

2010 Exemplary Program Award
Bridgeways Excellence in Dementia Care
Phoebe Ministries
Allentown, PA

The 2010 Exemplary Program Award is given to Bridgeways Excellence in Dementia Care, a program of Phoebe Ministries in Allentown, PA.

At Bridgeways, a new approach to dementia care helps residents stay connected by providing them with a safer, more soothing and comfortable environment. At every turn, Bridgeways residents benefit from surroundings and activities that help them feel more active and at home.

By decorating the dining room with soothing blues and greens and soft lighting and music, and serving food on bright red plates with linen cloths, Bridgeways raised meal completion from 15 percent to 50 percent in three months. The staff at Bridgeways has been inspired to create stimulating activities such as wheelchair accessible hayrides and beach-style picnics. Outside of resident rooms, memory boxes contain elements of the residents' lives, stimulating their memories and helping them feel at home. Hallways at Bridgeways are decorated with residents' pictures, murals, and items depicting a familiar time in their lives. Resident cats provide companionship.

All of these elements at provide residents with more gratifying days and lives. As Bridgeways manager Wendy Hildenbrandt says, "It doesn't matter that a resident may not remember the special event you just had. In that moment they become engaged and excited. That warm, positive feeling will stay with them throughout the day. It keeps them going."

In 2008, Bridgeways was awarded the status of an Excellence in Care Program of Distinction by The Alzheimer's Foundation of America. CHHSM is pleased to follow suit by honoring Bridgeways with the 2010 Exemplary Program Award.