



## Innovative Community Responses to Dementia

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### Goals for Today's Session

- Describe a national initiative aimed at fostering dementia friendly communities across the United States
- Share innovative community responses (several videos to share!)
- Share simple tips on how we can all be dementia friendly in our daily interactions
- Have discussion and have fun!

## What Exactly is Dementia

- Dementia is not a specific disease.
- It's an umbrella term that describes a wide range of symptoms associated with a decline in memory or other thinking skills severe enough to reduce a person's ability to perform everyday activities.
- The top three most common types of dementia are: Alzheimer's (60-80%), Vascular, and Lewy Body Dementia.

## There are Many Faces of Dementia



Keeping the Promise: Self Advocates Defining the Meaning of Community Living

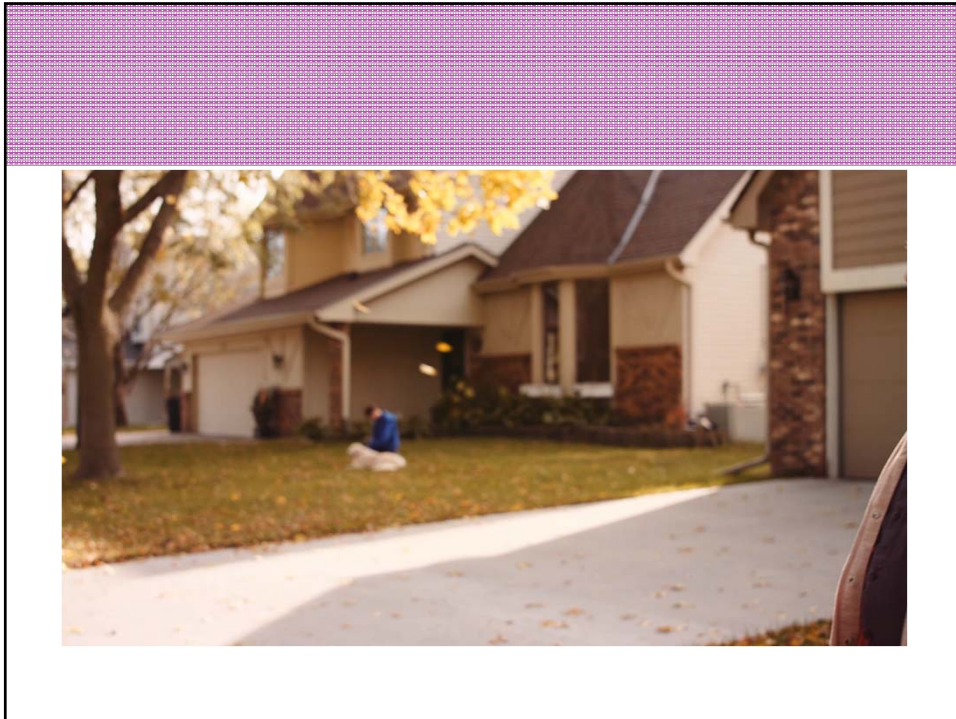
## Dementia Friendly America Initiative

**Goal:** Foster dementia friendly communities  
across the US

A dementia friendly community is  
informed, safe and respectful of  
individuals with dementia, their  
families and caregivers and provides  
supportive options that foster  
quality of life.

## Put Another Way...

A Dementia Friendly Community is  
One Where People Walk Toward  
People with Dementia .....Not Away  
from Them.



What Does Dementia  
Friendly Mean To You?

## It Takes a Village....



## Why Should a Community Become Dementia Friendly

### Impact on persons with disease and caregivers

By 2025, the number of people age 65 and older with Alzheimer's disease and other dementias is estimated to reach 7.1 million — a 40 percent increase from the 5.1 million age 65 and older affected in 2015<sup>1</sup>



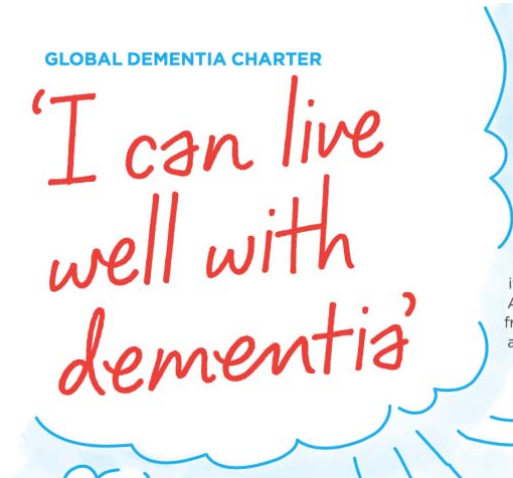
Nearly 60% of people with dementia live in their own community homes



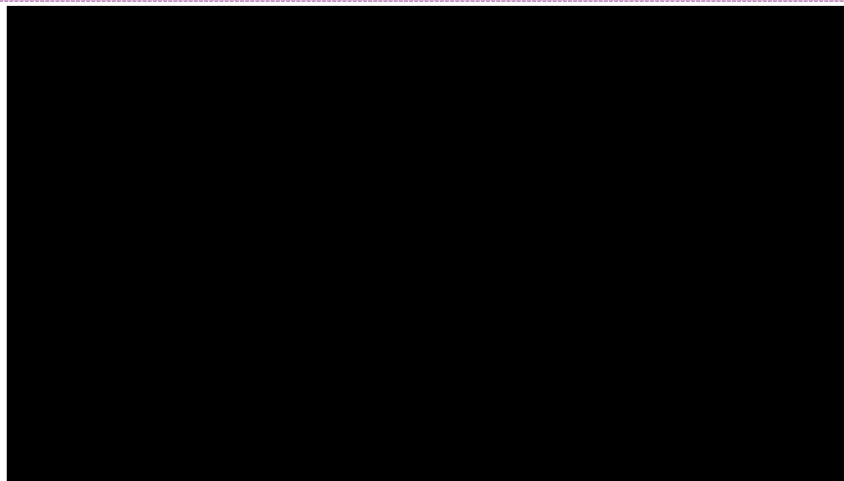
1 in 7 live alone



## What Do People With Dementia Want



## Let's Watch a Video



# Why Do You Think Dementia Friendly Communities Are Important?

## In Communities Across the Country



Goal is to have a DFA community in each state across the country and expand relationships with existing states/ communities.

## The DFA National Coalition Includes...

- Advocates living with dementia
- AbbVie
- AARP
- ACT on Alzheimer's
- Administration on Community Living (Federal Liaison)
- Alzheimer's Association
- Banner Health
- Blue Cross Blue Shield of Minnesota
- BrightFocus Foundation
- Banner Health
- CDC (Federal Liaison)
- CVS Caremark
- Connected Living
- Dementia Action Alliance
- Eli Lilly
- Global CEO initiative
- Health Resources and Services Administration (Federal Liaison)
- Home Instead Senior Care
- IHS (Federal Liaison)
- Individuals living with dementia and care partners
- International Association of Chiefs of Police (IACP)
- Leaders Engaged on Alzheimer's Disease (LEAD)
- LeadingAge
- Otsuka Pharmaceutical Companies
- National Alliance for Caregiving
- National Asian Pacific Center on Aging
- National Association of Area Agencies on Aging (n4a)
- National Community Reinvestment Coalition
- National League of Cities
- National Association of Counties
- AMDA – Society for Post-Acute Long-Term Care
- Volunteers of America
- US Against Alzheimer's, including Women's, Clergy, African American, and Latino Networks
- Youth Movement Against Alzheimer's

So That's A Little About  
Dementia Friendly  
America's Mission



# Let's Talk About Community Innovation

## Each of Us (and Each Community Sector Can Make a Difference)



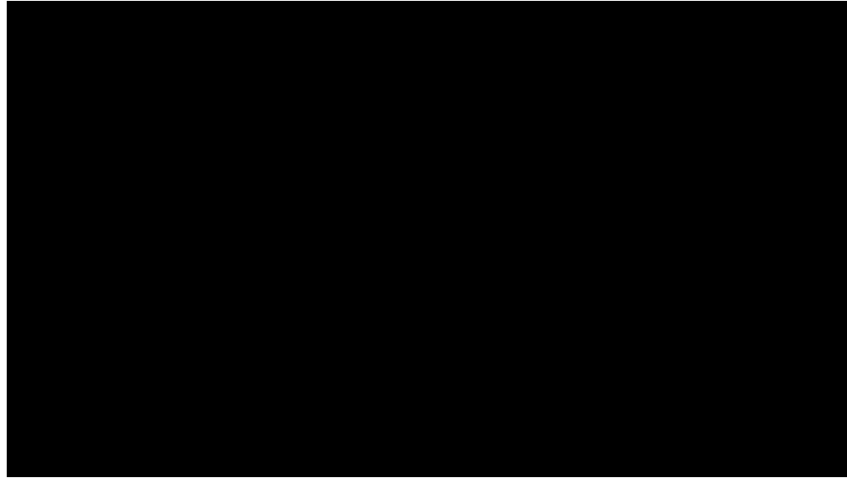
# Faith Based Partnerships

## Dementia Friendly Choir



<http://m.startribune.com/minnesota-s-trailblazing-alzheimer-s-choir-reminds-us-love-never-forgets/484898111/>

## Giving Voice Chorus



## Other Faith Based Ideas

- Hold special services- Short/Simple
- Recruit Volunteer Buddies – provide break to caregiver
- Special Choruses - music is increasingly being used to enrich the lives of people with dementia.
- Hosts Memory Café or support groups for care partners and members living with dementia

# Arts and Culture Partnerships

## Detroit Zoo



## Meet Me At MoMA

Metropolitan Museum of Modern Art (NYC)



## MoMA Alzheimer's Project: Why It's Important

## “Join Us” Program at National Gallery of Art



## Dementia Friendly Symphony Event



## Dementia Friendly Film Events



## Health and Wellness

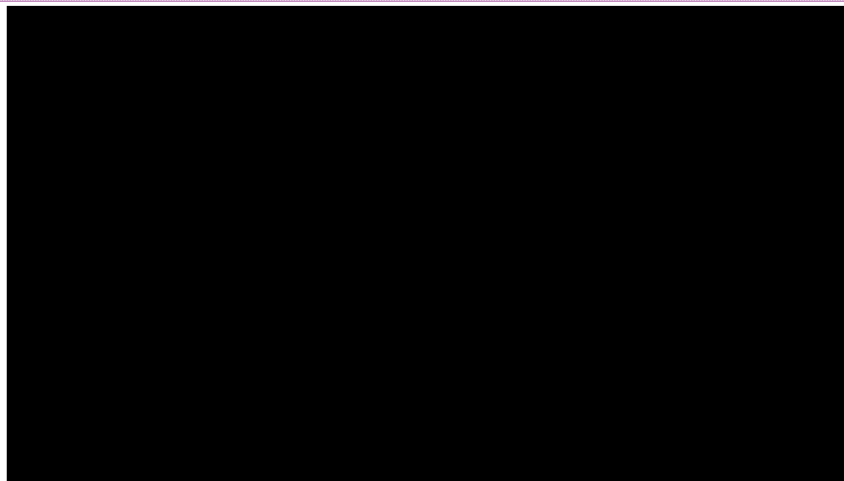


## Dementia Friendly Golf

- Research shows the benefits of exercise for people with dementia
- In Scotland, England and Canada, there are dementia friendly golf events
- Golf program involves socializing, golf activities and being coached on new skills. Also provides a respite break for caregivers.



## Dementia Friendly Golf Video





## Parks and Recreation



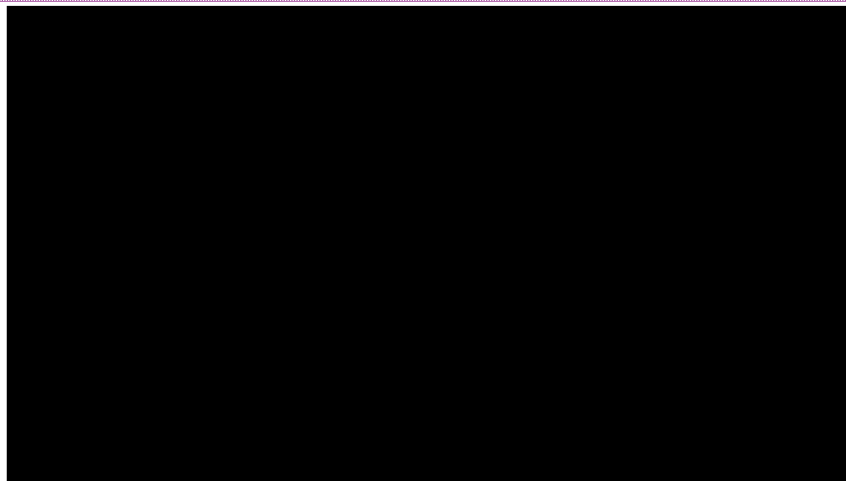
## Volunteer Opportunities



## Memory Cafes

- Casual social activity for those with Alzheimer's or other dementia and their loved ones.
- It's a place where caring individuals can come together to find companionship, support, and fun.

## Memory Café Video



## Libraries

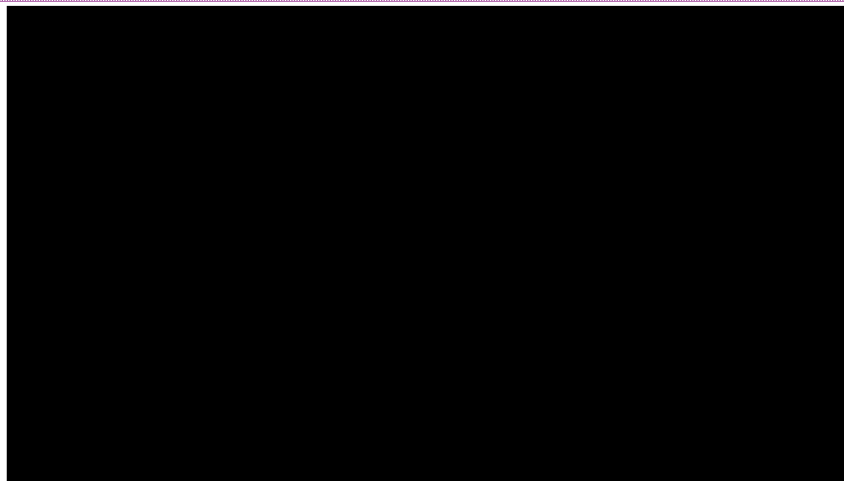


## Businesses

## Dementia Friendly Businesses



## Sheridan Wyoming Business Initiative



## Dementia Friendly Restaurant

- Dining out is an important social activity for many people
- However, it can be a stressful or overwhelming experience for people with dementia and care partners

## Dementia Friendly Restaurants



# Youth and Intergenerational

## Youth and Intergenerational

- Puzzles to Remember
- Grandpa and Lucy: A Story of Love and Dementia
- Dementia Friends



## Youth Movement Against Alzheimer's

- Chapters located at high schools and colleges/ universities across the country
- Each chapter of their national network seeks to cure Alzheimer's through various efforts
- With USC, YMAA launched YouthCare with trains college students to provide evidence-based respite care for people with dementia

## Dementia Friendly High School





# Banking

## Dementia Friendly Banking

- In Dane County, Wisconsin:
  - Developed a Dementia Friendly Financial Group that meets bi-monthly
  - Hold a Dementia Friendly Banking Train the Trainer session bi-annually



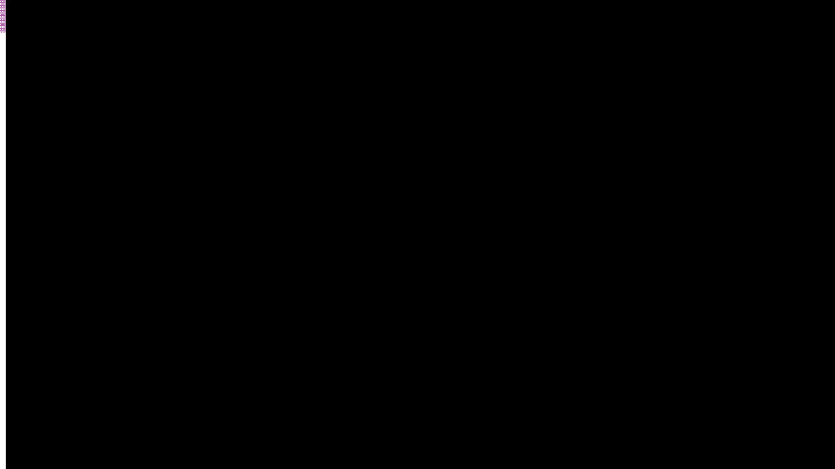


# First Responders and Law Enforcement

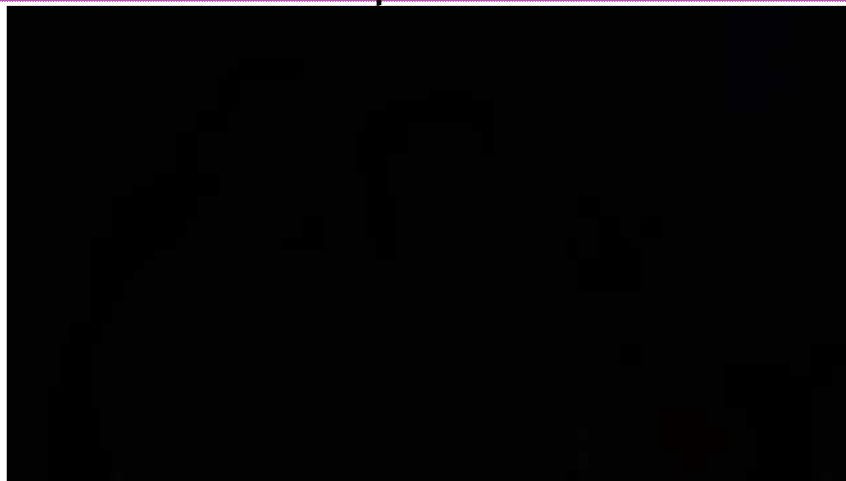
## Training for First Responders



## Training Video for Traffic Stops



A good law enforcement  
response...



## File of Life Initiatives

- Imagine that you are injured or suffer from a medical condition that renders you unconscious or unable to communicate effectively with paramedics.
- Without important information about your medical history, how will medics be able to quickly diagnose your condition and provide emergency care?

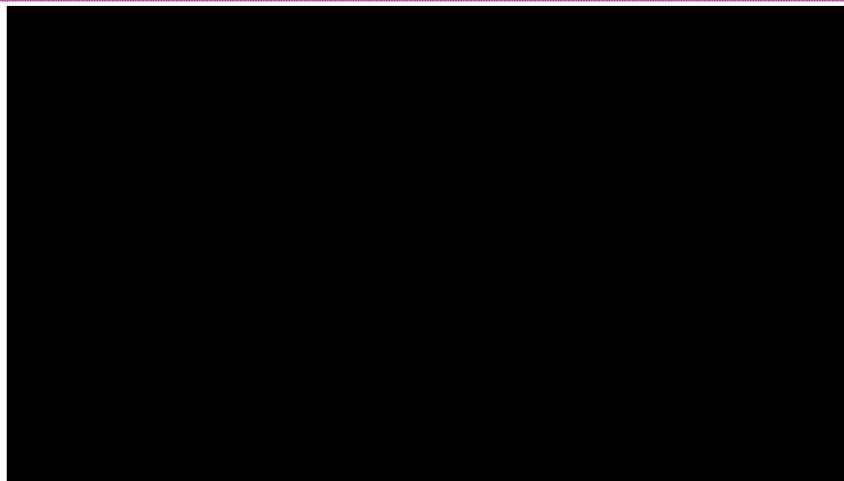


## Health Care

## Dementia Friendly Healthcare



## Clinical Provider Tools



# Environmental Design

## Environmental Design



What Creative Ideas  
Could Happen In Your  
Community To Support  
People With Dementia?

How Can Each of Us Be  
Dementia Friends in the  
Community?

## In a Store or Business

- Offer to assist with finding an item
- Offer to help count the correct change
- Gently inquire if you notice unusual items or quantities
- Offer to call a friend or family member if someone appears to need greater assistance

## In A Restaurant

- Ask specific questions. For example, would you like to order a sandwich, versus what do you want to order?
- Offering to help count the correct change
- Is someone waiting for a ride home? Assist by calling a friend or family member.
- If you can, wait with the person until their ride arrives.

## On Public Transportation

- Remain calm and reassuring.
- Try to understand where the person is going. Ask for an address.
- Try to ensure they arrive at their intended destination. Offer to call a friend or family member.
- Notify a manager who can assist
- Alert authorities if you have concerns about safety



## In the Library

- Offer to help or find a librarian who can assist
- Ask the library staff if they have any special resources for people living with dementia
- Be specific, concrete and speak slowly





# How Can YOU Make a Difference?

## Becoming a Dementia Friend

The screenshot displays the Dementia Friends USA website. At the top left is the logo, a blue flower with a yellow center, and the text 'Dementia Friends USA' with the tagline 'A Dementia Friendly Movement'. A search bar is located at the top right. Below the logo, the text reads 'Join the Movement! Become a Dementia Friend.' followed by a paragraph: 'A Dementia Friend learns about dementia and then turns that understanding into action. We all have a part to play in creating dementia friendly communities!'. Below this, it states 'Registered Dementia Friends in the USA' with the number '23,068'. To the right is an isometric illustration of a city street with various buildings and icons: a bus stop, a pharmacy, a police station, a grocery store, and a library. At the bottom, a green banner contains the text 'Become a Dementia Friend →' and 'Learn more and follow the steps to become a Dementia Friend.' on the left, and a blue button that says 'Become a Dementia Friend Today!' on the right.

**Join the Movement!  
Become a Dementia Friend.**

A Dementia Friend learns about dementia and then turns that understanding into action. We all have a part to play in creating dementia friendly communities!

**Registered Dementia Friends in the USA**  
23,068

**Become a Dementia Friend →**  
Learn more and follow the steps to become a Dementia Friend.

**Become a Dementia Friend Today!**

Working Together We Will Make It Happen



And We Must Because....



## Contact Information

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[www.dementiafriendsusa.org](http://www.dementiafriendsusa.org)

## THANK YOU!

