

**Tea Party Marketing Plan for Nutrition and Hydration Week:  
Musical Game Evening  
Fareeha Waheed  
Humber College**



## 1. Marketing and Promotion

The information about the tea party will be communicated through a poster and put up. It is very colourful and bright so residents/staff will not miss it. For some of the residents on wheelchairs, we will post it a little lower. We will also verbally (huddle) let our staff know about the event and put it on our computer background. An email will be sent to family members of each resident inviting them to the tea party and a digital copy of our poster. We will post it on our website, social media, local markets and our local buildings billboard, have our volunteers hand out some posters to people. Thus, there are many marketing strategies to promote/ bring awareness to our tea party and hydration week.

## 2. Menu Development

For minced diets choices are pudding, minced scones and also egg salad. All of these foods are soft and could easily be minced by the chef to the appropriate texture.

The 12 residents with full-pureed diets will have a choice of custard, pureed fruit salad, egg salad and some pureed chickpea salad, water, flavored water and many other drinks. These foods will be easily eaten by those with dysphagia by reducing chance of getting it in the lungs (Jordan, M. 2016). When pureeing, chef will add thickener if needed in custard etc.

The 7 residents on the thickened full fluid pureed diets will have options of all the thickened tea and mint water. The one resident on gluten free diet and diabetic residents will have option of fruit salad, variety of drinks and chickpea salad. For diabetics it is important for them to have their intake of sugar from naturals food and therapeutic diet (if they had any) will be considered (Dietitians of Canada, 2013).

The nutritional concerns were taken into consideration for people with Alzheimer's and dementia. Firstly, fruits contain feistin which show improvement in the functionality of people with alzheimer's. Moreover, there are many colourful foods to choose from which will be easily be grabbed by residents. We will also give them specific colours which will also be on the foods they can eat (will work with all diets). Also, residents picking their own food will give them a sense of independence.

There are many sources of hydration from the drinks and foods like tea, mint flavoured water, coffee, chickpea salad. 1 cup of a peeled and sliced cucumber, there is 96% of water and in one tomato 94% of water present (Popkin, BM., 2011). There is hydration in fruits. There are all four food groups available to the residents to choose from like grains, milk and alternatives, meat and alternatives and vegetables and fruits.

### **3. Human Resource Management**

Life enrichment staff from the activities center, will help coordinate, set up the board game, ensure all seniors have family, friends other residents playing with each other and are not alone, ensure the residents follow their coloured diets while getting the food. Other three will be responsible for sending out emails. All staff members will bring in any games, puzzles or board games they currently have.

The volunteers will ensure proper flow and completion of the survey and control music and the motivational video, help set up, prize draw, and hand out a small takeaway and a brochure.

The responsibility of the chef is to make all the foods and make sure they are being cooked correctly. The cook will have 3-4 volunteers helping out with food, so cook should assign easy tasks for them and ensure proper sanitization.

We reached out to the local high school and made an announcement for anyone needing additional volunteer hours they can sign up. Make sure there are backup videos.

### **4. Financial Management**

Items needed for tea party		
Name of item/s	Price (taxes included)	Reference (store)
Food	\$361.91 + \$11.16+ \$7.89 + \$4.50 = \$385.46	(Loblaws), Refer to appendix A
Decoration	\$156.74	(Party City), Refer to Appendix B
Board Games	\$28.195 + \$26.97 = \$55.165	Please refer to Appendix C
Total	\$597	

	<b>Vine Tomato (Single Tomato)</b>	<input checked="" type="checkbox"/> Allow Substitutions  <a href="#">Instructions for your personal shopper</a>	<input type="button" value="-"/> 7 <input type="button" value="+"/> × Remove	<b>\$7.86</b> \$1.12 kg
	<b>Red Seedless Watermelon</b>	<input checked="" type="checkbox"/> Allow Substitutions  <a href="#">Instructions for your personal shopper</a>	<input type="button" value="-"/> 2 <input type="button" value="+"/> × Remove	<b>\$19.98</b> \$9.99 ea
	<b>Celery Stalks</b>	<input checked="" type="checkbox"/> Allow Substitutions  <a href="#">Instructions for your personal shopper</a>	<input type="button" value="-"/> 2 <input type="button" value="+"/> × Remove	<b>\$7.98</b> \$3.99 ea
	<b>Organic Peppers</b>	<input checked="" type="checkbox"/> Allow Substitutions  <a href="#">Instructions for your personal shopper</a>	<input type="button" value="-"/> 3 <input type="button" value="+"/> × Remove	<b>\$14.97</b> <del>\$16.47</del> \$4.99 ea SAVE \$0.50
	<b>Green Onion</b>	<input checked="" type="checkbox"/> Allow Substitutions  <a href="#">Instructions for your personal shopper</a>	<input type="button" value="-"/> 3 <input type="button" value="+"/> × Remove	<b>\$5.07</b> \$1.69 ea
<b>BAKERY</b>				1 Item(s)
	<b>Five Grain Bread</b>	<input checked="" type="checkbox"/> Allow Substitutions  <a href="#">Instructions for your personal shopper</a>	<input type="button" value="-"/> 9 <input type="button" value="+"/> × Remove	<b>\$44.01</b> \$4.89 ea
<b>DAIRY AND EGGS</b>				1 Item(s)
	<b>Greek Yogurt</b>	<input checked="" type="checkbox"/> Allow Substitutions  <a href="#">Instructions for your personal shopper</a>	<input type="button" value="-"/> 4 <input type="button" value="+"/> × Remove	<b>\$15.96</b> \$3.99 ea
<b>DRINKS</b>				1 Item(s)
	<b>Tradition Fine Grind Medium Roast Coffee</b>	<input checked="" type="checkbox"/> Allow Substitutions  <a href="#">Instructions for your personal shopper</a>	<input type="button" value="-"/> 2 <input type="button" value="+"/> × Remove	<b>\$13.98</b> <del>\$15.98</del> \$6.99 ea SAVE \$1.00

**FRUITS & VEGETABLES**

14 Item(s)

	<b>Field Cucumbers</b>	<p><input checked="" type="checkbox"/> <b>Allow Substitutions</b> </p> <p><a href="#">Instructions for your personal shopper</a></p>	<p><input type="button" value="-"/> 4 <input type="button" value="+"/></p> <p>× Remove</p>	<p><b>\$7.96</b> \$1.99 ea</p>
	<b>Organic Kiwis</b>	<p><input checked="" type="checkbox"/> <b>Allow Substitutions</b> </p> <p><a href="#">Instructions for your personal shopper</a></p>	<p><input type="button" value="-"/> 3 <input type="button" value="+"/></p> <p>× Remove</p>	<p><b>\$10.50</b> <del>\$14.97</del> \$3.50 ea 2 FOR \$7.00</p>
	<b>Chives</b>	<p><input checked="" type="checkbox"/> <b>Allow Substitutions</b> </p> <p><a href="#">Instructions for your personal shopper</a></p>	<p><input type="button" value="-"/> 2 <input type="button" value="+"/></p> <p>× Remove</p>	<p><b>\$5.98</b> \$2.99 ea</p>
	<b>Red Mango</b>	<p><input checked="" type="checkbox"/> <b>Allow Substitutions</b> </p> <p><a href="#">Instructions for your personal shopper</a></p>	<p><input type="button" value="-"/> 4 <input type="button" value="+"/></p> <p>× Remove</p>	<p><b>\$19.96</b> \$4.99 ea</p>
	<b>Red Onion</b>	<p><input checked="" type="checkbox"/> <b>Allow Substitutions</b> </p> <p><a href="#">Instructions for your personal shopper</a></p>	<p><input type="button" value="-"/> 4 <input type="button" value="+"/></p> <p>× Remove</p>	<p><b>\$8.13</b> \$2.03 kg</p>
	<b>Mint</b>	<p><input checked="" type="checkbox"/> <b>Allow Substitutions</b> </p> <p><a href="#">Instructions for your personal shopper</a></p>	<p><input type="button" value="-"/> 4 <input type="button" value="+"/></p> <p>× Remove</p>	<p><b>\$11.96</b> \$2.99 ea</p>
	<b>Raspberries</b>	<p><input checked="" type="checkbox"/> <b>Allow Substitutions</b> </p> <p><a href="#">Instructions for your personal shopper</a></p>	<p><input type="button" value="-"/> 3 <input type="button" value="+"/></p> <p>× Remove</p>	<p><b>\$20.97</b> <del>\$23.97</del> \$6.99 ea SAVE \$1.00</p>



Lemons

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$4.99**  
\$4.99 ea



Cilantro

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$7.98**  
\$3.99 ea

**NATURAL & ORGANIC**

2 Item(s)



Organic African Nectar Herbal Tea

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$32.97**  
\$10.99 ea



Passion Herbal Infusion Tea

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$11.98**  
\$5.99 ea

**PANTRY**

11 Item(s)



Premium Dark Chocolate Bar

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$3.76**  
~~\$3.98~~  
\$1.88 ea  
SAVE \$0.11



Brown Sugar Blend

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$15.98**  
\$7.99 ea



White Pepper, Ground

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$8.99**  
\$8.99 ea



Chick Peas

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$8.98**  
\$4.49 ea



Yellow Mustard

Allow Substitutions [Instructions for your personal shopper](#)

× Remove

**\$1.19**  
\$1.19 ea



**Corn Flour**

Allow Substitutions   
[Instructions for your personal shopper](#)

× Remove

**\$8.58**   
 \$4.29 ea

**OTHER**

1 Item(s)



**Lemon Ginger Herbal Tea**

Allow Substitutions   
[Instructions for your personal shopper](#)

× Remove

**\$13.47**   
~~\$16.47~~   
 \$4.49 ea   
 SAVE \$1.00



**Crushed Pineapple In Pineapple Juice**

Allow Substitutions   
[Instructions for your personal shopper](#)

× Remove

**\$5.37**   
 \$1.79 ea



**Cornstarch**

Allow Substitutions   
[Instructions for your personal shopper](#)

× Remove

**\$3.49**   
 \$3.49 ea



**Pure Vanilla Extract**

Allow Substitutions   
[Instructions for your personal shopper](#)

× Remove

**\$6.99**   
~~\$8.99~~   
 \$6.99 ea   
 SAVE \$2.00



**Whipped Dressing**

Allow Substitutions   
[Instructions for your personal shopper](#)

× Remove

**\$2.49**   
~~\$2.99~~   
 \$2.49 ea   
 SAVE \$0.50



**Seasoning Salt**

Allow Substitutions   
[Instructions for your personal shopper](#)

× Remove

**\$3.29**   
 \$3.29 ea

**SUBTOTAL: \$355.77**

(Loblaws, 2019)

 <p><b>No Name Baking Powder (450 g)</b>          Exp. 12/26  <b>\$3.99</b> ea <del>\$4.29</del>  <del>\$0.89</del> / 100 g</p> <p><b>SAVE \$0.30</b></p> <p><b>ADD</b></p>	 <p><b>Gay Lea Butter Sticks, Unsalted (454 g)</b></p> <p><b>\$6.99</b> ea          \$1.54 / 100 g</p>	 <p><b>No Name Liquid Honey (1 kg)</b></p> <p><b>\$9.88</b> ea          \$0.99 / 100 g</p> <p><b>ADD</b></p>
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**B.**

 <p>Save For Later</p>	<p><b>Posh Poinsettia Table Cover</b>          54in x 102in Plastic Table Cover          SKU: 811024          Remove</p>	<p>Ship to Address</p>	<p>\$ 4.49/ea</p>	<p>20</p>	<p><b>\$ 89.80</b></p> <p>Update</p>
 <p>Save For Later</p>	<p><b>Ginger Roy Gold Confetti Balloons Set</b>          12in Latex Balloons          SKU: 830399          Remove</p>	<p>Ship to Address</p>	<p>\$ 8.99/ea</p>	<p>1</p>	<p><b>\$ 8.99</b></p> <p>Update</p>
 <p>Save For Later</p>	<p><b>Buffalo Plaid Lunch Napkins 16ct</b>          6 1/2in x 6 1/2in Paper Napkins          SKU: 784133          Remove</p>	<p>Ship to Address</p>	<p>\$ 2.59/ea</p>	<p>5</p>	<p><b>\$ 12.95</b></p> <p>Update</p>
	<p><b>Multicolor Tissue Pom Poms 3ct</b>          16in Paper Decorations          SKU: 420820          Remove</p>	<p>Ship to Address</p>	<p>\$ 8.99/ea</p>	<p>3</p>	<p><b>\$ 26.97</b></p> <p>Update</p>

(Party City)

C.

	Shake Loose a Memory Game	\$21.50	1	\$21.50	
		HANDLING FEE		\$3.90	

(The Alzheimer's Store, 2018)

 Add \$37.10 for 1 HLL standard shipping:

	<b>Streamline Poker Playing Cards</b> ✓ In Stock <a href="#">Check delivery date</a>	Qty: <input type="text" value="1"/>	<b>97¢</b>	<a href="#">X Remove</a>
	<b>Cardinal Games Traditions Chess Board Game</b> ✓ In Stock <a href="#">Check delivery date</a>	Qty: <input type="text" value="1"/>	<b>\$5</b>	<a href="#">X Remove</a>
	<b>UNO Card Game</b> ✓ In Stock <a href="#">Check delivery date</a>	Qty: <input type="text" value="1"/>	<b>\$693</b>	<a href="#">X Remove</a>

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Costs based on [L3Y3R6](#)

<b>Subtotal:</b>	<b>\$1290</b>
Walmart shipping:	5.97
Order handling fee:	5.00
HST:	3.10
<b>Estimated total:</b>	<b>\$2697 **</b>

(Walmart)

 <a href="#">Save For Later</a>	<b>Posh Poinsettia Table Cover</b> 54in x 102in Plastic Table Cover SKU: 811024 <a href="#">Remove</a>	<input checked="" type="radio"/> Ship to Address	\$ 4.49/ea	20 <input type="button" value="v"/> <a href="#">Update</a>	<b>\$ 89.80</b>
 <a href="#">Save For Later</a>	<b>Ginger Ray Gold Confetti Balloons Set</b> 12in Latex Balloons SKU: 830599 <a href="#">Remove</a>	<input checked="" type="radio"/> Ship to Address	\$ 8.99/ea	1 <input type="button" value="v"/> <a href="#">Update</a>	<b>\$ 8.99</b>
 <a href="#">Save For Later</a>	<b>Buffalo Plaid Lunch Napkins 16ct</b> 6 1/2in x 6 1/2in Paper Napkins SKU: 784133 <a href="#">Remove</a>	<input checked="" type="radio"/> Ship to Address	\$ 2.59/ea	5 <input type="button" value="v"/> <a href="#">Update</a>	<b>\$ 12.95</b>
	<b>Multicolor Tissue Pom Poms 3ct</b> 16in Paper Decorations SKU: 420820 <a href="#">Remove</a>	<input checked="" type="radio"/> Ship to Address	\$ 8.99/ea	3 <input type="button" value="v"/> <a href="#">Update</a>	<b>\$ 26.97</b>

(Party City)

### **5. Originality/Creativity/Effort**

The Tea Party is a game night where seniors can have fun playing games with friends and family and a place where they can relax, be interactive and social. This is an appropriate event for the residents because there will not be over complex/competitive games that could be stressful (Myuri, R., 2011). However, the games will still be mind stimulating to keep the seniors minds active. The music will be from the 1970's because with a mix of modern music, so seniors and family members can enjoy. The mix of low music and games taking place, it will create a fun and memorable event (makes it unique). There will be a prize draw at the end where seniors and guests can take a gift to remember. Through observations and involvement of residents we will evaluate effectiveness and organization of event, also what went right with games and diets. Seniors and participants will fill out a survey on their experience/ thoughts on the event.

## References

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