

DFA Overview Presentation



Dementia
Friendly
America®



Dementia
Friendly
America®

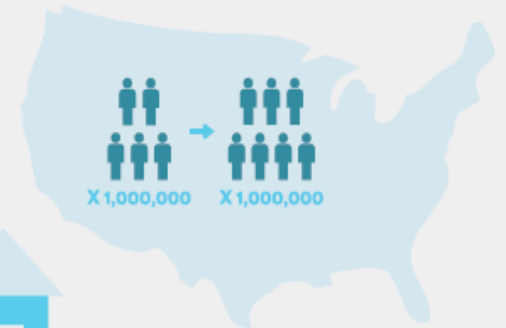
The Growing Need

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 2015¹



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



1 in 7 live alone

Caregivers and families

In 2014 caregivers provided 17.9 billion hours of unpaid care, averaging 22 hours per week and valued at \$217.7 billion annually

The physical and emotional impact of dementia caregiving is estimated to have resulted in \$9.7 billion in health care costs in the United States in 2014



85%

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

Business

\$34 billion annually is lost in revenue/productivity due to caregiving responsibilities²



Cost to U.S. Society

- Total (estimated) payments in 2015 for Alzheimer's disease and related dementias: \$226 billion

Response to the Need: Dementia Friendly Community



Dementia Friendly Communities Video



Testing Ground: Minnesota Results



7 COUNTY METRO AREA:

- Anoka
- Brooklyn Center
- Centro
- Chanhassen
- CLUES
- Edina
- Forest Lake
- MN Council of Churches
- North Minneapolis
- Roseville
- St. Louis Park
- St. Paul African American Faith Community
- St. Paul Neighborhoods
- St. Paul North East Neighborhoods
- Stillwater Area
- Twin Cities Jewish Community

- Awareness and education: Dementia Friends
- Caregiver supports
- New, meaningful community engagement opportunities (arts, music)
- Cross-Sector Engagement and Training: business, government, law enforcement, youth, first responder and faith
- Health system adoption of optimal dementia care practices



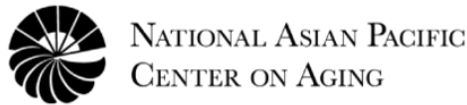


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DFA National Participants



ABA | Bank of America | CFPB | Eli Lilly | The Global CEO Initiative | The IACP
NACo | World Young Leaders
Federal Liaisons: ACL, ASPE, CDC, HRSA, IHS, SSA

Dementia Friendly America Initiative

Initiative Goal

- Foster dementia friendly communities across the US



Organizing to Meet the Goal: Web-based Tools and Resources

**Communities where all people
can live, age and thrive**

[LEARN MORE](#)



The Dementia Friendly America tools and resources help communities work toward dementia friendliness.

[Access Our Tools & Resources](#)



The Dementia Friendly America initiative is on a mission to catalyze a nationwide movement to foster dementia friendliness.

[Discover More About This Initiative](#)



Communities across the country are working to support those with cognitive impairment and their care partners. Is yours ready?

[Learn How To Join Us On The Map](#)

Our website includes sector guides, provider tools, a community toolkit and other guidance for communities working towards becoming dementia friendly.

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

Community Web-Based Resource



Taking an All Sectors Approach

Every part of community has a unique role in contributing to dementia friendliness



**Dementia Friendly
Essentials**



**Banks and Financial
Services**



**Neighbors and
Community Members**



**Legal and Advance
Planning Services**



**Government, Community,
and Mobility Planning**



**Health Care Throughout
the Continuum**



Independent Living



Communities of Faith



Businesses



**Government: Emergency
Planning and Response**



**Memory Loss Supports
and Services**



**Additional Guide
Resources**

Example Sector Guide



Dementia-Friendly Financial Services

Financial services professionals may note early symptoms of dementia in clients such as difficulty managing finances. Dementia-friendly practices can help to balance and protect client independence and interests from problems such as unpaid expenses, squandered resources, avoidable guardianship, and financial abuse, neglect, or exploitation.

Dementia-friendly business is good business and will retain existing clients and attract new ones. Access training at Home Instead Business Training.⁹



Ready to implement dementia-friendly practices? Follow the steps:

1

Prepare

- Recognize signs of dementia related to money management and signs of financial abuse or harm.
- Develop proactive procedures and guidelines to address financial challenges related to dementia.

2

Learn

- Learn to use dementia-friendly communication skills.
- Know local services that help people with dementia and their caregivers.

3

Respond

- Appoint champions at the senior level to sustain overall initiative and within branches and call centers as "go-to resources."
- Provide dementia-friendly products, services, and customer service practices.
- Spread dementia-friendly principles throughout the industry and community.

- Business
- Banks and financial
- Community-based supports
- Faith communities
- Health and long term care
- Legal and advance planning
- Local government (planning, emergency response, law enforcement)
- Neighbor and community members

Community Toolkit Phases

1

2

3

4

1. **Convene** key community leaders and members to understand dementia and its implications for your community. Then, form an Action Team.
2. **Engage** key leaders to assess current strengths and gaps in your community using a comprehensive engagement tool.
3. **Analyze** your community needs and determine the issues stakeholders are motivated to act on; then set community goals.
4. **ACT together** to establish implementation plans for your goals and identify ways to measure progress.

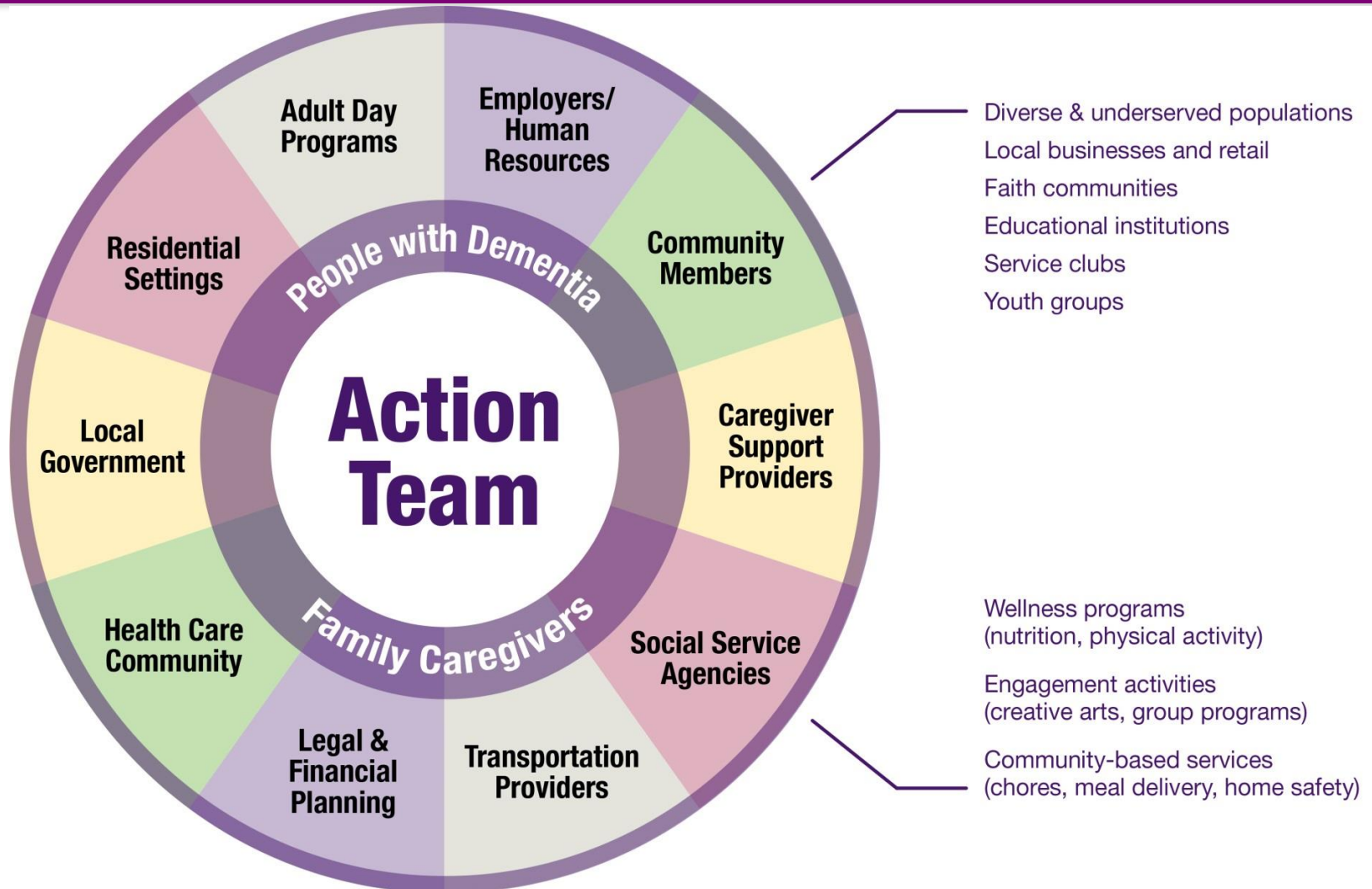
Action Phase 1: Convene

1

Action Phase 1: Convene Consists of 4 Key Steps

- **Step 1: Determine Community Readiness.** Key community leaders and citizens including people with dementia, their care partners and representatives from the public, private, and nonprofit sectors come together to determine if the community is ready to work toward becoming dementia friendly.
- **Step 2: Generate Awareness.** As more and more individuals and families learn about what dementia friendliness can bring to the community, a desire and motivation to take action builds.
- **Step 3: Build An Action Team.** The Action Team provides a structure to drive and sustain the initiative.
- **Step 4: Hold a Community Kickoff and Publicize.** A community meeting serves to explain the initiative, process, and recruit additional volunteers for the Action Team or to assist with other Action Phases. This will begin to raise awareness and creates energy to further engage the community.

The Action Team





Phase 1: Convene

Step 1: Determine Community Readiness

A. **Enlist Champions.** Prepare an initial meeting with five to seven interested community members who recognize the impact of dementia in your community, can commit some time to the project, and are willing to assist with the recruitment of an Action Team.

B. **Discuss Readiness.** As a group, discuss definitions and determine whether your community is ready to form an Action Team and work toward a dementia friendly community culture. Decide the next steps and schedule the next meeting. Have members identify and invite other community stakeholders.



Tools

[Team Meeting Discussion Guide](#)

[Dementia Friendly Community Overview - PowerPoint](#)

[Dementia Friendly Community Readiness Questionnaire](#)

[Readiness and Recognition Criteria](#)

[Dementia Friendly Metrics](#)

[DFA Sector Guides](#)

Action Phase 2: Engage

2

Action Phase 2: Engage Consists of 5 Key Steps

- **Step 1: Form a Community Engagement Sub-team.** Interview organizations and people in each community sector using questionnaires from the Dementia Friendly Toolkit
- **Step 2: Adapt the engagement process to your community.** This process should fit the needs and priorities of your community, so make it your own and shape the effort accordingly.
- **Step 3: Hold An Interview And Focus Group Training And Preparation Session.**
- **Step 4: Develop an Organized Process Flow and Timeline.**
- **Step 5: Engage the Community Through Interviews or Focus Groups.** Engage the broader community in a dialogue to learn community strengths, gaps, and priorities for action which raises awareness of dementia. Remember to distribute **guidance on actions each sector of the community can take** to become dementia friendly.



Phase 2: Engage

Step 5: Engage the Community Through Sector-Based Interviews or Focus Groups

- A. **Contact Interviewee / Focus Group Members.** Schedule a time to meet to complete an interview or hold a focus group. Introduce yourself, the project, and the reason they were selected to participate in the community assessment.

- B. **Share Reference Materials.** This should include the appropriate sector guide to help underscore the importance of the issue, raise awareness, and give sector-specific guidance for effectively interacting with people living with dementia.



Tools

[Pre-Interview Email](#)

[Community Call Script](#)

[Information About Dementia in Multiple Languages](#)

[Interviewee Thank You Letter](#)

[Dementia Friendly Essentials](#)

[DFA Sector Guides](#)

Action Phase 3: Analyze

3

Action Phase 3: Analyze Consists of 2 Key Steps

- **Step 1: Compile and Interpret the Data.** Use the findings gathered from interviews and provide via a report that identifies patterns in strengths, gaps and opportunities for action.
- **Step 2: Analyze the Findings and Select Priority Goals.** Based on the data, select priority goals that the community might consider undertaking. Share the results at a community event and gather ideas about how a few shared community change goals can form a plan of action to help the community work to become dementia friendly.

1 2 ③ 4

Phase 3: Analyze

Step 1: Compile and Interpret the Data

- A. **Orient to the Process.** Review all of the Phase 3 tools to gain a complete understanding of the process and activity steps.

- B. **Follow the Instructions in the Community Engagement Instructions.** This allows an individual to transfer responses from interviews and focus groups into the Full Engagement Worksheet and Key Element Question Matrices.

- C. **Complete the Engagement Priority Rating Spreadsheet.** This shows how items rate for activity level and action priority.



Tools

Community Engagement Tool
Instructions

Dementia Friendly Metrics

Community Engagement Tool

Strengths Worksheet

Gaps Worksheet

Referrals Worksheet

Action Phase 4: Act

4

Action Phase 4: Act Consists of 2 Key Steps

- **Step 1: Share the Results and Involve the Community.** Brainstorm actions to fit the community's needs, resources, and goals.
- **Step 2: Create and Implement a Community Action Plan.** Organize an action plan that prioritizes opportunities and community priority goals. To achieve this plan, seek necessary funding to support various aspects of the work. Along the way, ensure to communicate the plan to community members and report back to members who contributed to the engagement process and share community goals and action plan. Act together to execute plan and achieve a shared vision for becoming a dementia friendly community. Evaluate and celebrate progress and remember to assess new opportunities along the way and keep the community informed.

1

2

3



Phase 4: Act

Step 2: Create and Implement a Community Action Plan

A. **Plan for Action.** As a team, create a community action plan using the Action Plan template that includes specific objectives, activities to meet the objectives, a designated lead person and a timeline. Review the suggestions that community members provided during the community-wide meeting. Brainstorm actions and discuss all possibilities, consider the current available resources (people, funding, time, level of effort), and select the activities that you can realistically accomplish in the designated timeframe. Include strategies to seek funding in the action plan as needed to support and sustain the plan.

B. **Communicate Progress and Next Steps.** Update the



Tools

[Workplan Template](#)

[Dementia Friendly Metrics](#)

[Action Plan Options Menu](#)

[Communications Template](#)

[Budget template](#)

[Grant request template](#)

[Examples of Action Plans: ACT on](#)

Momentum Rising

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Communities strive to be 'dementia-friendly' as Alzheimer's numbers grow

Kim Painter, Special for USA TODAY 4:20 p.m. EST February 28, 2016

When Ron Grant was diagnosed with Alzheimer's, he and his wife, Vicky, immediately shared the news with their church. "They are a wonderful group of people," Grant says. "But for quite some time after that, we would come to church and someone would come up to Vicky, with me standing right next to her, and ask, "How is Ron doing?"

Even eight years later, thanks to a slow progression of symptoms, "I'm still quite capable of speaking for myself," says Grant, 61, a retired prison chaplain from Columbus, Ohio. "I haven't after death been

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Alzheimer's Welcomed Here: Dementia Friendly Communities

April 10, 2016

Access

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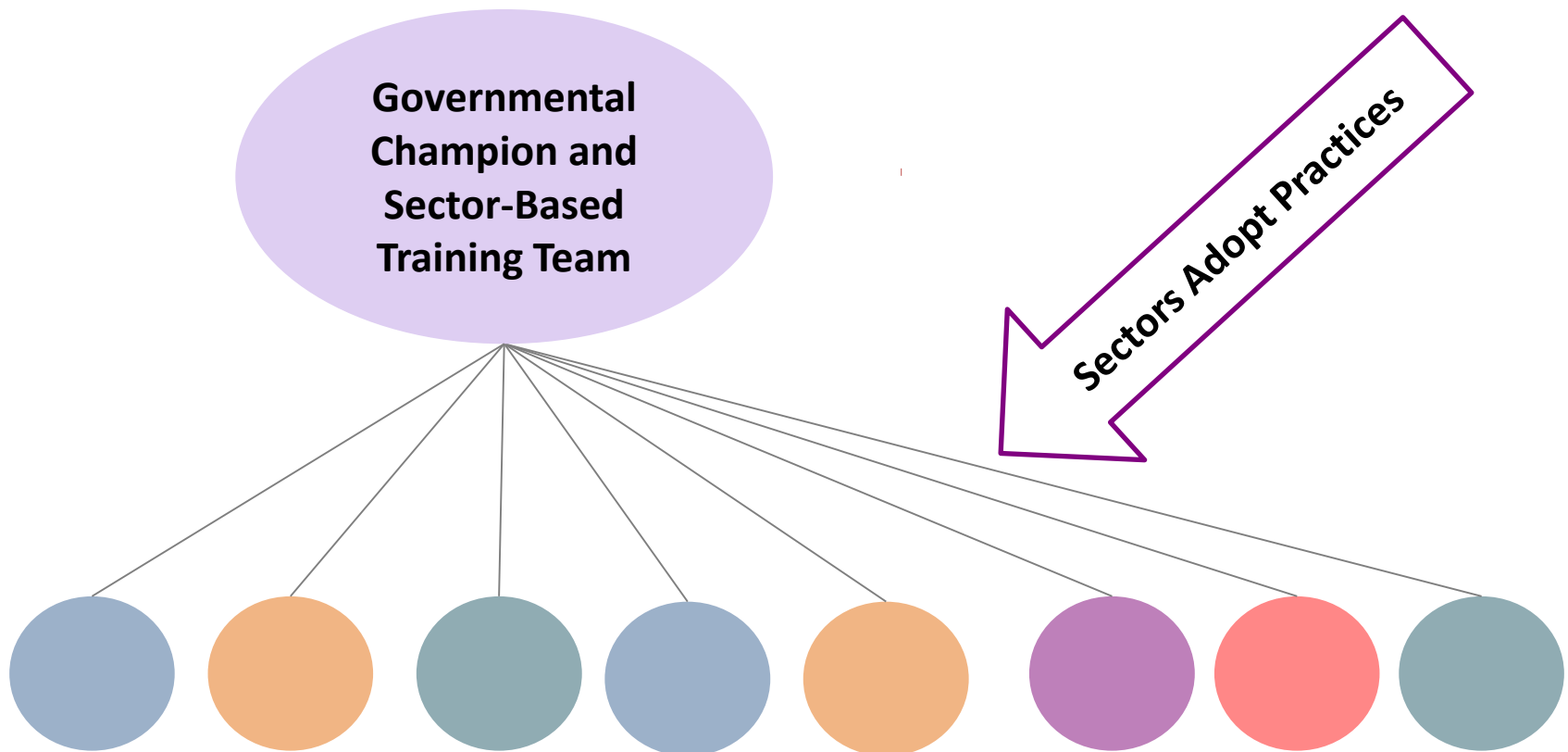
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The
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How are other states approaching this work?

Sector based training and adoption of dementia friendly practices

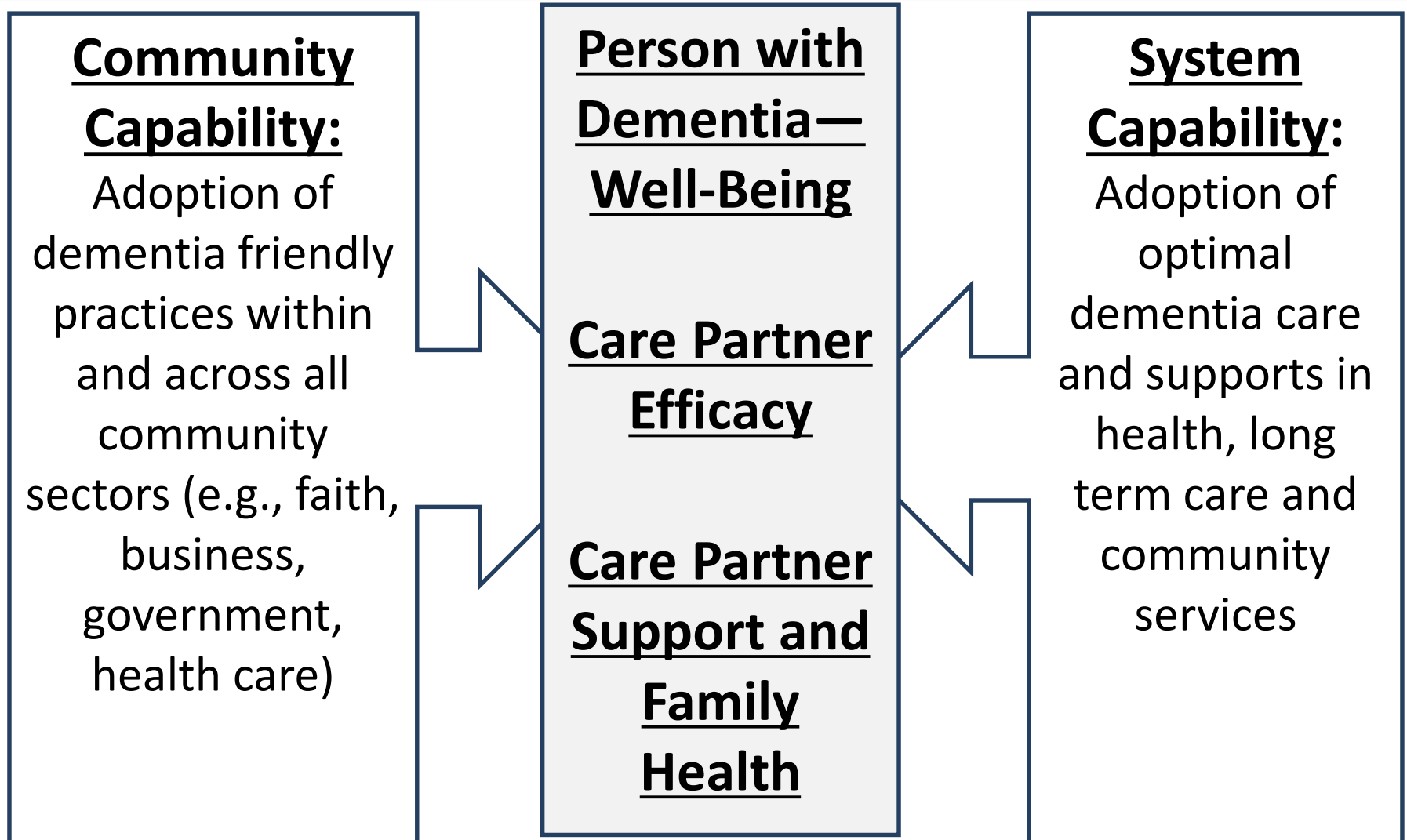


How are other states approaching this work?

- Local community activation and toolkit implementation



Desired Impact: What are we aiming for?



Gauging Progress



Community Dementia Friendly Metrics

| | Clinical Providers | Home and Community Services | Business Retail/Employers | Legal/Financial Planning |
|--|--------------------|-----------------------------|---------------------------|--------------------------|
| Increased awareness of signs and how to effectively interact <ul style="list-style-type: none"> • Training/understanding on signs of dementia • Training on how to respond effectively based on different professional lenses | X | X | X | X |
| Adoption of DF environmental changes (indoor/outdoor) <ul style="list-style-type: none"> • Clear signage • Easy to access and navigate, e.g. wide aisles/clear way finders • Places to sit and rest • High contrast in surfaces with good lighting • Matte finish floors/solid crosswalk lines and even pavement • Designated quiet spaces and enclosed areas • Weather protective shelters and seats for waiting • Easily read maps/guides and appropriate voice prompts/announcements | X | X | X | X |
| Adoption of staff and workforce training <ul style="list-style-type: none"> • Dementia specific training on disease • Training on difficult situations and how to prompt • Training on when/how to seek help | X | X | X | |
| Adoption of DF responsive systems and processes <ul style="list-style-type: none"> • Sector specialized processes for cognitive impairment • In-person call routing options • Assistive technologies if appropriate • Special times and adapted programs for people with dementia | X | X | X | X |

Dementia Friends USA



This program engages individuals in the dementia friendly movement and will foster DFA goals by:

- Raising awareness and reducing stigma
- Encouraging the adoption of dementia friendly practices
- Engaging individuals through training and participation in an online community wherein people view sector-specific video shorts that raise awareness about and provide education on approaches to effectively interact with people living with dementia.

dementiafriendsusa.org



Dementia Friends USA



A Dementia Friendly America initiative

Registered Friends in
the USA
5,055

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

Become a Dementia Friend Today!

or learn more.



Dementia Friends USA

Dementia Friends USA is a global movement that is changing the way people think, act, and talk about dementia. Developed by the Alzheimer's Society in the United Kingdom, the [Dementia Friends initiative](#) is underway in the USA. 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.

About Dementia Friends USA

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What is a Dementia Friend?

A Dementia Friend is someone who, through viewing a series of online videos, learns about what it's like to live with dementia and then turns that understanding into action. From telling friends about the Dementia Friends program to visiting someone who is living with dementia, every action counts. Anyone of any age can be a Dementia Friend – we all have a part to play in creating dementia friendly communities!

How do I become a Dementia Friend?

You can become a Dementia Friend by watching a series of online videos and committing to take action. [Click here to get started](#). You may also attend an in-person Dementia Friends session offered by a local Dementia Friends Champion. [Click here to see if your state offers in-person Dementia Friends sessions](#).

Become a Friend

Becoming a Dementia Friend

To become a Dementia Friend, you will watch an overview video that will teach you about what dementia is, how to recognize the signs of dementia and simple actions you can take to be a Dementia Friend and to personally contribute to making your community dementia friendly.

Once you have watched the overview video in its entirety, you will be prompted to select one of seven sector specific video shorts. In order to complete the Dementia Friends session, you need to watch at least 3 video shorts. We encourage you to select the sectors that are most relevant to your role in the community. Once you have viewed the overview and 3 video shorts you will be able to register as a Dementia Friend.

Overview

[Get Started!](#)

Banks



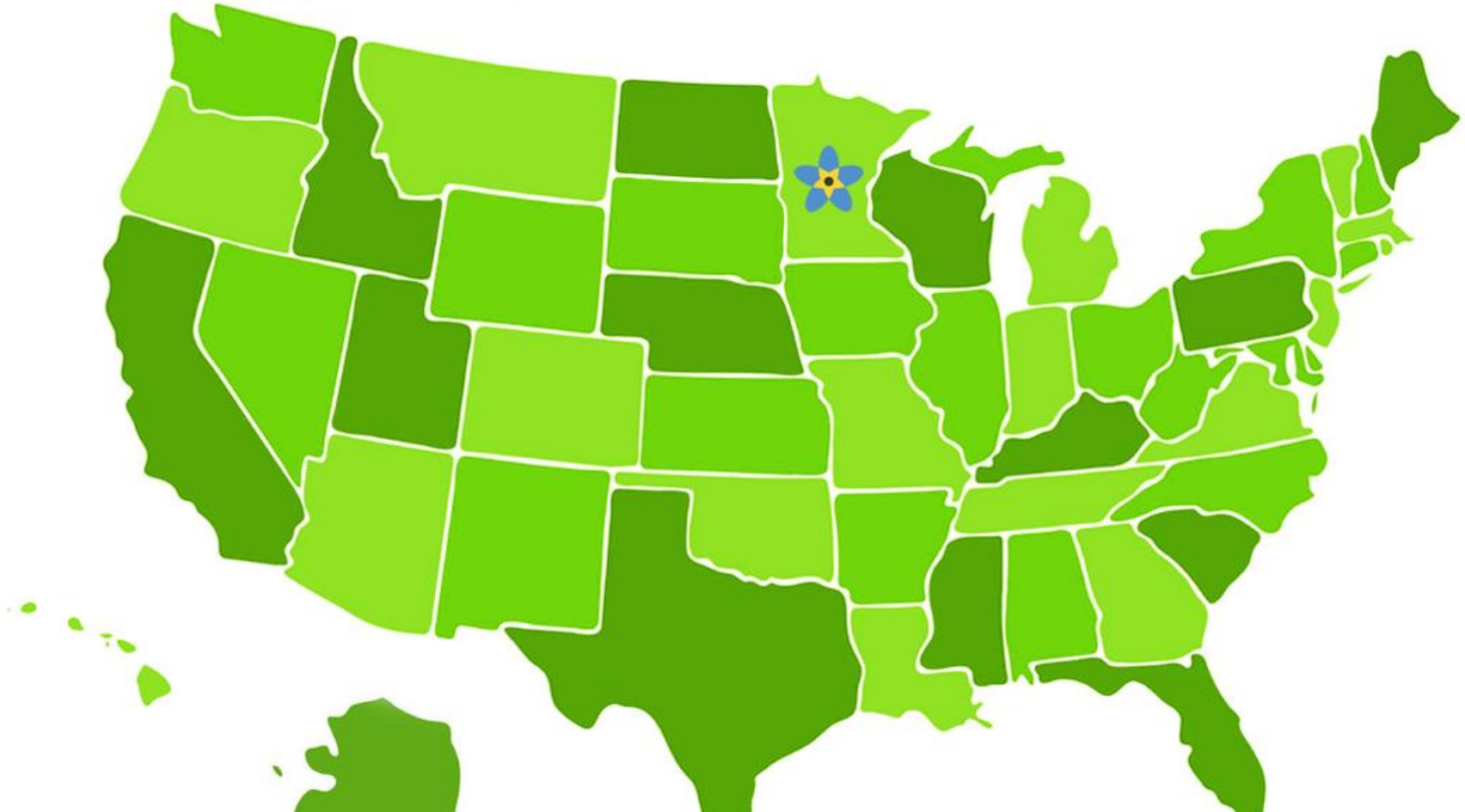
First Responders



Grocery



Click on your state in the map below or [use the directory](#) to see if your state has a Dementia Friends program. If your state does not have a program and your organization would like to learn more about state licensure, [click here](#).



Contact for Questions



Contact: info@dfamerica.org



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