



Become a **Certified Compassionate Touch® Coach**

What is Compassionate Touch®?

It is a powerful, skilled touch approach that evidence shows is an effective non-pharmacological strategy to reduce behavioral expressions in dementia and end-of-life care. The gentle, hands-on techniques were developed with busy care partners in mind, giving them a practical tool that's easy to learn and integrate into daily care practices, while strengthening relationships with those they serve.

How Does It Work?

Compassionate Touch® is a cutting edge skilled touch program that:

Is Feasible - Uses existing resources | Easy for staff to learn | Practically ensures sustainability

Is Effective - Eases physical and emotional distress | Promotes sleep | builds trust in caregivers | Provides a holistic personalized approach

Encourages Family Engagement - Provides a means for family to calm, comfort, and support their loved one | Enhances the family's experience as a member of the care team

Facilitates Staff Satisfaction - Reduces caregiver fatigue | Builds strong relationships | Aligns with person-centered core values and philosophy

Strengthens Marketability with a program that tangibly demonstrates commitment to culture change and staff development

Coach Training

Following the six-hour training, attendees are designated as Compassionate Touch® coaches and authorized to conduct the Compassionate Touch® program with staff members or families.

Who should become a Coach?

Any selected team members: Administrator, Memory Care Director, Marketing Liaison, Nurse, CNA leader, Social Worker, Activity Professional.

License

Your organization is licensed to use the Compassionate Touch® branded program and materials for one year. *An annual renewal fee of \$295 per authorized provider is required to maintain license.

Coach Benefits Include:

- Secure, on-line access to materials, resources, and templates for program implementation and sustainability
- Lobby certificate
- Website badge
- Support throughout the license period including teleconferences; newsletters; articles; and online forum with other Coaches
- Recognition as an AGE-u-cate collaborative partner

"My experience with Compassionate Touch training was transformational."

Michelle Madda, Assistant V.P. of Health and Wellness Services, Mather LifeWays, Evanston, IL

Coaches are Empowered with a:

- Sustainable program for staff training and family engagement
- Plan for implementation
- Tool to track clinical outcomes and staff satisfaction
- Network of Compassionate Touch® coaches throughout North America

ageucate.com/register

\$225* per organization for primary coach

One additional Coach may be registered for an additional \$225. If more than two coaches are needed, please see our Certified Compassionate Touch® Coach Community training Program
(additional coach must be from the same organization/community)

Prices include one Training Pack per registered learner

**TRAINING IS AVAILABLE ONLINE OR
IN PERSON AT SCHEDULED
SESSIONS**



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