

**How to Host a Facility Tour for Careers in Aging Month**

Careers in Aging Month is a great opportunity to connect with your local community and highlight the meaningful careers in the aging services field. Hosting a facility tour is an excellent way to engage students, parents, and teachers while showcasing the valuable work your organization does every day. Here’s how to organize and host a successful facility tour:

**Step 1: Plan and Organize the Event**

1. **Set a Date and Time**: Pick a date during Careers in Aging Month (March 2025) that works well for your facility and the local schools. Choose a time that allows for maximum participation, typically in the afternoon or after school hours.
2. **Create a Schedule**: Break down the tour into manageable segments. Plan for a 45-minute to 1-hour tour that includes introductions, a walkthrough of key areas of the facility, and a Q&A session. Allow time for guests to ask questions and interact with staff.
3. **Decide the Audience**: Focus on local students, parents, and teachers who may be curious about careers in aging services. You could partner with local schools to promote the event or invite specific groups that have expressed interest in healthcare or aging services.
4. **Safety Protocols**: Make sure to review any safety or health protocols (e.g., COVID-19, fire regulations) to ensure a safe and comfortable experience for all participants. You might want to provide PPE, hand sanitizing stations, or health screenings if necessary.

**Step 2: Promote the Event**

1. **Advertise Locally**: Use social media, your website, and community boards to promote the tour. Reach out to local schools, teachers, and youth organizations to inform them of the event and encourage participation.
2. **Create Promotional Materials**: Develop flyers or digital content that includes essential event details, like the purpose of the tour, date and time, and any RSVP requirements. Include testimonials or quotes from staff to build excitement about the event.
3. **Use Email Campaigns**: Send emails to local schools, libraries, community centers, and other educational organizations. Be sure to include details about the career opportunities in aging services and the impact these roles have on the community.

**Step 3: Prepare Your Facility and Staff**

1. **Designate Key Staff Members**: Identify team members who will lead the tour, answer questions, and engage with visitors. It's helpful to have staff from different departments, such as nursing, administration, and activity coordinators, to provide a diverse perspective.
2. **Showcase Key Areas**: Plan your tour route to highlight the most important areas of your facility. This could include common areas, dining rooms, resident rooms (with permission), activity spaces, and healthcare facilities. Focus on areas that demonstrate how your team supports residents’ well-being.
3. **Provide Educational Materials**: Have brochures or handouts available that detail the various career paths in aging services, including nursing, social work, activity coordination, administration, and more. Consider including testimonials or success stories from staff who have advanced in their careers.

**Step 4: Conduct the Tour**

1. **Welcome Your Guests**: Start the tour by welcoming attendees and giving them a brief introduction to your facility, its mission, and the services you provide. Make sure to set a friendly, approachable tone.
2. **Engage and Inform**: As you walk through the facility, highlight the key functions of each area. Share insights about what makes working in aging services unique and rewarding. Encourage questions and discussion along the way.
3. **Interactive Experience**: Where possible, make the tour interactive. Let visitors participate in activities, observe staff in action, or interact with residents (with their consent). For example, if your facility offers arts and crafts sessions, allow visitors to try a simple activity.
4. **Showcase Career Opportunities**: As you explain your daily operations, point out various roles in aging services and how they contribute to the overall quality of care. Highlight how individuals can get involved in these careers and the pathways for growth within the field.

**Step 5: Conclude the Tour and Follow Up**

1. **Q&A Session**: After the tour, open the floor for a Q&A. Let attendees ask questions about career options, education requirements, and the challenges and rewards of working in aging services.
2. **Provide Career Resources**: Give out materials or contact information for local colleges, job boards, and your own organization’s career opportunities. You may also want to provide info about internships or volunteer opportunities.
3. **Thank Your Guests**: Thank all attendees for coming and express appreciation for their interest in careers in aging services. Remind them of the important role they can play in supporting aging populations, either through a career or as a volunteer.
4. **Follow Up**: Send a thank-you email to attendees, providing additional resources and information on how they can pursue careers in aging services. Include a link to any job postings or upcoming events you may have.

**Step 6: Evaluate and Reflect**

After the event, gather feedback from attendees, staff, and participants. This will help you refine future tours and improve engagement efforts for Careers in Aging Month and beyond. Consider ways to stay connected with potential future employees or volunteers.