

The State of the Profession

Amy Laughlin, NAAP President

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Who or What is NAAP?



- National Association of Activity Professionals
- Founded in 1982, we are membership organization serving and representing Activity Professionals across the United States and beyond.
- We specialize in providing education, advocacy, networking opportunities and professional support to Activity Professionals in predominantly geriatric settings.
- We have a volunteer Board of Directors, with four voting members and three ex-officio members.

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Membership of NAAP



- Access to a huge variety of resources via our website: activity ideas, in-services, information on tried-and-tested products & services, articles with the most recent information about regulatory changes and issues.
- Live education opportunities through bi-monthly (and special) webinars.
- An e-learning library packed with hours of recorded education especially for APs, which can be viewed at your leisure.
- A support helpline and a Board of Directors willing to assist or offer advice as needed.
- A full tour of the NAAP website and explanation of memberships benefits can be found at <https://naap.info/>.

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**"IT'S JUST BEEN
A ROUGH WEEK."
-ME IN THE MIDDLE
OF TUESDAY**

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Successes of the Activity Profession

Activity Professionals have been proven to be:

- **FLEXIBLE:** quick to adapt to new provision of activity services
- **CREATIVE:** implemented so many new, imaginative ways to engage residents
- **TAKE INITIATIVE:** empowered to change as needed
- **CATALYSTS FOR CHANGE:** role models for others in the community, leading by example
- **COMPASSIONATE & EMPATHETIC:** continue to love and care for their residents and put their needs first

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Successes of the Activity Profession

- Huge focus on 1:1 engagement - APs forced to develop/hone skills in area of 1:1s
- Strengthened relationships with residents & co-workers
- Massive increase in use of technology - even those not comfortable with tech rose to the challenge!
- Growth of social media connections - platforms for networking & sharing ideas/challenges
- APs now being considered "essential" - in a way we weren't before
- Move away from the hospitality model - to one of truly connecting with and engaging the resident as an individual

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In case no one told you today

- 1 YOU'RE DOING A BEAUTIFUL JOB IN [REDACTED] CIRCUMSTANCES
- 2 YOU ARE ALIVE FOR A REASON
- 3 YOU'RE [REDACTED] A LOT STRONGER THAN YOU THINK
- 4 THE CRITIC IN YOUR HEAD IS NOT TELLING THE TRUTH
- 5 YOU'RE NEEDED MORE THAN YOU KNOW
- 6 YOU HAVE THE POWER TO CHANGE EVERYTHING
- 7 DON'T GIVE UP. IT WILL GET BETTER

SOUL ANALYSE

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Challenges of the Activity Profession

The current structure and culture of the Senior Living Industry has resulted in:

APs not being treated as equal members of the inter-disciplinary team - in terms of compensation and respect.

COVID-19 pandemic has resulted in:

APs being required to work extended hours, take on additional responsibilities, work in other departments, comfort very sick and dying residents. Not to mention there's none of the usual "fun" of our jobs.

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Challenges of the Activity Profession

- Educated, experienced, qualified APs leaving the field
- Younger professionals not being interested in joining or staying in the field
- APs being laid off or not being replaced after a position is vacated
- Focus of the CDC and CMS has been in keeping residents alive, not keeping them alive and living with any degree of quality
- Quality of life has taken a backseat to "being alive"

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So... what's next?

- We know too well what is broken. We have to commit to fix it. – Katie Smith Sloan, LeadingAge CEO
- Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek. – President Barack Obama

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NAAP Mission Statement

- To provide excellence in professional support services for Activity Professionals in the promotion of standards, ethics, competencies, education, and advocacy.
- Mission Statement drives NAAP's Strategic Plan.

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The Five Pillars of NAAP

- Standards
- Ethics
- Competencies
- Education
- Advocacy

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Standards

- It is the responsibility of the Activity Professional to implement, supervise, and evaluate all activity programming designed to meet the individual's current interests, choices, preferences, and abilities.
- These programs should be holistic in nature and include physical, intellectual, social, spiritual, and recreational activities.
- These activity services shall be provided by professionals who are trained, qualified, and/or certified to provide such programming.
- Activity Professionals are responsible within long term care communities in the development, implementation, and evaluation of an activity program which meets/exceeds federal, state, and local regulations and facility policy.
- Reference: <https://naap.info/wp-content/uploads/2019/09/NAAP-Standards-of-Practice-3.pdf>

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Standards

NAAP is committed to:

- Providing resources to help Activity Professionals develop, implement and evaluate their programs.
- Offering activity ideas and networking opportunities for APs to share best practices.
- Strengthening the professional relationship with the National Certification Council of Activity Professionals and promoting NCCAP certification as the gold standard.
- Working with CMS and other regulatory bodies to ensure Quality of Life remains a focus.

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Ethics

- NAAP's Code of Ethics is a guide for promoting and maintaining the highest standards of ethical behavior.
- All Activity Professionals are encouraged to act and interact in accordance with these principles.
- Being a member of the National Association of Activity Professionals commits the individual adherence to these principles.
- Reference: <https://naap.info/wp-content/uploads/2019/09/NAAP-Code-of-Ethics.pdf>

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Ethics

- | | |
|-------------------|--------------------------------------|
| • Beneficence | • Veracity |
| • Non-Maleficence | • Quality of Life |
| • Autonomy | • Confidentiality |
| • Justice | • Competence |
| • Fidelity | • Compliance with Laws & Regulations |

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Ethics

To promote Justice and Inclusion, NAAP has created the Cultural Competency Council.

Diversity in the United States brings challenges and opportunities for organizations to provide culturally competent services and resources that can effectively meet the needs of the residents and professionals that we serve.

Goals include:

- Education and Training
- Resources
- Culturally Diverse Program Development, Implementation and Execution.

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Competencies

- Job Task Analysis - involves the identifying of general work responsibilities of Activity Professionals, and then delving deeper into the different work environments to understand similarities and differences
- → development of competencies for APs working in different areas, i.e. IL, AL, short term rehab, Adult Day, Pediatrics, Mental Health, SNF etc.

APs who have achieved the needed competencies possess:

- The ability to do complete their work tasks successfully and efficiently
- Proven expertise or knowledge generally in their field, and specifically to their work environment

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Competencies

Big change in competencies in the last year:

- Use of technology
- In-room, hallway and 1:1 activities, no shared supplies or equipment that cannot be sanitized
- Usual care plan interventions impossible
- Role of AP as also the family, friend, pastor, therapist - the confidante
- Also the emotional and spiritual aspect - APs have to be competent at handling loss and understanding their own grieving process. Applying concept of Trauma-Informed Care to ourselves

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Education

- NAAP provides education specifically designed for Activity Professionals
- Cutting edge information reflecting most recent trends and changes in the industry
- Virtual offerings increased dramatically in 2020
- How education is provided has changed - may never be the same again!
- Transition to virtual education
- Development of NAAP Education Council - exciting plans for 2021!

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Education

- The purpose of the Education Council is to provide direction and support for NAAP's education provision by developing learning opportunities that can benefit ALL Activity Professionals, regardless of experience, education or work environment.
- 2021 Projects include:
 - Welcome to the Profession Basic Course - for new Activity Professionals
 - Targeted Virtual Education Summits, for example specifically for APs working in Independent Living and Adult Day Care
 - Bite Size Education Videos & Inservices for NAAP members to use with their team & their co-workers

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Advocacy

- NAAP is committed to building relationships with partners who recognize our profession as the Quality of Life Champions.
- Our partners are varied, but all appreciate the value that we bring to the residents/clients we serve and strive to support, encourage and advocate for the Activity Profession.

Examples include:

- Linked Senior & the #ActivitiesStrong movement
- National Certification Council of Activity Professionals
- National Certification Council of Dementia Practitioners

Full list of our partners can be found at
<https://naap.info/partners/>

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Advocacy

- NAAP is also working to develop or strengthen relationships with other Senior Living providers & membership organizations.

Examples: LeadingAge National & LeadingAge State Associations, Pioneer Network, Alzheimer's Association, Alzheimer's Foundation of America & many state Activity Associations.

- Commitment to Quality of Life is necessary at the corporate or ownership level - and we want to tell the story!
- Corporate and Group Memberships are available - contact office@naap.info for more information.

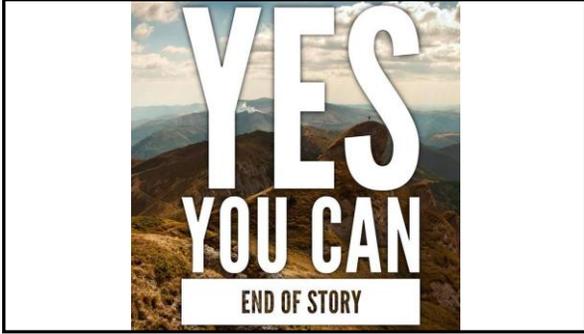
Do you have a connection? Let us know prs@naap.info

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Conclusion

- NAAP recognizes the changes and challenges of the past year and is proud to be YOUR membership association.
- NAAP is excited to be able to provide services in a different way, and to push ourselves to grow in directions that may be uncomfortable or difficult.
- NAAP never ceases to be impressed by the amazing creativity and flexibility of Activity Professionals, and is here to support you through the tough times, as well as the good times. (Surely these are coming soon!?)

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