



## Become a Compassionate Touch® Authorized Coach

### What is Compassionate Touch®?

It is a powerful, skilled touch approach that evidence shows is an effective non-pharmacological strategy to reduce behavioral expressions in dementia and end-of-life care. The gentle, hands-on techniques were developed with busy care partners in mind, giving them a practical tool that's easy to learn and integrate into daily care practices, while strengthening relationships with those they serve.

### How Does It Work?

Compassionate Touch® is a cutting edge skilled touch program that:

**Is Feasible** - Uses existing resources | Easy for staff to learn | Practicality ensures sustainability

**Is Effective** - Eases physical and emotional distress | Promotes sleep | builds trust in caregivers | Provides a holistic personalized approach

**Encourages Family Engagement** - Provides a means for family to calm, comfort, and support their loved one | Enhances the family's experience as a member of the care team

**Facilitates Staff Satisfaction** - Reduces caregiver fatigue | Builds strong relationships | Aligns with person-centered core values and philosophy

**Strengthens Marketability** with a program that tangibly demonstrates commitment to culture change and staff development

### Coach Training

Following the six-hour workshop, attendees are designated as Compassionate Touch® coaches and authorized to conduct the Compassionate Touch® program with staff members or families.

### Who should become a Coach?

Any selected team members: Administrator, Memory Care Director, Marketing Liaison, Nurse, CNA leader, Social Worker, Activity Professional.

### License

You or your organization is licensed to use the branded program and materials for one year with annual renewal.

- Secure, on-line access to materials, resources, and templates for program implementation and sustainability
- Lobby certificate
- Website badge
- Support throughout the license period including teleconferences; newsletters; articles; and online forum with other Coaches
- Recognition as an AGE-u-cate collaborative partner



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"My experience with Compassionate Touch training was transformational."

*Michelle Madda, Assistant V.P. of Health and Wellness Services, Mather LifeWays, Evanston, IL*

### Coaches are Empowered with a:

- Sustainable program for staff training and family engagement
- Plan for implementation
- Tool to track clinical outcomes and staff satisfaction
- Network of Compassionate Touch® coaches throughout the U.S.

**December 4, 2019**  
**8:30am – 3:30pm**  
*lunch provided*

**Elderwerks Educational Services**  
251 E Northwest Highway  
Palatine, IL

Register  
[www.ageucate.com](http://www.ageucate.com)

**\$395 per person**  
**and \$35 for training gear**

- \$75 for 6 CEU's paid to Elderwerks on day of training