

Old Idea Care Center

Hires warm bodies/anyone.
Little or no training.
Minimal wages.
Only activity staff do.

Training by lecture & video only.
Little or no follow-through.

No feedback from staff.
Quick entry onto job.

Task-oriented.
Staff only do assigned tasks.
Staff struggles in interactions with residents.
Staff feels put upon, under siege.
High turn-over.
Low morale.
Resists change.
Shame based management.
“looking for mistakes.”
Many residents exhibit challenging behaviors, restlessness.

New Idea Care Center/Best Friends Way

Innovative recruitment.
Investment in training.
Competitive wages.
Everyone does activities, brings in their own interests and skills.
Interactive, innovative training.
Knowledge is reinforced by modeling, practicum, role play or other method.
Evaluation of training.
Orientation about program history, philosophy and mission.
Person-oriented.
Self starters, takes initiative, team-oriented.
Staff experiences successes.
Staff feels appreciated.
Good staff stay.
High morale.
New ideas welcome.
Reward based management.
“looking for successes.”
Many residents seem happy, enjoy and feel secure in the community.

Virginia Bell & David Troxel, *The Best Friends Staff: Building a Culture of Care in Alzheimer's Programs*, Health Professions Press, 2001. www.bestfriendsapproach.com

