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For Sale...For Sale...Sold!
Pre-sales at Fountainview at Gonda Westside pave way for groundbreaking this spring

Fountainview at Gonda Westside, the Jewish Home's new Continuing Care Retirement Community (CCRC) coming to Playa Vista in 2016, has reached an exciting milestone: over 65 percent of the residences have been pre-sold!!

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Magic You Can Believe In

Twice weekly, a bit of magic occurs in the Goldenberg • Ziman Special Care Center (G•Z). The Memory Magic Program is a therapeutic, non-pharmacological intervention whose fun, bingo-like format encourages memory-challenged residents to engage and share

with peers and Jewish Home staff. With Memory Magic, every answer can be a winner.

Amanda Powell, activities team leader for G•Z, says the program – which has been running for several months – is already making a difference. “We base success on the engagement of residents during the activity,” she explains. “We see them smiling, interacting with activities staff and each other, and helping their neighbor.”

Memory Magic is particularly helpful for residents with mild to moderate cognitive impairment. Each participant receives a game board and is asked a question, such as, “What goes on your finger?” The question is also shown to the group on a printed card, providing both visual and audio cues. The answer (“ring”) is found on the board, and the square is covered. Next comes a follow-up question like, “What can a ring be made of?” This might lead to reminiscence about a favorite ring, which is shared with the group. The facilitator might also ask about words that rhyme with the answer (e.g., “bling,” “cling,” or “sing”). Each set of cards has a different theme, ranging from famous stories and sayings to fairy tales.

According to Dr. Ronni Sterns, one of the developers of Memory Magic, “The goal was to create a program that would engage people with dementia. While people are engaged, they are more likely to exhibit positive behaviors.” The program also increases social interaction and communication between staff and residents. Memory Magic is currently being used in nearly 2,000 facilities (150 in California alone), across eight countries.

At G•Z, Memory Magic has earned the approval of both residents and staff. The facility’s activity director, Elza Arangelova, observes, “Memory Magic is a good way to engage the residents and help them socialize. When they play, they are smiling and happy!” Resident Ylida Barjam agrees, adding, “It’s very entertaining and makes me think. I like it!”

For more information about Memory Magic, please contact Susan Leitch, community manager, at Susan.Leitch@jha.org.



Top: Vilena Iouchkevich

Middle: Miriam Spiegel, Ceil Pfefferman

Bottom: Solomon Chattel with activities leader Amanda Powell