



TRI-STATE LEARNING COLLABORATIVE ON AGING

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Welcome to  
Today's Webinar

**We Can Do This Together:  
*Creating Dementia Friendly  
Communities***

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# Tri-State Learning Collaborative on Aging

Our mission: Increasing the collective impact of aging in place initiatives through shared learning in New Hampshire, Maine & Vermont





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# Dementia Friendly America

- Dementia Friendly America (DFA) launched at 2015 White House Conference on Aging
- Our goal is to catalyze a movement to more effectively support those living with dementia and their care partners
- Modelled after Minnesota's ACT on Alzheimer's
- Dementia Friends is a program within Dementia Friendly America that focuses on individual-level impact
- National Association of Area Agencies on Aging is fiscal agent and program administrator for DFA.
- [www.dfamerica.org](http://www.dfamerica.org) and [www.dementiafriendsusa.org](http://www.dementiafriendsusa.org)

# Sample of DFA National Participants

- AARP
- ACT on Alzheimer's
- Administration on Community Living (Federal Liaison)
- Advocates living with dementia
- 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

# The Growing Need

## 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



# The Growing Need

## Caregivers and families

In 2017 caregivers provided 18.2 billion hours of unpaid care, averaging 22 hours per week and valued at \$230.1 billion annually

The physical and emotional impact of dementia caregiving is estimated to have resulted in \$10.9 billion in health care costs in the United States in 2017

# 83%

of all unpaid help provided to those with dementia comes from family members



# Unique Challenges in Rural Areas

- Difficulty accessing health services
- Transportation challenges
- Loneliness and social isolation
- Emergency situations



# 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.**

# What is a Dementia Friendly Community

- A dementia friendly community is informed, safe and respectful of individuals with the disease, their families and caregivers and provides supportive options that foster quality of life.
- Joining DFA means a community is working to become more dementia friendly



# DFA Online Resources: Community Toolkit, Sector Guides, Resources

**Getting Started In Your Community**  
In utilizing the community toolkit, leaders and community organizers convene, engage, analyze and act together to foster dementia friendliness

A Dementia Friendly community is a village, town, city or county taking action to ensure people with dementia can live independently for as long as possible. It is a community where people living with dementia and their care partners will be able engage in a variety of activities and be supported in these activities. In a Dementia Friendly community, every part of the community plays a role and works together to create a dementia friendly culture.

## Getting Started

Dementia Friendly America (DFA) communities foster change to support people with dementia and their care partners in local communities across the nation. Communities interested in joining the Dementia Friendly America network of communities file a pledge with DFA that their communities will include the following factors, as well as submit three letters of support that represent various sectors of communities

INTRODUCTION

PHASE 1

PHASE 2

PHASE 3

PHASE 4

Resources

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

# How are other communities approaching this work?

- Each community will decide the approach that best fits their needs:
- What is a community?
  - Self-defined: city, town, county, state, etc
  - If state, state works with local communities for implementation, often serving in direct TA role

# Sample Community Actions

- Offering training to faith communities
- Request library/ mobile library include dementia friendly materials



# Sample Community Actions

- Hosting memory cafes for people with memory loss and caregivers



- Partner with local schools
- Working with local restaurant(s) for dementia friendly dinners once a month

# Sample Community Actions

- Working across key groups to support vulnerable rural residents during adverse weather
- Collaborating with law enforcement on training, ID bracelet, or file of life initiatives





# Alignment with Age-Friendly



## Age and Dementia Friendly Communities

*Since age is the greatest risk factor for dementia, communities working towards age-friendly resources may want to consider adding dementia friendly elements to their efforts. The list below, shows dementia friendly elements that communities may want to consider adding to their age-friendly efforts*

Age Friendly	Dementia Friendly	Features
✓		The city is clean and pleasant, with enforced regulations.
	✓	The environment is familiar (the functions of buildings are obvious) and distinctive (urban and building form is varied).
	✓	The physical environment is easy to navigate and includes a variety of landmarks to aid wayfinding.
✓		A spectrum of quality housing options, including support for aging in place, is available for older people as their needs change over time.
	✓	A range of quality housing options, including memory care services and supports, exists for people with dementia at various stages of the disease.
✓		A wide-variety of affordable, convenient and accessible activities is offered to older adults and their companions.
	✓	People with dementia and their caregivers have access to organized activities designed specifically for their needs.
✓		Public transport is reliable, frequent, safe and affordable; serves all city areas; and has priority seating for older adults.
	✓	Transport does not require passengers to handle money, and supportive assistance is available along the way to help passengers with dementia travel successfully
✓		Drivers (public transport, taxis, other services) are courteous and sensitive to older riders.
	✓	Drivers are trained to recognize passengers with dementia and how to help them.
✓		Roads are well-maintained, well-lit, and well-signed, and priority parking and drop-off spots are readily available.
	✓	Transportation services for people with dementia are well-advertised and promoted as supportive.
✓		Older people are valued and respected by the community
	✓	Community is dementia-aware and puts forth a spirit of support; people with dementia, including those from seldom-heard communities, are free from stigma.
✓		Older people receive services and products adapted to their needs and preferences

RESEARCH REPORT

MARCH 2016

## Better Together: A Comparative Analysis of Age-Friendly and Dementia Friendly Communities

Natalie Turner and Lydia Morken

# Joining the Dementia Friendly America (DFA) Network

- Joining DFA means community is working to become more dementia friendly:
  - Community approach (involving at least 3 sectors of community)
  - Including people with dementia and their care partners in planning
  - Adopting dementia friendly practices and goals
- Joining Network
  - Memo and three letter of support

# How We Support Communities

- Website materials are free, downloadable, customizable
- Webinars for DFA communities
- Access to DFA communities listserv
- Technical assistance with DFA staff team
- Access to DFA logo / branding
- Ability to connect with other DFA communities
- Opportunities to have your work highlighted

# Dementia Friends USA



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

# Dementia Friends USA

- Dementia Friends USA is part of a global social awareness movement
- By helping everyone in a community understand what dementia is and how it affects people, each of us can make a difference for people touched by dementia.

# Key Concepts

- The Dementia Friends program focuses on five key messages
- Online and in-person Dementia Friends sessions



# Resources

- Dementia Friendly America:  
[www.dfamerica.org](http://www.dfamerica.org)
- Dementia Friends USA:  
[www.dementiafriendsusa.org](http://www.dementiafriendsusa.org)
- Dementia-friendly rural communities guide:  
<https://www.alzheimers.org.uk/sites/default/files/2018-05/Dementia-friendly%20rural%20communities%20guide.pdf>