

# WHCA and WiCAL Invite You to Participate in the...

*I Am Long Term Care*

## VIDEO CHALLENGE



### **OBJECTIVE:**

To tell a story and capture it on video. Our goal is to show legislators, public policymakers, the media, and the public that long-term care facilities are very much a place where people continue to live their lives, and where staff are focused on preserving the quality of life of the residents.

### **DEADLINES:**

**Start Date:** May 1, 2010

**Deadline:** September 3, 2010

Winners will be announced at the WHCA/WiCAL 59th Annual Fall Convention in Stevens Point, during a celebratory luncheon on September 30, 2010.

Visit Our Website for More Info:  
[www.whca.com](http://www.whca.com)

### **WHO MAY ENTER:**

The video contest is open to all member facility employees, residents, their families and volunteers.

#### **Long Term Care Employees & Volunteers:**

Demonstrate the value of the care that your facility offers by recognizing an unsung hero, showing why you love your job, documenting how long-term care facilities are a place where the elderly can still live full lives, relating lessons you've learned from your residents, highlighting a successful program or a challenge your facility faces that might be resolved with more adequate funding.

#### **Residents & Families:**

Tell your story. Let others know your or your loved one's facility truly is home. Show how your facility is providing quality care and a high quality of life for residents.

**This contest is for everyone - no prior video experience required!**

Winners will be chosen on the basis of originality, focus on caring, and audience impact.

Videos should not exceed three minutes.

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