



January Newsletter

Activities, Therapy Interventions
& Marketing/Social Ideas

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The Winter Brain — Boosting Cognitive Energy



Therapy Fun

Brain & Body Blizzard Circuit (PT/OT)

A rotating winter-themed circuit combining mobility + cognition. Stations may include:

- Marching in place while completing category tasks
- Stepping over “snow mounds” (foam pads) while following 2-step commands
- Path navigation with alternating cognitive cues (“Turn left if you hear an animal word...”)



Winter Warm-Up Sequencing (OT/ST)

Build-Your-Own Hot Cocoa
(order, measure, mix)

Snowflake Skill Builders (OT/ST)

Residents complete hands-on tasks that challenge both dexterity and mental processing—such as assembling patterned snowflake designs, sorting objects by category, or building simple winter craft pieces with step-by-step cues.

Featured Activities

Mind & Body: “Frosty Fitness Quest”

Turn your community room or hallway into a winter adventure trail that blends movement + cognitive challenges in a playful way. Possible stations include:

- **Snowball Toss Scoreboard** – Toss soft “snowballs” into buckets labeled with categories (animals, states, foods). Residents must name an item from their category each toss.



Spirit:

“Purposeful Connections Pen Pal Project”

Launch a monthly or ongoing pen pal exchange within the facility or with a partner school/community group.

Residents write (or dictate) short notes, share stories, or answer simple guided prompts.

Themes could include:

- “A winter memory that makes me smile...”
- “Someone who made a difference in my life...”
- “A piece of wisdom worth sharing...”

Marketing & Outreach

Brain Boost Education Series

Offer to lead an educational series for a local Independent Living Center about the importance of cognitive well-being. All the tools you need are located on [AYOW.com](https://www.ayow.com).

Social Media Promotions

Winter Brain Boost Series

Post one weekly **BODY • MIND • SPIRIT** tip showing how small daily habits (hydration, puzzles, mindful breathing) help support cognitive wellness in winter.

Cognitive Wellness in Action

Share a photo or clip of residents participating in cognitive-focused therapy or activities.

Share the fun! Send your photos to SocialMedia@reliant-rehab.com