



**“I Only Read It For The Cartoons:  
An Insider’s Cartoon History  
of *The New Yorker*”**

**Featured Speaker  
Bob Mankoff, Cartoon Editor of *The New Yorker***

**Sunday, April 17, 2016**

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# **Celebrate Life 2016**

## **Evening Program**

**Master of Ceremonies: Bonnie B. Gauthier**  
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### **Welcome**

Jerry Long  
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### **Visionary Speaker**

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### **Noteworthy Voices**

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*Songs: Take Me Out to the Ball Game*  
*You are My Sunshine*  
*Unforgettable*

### **Introduction of Featured Speaker**

**Bob Mankoff, Cartoon Editor, *The New Yorker***  
The Rosenberg Family, Pia Rosenberg Toro and  
Morrison Community Living, Kevin Hickey

### **Closing Remarks**

Richard C. Robinson  
*Co-Chair, Celebrate Life*

# Celebrate Life with

## Bob Mankoff

Hebrew HealthCare is excited to welcome cartoonist and the cartoon editor of *The New Yorker*, Bob Mankoff is one of the nation's leading commentators on the role of humor in American business, politics, and life.



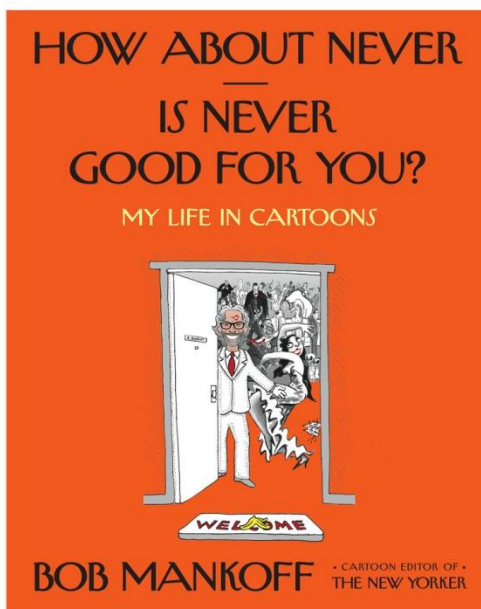
He speaks on the appreciation of humor, the creative processes required to produce it, and how humor works. Bob's memoir titled *How About Never — Is Never Good For You?: My Life In Cartoons* is a *New York Times* bestseller. He is the author of *The Naked Cartoonist*, the first book to use cartooning as a means of exploring the creative process. Like his presentations, this entertaining journey through the art, craft and Zen of cartooning offers a unique perspective on how to be funnier and more creative.

Bob also conducts customized workshop seminars on creativity.



# “I Only Read It For The Cartoons: An Insider’s Cartoon History of *The New Yorker*”

A **successful entrepreneur**, he created The Cartoon Bank (now a *New Yorker* Magazine company), the world’s largest and most influential cartoon licensing businesses.



Bob edited *The Complete Cartoons of The New Yorker*, the best-selling coffee table book for holiday 2004, featuring all 68,647 cartoons ever published in *The New Yorker* since its debut in 1925.

Bob has edited dozens of other cartoon books and published four of his own. He appears frequently on network talk shows, cable TV networks, and syndicated radio programs.

## Cartooning and Creativity

In his hilarious presentations, Bob Mankoff uses cartoons to explore the audience members’ potential for greater creativity:

- How to develop your creativity and your natural talents.
- How to find your own particular voice and message.

Plus an insider’s look at the craft of cartooning itself — what a cartoon is (and what it is not) and what makes a good cartoon work.

Bob also explores how humor as a form of creativity is related to other fields like science that deal with ideas, how the cognitive techniques used in creating humor can be directly applied to other fields, and research on the ways that humor reduces stress and generates optimism by altering mood.



## Creating our Own Future – Ready for the Boomers?

by Pamela Atwood, MA, CDP

Director, Dementia Care Services

One-third of our state’s population is Baby Boomers, so we need to brace for the changes in healthcare. We’ve seen it already starting in the subtlest ways: bifocals are replaced by “cheaters,” there are a million design options, and they’re available everywhere from the pharmacy to the corner store. Canes are decorated in beautiful floral prints, and walkers have gone from gray, square things to brightly colored mini buggies with seats and brakes – wait, that’s old-fashioned now. Today’s walkers have laser lights to guide your step and baskets under the seat for storage.

Since so many people will have dementia (another American is diagnosed every 67 seconds), our dementia care services will need to be more responsive and engaging. I predict that the greatest changes in healthcare however, will be in the environment. The Boomers changed everything that impacted the environment, from music, to furniture to clothing. I did a mini-focus group (asked some of my favorite Boomers). Here are the ways we need to change HHC’s dementia care to prepare for the next generation of residents and clients. (I’m paraphrasing some, but you’ll get the point.)

Expectation	Reality
Music – our current population is mostly in their 80s, and popular music is from the 1940s: Glenn Miller’s Chattanooga Choo Choo, Jimmie Davis’ You Are My Sunshine, Weems & Tanner’s Heartaches, etc.	That’s nice, but my memories are tethered to: the Kingston Trio, Bob Dylan, Ray Charles, the Mamas & the Papas, Simon & Garfunkel, the Beach Boys, the Monkeys and of course, the Beatles.
Rooms – currently we have mostly 2 bed rooms with privacy curtains and a shared bathroom. There’s a shower room on each unit. You may bring in personal things as the space will accommodate.	Individuality is key. For me to find my room, it has to look different than the rest. Curtains do not mean privacy, and even if I’m confused I will know that. Private rooms will be essential, and I really don’t want community showers. Whatever else, I’ll need my own remote (and a way to find it when I lose it - again).
Food – We have a nice diet approved by dietitians and healthy alternatives.	That’s nice. But tuna or PB&J are not the alternatives I’m thinking about. I want a burger, Capitol Lunch once in a while, and not too much “green stuff and white stuff” (broccoli & cauliflower). I don’t need steak every day but some good Indian food or Thai once a month would be great.

Expectation	Reality
Friends & family – Visitors are allowed at will. There are two resident computers (one on the first floor, one on the third floor). There is a TV lounge or you may entertain your guests in the lobby or outside.	Ha! Not checking my email or Facebook? Then I’m not coming. And unless it’s okay to “suck face” in the lobby then you may want to find some other visiting areas... Is there a pub where my friends and I can watch the games?
Connecting to the community – We have several outings a year. We bring the community to our residents in a variety of ways.	I still want to maintain my theater memberships and attend my house of worship. Can I still volunteer at the Humane Society and read to the kids?
Entertainment – We have a healthy number of entertainers; singers, performers, lecturers, sing-along, movies and more.	What about concerts? Can we a Beatles or Grateful Dead Cover Band? Dances are good. And golfing, I have to keep golfing.
Johnnies – each resident is provided a johnnie for sleeping in.	Heh...No need for those ~ But can we talk about those mattresses?
Furniture – standard issue hospital beds, over the bed tables, chair and night stand are available in each room, unless you bring in your own furniture from home.	We developed bean bag chairs and lawn hammocks. The “Donna Reed” living room was replaced with swivel chairs, lava lamps, and Kube accents. And the colors were pea green and saffron in psychedelic designs. And I’ve gotten quite addicted to my massage chair.
Pets – they are welcomed to visit.	I’m going to need help with changing the litter box and picking up after my dog.

In my focus group, we quickly morphed from predicting what we would need if dementia was the primary issue, to living-at-HHC being the primary issue. Why?

People with dementia have the same needs and living requirements as the rest of us. Dementia or not, we need to evolve. With dementia, residents will need it more to feel more “normal” and less institutionalized.

**Let me know what YOU would need.**  
**Join the conversation at [www.AgingCareAcademy.org](http://www.AgingCareAcademy.org) today.**





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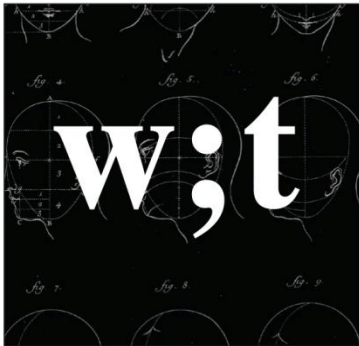


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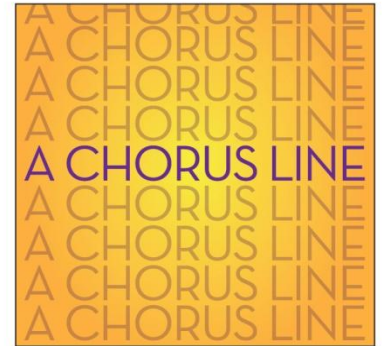
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We are so very grateful to the excellent staff for all their hard work.

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We look forward to continuing our association and support of Hebrew HealthCare in its mission to assure quality of care and dignified living for its residents in these challenging economic times.

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Together, this “Team Hebrew HealthCare” helps assure that innovative, quality elder care is available to all those we serve; and we acknowledge their collective contributions to aging services and to HHC.

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You can learn the symptoms of arthritis on several websites, but only a doctor can tell you which treatment will be most effective for your body, and with the least side effects.

You can ask witnesses to provide facts in a legal case, but an expert witness enhances the persuasive force of the case.

You can learn about the makes and models of cars on the internet, but only a trusted dealer can tell you about the pros and cons, history of the manufacturer, and the value of quality.

You could rewire a light fixture, but would call an expert electrician to run wires for a new addition to your home.

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Best Wishes  
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Research published in October 2015 proved that even if someone has Alzheimer's, new brain connections can be made from the healthy cells, including in the temporal lobe where memory is located. Brain exercises help you keep your brain as robust as possible.

Larry Katz, PhD developed the concept of Neurobics, like aerobics, but working out your neurons. The keys to an exercise being "neurobic" are: it must use at least one of your senses in a novel context (like brushing your teeth with your eyes closed or with your non-dominant hand) or combine two or more senses in a different way; it has to gain your attention or evoke an emotion; and it has to break a routine in an unexpected manner (like trying shopping at Stew Leonard's or another place where you don't have a mental "map" already).

Here are some samples you can try at home.

- Map your house. Take a piece of paper and pen/pencil. Sit in one room and, from memory, "map" your house by drawing the furniture, windows and pictures in each room on that floor.
- Have a family member bring you a plate of mystery food. Pinch your nose and close your eyes. Guess what you are eating by the texture and limited taste only.
- Crossing midline of your body uses both sides of your brain simultaneously. March and touch your opposite knee with the opposite hand.
- Take a paper and pen/pencil and a mirror. Put the mirror to the paper and draw a house and tree without looking at the paper – only the mirror. Be sure to sign your art (signature in the mirror too).
- Listen to a favorite piece of music, eat a favorite treat (chocolate, vanilla, etc.), and close your eyes and recall a favorite vacation.



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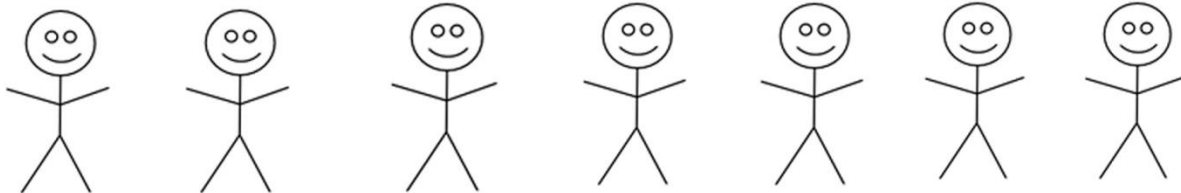


# Enrich

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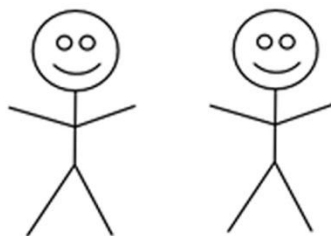
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### Katharine Hepburn or Joan Baez – Who defines Quality of Life?

Obviously Quality of Life is a very personal and somewhat existential metric. Yet it is something we talk about frequently at HHC. In fact, in Dementia Care Services, we utilize researched indicators of quality of life in our satisfaction surveys. Whether you are more like Hepburn, Baez, Sinatra, Sean Connery, or The Queen of England, we all have things we cannot, and will not live without, if we are to consider having a life worth living.

Here are the indicators that researchers found demonstrate someone has a “quality of life”:

- Comfort
- Privacy
- Dignity
- Functioning at maximum level of independence
- Meaningful activity
- Food enjoyment
- Relationships
- Security
- Spiritual well-being
- Autonomy

### If you live in a nursing home or assisted living and have memory impairment, what are five things you MUST have?

*(Mine: a comfortable chair with hassock, access to the outdoors, GOOD coffee with real cream, regularly have hair and nails done, and someone to talk to and hug)*

### What are 5 things that would make your life more comfortable?

*(Mine: a cat on my lap, the sound of children laughing, a good TV with Red Sox baseball, UConn Women’s Basketball, and Whose Line is it Anyway, lots of flowers, and crafts in my hands)*

Learn more about a Life Worth Living by contacting Amanda Aaron in Life Enrichment at 860.523.3885, or Charmaine Emond in the Senior Day Center at 860.523.3857. Volunteer, or donate some items that other can’t live without to improve all of our **Quality of Life**.



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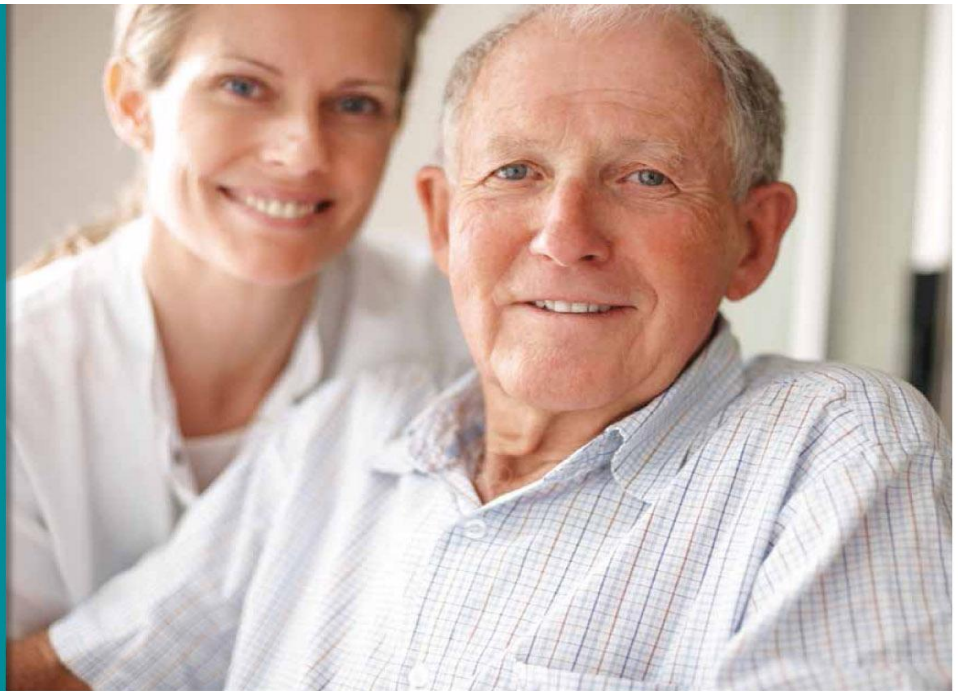


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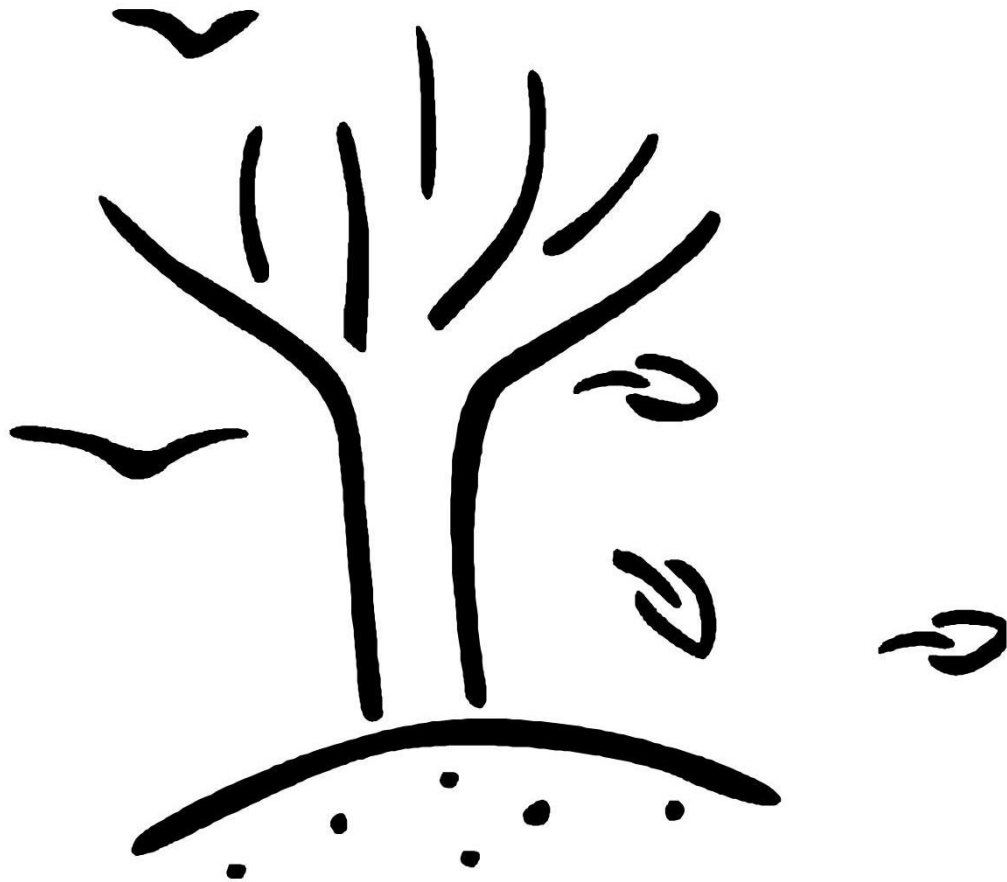
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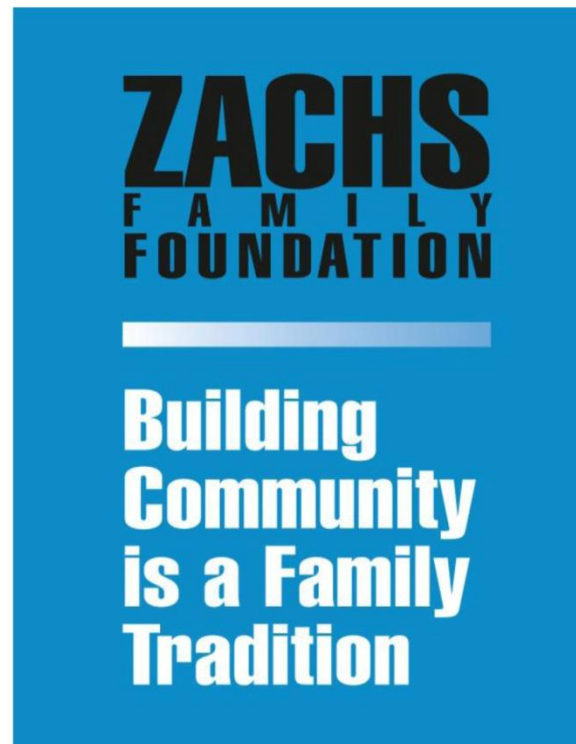
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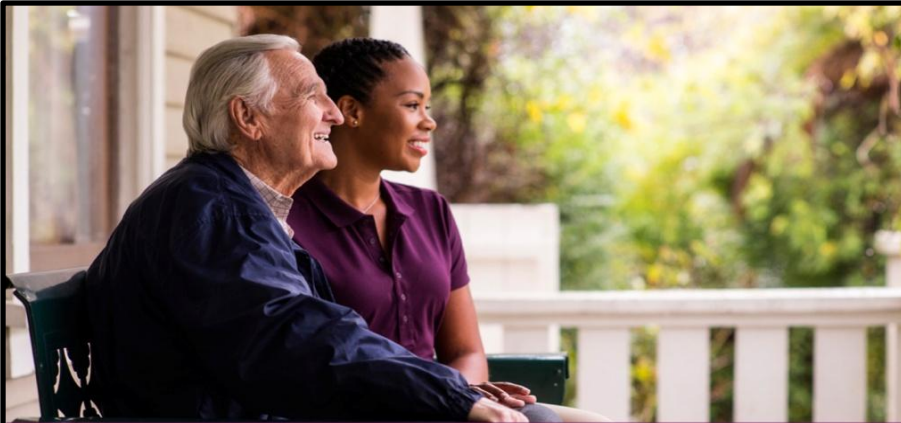
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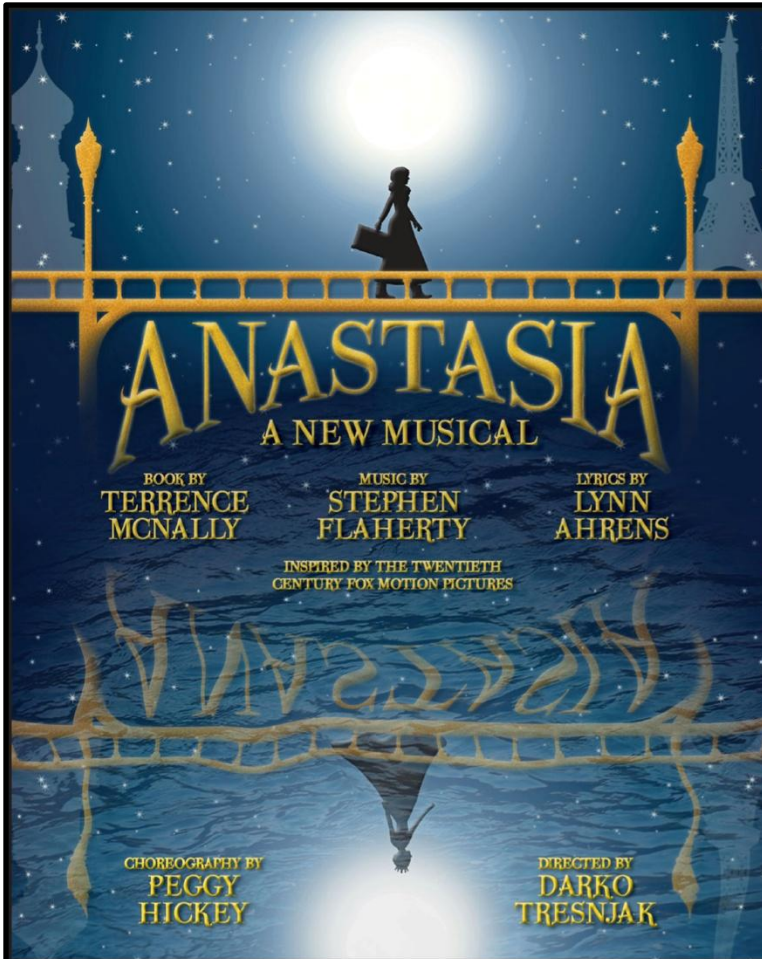
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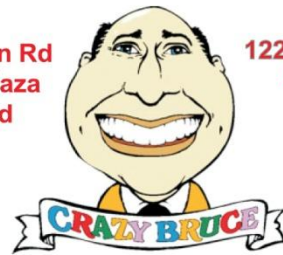
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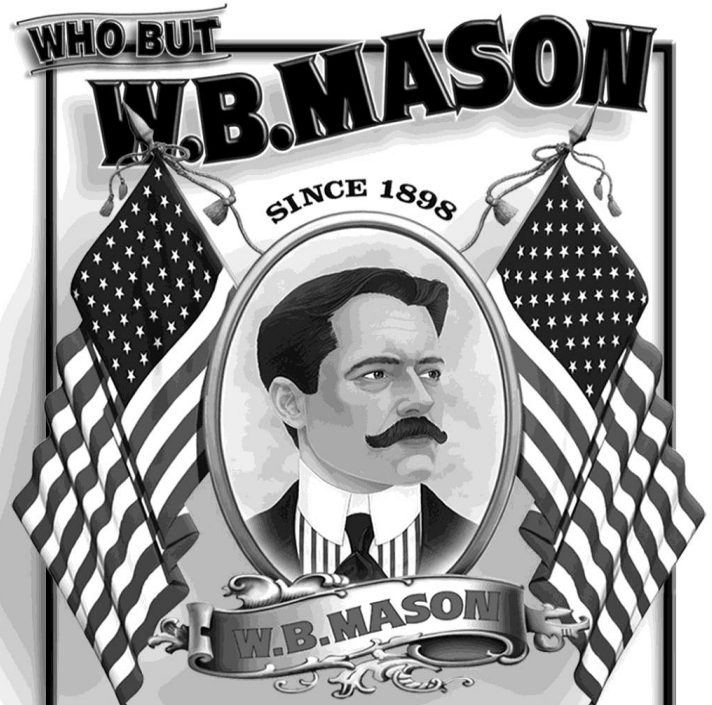
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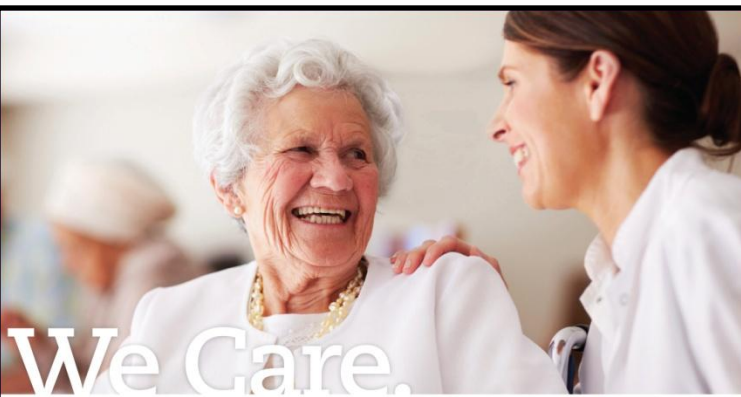
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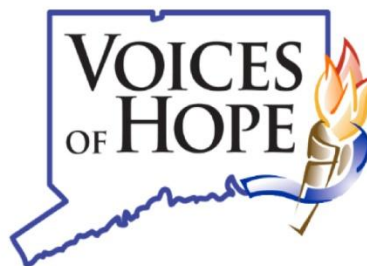
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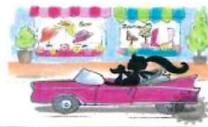


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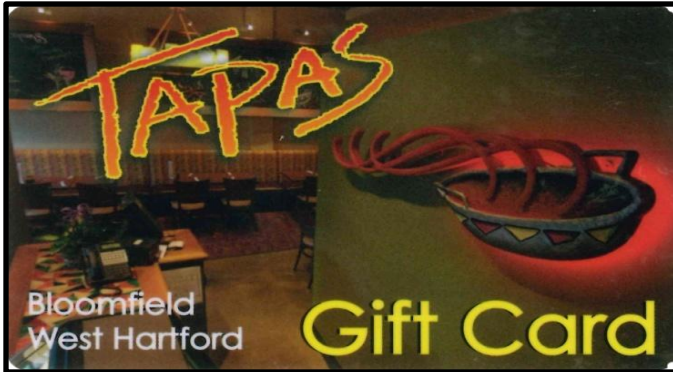
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The **SonnyGram** is named after Sonya Rodin, who was a resident at Hebrew HealthCare for three years. Sonya Rodin was known by all who knew her as Sonny, a name that personified her energy, passion and character. In loving memory of her life and her spirit, the Rodin family has developed the **SonnyGram**.



## The Shocking Truth: #1 hot topic for health care discussion is *Dementia*

According to epidemiologists and health care statisticians, in an Accountable Care Organization (ACO) world, we all need to pay attention to expert dementia care. If we don't get it right, costs skyrocket. According to Callahan, et al. in the Journal of the American Geriatrics Society (2012):

### **DEMENTIA DRIVES UTILIZATION**

In a prospective cohort of community-dwelling adults:

<b>Short-Term Service</b>	<b>Dementia</b>	<b>No Dementia</b>
Medicare Skilled Nursing	44.7%	11.4%
Medicaid Skilled Nursing	21%	1.4%
Hospitalization	76.2%	51.2%
Home Health	55.7%	27.3%
<b>Transitions between levels of care</b>	<b>11.2 transitions</b>	<b>3.8 transitions</b>

In 2010, that translated to \$215 billion dollars in healthcare costs (just that year). Dementia costs more than heart disease and cancer combined. Heart disease cost \$102 billion in 2010, and cancer cost \$77 billion. (Hurd, MD, et al., NEJM, 2013: 368:1326-34).

**Thank you for supporting Hebrew HealthCare's Dementia Care Services. Together we impact the quality of life of individuals and families facing dementia, while providing innovative and award-winning services and supports in our community.**



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