

OARC Customizable Residents' Councils Trifold Brochure Template

Instructions

A brochure or information pamphlet can be an effective tool to help promote the existence, the purpose and the contributions that Residents' Councils make in a long-term care home. This document may be used to introduce new residents to the Council and may be included in your home's Move-in/Admission package. It may also be used to educate families, team members and community members about the powers and scope of a Residents' Council. OARC has developed a template to assist Councils in developing their very own home-specific brochure and is designed to capture important aspects of Residents' Council in one document. The template is not prescriptive and allows your Residents' Council to customize all the details.

To ensure ease of use, consider the following steps:

- 1) OARC recommends that a small subcommittee/working group of the Residents' Council be formed to create a draft brochure.
- 2) As a group, start from the beginning of the document and review it, section by section (each panel of the trifold brochure). The document includes prompted areas to insert specific information such as your home name and logo, Residents' Council mission statement, leadership team names and photos, and meeting dates, locations, etc. Depending on your Residents' Council needs, you may wish to plan for additional meetings to complete the brochure.

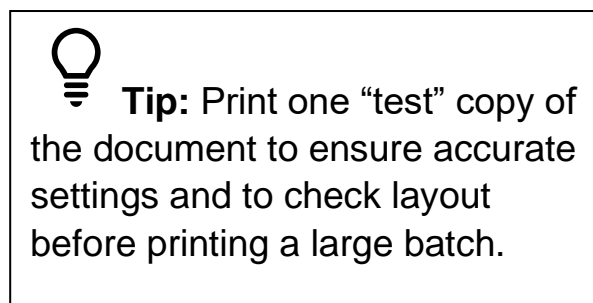
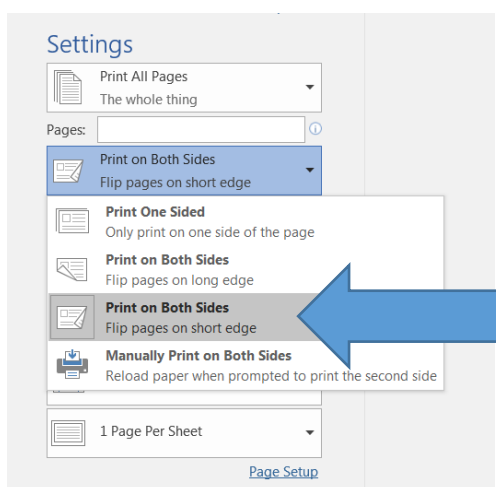
- 3) Once you have completed the draft template, plan to print and share it at a regular Residents' Council meeting for review and approval (see tips for printing and folding on page 2);
- 4) When approved by the Residents' Council, the brochure will be ready to use;
- 5) OARC recommends that Residents' Council brochure is reviewed periodically and updated where appropriate. All updates and changes to the brochure must be approved by the Residents' Council.

Printing and Folding tips:

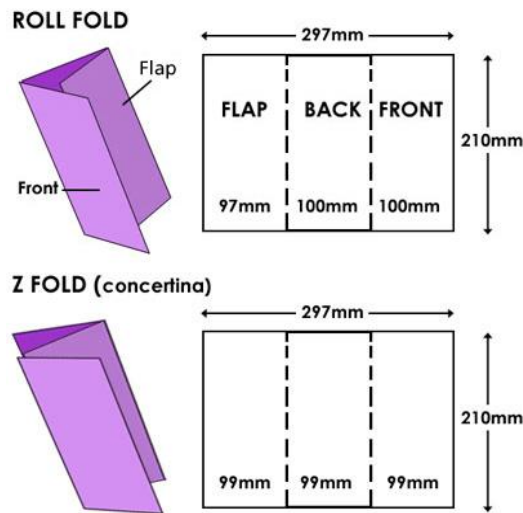
This template is designed to be printed on **letter-size** paper (8.5-inch X 11-inch). Depending on available printers and resources, you may decide to print in either black and white ink or in colour. You may print on regular printer paper or on cover stock.

When printing the document, under Printer Settings, select the following print option:

“Print on **Both Sides**, flip pages on **short edge**” (as pictured below)



When folding the brochure, you may choose between a Roll Fold or Z fold technique to achieve your preferred look and feel:



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Exercises to Enhance Your Brochure:

Creating a Residents' Council Mission Statement:

A mission statement provides guidance and reminds teams of their purpose.

Every long-term care home has a mission statement that states the purpose, the principles and philosophy of care of the home. Many Residents' Councils have gone through the exercise of developing their own mission statement to showcase their own purpose as a Council.

Exercise: Consider including a short (30 minute) brainstorming exercise on the agenda for a future Residents' Council meeting. Depending on the size of your home, you may decide to create a sub-committee for this purpose, hold a brainstorming session with members of the Leadership team, or have an open discussion with all members of Council. If using the first two options, be sure to present the draft mission statement at a regular Residents' Council meeting for input and approval.

Reflect on your purpose, your actions, and your impact. There is no right or wrong mission statement. Every Residents' Council is unique. To get your wheels turning, here are two examples created by Residents' Councils:

Example 1: “_____’s Residents’ Council is committed to enhancing the quality of care and services for all residents residing in the home and promoting a safe and secure environment. We put Residents First!”

Example 2: “Residents’ Council’s mission is being committed to advocate and protect the interests and the quality of life for all residents in the home. Residents’ Council collaborates together to express their ideas and discuss it with staff and administration of the home”

Creating a Residents’ Council Word Cloud:

A “word cloud” is a pictorial representation of words that you come up with.

Exercise: As a Council, brainstorm a list of words/qualities that describe your Residents’ Council and what makes it effective. (Be sure to capture this list on chart paper or in a notepad as you’ll need it for the next step)

- ❖ Visit a website that makes word clouds (ex. WordCloud.com <https://www.wordclouds.com/> or Word Art <https://wordart.com/create>)
- ❖ Type out all the words from your brainstorming session and to generate a “word cloud” Note: The clouds give greater prominence to words that appear more frequently
- ❖ Have fun and experiment with different font sizes and colours for your word cloud!
- ❖ Save your word cloud for future use, and consider including this in your new Residents’ Council Brochure!

Word Art <https://wordart.com/create>

