

Brookdale Parkplace
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Brookdale
All activities are subject to change.

COMMUNITY CONNECTIONS

September 2025



The Gerontologist's Corner

Featuring Christy Phillips, PhD, Gerontologist at Brookdale

Grandparents Day: Celebrating Legacy and the Science of Generativity

On September 7, we celebrate Grandparents Day, observed the first Sunday of September after Labor Day, since 1978. The statute declaring the day a national holiday states the day's purpose is, "to honor grandparents, to give grandparents an opportunity to show love for their children's children, and to help children become aware of strength, information, and guidance older people can offer."

The holiday's purpose brings to mind a concept first introduced by psychologist Erik Erikson in 1963, called generativity — the desire to contribute to the well-being of future generations. Whether sharing a life lesson, mentoring a younger person, or just offering kindness and presence, these simple acts represent powerful, and I believe sometimes undervalued, expressions of generativity.

Why it Matters – for Grandchildren and for Grandparents

When young adults receive support and guidance from older mentors, research suggests they experience increased resilience, emotional intelligence, and a stronger sense of identity and meaning. Intergenerational programs have also been shown to enhance empathy and social skills in children and adolescents, while decreasing ageist attitudes. And it appears the benefits of intergenerational relationships aren't just one-way. Studies suggest that generativity promotes well-being among older adults by reinforcing purpose in life, reducing depression, and even supporting cognitive health. This may be particularly true when older adults have strong social support and opportunities to contribute.

This Grandparents Day, take a moment to reflect not just on the grandchildren you may have, but on all the ways you've invested in others — as a parent, teacher, friend, or community member. Your experience, your stories, and your care matter deeply.

Sources: Nationaltoday.com, Environmental Research and Public Health. 2022



Did You Know?

Brookdale's Friends for Life Incentive



Friends for Life (FFL) is an incentive program to encourage residents and families to tell their family and friends about living at Brookdale. Relationships and friendships support a culture of community and social connectedness within both Brookdale and the greater community. For each referral that moves into a community, the current (referring) resident receives fabulous rewards. See your ED or sales team for more details.

How to refer friends:

1. Tell us the name of a friend who would love to live at your community
2. If your friend moves in, you'll qualify for a rent credit*
3. Refer more friends for even more rent credits, and have more friends in your community!

**Terms and conditions apply.*

Brookdale News

September Starts the Season of Protection: Time to Get Vaccinated

We are committed to your overall well-being and September marks the start of the fall vaccination season, making it the perfect time to ensure you're up to date on important vaccines. Living in a senior community means sharing meals, activities, and friendships—which also means it's especially important to protect yourself and those around you from illness.

The Centers for Disease Control and Prevention (CDC) recommends that adults aged 65 and older stay current with key vaccinations to help prevent serious illness, hospitalization, and complications. Beginning this month, on-site clinics will offer a variety of vaccines (as available), including those for COVID-19, flu, RSV, pneumonia, measles and shingles.

Most costs are covered by Medicare Parts A, B, and D, as well as Medicaid and many private insurance plans. Camille Jordan, Senior Vice President of Clinical Services at Brookdale, highlights the value of community-based vaccination: "Getting vaccinated is one of the simplest ways to stay well and enjoy everything your community has to offer. Community clinics help ensure residents receive timely immunizations, which helps protect everyone."

If you're not sure whether you're up to date, speak with your Brookdale Health & Wellness Director or your healthcare provider. They can help you decide what's right for your health.

Taking this simple step now can help keep you protected as we head into colder months—when flu and respiratory illnesses tend to spread. Let's stay proactive and help keep our community safe and healthy for all.



An Engaged Life



Virginia, a resident of Brookdale Kenmore is a beloved sister, mother, grandmother, and great-grandmother. She enjoyed a fulfilling 20-year career at TMP Technologies in Buffalo, NY and now embraces life with a zest for learning and connection. Virginia has a range of hobbies and interests including reading and watching movies, listening to music, playing games, and the occasional casino trip.

Since moving into Brookdale Kenmore in October 2023, Virginia has fully immersed herself in community life. She's become more independent, social, and open to new experiences—adopting a positive outlook and greater understanding of others. As she puts it, "We are all here for different reasons," a sentiment that helps guide her open-heart approach to those around her.

Virginia is a proud member of the Helping Hands committee at the community which supports those in need through meaningful projects like creating Easter baskets for domestic violence survivors and writing cards to Meals on Wheels recipients. She also contributes creatively such as donating seasonal décor, bringing in flowers for the garden, and assisting fellow residents. "I've found myself coming out of my shell," she says, and it's clear she's making the most of every moment. Virginia's life is a testament to the joy of serving others and staying engaged.