



Nursing Homes Week 2024

19th August - 25th August

**Celebrating Life
Through Pictures**



nhi

Join us in celebrating the milestones that shape our residents vibrant and colourful lives.

We are celebrating the memories and lives of all those who are living in nursing homes.

Moments Captured, Life Celebrated!



About

Nursing Homes Week is an annual event organised by Nursing Homes Ireland (NHI) to celebrate and acknowledge the role of nursing homes in providing care and support to older adults.

It typically involves various activities and events aimed at residents, families, staff, and the wider community, showcasing the positive aspects of life in nursing homes. The week is designed to highlight the quality care provided, foster community engagement, and celebrate the lives and contributions of the residents.

During Nursing Homes Week, nursing homes across Ireland may host a variety of events, including themed parties, entertainment, educational activities, and family days, all aimed at enhancing the well-being and happiness of residents.

It is also an opportunity to raise awareness about the importance of nursing homes and the dedicated work of their staff.

Nursing Homes Ireland

Nursing Homes Ireland (NHI) is the national representative body for the private and voluntary nursing home sector. There are over 460 such nursing homes in Ireland providing care to over 25,000 people. Our mission is to actively support and represent our members, enabling them to provide sustainable, high-quality care to their residents.

nhi



Moments Captured, Life Celebrated!

This year will follow the theme of photography and capturing life's moments through the lens.

Residents, families and staff at Nursing Homes will be invited to take part in events, workshops, and engage in moments of reflection as we share pictures from milestones of life.

This information pack is a quick introduction into what events your nursing home could host throughout the week.

We have included some contact information for local photography clubs for you to be able to reach out to generate some interest in hosting an event.

Event Ideas

To help facilitate your **Nursing Homes Week** to it's fullest potential, we have shared some possible ideas and events that you could host at your nursing home.

We encourage you to think outside the box, and remember, any event that celebrates nursing homes is a worthwhile event. No event or idea should be too big or small.

Please feel free to share your thoughts and ideas with us at **Communications@nhi.ie**.

nhi



How to Register

Registering for the week couldn't be easier!

To keep up to date with the week and for future years, please click on the link below to register your nursing home for **Nursing Homes Week 2024**.

In registering for the week, we will be able to send you updates about Nursing Homes Week, what events have been planned and also be a way to keep in touch about other events NHI will be planning in the future.

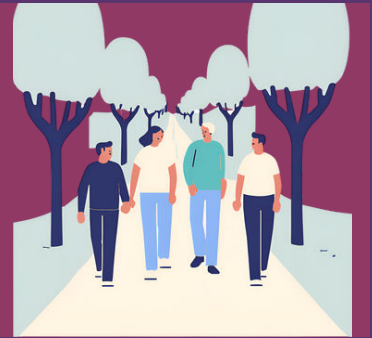
Register for the Week Here



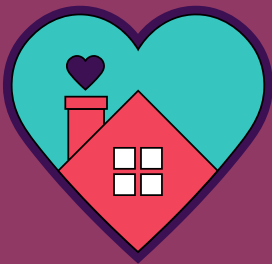
Event Ideas

Snap Down Memory Lane

Memories and milestones shape our lives! Residents can share stories behind their photos, while families can contribute to the exhibit by bringing in additional photos. By collecting all the memories in your nursing home, you will create a rich tapestry of connections.



Home: Where the Heart Is!



Home can be where your heart is! Residents, and staff, can highlight pictures of what they believe home to be. Home can be a state of mind, where you are at most at home! Bringing together images from all residents, you can create a collage of wholesome pictures!

Picture Perfect Workshop

Invite local photographers to nursing homes, where they can teach basics using smartphones or simple cameras. Hands-on practice sessions around the nursing home, focusing on nature, architecture, and portraits. Display the best photos in a gallery at the end of the week!



nhi



Event Ideas

Family and Friends Fun Photo Day

Who better to share in pictures with! Why not arrange for families, friends and relatives to take part in a photoshoot with their loved ones. You could set up different themed backgrounds and use props for fun photos, creating happy memories for all!



Celebrating Life: Resident Photo Stories



Why not compile a photo book with pictures and stories from residents, families and staff. Interview residents about their favourite memories and photograph them! Include historical photos and current portraits. Create a book or digital slideshow to share with everyone!

Healing Through the Lens

Use photography as a form of art therapy! Guide residents through sessions where they can express themselves through photography. Encourage all residents to take part in creating photo projects, such as "What Makes Me Happy" or "My Daily Life."



Event Ideas

Furry Friends Photo Shoot

If you can, invite families to bring in pets for a special photo session with residents. Set up a designated area for pet photos! Capture candid and posed shots of residents with the furry friends and create a photo book or slideshow of the event.



Showcase Sunday - (Or Snapshot Saturday!)



Display all the photos taken throughout the week! Host a tea party to celebrate Nursing Homes Week, celebrate participants with certificates and enjoy a social gathering with light refreshments, sharing the week's experiences and photos.

Art in the Garden: Portrait Drawing Day

Let's combine photography with art by having residents draw or paint portraits based on photographs! Take portraits of residents and print them out. Set up an art station with drawing and painting supplies. Display the finished portraits alongside the original photos!



nhi



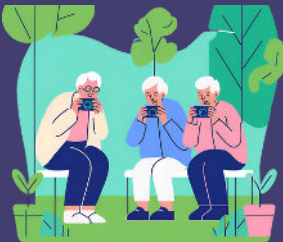
Event Ideas

Framing Memories: Outdoor Crafting Session

Combine photography with a crafting activity by making custom photo frames! Residents take and print photos of the residents to place in the frames. Display the framed photos in a special area or let residents keep them as mementos!



Nature's Lens: Photography Walk



Organise a guided walk focusing on photographing nature! Walk through the nursing home's garden or a nearby park. Provide cameras or smartphones for residents to capture flowers, trees, and wildlife. Hold a photo exhibit afterward to showcase the best shots!

Picnic & Photo Day: Family Photo Day

Combine a family picnic with a photography event! Set up picnic areas with blankets, tables, and food. Capture candid moments and family portraits! Provide instant photo prints or digital copies for families.



nhi

And many more ideas...



How your Week Could Look!

nhi

Monday

Family and Friends Fun
Photo Day

Arrange for families, friends and relatives to take part in a photoshoot with their loved ones. You could set up different themed backgrounds and use props for fun photos, creating happy memories for all!



Tuesday

Healing Through the
Lens

Guide residents through sessions where they can express themselves through photography. Encourage all residents to take part in creating photo projects, such as "What Makes Me Happy" or "My Daily Life."



Wednesday

Snap Down Memory
Lane

Residents can share stories behind their photos, while families can contribute to the exhibit by bringing in additional photos. By collecting all the memories in your nursing home, you will create a rich tapestry of connections.



Thursday

Nature's Lens:
Photography Walk

Walk through the nursing home's garden or a nearby park. Provide cameras or smartphones for residents to capture flowers, trees, and wildlife. Hold a photo exhibit afterward to showcase the best shots!



Friday

Picture Perfect
Workshop

Invite local photographers to nursing homes, where they can teach basics using smartphones or simple cameras. Hands-on practice sessions around the nursing home, focusing on nature, architecture, and portraits.



Saturday

Home: Where the Heart
Is!

Home can be where your heart is! Residents, and staff, can highlight pictures of what they believe home to be. Home can be a state of mind, where you are at most at home! Bringing together images from all residents, you can create a collage of wholesome pictures!



Sunday

Showcase Sunday - (Or
Snapshot Saturday!)

Display all the photos taken throughout the week! Host a tea party to celebrate Nursing Homes Week, celebrate participants with certificates and enjoy a social gathering with light refreshments, sharing the week's experiences and photos.



Social Media Tips and Advice

Over the course of the week, we will be actively sharing images and pictures from across the country featuring all kinds of events from nursing homes.

We strongly encourage you to also share your favourite images from the week events you have planned, to celebrate and showcase your nursing home.

We will also be sharing pictures from Nursing Homes Week at the NHI Annual Conference in September, so please send on all your pictures.

Follow these tips when posting on social media:

- **Privacy is of utmost importance for all residents.** With this in mind, always be certain you have consent from people in pictures, and be courteous to people when taking pictures.
- Don't be afraid to get creative with your pictures! (Read our advice on how to take the best snaps below!)
- Keep it short and simple!
- When posting, always use at least one of these hashtags:
 - **#NursingHomesWeek2024**
 - **#NHW2024**
- If you have any questions about posting on social media, please feel free to reach out to **Communications@nhi.ie**.

nhi



Tips on Snapping those Shots!

We want to see all the pictures you take during Nursing Homes Week! To snap the best shot, we have included some helpful tips below to get your best pictures!

Focal Point - The Resident are the Stars!

- **Emphasise the Resident:** Ensure the resident is the clear focal point of your photo. Position them prominently in the frame and use selective focus to blur the background, which helps to draw attention to their face or a specific feature.
- **Eyes in Focus:** When taking portraits, always focus on the eyes. Sharp, well-defined eyes can make a portrait look more engaging and impactful.
- **Rule of Thirds:** Place the resident off-centre, using the rule of thirds. Position their eyes along the top third line and align their body with one of the vertical lines for a more dynamic composition. Example below!



- Notice how the grid lines up to make sure that the top line is **head level**.
- The bottom line draws focus to the **two bottles** in the image, framing them, but not the focus.
- While there is a group of people here, your eyes are naturally drawn to the person in blue. This is the centre, **focal point**, of the image.

Tips on Snapping those Shots!

Using Natural Light

- **Window Light:** Indoors, position the resident near a window to use the natural light streaming in. This provides a soft, flattering light source. Avoid direct sunlight to prevent harsh shadows and squinting.
- **Backlighting for Drama:** Try backlighting the resident by placing them between the camera and the light source. This can create a beautiful halo effect around their hair and outline, adding depth and a dramatic flair to the portrait!
- **Golden Hour:** If possible, get your pictures captured during the golden hour. The soft, warm light of early morning or late afternoon minimises shadows and enhances skin tones, making the resident look their best.



- In this image, the light **falls naturally** on the person.
- The natural light provides **colour**, appropriate levels of **shading**, and **contrast**.
- Think about your light source and which way it is **pointing**, to get the best possible shot!

Tips on Snapping those Shots!

Landscape vs. Portrait Orientation

- **Portrait Orientation:** Typically, use portrait orientation for individual and full-body shots. This vertical format naturally aligns with the human body and can highlight the resident's height and posture, making them the main focus.
- **Landscape Orientation:** Use landscape orientation for group photos or to include the resident in a broader context. This horizontal format can capture more of the surrounding environment, which can add context and storytelling elements to your photo.
- **Mix It Up:** Don't hesitate to take multiple shots in both orientations. Different compositions can convey different moods and narratives. For example, a portrait shot can focus on the resident's expression, while a landscape shot can show their interaction with their surroundings.



Landscape



Portrait



Our mailing address is:
info@nhi.ie

Copyright © 2024 Independent Nursing Homes Ireland Limited, All rights reserved.
Content is exclusive for Nursing Homes Ireland Members.

Our contact number is:
+353 (0)1 4699800