# *Heritage Happenings* Reference Manual & Style Guide

Theo’s work-in-progress

## Mission

*Heritage Happenings* is a monthly publication published by residents of Heritage on the Marina for the pleasure of residents and their families and friends.

An important objective is to create a publication readable by people with visual, motor and cognitive impairments and yet to be lively and relevant to all residents.

All content - text, drawings, photos and whatever - is generated by residents and team members.

## Values

We are not about politics, religion or world events.

We are about "news" - new events, new residents, new staff and new policies & procedures.

We are not about events that disturb or disrupt the lives of residents and staff.

Apart from helping the Employee Appreciation Fund or the Head Start Program, we are not about raising money or helping others to raise funds. We may describe the fundraising efforts of others but we do not facilitate fundraising ourselves.

*Heritage Happenings* is about “us” - residents and staff. We are here to create new bonds, facilitate introductions, and reveal the depth and range of the collection of all our personalities.

The views and opinions expressed in this publication are those of the authors and do not reflect policies of the editorial committee nor the official policy or position of any long-term care facility.

## Privacy

No personal email addresses are published.

The names of people in photos are not disclosed.

No instructions or repeated monthly “copy-paste” text except for scheduled events.

## Email

[happenings@heritage.groups.io](mailto:happenings@heritage.groups.io)

## Web

[heritage-happenings.github.io](https://heritage-happenings.github.io)

# 

## Generally: style based on *The Economist* [*Economist Style Guide*](http://cdn.static-economist.com/sites/default/files/pdfs/style_guide_12.pdf)

If you click on the link above, you will see that this excellent work is available at no charge.

Compare and contrast the *Economist* style guide with the other [style guide that costs $41 per year](https://www.chicagomanualofstyle.org/).

Long version: [Style Guide](http://www.benjaminjameswaddell.com/wp-content/uploads/2018/08/the-economist-style-guide.pdf)

Some quirks

* Mr and Mrs not Mr. and Mrs.
* USA not U.S.A.
* St Paul or Saint Paul not St. Paul
* Laguna Street not Laguna St.

## Some In-House Guidance

### Acronyms

Acronyms are always spelled out on first use followed by the acronym in parentheses.

* United Nations (UN)

## Event Entry Format

Title: Saturday Shorts with Margaret Jacobs

Days & place: Saturdays at 3:00 in McGinley Room

~~Or? Days & place: Saturdays - 3:00 - McGinley Room~~

Date: January 8, 15, 22, 29

## Links

All links to web pages are underlined - both in paper and PDF versions. No other text is underlined.

## Names and “the”

* A meeting of the Residents Council
* Read your *Heritage Happenings*

## Place Names

Suggestions

* Heritage on the Marina - the organization.
  + “A director of Heritage on the Marina”
  + Write out fully on first use.
  + Second and subsequent uses may be simply “Heritage”
* Heritage - may be used to refer to the campus and building.
  + “She is a resident at Heritage”
  + Avoid “the” as a prefix. We do not say “He works at the General Motors”

Rooms with proper nouns need no “the”

* Apartment 227
* Friendship Hall
* McGinley Room
* Stucky Library
* 3rd floor Perry
* Residents Council

Spaces where generic terms are elevated to proper nouns may have a “the”

* the Arts & Crafts Room
* the Chapel
* the Dining Room

# Word Count

A full page of text may have a word count of 450 words

# Events

## Heritage on the Marina

* Birthday Dinner: Second Friday
* Catholic Mass: First Friday @ 10
* Emotional Support: First and third Wednesdays @ 2:00
* Editorial meeting: Thursday nearest the 15th
* Food Committee: Second Tuesday @ 10:30
* Library Committee: Third Wednesday
* Life Enrichment committee: Second Wednesday @ 1:00
* Out & About committee: Second Wednesday @ 1:30
* Residents Council: Last Friday @10:00
* Saturday Shorts: @ 3:00

## Months

*Work-in-progress*

Links

* <https://en.wikipedia.org/wiki/List_of_month-long_observances>
* <https://en.wikipedia.org/wiki/List_of_minor_secular_observances>
* <https://en.wikipedia.org/wiki/Category:Lists_of_observances>
* <https://nationaltoday.com/>

Observances

* January
* February
  + Black History Month
  + Heart Month
* March ~ Nutrition Month
  + <https://en.wikipedia.org/wiki/Women's_History_Month>
  + March 8 <https://en.wikipedia.org/wiki/International_Women%27s_Day>
* April
  + <https://en.wikipedia.org/wiki/National_Poetry_Month>
  + <https://poets.org/national-poetry-month/>
* May
  + Nurse Appreciation Week
    - Different attire every day of the week
  + <https://en.wikipedia.org/wiki/Asian_Pacific_American_Heritage_Month>
* June
  + National Donut Day
  + LGBT Pride
  + June 8, National Best Friends Day
* July ~ https://nationaltoday.com/july-holidays/
  + National Ice Cream Month: July
  + National Popsicle Day ~ ??
  + National Ice Cream Day ~ third Sunday of July
  + National Wine & Cheese Day ~ 2022-07-25
  + Parent's Day: last Sunday in July
  + Lemon tree McGinley Terrace
  + Hot dogs and milkshakes?
* August
* September
* October
  + Halloween
* November
  + Elections
  + Thanksgiving
* December
  + Christmas

# 

# Food, Meals & Dining Service

*2022-07-28 ~ Since I had zero feedback either negative or positive, I have dropped the idea for the time being.*

Every *Heritage Happenings* has at least a page devoted to the dining experience - currently titled “Dining Delights”

Content is original, created in-house and focused on current needs of residents

The writing style is geared toward the visual and cognitive abilities of elders

Our meals in the dining room are a primal social encounter in our lives at Heritage on the Marina. Numerous gatherings where Dining Services supply food and good cheer complement our daily wellness experiences, good nutrition and caring. This new section in Heritage Happenings documents upcoming dining events. Items here may reflect items already listed in the Special Events section. There the topics and presenters are noted. Here the dining and resident participation aspects are chronicled.

Meals that are highlighted on the menus will also be highlighted in some way the *Heritage Happenings* - including brief descriptions of some fun or interesting or special about what may be served.

Overview of monthly superfood. How to incorporate the superfood into the Heritage meal plan?

Food committee reports. Is there a way of adding part of the report to the Heritage Happenings?

Nutritionists Talks ~ highlights and links related to talks given by dining staff

# Cover Messages

## Residents

***Remember: large print!!!***

Hello Heritage resident

Attached kindly find your #month# issue of *Heritage Happenings*.

You may also view the file on the Internet by clicking here: Heritage Happenings.

Please let me know if you would like issues sent to your family or friends.

Please also let me know if you have any questions or need help opening or reading the file.

Theo

## Family and Friends

Remember to BCC

Hello Heritage on the Marina family and friends

Attached kindly find your #month# issue of *Heritage Happenings*.

Please let me know if you have any questions, want to unsubscribe or want to add new subscribers.

# Links of Interest

## Graphic design for the elderly

5 things to consider when designing websites for older people

* [https://www.alzheimers.org.uk/blog/considerations-for-designing-websites-older-people](https://www.alzheimers.org.uk/blog/considerations-for-designing-websites-older-people%20)

Accessible Design: Designing for the Elderly

* <https://uxplanet.org/accessible-design-designing-for-the-elderly-41704a375b5d>

Designing For Seniors

* <https://www.fonts.com/content/learning/fyti/situational-typography/designing-for-seniors>

Designing for Senior Citizens

* <https://www.uxmatters.com/mt/archives/2010/05/designing-for-senior-citizens-organizing-your-work-schedule.php>

Designing For the Elderly: Ways Older People Use Digital Technology Differently

* <https://www.smashingmagazine.com/2015/02/designing-digital-technology-for-the-elderly/>

Designing A Dementia-Friendly Website

* <https://www.smashingmagazine.com/2016/05/designing-a-dementia-friendly-website/>

Design for older people sucks. Here are four ways to fix it

* <https://www.digitalartsonline.co.uk/features/graphic-design/design-for-older-people-sucks-here-are-four-ways-fix-it/>

Guidelines for effective writing

* <https://www.cms.gov/training-education/learn/find-tools-to-help-you-help-others/guidelines-for-effective-writing>

Italic Type – The Dark Side

* https://blog.fonts.com/2010/06/23/italic-type-the-dark-side/

Making Your Printed Health Materials Senior Friendly

<https://dl.icdst.org/pdfs/files3/8715e95978c5bd6c250bd61ad82f9742.pdf>

Making Text Legible

* <https://accessible-techcomm.org/wp-content/uploads/making_text_legible.pdf>

Reaching Adults Age 50+ More Effectively Through Print

* https://agefriendly.dc.gov/sites/default/files/dc/sites/agefriendly/publication/attachments/AgeFriendlyDC-Effective\_Print-2.3.17-v2-PRINT.pdf

# Current styles being used in *Heritage Happenings*

2022-05-31 Needs checking and updating

# Heading1

Verdana 20 pts, 0 pts before, 4 pts after, 1.15 line spacing, the color of red bricks

Used for the headlines to articles and other major section headings

Lorem ipsum, quia dolor sit, amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt, ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur, vel illum, qui dolorem eum fugiat, quo voluptas nulla pariatur?

## Heading 2

Verdana 16 pts, 12 pts before, 2 pts after, 1.15 line spacing

Lorem ipsum, quia dolor sit, amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt, ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur, vel illum, qui dolorem eum fugiat, quo voluptas nulla pariatur?

### Heading 3

Verdana 12 pts, 8 pts before, 0 pts after, 1.15 line spacing

Lorem ipsum, quia dolor sit, amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt, ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur, vel illum, qui dolorem eum fugiat, quo voluptas nulla pariatur?

To be added: header and footer styles