



# 10 Things to know about I'm Still Here® and The Hearthstone Institute

1. I'm Still Here® is a philosophy of memory care based on Hearthstone's founding belief that every person living with dementia is truly still there and can experience a high quality of life regardless of the severity of their memory loss.
2. The **Mayo Clinic** is one of only 19 I'm Still Here® Centers of Excellence in the country and uses the approach with their dementia patients.
3. I'm Still Here® combines meaningful activities, specialized communication techniques and an enriched environment to provide **engagement, choice and purpose** regardless of the level of cognitive challenge.
4. I'm Still Here® encourages non-pharmacologic approaches to successfully treat the *four A's of Alzheimer's*: agitation, aggression, apathy and anxiety.
5. This whole-person approach is designed to use **engagement as the "antidote" to challenging behaviors**. If a person with dementia is engaged in a meaningful activity, he or she cannot simultaneously be exhibiting problematic behavior. Research-based adaptations enable caregivers to successfully engage people at any stage of the disease process.
6. Hearthstone's Research Division is the leading non-pharmacological research organization funded by the **National Institute of Health (NIH)**. Hearthstone's Research Division is continually finding new ways to elicit positive emotions at every point throughout the course of the disease to help those living with memory loss experience better quality of life.
7. I'm Still Here® **empowers residents to see their skills and abilities**. Residents are invited to take part in a wide variety of programs tailored to their interests, needs and abilities in the following three categories.
  - **The Discovery Experience – for Early-Stage Memory Loss**  
Committee meetings, community volunteerism, and individualized learning stations that support participants' self-esteem and confidence are central to this program.
  - **The Vitality Experience – for Mid-Stage Memory Loss**  
In Vitality, programs are expertly adapted to foster a continued sense of identity, social connection, and self-expression through engagement in creative arts, exercise groups, and a wide variety of Clubs, Classes and Committees that provide members with meaningful social opportunities.
  - **The Serenity Experience – for Later-Stage Memory Loss**  
Serenity engages participants in sensory rich activities as well as cognitively stimulating experiences such as interactive art and photo viewings aimed at energizing and generating reminiscence.
8. Jewish Home Life Communities will be the **only senior care organization in Georgia to be certified as an I'm Still Here® Center of Excellence** and must recertify every year as a quality measure.
9. The Hearthstone Institute's training **includes three "embedding" visits** to ensure team members have a deep understanding of how to implement the approach in each community and with each resident.
10. The I'm Still Here® approach will be implemented in our memory support programs at Berman Commons, The Cohen Home and at The William Breman Jewish Home.

