



WHAT IF A LOVED ONE REFUSES TO EAT?

When confronted with a challenging situation, it's important to remember that the behaviors of people with dementia that are commonly viewed as problems are attempts by your loved ones to communicate.

Upon move-in, any concerns surrounding eating and taking medications may manifest if your loved is experiencing "transfer trauma." Instead of showing certain emotions, some residents may exhibit their feelings by not doing something like eating and taking their meds. As with your loved one's emotions, our care team will work with you as part of our effort to develop interventions that are specific to your situation.

When it's difficult to get a person with dementia to eat or take medication, there are a few simple approaches to consider. One is providing a calm environment. This could include turning the TV off and playing soft music. Another is breaking the process into simple steps. Reassure your loved ones by calmly explaining the process and giving them time. You can also consult with our care team to look for ways to simplify the process or rethink your approach.

2025 ALZHEIMER'S DISEASE FACTS AND FIGURES

Over 7 million Americans are living with Alzheimer's.

1 in 3 older adults die with Alzheimer's or another dementia.

It kills more than breast cancer and prostate cancer *combined*.

Between 2000 and 2022, deaths from heart disease decreased 2.1%,
while deaths from Alzheimer's have increased 142%.

The lifetime risk for Alzheimer's at age 45 is
1 in 5 for women and 1 in 10 for men.

In 2025, Alzheimer's and other dementias
will cost the nation \$384 billion.

Nearly 12 million Americans provide unpaid care for people with
Alzheimer's or other dementias. These caregivers provided
more than 19 billion hours valued at nearly \$413 billion.



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LIVING WELL

MEMORY CARE EDITION.

BRENTWOOD MEMORY CARE

JULY 2025

DIFFICULTY FACING NEW SITUATIONS

Residents with dementia often struggle with new or unfamiliar situations due to difficulties with memory, orientation and cognitive processing. They may respond by struggling in locating rooms, not knowing what time it is or where they are, plus resistance to new caregivers or schedules.

Signs to look for include when your loved one expresses that they are overwhelmed and becomes hesitant to participate in an activity when encountering something new. He or she may need help finding their own room or a room where an activity is taking place. They may also make resistive comments when asked to participate in a new situation.

Things you can do to reduce the stress or uncertainty of your loved one is provide a guided tour of the community and introduce them to the next event and to new residents. To help your loved one locate their own room, place a meaningful or familiar object on the door. You can also reassure your loved one by complimenting them for participating in new activities or when facing new circumstances.

WHEN A LOVED ONE BECOMES SOCIALLY WITHDRAWN

It's not uncommon for your loved one to become socially isolated after moving in. You may even feel these same emotions as you settle into a new rhythm with your loved one living in a community. This is what we call "transfer trauma." It means any one of us, whether you're living with dementia or not, can experience stress when undergoing a life change. This is all considered normal.

What you need most is time to become accustomed to your loved one's new living situation. It takes time to build relationships and trust with our team. On average, we give residents about 30 days to transition.

It's our experience that residents truly begin to settle in and decompress within this 30-day period. That said, as with any emotion, some residents transition quickly while others need more time. If there are concerns past that standard 30-day transition, we'll all work together to see what individual interventions your loved one may respond to.



JULY 2025 EVENTS

- Memory Care Appreciation Event
- National Macaroni Day!
- Stars & Stripes Family Day!
- Gorgeous Grandma Day!
- Self Care Day!
- National Milk Chocolate Day!
- National Friendship Day!

SUNDAY			MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY			SATURDAY					
<div>July 2025</div>												BIRTHDAYS											
Dilveen A. 7/1 Tyshara T. 7/4 Danita S. 7/7 Tammy J. 7/29																							
LOCATION KEY						01			02			03			04			05					
<div>ARActivity RoomLOLobbyS Salon BPBack PatioMCMemory CareAPT Your B BistroMCA Memory Care Activity RoomApartment CY CourtyardMCD Memory Care Dining Room DR Dining RoomMCL Memory Care Living Room FPO Front PorchOUT Outing</div>						<div>10:00aHand Balloon Ball!MCL 10:30aPick me up & Water!MC 11:00aPet Therapy w/ Winter!MCL 11:15aDevotionalMC 2:00pTrivia Tuesday! 3:00pNational Tell a Joke Day!MC 3:30pAromatherapy & Spa w/ Magazines!MC</div>			<div>10:00aMovin' & Groovin' w/ Marley!MC 10:30aRefreshments & Daily DevotionMC 11:00aPet Therapy w/ MarleyMC 2:00pWhat's in the Box?MCA 3:00pPuzzles & SocializationMC 3:45pOutdoor RelaxationMC 6:00pLipscomb SingersLO</div>			<div>10:00aChair ExerciseMC 10:30aH2O Break & Daily Chronicles!MC 11:00aPet Therapy w/ JJ!MC 2:00pPondering Thoughts & Reminiscing!MC 2:30pMatch the Set!MC 3:00pAmerican House Comfort Spa!MC</div>			<div>10:00aBalloon Hand BallMCL 10:30aSip & ChillMC 2:00pCraft: Fourth of July InspiredMC 2:30pNational Sidewalk Egg FryingMC Day!MC 3:00pFourth of July Celebration!MC</div>			<div>10:00aImproved Health Exercise VideoMCL 10:30aHydration StationMC 2:00pPuzzles & SocializationMC 3:00pAmerican House TheatreMCL</div>					
06						07			08			09			10			11			12		
<div>10:00aSunday Morning Worship w/ TunesMCL 10:30aCreive Hall ChurchLO 2:00pWalking ClubMC 3:00pSip & TalkMC</div>						<div>10:00aMovin' Monday's!MCL 10:30aHydration Station w/ Snacks!MCL 11:00aLaundry Day & Daily Chronicles!MCD 2:00pRelax & Rejuvenate Outside!MC 2:15pNational Chocolate Day!MC 2:30pLive Music w/ Joseph!MC</div>			<div>10:00aHand Balloon Ball!MCL 10:30aPick me up & Water!MC 11:00aPet Therapy w/ Winter!MCL 2:00pCooking Demo w/ Emory!MC 2:30pAromatherapy & Spa w/ Magazines!MC 3:30pWalking Club w/ Sing-a-longs!MC</div>			<div>10:00aMovin' & Groovin' w/ Marley!MC 10:30aDevotion & DiscussionMC 11:00aPet Therapy w/ MarleyMC 2:00pWhiteboard GamesMCA 3:00pPuzzles & SocializationMC 6:00pLipscomb SingersLO</div>			<div>10:00aBowling!MC 10:30aH2O Break & Craft: MakingMC FireworksMC 11:00aPet Therapy w/ JJ!MC 2:00pFamily Day: Stars & StripesMC CelebrationMC</div>			<div>10:00aBalloon Hand BallMCL 10:30aWater & Chill w/ a DevotionalMC 2:00pDaily ChroniclesMC 2:30pAmerican House Cinema & SnackMC of Choice!</div>			<div>10:00aImproved Health Exercise VideoMCL 10:30aHydration StationMC 2:00pPuzzles & SocializationMC 3:00pAmerican House TheatreMCL</div>		
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27						28			29			30			31			<div>happy independence day</div> <div>4TH OF JULY</div>					
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All activities subject to change.