

Art from the Heart Calendar

Florida Health Care Association's Art from the Heart calendar features artwork created by nursing home residents from across the state of Florida. University art professors and local art curators judge the annual entries, which are contributed from artists ranging from age 32 to 101. The artwork included in the calendar reveals each resident's enthusiasm for life, as well as their own unique talent.

Each FHCA member will receive a complimentary copy of the calendar for their facility. Consider ordering additional quantities as a marketing tool for your facility and to help FHCA raise funds for the Quality Credentialing Foundation, which endeavors to improve services and quality of care for all those living in Florida's nursing homes.

How to Use Your Art from the Heart Calendar

The Art from the Heart calendar is an excellent tool to help promote long term care in your community. Here are a few tips from the FHCA Consumer Relations Committee on how to use the calendar for marketing and public relations purposes, community outreach and improving resident and family relations.

- Stamp your facility's name on the calendar to personalize it.
- Hang copies of the calendar in your activities room, staff lounge or other public areas to promote its availability.
- Give a copy of the calendar to each resident and/or resident's family member(s) as a holiday or "Happy New Year" token of appreciation.
- Give calendars to your local hospital discharge planners.
- Send copies of the calendar to your local city or county commissioners, Chamber of Commerce executives or other local dignitaries to raise awareness about long term care and the contributions your facility makes to the community [Florida legislators cannot receive free copies of the calendar under Florida lobbying rules].
- Send copies of the calendar to local media contacts to raise awareness about long term care and avail yourself as a news resource.
- Be sure your marketing department has copies of the calendar so they can distribute them at health fairs or other community events in which your facility sets up a display booth.
- Give copies to other staff members, such as your DON or activity director, who attend community events so they can promote the calendar and your facility.