

## Enhancing Lives through a Low Cost, High Impact Program

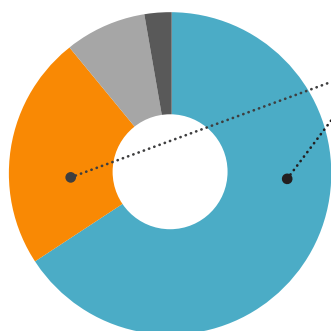
### Program Overview



Starting in April 2022, the Maryland Department of Aging, under the leadership of Secretary of Aging Rona Kramer, supported a pilot of the evidence-based program titled “**StrongerMemory**” and rolled it out in seven counties in Maryland through their area agencies on aging. Evaluations of the launch program are very promising and are highlighted here.

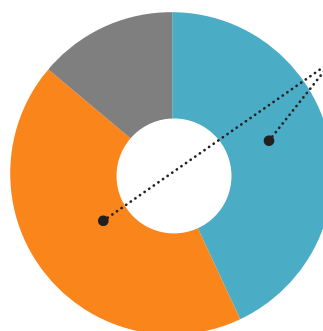
The Maryland pilot rollout included 12 weeks of habit forming reading out loud, handwriting, and simple math programming with a goal to improve brain health. Participants were provided with program materials and facilitator-led sessions, based on the **StrongerMemory** curriculum developed and offered at no cost by Goodwin Living, a not-for-profit senior living and healthcare services organization based in the National Capital Region.

### Key Highlights



**89%**

WERE SATISFIED  
WITH THE  
PROGRAM



**86%**

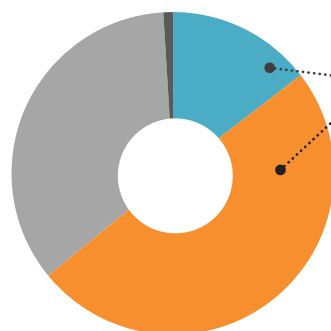
FELT AN INCREASE  
IN SOCIAL  
CONNECTION

Strongly Agree

Slightly Agree

Neither Agree or Disagree

Disagree



**64%**

ACKNOWLEDGED  
A BENEFIT IN  
BRAIN HEALTH

The overall program evaluation and participant survey included extensive data and input which confirmed that participants scored the program favorably for its quality, impact on improving their overall cognition and impact on enhancing their daily life.



## In Their Words:

### Senior Centers' Participants

*"I liked being around people - that has helped me with my depression."*

*"I have started drawing again."*

*"We need more of these kinds of programs."*



### Facilitator Feedback

*"This particular program seems to be a wonderful intervention as people are beginning to experience some of those normal aging symptoms."*

— Carol Zimmerman, Aging & Dementia Programs Manager, Maryland Senior Centers MAC Inc.

*"It's rewarding to call those StrongerMemory participants and caregivers at home and hear their stories: the caregiver becomes the facilitator. All have commented that they are enjoying reading out loud."*

— Margaret White, Life Bridges Program Director, Wicomico County Senior Centers MAC Inc.

*"It's great to know we can be a 'positive' resource for people concerned about memory loss/dementia by offering a free, virtual program to caregivers who said they needed and wanted something they could do together. Now this is an engaging part of their day where they're spending time together."*

— Ann Marie Riehl, Caregiver Program Manager, Baltimore County

## Summary

Goodwin Living expresses its gratitude to the Maryland Department of Aging for introducing **StrongerMemory** to senior centers. This commitment expands the resources available to Maryland's older adults through their area agencies on aging to ensure better brain health and independence as they age.

Goodwin Living looks forward to sharing **StrongerMemory** with more senior centers and caregiver support programs in Maryland and all U.S. states as part of our mission to support, honor and uplift the lives of older adults. **StrongerMemory** is available at no cost thanks to the generosity of the Goodwin Living Foundation and its donors.



Goodwin Living  
Foundation

[strongermemory.org](https://strongermemory.org)

**Stronger**   
Memory<sup>SM</sup>