

OMA Talking Points

People (administrators, supervisors, marketing staff, medical/nursing staff and others) will probably ask you “What is OMA?” They might even make assumptions about it as just another “art activity program.” But it is not just another art activity program! How do you share that it is so much more?

This is how... Learn these key “talking points.” Share them frequently and with confidence with everyone at your facility. The more you share these talking points with others, the more comfortable you will become asserting the value of OMA to your residents and your facility!



- An **evidence-based program based on an understanding of dementia & the needs of persons living with dementia**
- **Person-centered and focused on well-being** (positive emotion, engagement, meaningfulness, accomplishment & relationship)
- About **1:1 social interaction**, ideally **intergenerational relationships, with trained volunteers**
- Designed to **foster “failure free” creation** of incredibly beautiful **complex abstract art pieces** through the brilliant process of **layering of several easy steps**
- **Art show worthy** because it uses artist grade art materials
- A **flagship program** that can be marketed and separate our facility from others
- An **award-winning “best practice,”** that provides our residents with the **highest quality programming**