



SOARING Into Positive Wellbeing Initiative Workshop Series for Health Care Professionals, Teams, and Residents in Long-Term Care Facilities

As CEO & Founder of the nonprofit Soaringwords, I'm excited to share our proven, empirically based program with your organization. The SOARING Into Positive Wellbeing Initiative is a seven-module, virtual, asynchronous program that will bolster resilience and productivity amongst residents and health care professionals and their team members. When a facility participates in the program, they are given access to all modules to use throughout the year. The goal of this program is to enhance and elevate the positive culture amongst employees in order to amplify their resilience, wellbeing, and performance, which can also lead to superior resident outcomes. Because this initiative will directly enhance the quality of care and quality of life for residents, this can result in securing Civil Money Penalty Reinvestment Program (CMPPR) funds for this initiative.

[Soaringwords'](#) mission is to inspire individuals and health care professionals to take active roles in self healing to experience greater physical, emotional, and mental wellbeing. Since 2000, Soaringwords' interventions have been shared with more than 500,000 individuals in communities experiencing health inequity or serious illness. We are proud to have partnered with 196 hospitals around the world and health and human service agencies throughout North America. In 2020, Soaringwords provided the content for the launch of the World Economic Forum's Healthy Cities initiative working with the Jersey City Department of Health & Human Services.

The SOARING Into Positive Wellbeing workshop series can provide significant cost savings by bolstering employee resilience, productivity, and retention. Furthermore, this empirically based initiative will amplify awareness and empathy among all of the health care team members, which will enhance the quality of life for the residents they serve.

SOARING Into Positive Wellbeing Initiative

[Soaringwords'](#) SOARING Into Positive Wellbeing Initiative is a seven-module program which integrates the latest science from leading Positive Psychology experts and utilizes interactive workbooks so participants internalize core concepts. The modules can be used throughout the entire year to benefit all the residents, residents' families, and staff. The content will be delivered virtually and asynchronously to benefit the physical, emotional, and mental wellbeing of health care professionals and their team members who are experiencing stress and burn-out. The Soaringwords workshop series can be part of the continuing education credits for your professionals. Additionally, this initiative will improve health outcomes for residents and their families in separate tracks. When residents and their families learn how to take active roles in their self-healing, it enhances physical, emotional, and mental wellbeing for everyone in the family constellation. When family members are provided with relevant tools that decrease anxiety, depression, and stress while giving a sense of agency and hopefulness, it has an immediate and positive impact on your employees. Providing a proven turn-key solution for residents' family members will enhance the wellbeing and communication among staff,



residents, and family members as they benefit from the latest proven wellbeing approaches and tools. This comprehensive Soaringwords initiative creates more resilient residents and communities within each long-term care facility. Each workshop can be completed individually or shared in communal social emotional learning programs, residential support groups, and family support groups.

Every module is built upon the latest scientific discoveries from internationally recognized thought leaders. No other organization has synthesized such a wide array of relevant findings from wellbeing science into an award-winning, accessible workshop series. Led by myself (Lisa Honig Buksbaum), Soaringwords' CEO & Founder, these immersive modules motivate participants to fully engage in each workshop to make meaningful changes in order to experience enhanced wellbeing in their work and personal lives.

The Need

Since the COVID outbreak, communities are focused on responding to emerging, long-term mental health issues. As you well appreciate, the services of your organization's health care team are needed now more than ever.

Amplifying Employee Wellbeing

At Soaringwords, we appreciate that your facilities are facing the following challenges, according to The Mayo Clinic State of Well-Being 2022-2023 Report:

- 51% of health care employees reported heightened burn-out and lack of cohesion/ belonging, which diminishes psychological safety, loyalty, and productivity
- 58% of employees reported emotional problems such as anxiety, depression, and irritability

In addition, according to the Gartner Future of Work research, 2022:

- Employees are facing mental health fissures expressed through heightened stress and anxiety, exacerbated by the long-term physical and emotional impact of COVID on staff
- Decreased performance and engagement
- Exhausted workforce with 60% of employees reporting daily job stress
- Competitive talent landscape

Amplifying Resident Wellbeing

Numerous studies have shown challenges for quality of life amongst residents in assisted living:

- Depression is one of the top five chronic conditions for seniors living in assisted living facilities (National Institutes of Health: Morgan et al., 2016)
- 38% of older adults in residential care facilities experienced serious mental illness (American Association of Homes and Services for the Aged)
- One out of three residents take medications for a mental illness (American Healthcare Association, Resident Profile)



- Estimated that 20% of people 55 years or older experience some type of mental health concern including anxiety, severe cognitive impairment, and mood disorders including depression. Depression is not a normal part of growing older, rather in 80% of cases it is a treatable condition (Center for Disease Control and Prevention)

Soaringwords Empirically Based Solution

Soaringwords' SOARING Into Positive Wellbeing Initiative provides health care professionals and their team members with a turn-key solution that will support your current workforce by providing empirically based, proven solutions. Residents will feel more connected with themselves and others, reducing loneliness and isolation.

Shifts in participant wellbeing are measured through surveys based on the SOARING Into Positive Wellbeing Model. A pre-program survey is given during module one. Participants complete follow-up surveys at the completion of each module, with a final survey given at the conclusion of the program. The results are aggregated to measure meaningful shifts in wellbeing and qualitative and quantitative data are shared in an Executive Summary. When employees are seen and heard, it reinforces organizational values and norms, which leads to better communication and more effective high-performance teams. When residents are given an opportunity to engage with their fellow residents and community through the workshops, they feel less isolated and more engaged. The Soaringwords program will positively impact the language and culture for employees and residents in your facilities. As a result of completing these workshops, previous participants frequently reported increased belonging and commitment to their peers and the organization.

The results from Soaringwords empirical based initiatives in 2021-2022 include:

- Enhancing Resilience: 91.7% of participants reported a decrease in worry
- Amplifying Agency: 87.5% of participants reported an increase in pride
- Bolstering Self-Regulation: 100% of participants report decreased anger; 87.5% increase in joy; 75% increase in gratitude; 50% decrease in sadness

About Soaringwords

Soaringwords' mission is to inspire individuals and health care professionals to take active roles in self healing to experience greater physical, emotional, and mental wellbeing. Soaringwords' interventions have been shared with more than 500,000 people through partnerships with 196 hospitals and health and human service agencies. Soaringwords has led numerous Caring For The Caregiver workshops and programs to bolster individuals and families facing a loved one's acute or long-term medical crisis. Additionally, Soaringwords has provided programs for 150,000 employees at Fortune 50 companies including Accenture, Cigna, Cisco, Deloitte, Lilly, Meta, Google, Johnson & Johnson, JPMorgan Chase, New York Life, Sony, Verizon, and Viacom.

The workshops are led by Lisa Honig Buksbaum, Soaringwords CEO & Founder. Author, social entrepreneur, and Positive Psychology thought leader, Lisa is a passionate: a visionary driven by



great passion and action. An intuitive healer, well-loved inspirational speaker, and expert workshop leader and facilitator, Lisa has shared her wisdom with thousands of people throughout the world to help them enhance their lives with Positive Psychology insights and easy-to-use interventions. Three experiences with death and illness in her family during a ten-month period motivated her to launch Soaringwords. She is the author of *SOARING into Strength: Love Transcends Pain*, her debut memoir. Lisa graduated with honors from The University of Pennsylvania; holds an MBA in Marketing from Columbia University Graduate School of Business; and a Master of Applied Positive Psychology (MAPP) from The University of Pennsylvania where she received her undergraduate degree with honors. She has a certificate in Narrative Medicine from Columbia University College of Physicians and Surgeons, and a certificate from the American Institute for Mental Imagery. Lisa is president of the International Positive Psychology Association's (IPPA) Health & Wellbeing Division and serves on the Board of the Coincidence Project.

SOARING Into Positive Wellbeing Model

In 2012, Soaringwords codified its unique approach into a scientific model, which was published in 2013. This empirical data from Soaringwords initiatives has been presented at 17 international scientific conferences including with the International Positive Psychology Association, European Conference on Positive Psychology, and Healthcare Information and Management Systems Society (HIMSS). Soaringwords has also been featured in leading media including Good Morning America, USA Today, CEO to Watch in Chronicle of Philanthropy, and Fortune Small Business.



SOARING Into Positive Wellbeing Model

Strengths

Creating shifts in one's mind, body, relationships, and overall wellbeing.

Optimism

Choosing to look towards the good, even when times are difficult or painful, with hopeful expectation that things will be good in the future.

Altruism

Building community by giving to others without expectation of return.

Resiliency

Bouncing forward through challenges.

Imagery

Connecting to your inner self through reflection.

Narrative

Sharing the power of positive storytelling.

Gratitude

Noticing and appreciating the good things in and around you.

Additional Workshop Components

Each workshop includes a customized workbook filled with immersive prompts to help participants reinforce key concepts to build confidence and resilience. As they apply the new Positive Psychology learnings, employees will engage more deeply in their jobs and their personal lives while residents will find renewed purpose, meaning, and connection to others in the community. Participation in the program will elevate and enhance resident wellbeing, giving them core skills and deepening community. The comprehensive Positive Dose Effect follow-up system includes three-minute reminder videos emailed to participants so they can continue to practice and internalize core concepts from each workshop. Residents can watch the Positive Dose Effect videos in communal areas or via email. Participants are invited to create a pay-it-forward expressive arts/writing project as a peak emotional experience at the end of each workshop, synthesizing what they learned in each module. Projects are donated to pediatric patients in hospitals near your community.

Next Steps

I look forward to discussing this professional training and wellbeing program proposal with you and your leadership team to align on funding and logistics in order to launch the initiative. There are many obvious funding sources including the previously mentioned CMPPR funds.



Our team is eager to inspire the **organization** community to go from strength to strength as they experience greater resilience, agency, belonging, and hope by learning how to incorporate the latest Positive Psychology discoveries and insights to enhance their physical, emotional, and mental wellbeing.

Warmest regards,

A handwritten signature in cursive script that reads "Lisa".

Lisa Honig Buksbaum, CEO & Founder, Soaringwords





SOARING Into Positive Wellbeing Workshop Series for Long-Term Care Facilities

Tools to Elevate Employee & Resident Wellbeing

The SOARING Into Positive Wellbeing Initiative bolsters resilience and productivity amongst health care teams, all staff, and residents in long-term care facilities. The goal of this program is to change and elevate the language and culture amongst employees in order to amplify their resilience, wellbeing, and performance, which can also lead to superior resident outcomes. Soaringwords provides health care professionals and their team members with turn-key, empirically based solutions to mitigate burnout, and help residents feel more connected.

Soaringwords' mission is to inspire individuals to take active roles in self healing to experience greater physical, emotional, and mental wellbeing. Since 2000, Soaringwords' interventions have been shared with more than 500,000 people.



The Workshop Series:

1 SOARING Into Strengths

Identify your signature strengths, learn to strength spot in others, and discover how to distinguish between a Growth Mindset and Fixed Mindset.

2 SOARING Into Optimism

Learn how to cultivate an Optimistic Explanatory Style to experience more micro-moments of joy, self-compassion, and happiness.

3 SOARING Into Altruism

Enhance wellbeing by exploring how doing something kind without the expectation of receiving anything in return gives a powerful sense of self-efficacy.

4 SOARING Into Resilience

Strengthen your mental agility, coping skills, and grit by harnessing your inner resources during difficult times in order to bolster your ability to persevere.

5 SOARING Into Healing Imagery

Tap into your inner knowledge and knowingness. Learn how to access internal clarity and guidance with powerful easy-to-use visualizations.

6 SOARING Into Positive Narrative

Learn how to become the hero of your life. Telling your story helps you better reflect your values, leading to significant health benefits.

7 SOARING Into Gratitude

Explore the benefits of gratitude on your wellbeing, relationships, and community. Integrate four of the most impactful gratitude exercises into your life.

Collaborate With Soaringwords

Visit www.soaringwords.org/workshops
Email: workshops@soaringwords.org



Your Workshop Leader: Lisa Honig Buksbaum

The workshops are led by Soaringwords' CEO & Founder Lisa Honig Buksbaum. Lisa is a passionate: a person driven by great passion and action. She holds a master of applied positive psychology from the University of Pennsylvania and is a Positive Psychology thought leader, president of the International Positive Psychology Association's Positive Health and Wellbeing Division, and author of the debut memoir *SOARING into Strength: Love Transcends Pain*.