

Engaging Youth Organizations: Dementia Awareness Training

Types of Venues and Organizations to Approach:

1. Schools (Public and Private):

- La Crosse School District
- Aquinas Catholic Schools
- Local charter and Montessori schools

2. Youth Organizations:

- Boys and Girls Club of Greater La Crosse
- YMCA of La Crosse
- Girl Scouts and Boy Scouts of America

3. Community Centers:

- La Crosse Community Center
- Black River Beach Neighborhood Center
- South Side Neighborhood Center

4. Libraries:

- La Crosse Public Library
- Local school libraries

5. Faith-Based Organizations:

- Churches, synagogues, and mosques with active youth groups (e.g., First Evangelical Lutheran Church, Blessed Sacrament Catholic Church)

6. Sports Teams and Extracurricular Groups:

- Local sports leagues, dance studios, and music schools

7. Healthcare Providers and Hospitals:

- Gundersen Health System
- Mayo Clinic Health System

8. After-School Programs:

- Various La Crosse school district programs, youth clubs, and tutoring centers

How to Approach the Organizations:

1. Initial Contact:

- **Research the right contact person** (e.g., program directors, school principals, youth coordinators).
- Use email, phone calls, or arrange in-person meetings to make contact.

2. Follow-Up:

- After sending an email, follow up with a phone call or visit.
- For personal meetings, bring a **program brochure** or a summary that outlines the program's benefits for youth.

Talking Points for In-Person Meetings:

1. **Introduction:** Share your name, organization, and program details.
2. **Program Overview:** Explain the purpose of the dementia youth training and how it benefits students of different ages.
3. **Tailored Activities:** Mention the age-specific approach (e.g., storytelling for younger kids, empathy-building for middle schoolers, volunteer opportunities for high schoolers).
4. **Impact on the Community:** Highlight how the program creates a more inclusive and supportive community for those affected by dementia.
5. **Collaboration Opportunities:** Suggest ways they can be involved (hosting workshops, including the program in health or extracurricular activities, etc.).
6. **Next Steps:** Offer to follow up with additional materials or a meeting to further discuss the partnership.

Sample Email Script:

Subject: Empowering Youth with Free Dementia Awareness Training

Dear [Recipient's Name],

I hope this message finds you well. My name is [Your Name], and I am a Dementia Friends Champion dedicated to increasing awareness and understanding of dementia in our communities. In 2025, we are launching an exciting new youth training program designed to educate and empower young people—**completely free** for schools, organizations, and community groups.

Dementia doesn't just impact older adults—it affects families, friends, and entire communities.

Every young person deserves the opportunity to learn, understand, and become a champion for the future.

This program will empower young people to better understand dementia and learn how they can be supportive in their communities. The program is tailored for different age groups, making it an engaging and impactful learning experience for all students. Some of the benefits include:

- **Developing empathy and awareness** around aging and memory care
- **Hands-on activities and storytelling** for younger children, tailored to be age-appropriate
- **Volunteer and leadership opportunities** for older students

This training is available to **all youth-serving groups**, including schools, youth organizations, libraries, community centers, faith-based groups, sports teams, volunteer programs, and more.

Feel free to reach out at [your phone number] or respond to this email to schedule a time that works best for you.

Warm regards,

[Your Name]

Dementia Friends Champion

[Phone Number]

[Email Address]

Phone/In-Person Script:

Hi, my name is [Your Name], and I'm with a dementia education program specifically designed for youth, from kindergarten through 12th grade. We're reaching out to local schools and organizations like [Venue Name] to offer free dementia awareness training for students. Our goal is to raise awareness, foster empathy, and teach young people how to support individuals living with dementia.

The training sessions are tailored for different age groups and include hands-on activities like role-playing, storytelling, and arts projects. We'd love to partner with [Venue Name] to bring this program to your students or youth, whether it's as part of a class, an after-school program, or an event.

Would you be open to discussing how we can collaborate to make this happen?