room. Over a three-month period while participating in Fragrance in Frames, these episodes diminished to only five. His aggressive behavior disappeared entirely, and he became very engaged. He now loves to reminisce with staff.

The ICAA Innovators Awards were created to honor those in the active-aging industry who are leading the way, setting new standards and making a difference in the lives of older adults. Eligible offerings can target any or all of the seven wellness dimensions endorsed by ICAA — social, emotional, vocational, spiritual, intellectual, physical and environmental.

“This award is fundamentally about giving accolades to organizations that push creative boundaries in devising and delivering programs for older adults,” says Milner. “For 15 years, our awards program has spotlighted initiatives that inspire and impress us with creativity and excellence. Recipients such as Touchmark serve as inspiring models for any organization that seeks to support older-adult wellness.”

“We are honored to have Fragrance in Frames recognized, and we are excited to share it with others,” Miller says.

About ICAA

ICAA is a professional association that leads, connects and defines the active-aging industry and supports professionals who develop wellness facilities, programs and services for adults over 50. The association is focused on active aging – an approach to aging that helps older adults live life as fully as possible within all dimensions of wellness. It provides members with education, information, resources and tools. ICAA has advised the U.S. Administration on Aging, National Institute on Aging, the U.S. Department of Health and Human Services, Canada's Special Senate Committee on Aging, the British Columbia ministries of Health and Healthy Living and Sport and other organizations.

About Touchmark

A full-service retirement community, Touchmark on West Century offers a range of homes and lifestyle options for people 55-plus years. An on-site health and fitness club is open to anyone over 50 and features a variety of fitness options. For more information, visit [Touchmark.com](https://www.touchmark.com).