

# The Blossom Bulletin

July & August 2021

## GET UP AND MOVE

### You've heard it all before...

**Physical activity is an important part of a healthy lifestyle. And yet,** half of adults don't get enough physical activity! So, let's take a look at how amazingly healthy it really is!

*What is physical activity?* Physical activity is any bodily movement produced by the skeletal muscles that requires an energy expenditure above a basic level.

### Brain Health

During physical activity, your heart rate goes up, pumping more oxygen into the brain. This promotes brain cell growth and stimulates new neural connections. Physical activity also causes the brain to release hormones that reduce stress and make you feel happy. Over time, regular physical activity can improve your cognition, reduce your risk of depression and anxiety, and improve your sleep.

### Physical Health

Physical activity benefits your body in a myriad of ways. It can strengthen your heart, improve circulation, increase bone and muscle strength, and help you maintain a healthy weight. It can also improve balance and coordination, which makes daily activities easier and helps prevent falls.

### Disease Prevention

Want to avoid the following diseases and health conditions?



Regular physical activity can help reduce your risk of:

Heart Disease  
Type 2 Diabetes  
Stroke



High Blood Pressure  
High Cholesterol



Osteoporosis  
Dementia

Many cancers (including bladder, breast, colon, endometrium, esophagus, kidney, lung, and stomach cancers)



### Mortality

Did you know that physical activity can help forestall many causes of death? It's true! In fact, research has shown that few lifestyle choices have the same power to delay death as much as physical activity. Conversely, physical inactivity has been proven to contribute to many diseases and health conditions.



### Safety

Physical activity is important, but it's even more important to stay safe while doing it. Contact your doctor or health care team to find out what kind of activity is right for you.



**Are you convinced yet?** Physical activity can improve your mental, emotional, and physical health, so *get up and move!*



# Blossom Office Updates

## Welcome to Blossom!

Abbie Cleveland, Marketing Outreach Coordinator  
Carolyn Heftka, Health Homes Care Manager  
Kathleen Horton, Accounts Receivable Specialist  
Jennifer Pritchard, CDPAP Coordinator  
Andrew Sciortino, Human Resources Manager

## Holiday Closures

Blossom offices will be closed:

**Monday, July 5**  
for Independence Day.



## Congratulations on your New Position!

Marie Candelora, Chief Operating Officer  
Brooke Findlay, Marketing Manager  
Marisa Montante, Human Resources Supervisor

# Donate for Denim

**Got Happiness?** If you have \$10 or more to give to our Donate for Denim charities, then *you sure do!* A Berkley study concluded that spending money on others makes people happier than spending it on themselves. Scientists agree that the human brain is wired for generosity—it boosts our well-being and reduces anxiety. Additionally, studies have shown that generosity can improve the workplace, including reducing the likelihood of burnout. So, get out that \$10 and *give!*

## Donate for Denim Recap:

**In May**, we raised **\$135** to help replenish the food cupboard for the **Roc Salt South Wedge Food Program**, which provides food to families once a month, regardless of where they live.

**In June**, we raised **\$110** for the **National Alliance for Mental Illness (NAMI)**, an organization that provides support, education, and advocacy to individuals and families of all cultural backgrounds who are living with mental illness.

## What's YOUR favorite charity?

Know of a charitable organization that resonates with the CCOR mission? We want to know about it! **Email your suggestions to [bfindlay@blossomhcs.com](mailto:bfindlay@blossomhcs.com).**

## Denim Down the Line:

**In July**, we'll be raising money for **Camp Good Days**, an organization that provides camping programs for children with cancer and weekend retreats for adults facing cancer. Located on the shores of Keuka Lake, Camp Good days accepts children from all 50 states. All programs are offered free of charge to the participants.

**In August**, we'll be donating to **Senior Wishes**, a nonprofit organization that enriches the lives of deserving seniors by granting them a wish that brings them joy. The organization was started in 2013 and granted its first wish in 2014. The first program of its kind in the area, Senior Wishes is dedicated to honoring and recognizing the seniors of Western New York.

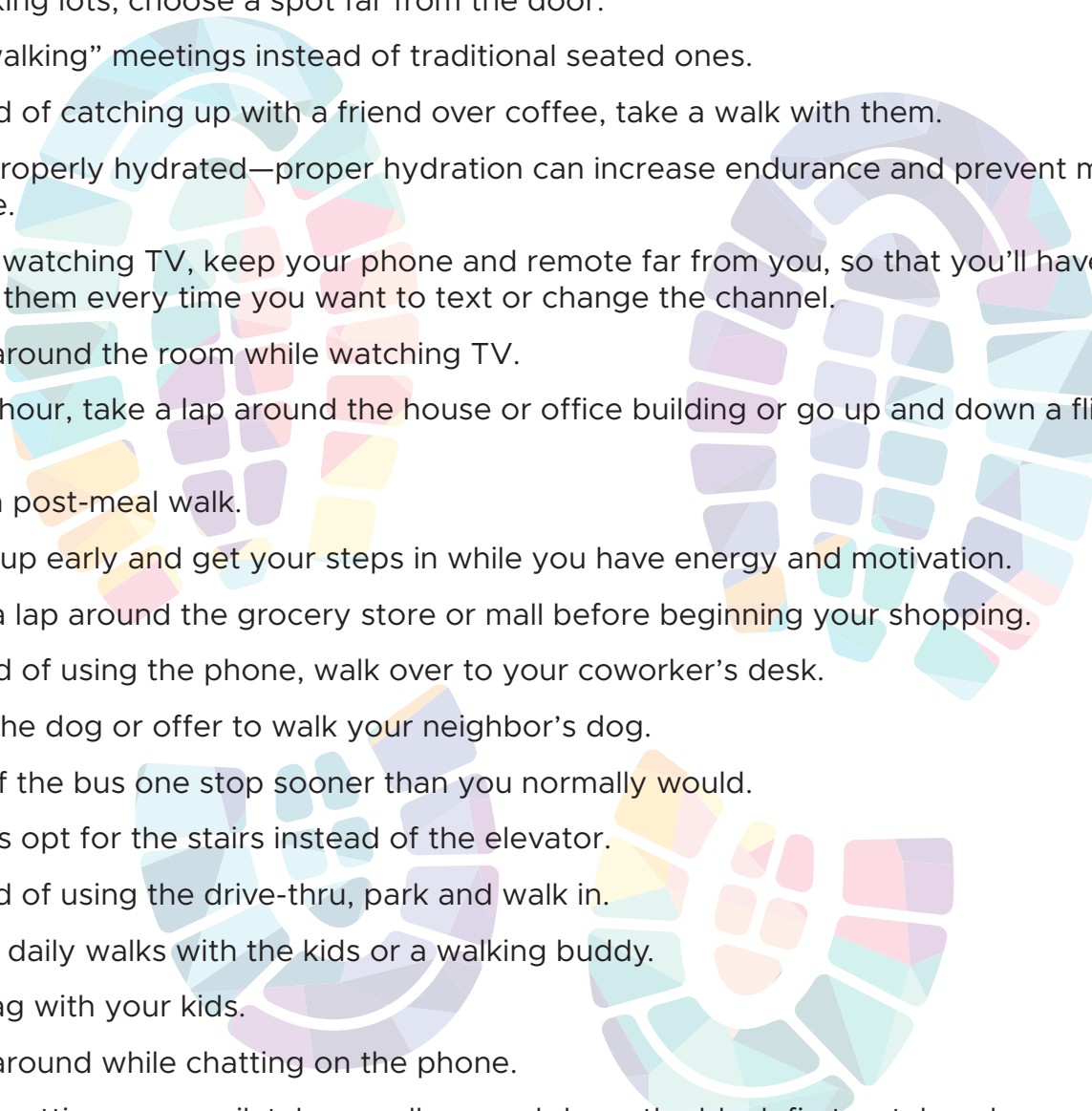


# SUMMER

# Strides



**Want to increase your daily steps? Here are 20 ways to step more each day.**

- 1 In parking lots, choose a spot far from the door.
  - 2 Try “walking” meetings instead of traditional seated ones.
  - 3 Instead of catching up with a friend over coffee, take a walk with them.
  - 4 Stay properly hydrated—proper hydration can increase endurance and prevent muscle fatigue.
  - 5 When watching TV, keep your phone and remote far from you, so that you’ll have to walk to get them every time you want to text or change the channel.
  - 6 Walk around the room while watching TV.
  - 7 Every hour, take a lap around the house or office building or go up and down a flight of stairs.
  - 8 Take a post-meal walk.
  - 9 Wake up early and get your steps in while you have energy and motivation.
  - 10 Walk a lap around the grocery store or mall before beginning your shopping.
  - 11 Instead of using the phone, walk over to your coworker’s desk.
  - 12 Walk the dog or offer to walk your neighbor’s dog.
  - 13 Get off the bus one stop sooner than you normally would.
  - 14 Always opt for the stairs instead of the elevator.
  - 15 Instead of using the drive-thru, park and walk in.
  - 16 Go for daily walks with the kids or a walking buddy.
  - 17 Play tag with your kids.
  - 18 Walk around while chatting on the phone.
  - 19 When getting your mail, take a walk up and down the block first or take a lap around the house.
  - 20 Make more than one trip to bring your shopping bags or groceries into the house.
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## Where to go to make a splash!

### **Chadakoin River: Jamestown, NY**

“My favorite water destination is the Chadakoin River which flows into Chautauqua Lake in Jamestown, NY. I love kayaking from an inlet downtown to The Harbor Hotel (about 2.5 miles each way). The Harbor Hotel is set in Celeron, NY, the hometown of Lucille Ball. There is a small playground, a gorgeous statue of Lucy, and the hotel has great food and drinks!” ~Brooke Findlay

### **Keuka Lake State Park: Keuka Park, NY**

“I love going to Keuka Lake. The water is clean, and since the lake is small, it warms up quicker in the season! I used to work at the State Park, and I enjoyed it so much, I’d even go there when I wasn’t working. But, honestly, anywhere on Keuka Lake is beautiful.” ~Zak Wallace

### **Durand Eastman Park: Rochester, NY**

“Durand Eastman Park in Irondequoit is a great place to swim or just hang out at the beach. The park and lake are beautiful, and the water is amazing to look at as it goes on as far as the eye can see!” ~Dan Oonk

### **Canalside: Buffalo, NY**

“Buffalo’s Canalside by Lake Erie has become the place to visit during the summer in Buffalo! The fun includes a range of activities, events scheduled, boat rides, breweries, restaurants, or just hanging out in the grass sitting in an Adirondack chair! I love that the kids can just run around and they have thoughtful free activities for all ages: sandbox, corn hole, checkers, and so much more!” ~Melissa Mastanuono

### **Niagara Falls: Niagara Falls, NY**

“Niagara Falls is always a favorite! Going for a hike at the Gorge and Devil’s Hole, you see the majestic mighty Niagara River!!! Or visit the Falls itself at Three Sisters Islands (you can sit above the rapids) or Goat Island Tour above the Falls. Go into Horseshoe Falls via Maid of the Mist boat ride, or hike the Cave of the Winds! This opportunity never disappoints as it is a Natural Wonder of the World!” ~Melissa Mastanuono

### **The Silo and Caboose: Lewistown, NY**

“Located right on the Lower Niagara River Front, the Silo is a great spot to take in the views of the water and Canada! The best part is there is a restaurant, ice cream stand, walks to the docks on the river, and wooden swings for relaxing and taking in that fresh river breeze! If you’re in for action, located right there, they have the Whirlpool Jetboat Tours—warning you will get wet.” ~Melissa Mastanuono

### **Kershaw Park: Canandaigua, NY**

“This cute park is fun for folks of all ages. Nestled on the northern shore of beautiful Canandaigua Lake, you’ll find a swimming area, picnic tables, a playground, and an Abbott’s Custard right across the street. Located nearby are plenty of places to eat as well as a kayak and windsurfing rental place.” ~Mary Wojciechowski

### **Roseland Waterpark: Canandaigua NY**

“I love taking my grandkids to Roseland Waterpark in Canandaigua NY. It has a wave pool, a lazy river, four water slides, a food court, a picnic area, and lounge chairs to get some sun. There are also two-seater paddle boats that you can pedal on the small lake. It also has a whole section for young kids. The grandkids and I love the lazy river and the wave pool.” ~Anillette DeJesus

### **Seabreeze Amusement Park: Rochester, NY**

“The waterpark at Seabreeze is one of my favorite places to chill out! The park allows outside food and non-alcoholic beverages, so bring a cooler filled with snacks and drinks. Then you can set up in the lounge chairs and spend the rest of the day alternating between relaxing in the sun and cooling off on the waterslides. Bonus points if you can go during the week when it’s less busy.” ~Marie Candelora

### **Olcott Beach and Krull Park: Olcott, NY**

“Olcott Beach has to be a favorite with Krull Park! With a bunch of mini shops located right on the water and a few blocks away is Bye’s Popcorn!!! Freshly popped right in front of you with the old school crank poppers—this is a must have while you visit the waterfront! Krull Park offers fresh breezes off Lake Ontario, with a sandy beach and pavilions and is so big it extends across the street with great playgrounds and a great splash pad. With scheduled seasonal events, this waterfront location is perfect for a day outing and watching the boats go by!” ~Melissa Mastanuono





May 2021  
Natasha Prefontaine

**“MY great-GRANDMOTHER IS ONE OF THE PEOPLE I ASPIRE TO BE LIKE,”** says

our May Aide of the Month, Natasha Prefontaine. “Her name was Marjorie.”

Marjorie’s generosity and unfailing positivity have been a life-long inspiration for Natasha. “Everything she did, she always made sure to finish it,” says Natasha, of her great-grandmother. “She always put her best effort into it, whether it be cooking, whether it be work, whether it be family. Anything in life she did, she did it to the fullest. She was a very genuine person, and I want to be just like that.”

So, when Natasha was reminded that Marjorie had been a home health aide, Natasha was naturally inspired to follow in her footsteps. “I’ve had a lot of jobs in my past, but none of them were the right fit.” None of Natasha’s many jobs, from factory work to restaurant work, gave her the sense of fulfillment she was looking for. “Then, one day, I was talking to my mom about it and she said ‘Well, you should try to find a job in home care. Grandma loved it, I think you would love it too.’ So I went on Indeed and applied to Blossom (then known as CCOR), and I got a call back.” Natasha’s enthusiastic reply to the job offer was, “Yes, I would love this!”

**“I’VE HAD A LOT OF JOBS IN MY PAST, BUT NONE OF THEM WERE THE RIGHT FIT.”**

At Blossom, Natasha has finally found work she believes in and a career that suits her personality. Natasha genuinely



cares about her clients’ well-being. She strives to strike the perfect balance between care and companionship. She’s also sensitive to her clients’ needs for space and a feeling of independence. Natasha is a giver, and for the first time in her life, her work doesn’t feel like work. “This is something I want to do every day. It makes me happy.”

Natasha’s kindness not only makes her a perfect fit for home care but also a fountain of positivity for everyone in her life. “I’ve seen and been through a lot in life to know that you have to have a certain perspective. You never know what anyone’s going through in life; even just a smile could help that person’s day. And I try to keep an open mind about everything because there’s a lot of negativity in the world, but there’s also a lot of beautiful positivity. And I try to soak in all the positivity that I can. I try to help as much as I can.”

**“THERE’S A LOT NEGATIVITY IN THE WORLD, BUT THERE’S ALSO A LOT OF BEAUTIFUL POSITIVITY.”**

Like Marjorie, Natasha lives her life to the fullest. When she’s not working, she loves giving her time to her friends and family, especially her mother and her two nieces (and nephew on the way!). She loves reading, visiting nearby Letchworth State Park, and shooting pool with her family.

It’s clear that Natasha has succeeded in becoming just like Marjorie. “She strove to be the best person she could every day, and that’s all I can do too.” Natasha is always ready with a comforting smile and listening ear for those she loves. Years from now, it’s a good bet that her own nieces and nephew will want to be *just like Natasha*. ■



## WHEN OUR JUNE aide OF THE MONTH, ROBBIN MORRIS,

retired from her second career of nearly 25 years in home care, she decided to take on a part-time retirement job she knew she would love. Guess what she chose? Home care! Robbin truly enjoys caring for others. It has been her way of giving back the peace of mind she received years ago.

Robbin is a patient and kind home care aide who deeply cares about her clients. "I just like to help out elderly people, to do what I can do to help them." One of her greatest skills is her ability to gently turn her clients' minds from their troubles to something positive. When challenging situations arise, Robbin says, "Sometimes you have to think of other ways you can help them, other ways that you can talk to them, other things that they can do." Robbin uses games, walks, and heart-to-heart chats to lift her clients' spirits.

"SOMETIMES YOU HAVE TO THINK OF OTHER  
WAYS YOU CAN HELP THEM, OTHER WAYS  
THAT YOU CAN TALK TO THEM."

Despite her talent for caregiving, home care wasn't the career Robbin started out in. After high school, she studied business in college for two years, then took a job in the finance department of Xerox. Twenty years later, in 1996, a layoff caused her to seek a new career. So why did Robbin choose home care? The answer is simple: her mother.

June 2021  
Robbin Morris

## GIVING BACK

Robbin's mother, Suzanna, suffered from Parkinson's disease. At first, Suzanna was able to continue working, but eventually her condition worsened. She had to move in with Robbin and she received home care. Robbin gratefully saw that Suzanna's home care aides were kind and loving to her mother. She was also inspired by Suzanna's brave determination to continue helping other people despite her condition.

A career in home care became Robbin's way of giving back. Moved by her mother's caring aides, she knew she had to give the same comfort and care to others in need. To this day, Robbin's mother is never far from her thoughts and always in her heart.

Eventually, Suzanna suffered a fall that led to surgery and then to a nursing home, where she passed away a few years later. Robbin keeps her mother's memory alive by caring for her clients like family.

"I JUST LIKE TO HELP OUT  
ELDERLY PEOPLE, TO DO WHAT  
I CAN DO TO HELP THEM."

When she's not working, Robbin's children, Cynthia and Eric, and her grandchildren, Semaj, Aarion, and Amere, occupy her time and thoughts. She also enjoys concerts, socials, party planning, and traveling to visit family.

Robbin understands the peace of mind that comes with knowing your loved one is being expertly cared for. Today, she's giving back that same peace of mind to the lucky families she serves here at Blossom. ■

# SAFETY CORNER



## Water Safety

By Sandy Lyons-Jackson

As you venture out to the beach or the waterpark for some "Fun By The Water," keep in mind that safety always comes first. According to the National Safety Council, drowning is the second leading cause of preventable death through the age of 15. On average, about ten people die from drowning every day in the United States. There are steps you can take to prevent injury around water.

### When Swimming:

- ❗ Don't go in the water unless you know how to swim.
- ❗ Never swim alone.
- ❗ Make sure the body of water matches your skill level; swimming in a pool is much different than swimming in a lake or river, where more strength is needed.
- ❗ Don't underestimate the power of water; even rivers and lakes can have undertows.
- ❗ If you do get caught in a current, don't try to fight it; stay calm and float with it, or swim parallel to the shore until you can swim free.
- ❗ Swim in areas supervised by a lifeguard.
- ❗ Don't push or jump on others.
- ❗ Don't dive in unfamiliar areas.
- ❗ Never drink alcohol when swimming.

### Keep Your Family Safe:

- ❗ Get trained in CPR and rescue techniques.
- ❗ Never leave your child alone; if you have to leave, take your child with you.
- ❗ Find age-appropriate swim lessons for your child, but keep in mind that lessons do not make your child "drown-proof."
- ❗ Lifeguards aren't babysitters; always keep your eyes on your child.
- ❗ Don't let children play around drains and suction fittings.
- ❗ When operating a boat, never consume alcohol and always make sure everyone is wearing U.S Coast Guard-approved life jackets.
- ❗ Always have a first aid kit and emergency contacts handy.
- ❗ If a child is missing, check the water first.

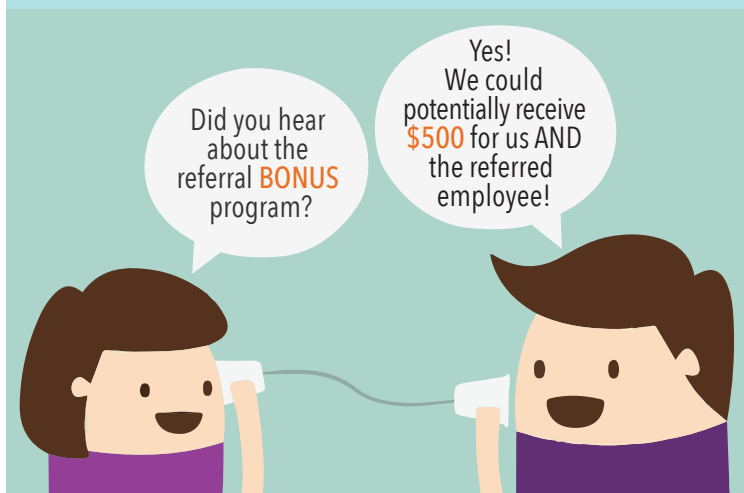
**Interested in joining the Safety Committee to help with their initiatives?** The committee meets about six times a year and has openings. Contact Sandy Lyons-Jackson at (585) 546-1600.

Stay up to date on all of our latest news, events, and more!  
Visit [BlossomMHCS.com](http://BlossomMHCS.com) for all of social media links.



**Our HIPAA officer is Molly Dillon!**

HIPAA violations & FRAUD  
must be reported  
**Anonymous Hotline**  
**585.546.1219**



Call the office or pick up a bonus program flier for more information.