



**For immediate release**

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## **Innovative therapeutic program comes to Touchmark at Coffee Creek**

EDMOND, Okla. – Fragrance in Frames combines art therapy with essential oils to benefit individuals living with Alzheimer’s disease or other dementia. Residents at Touchmark Prairieview Memory Care Residences can now experience the benefits of an award-winning program that combines essential oils and art.

The program was piloted at Touchmark’s Bismarck, North Dakota, location and won a 2017 Innovators Award from the International Council on Active Aging (ICAA).

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 use 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 Kelsey Wilson, Life Enrichment/Wellness Director at Touchmark. “Our focus is to create a Full Life 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 ensure it evokes a pleasant response. A few drops of the selected oil is then mixed into the paint.

During the pilot, Touchmark staff tracked residents’ responses in the electronic medical record system every shift to establish a cause-and-effect relationship between painting with essential oils and residents’ behaviors and outlook. They observed decreased agitation, increased attention span and expanded social engagement.

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.

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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 ICAA CEO Colin 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.”

### **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 at Coffee Creek**

Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes recreational centers and walking and biking trails for Coffee Creek homeowners. A full-service retirement community, Touchmark at Coffee Creek offers a wide range of homes and lifestyle options. For more information, contact Touchmark at 405-340-1975 or visit [Touchmark.com](http://Touchmark.com).

### **About Touchmark**

Touchmark has been a leader in retirement living for more than 35 years. Currently, there are 11 communities in eight states and a Canadian province. Two more communities are under construction in the U.S. All Touchmark communities offer a continuum of services through multiple levels of licensed care, supporting residents to their highest level of independence. Visit [Touchmark.com](http://Touchmark.com) for more information.

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