



FOR IMMEDIATE RELEASE

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Chelsea Retirement Community Earns *Aware* Level Designation from Positive Approach to Care® (PAC)

*PAC Training Offers Improved Care
for Those Living with Dementia*

Chelsea, MI, Mar. 21, 2024 – Brio Living Services is proud to announce that its historic flagship campus, Chelsea Retirement Community (CRC), has earned Designated Organization status at the **Aware** Level from Positive Approach to Care® (PAC). Founded by Teepa Snow, MS, OTR/L, FAOTA, PAC is an innovative, evidence informed, dementia education program. It is designed to improve the care environment through awareness, skills, and competencies that reduce stress for those living with dementia and their care partners. Chelsea Retirement Community is one of just two retirement communities in Michigan to receive the PAC Aware designation.



Aware level means that these organizations are aligned with the PAC philosophy and techniques for dementia care and are working to apply their skills consistently with all staff in the organization, according to PAC. These communities have a PAC Certified Independent Trainer delivering at least five hours of PAC content to all staff annually, and a PAC Certified Independent Coach who provides regular opportunities to reinforce skills. Other levels of PAC designation include Knowledgeable, Skilled, and Competent, the highest level of PAC achievement.

PAC-certified team members at CRC's Towsley Village include, Linda Mammel, PAC Certified Independent Trainer; and Nicole Voster and Melissa Williams, PAC Certified Independent Coaches. In addition, more than ten other team members have participated in PAC's four Champion Courses.

“Integrating PAC skills into daily routines and broadening the range of activities that our team members can offer our residents living with dementia is invaluable,” said Mammel. “By using PAC techniques in support of our residents, we have seen a decrease in challenging behaviors of those living with dementia and an increased ability of our team members to deescalate situations. Our goal over the next year is to expand PAC training to team members in our support services, such as therapy, housekeeping, and dining, as well as administrative.”

“Chelsea Retirement Community, and Towsley Village Memory Care Center in particular, have taken steps to change the culture of dementia care that we offer,” said Kathy Russell, Executive Director of Chelsea Retirement Community, The Pines, and The Cedars of Dexter. “In accordance with the guidelines for Organization Designation provided by Positive Approach to Care®, we are growing our team of PAC Certified Independent Professionals to guide learning and skills across Brio Living Services.”

Porter Hills Village, also a Brio Living Services community located in Grand Rapids, is implementing PAC training in its memory care center as well.

“At Brio Living Services, we are dedicated to a world in which all are empowered to age well,” said Nicole Maag, Chief of Residential Services for Brio. “Investing in high quality training for the care of those living with dementia is key to our mission.”

Mammel added, “Through better understanding of brain changes that are part of the dementia journey, PAC training helps to preserve positive relationships for both the care partner and the family member with their loved one, providing moments of personal connection and joy.”

To learn more about Chelsea Retirement Community, a Brio Living Services community, visit ChelseaRetirement.MyBrio.org or call 734.808.3610.

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*Building on a foundation of serving older adults since 1906, **Brio Living Services**, formerly UMRC & Porter Hills, is a faith-based, nonprofit organization whose mission is: Welcoming all, partnering together, enriching lives. Its vision is: A world in which all are empowered to age well. Brio Living Services represents the second largest nonprofit senior living organization in Michigan and serves the most economically diverse population of older adults. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve approximately 8,000 older adults each year, from 23 locations and service lines, across 22 counties in Michigan’s lower peninsula. 734.433.1000 | 616.949.4975 | MyBrio.org*

*Until there’s a cure, there’s care. The mission statement of **Positive Approach to Care®**: Using our talents and abilities to develop awareness, knowledge, and skill with all people, that will transform what exists into a more positive dementia care culture. PAC enhances life and relationships of those living with brain change by fostering an inclusive global community. Its core values include relationships based on authenticity, empowerment, compassion, and curiosity. 877.877.1671 | TeepaSnow.com*