Envisioning A Dementia-Friendly Community
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Agenda:
• A What?
• The Tour
• What Else?
• Really?
• How?
• Next?
Dementia At Home

- 50,000 residents over 65 in Washtenaw
- 10% of seniors have Alzheimer’s or other dementia
- Every minute, another person in US develops Alzheimer’s
- A person with dementia lives an average of 8 years after diagnosis
- 80% of persons with dementia live with their families, or home alone.

Persons With Dementia Are A Part Of, Not Apart From, Our Community
What Is A Dementia Friendly Community?

In a dementia friendly community, people walk toward persons with dementia, not away from them.

Adapted from ACT on Alzheimer's® developed tools and resources
A Lotta Latte
For Patrons with Dementia:

- Appointments w. librarians
- Clear signage
- Illustrated /”coffee table” books
- Books for reading aloud: simple text, poems, jokes, songs
- Audio books, read slowly

- Sets of books, music, artifacts, folktales, about a location
- Librarian-led sessions
- Kits to borrow

Guidelines for Library Services to Persons with Dementia

Kankakee County Library IL
Dementia Friendly Big Box Stores

- Majority of staff are trained in dementia-interaction
- Ready with extra assistance

Sheridan, WY
Dementia Friendly Banks

• Tactful vigilance: “I notice this might overdraw your account. Can we do a lesser amount?”
• Help with paperwork
• Finesses goofs: “Let’s try this other card in the ATM”
• Alert to signs of financial abuse/undue influence
• Lower barriers like high counters
• Accommodate failing signatures

Old National Bank, Windsor, WI
First Interstate Bank Sheridan WY
Dementia Friendly (Grocery) Stores

• Store map at entrance
• Clear signs.
• “Relaxed” shopping hours:
  • Trained greeters to assist
  • Chairs at aisle ends
  • No background music/ads
  • Relaxed Shopper discounts
  • Assisted checkout

Publix Supermarket
Martin County, FL

Iceland’s Supermarkets
(900 stores) UK
Dementia Friendly Restrooms

- Family or gender-neutral allow help from caregivers
- Contrasting seats aid positioning
- Interior signs point the way out
- Avoid disorienting “white tunnels”
Dementia-Friendly Recreation Facilities

• Trained staff provide extra assistance, at pre-arranged times
• For group activities:
  • Focus on participation and enjoyment
  • Allow simple observation
  • Take breaks as needed
  • No mandatory regular attendance
  • Limited group size; ideally, 20
Purple Sunday Dinners

Monthly at participating restaurants:

• For persons w. dementia & caregivers
• Designated seating in quiet area or room
• Opportunity to meet and socialize w. others
• Specially trained waitstaff
• Unhurried pace

Alois’ Restaurant

Kachina Restaurant
Denver, CO
Dementia-Friendly Dining

At participating restaurants:
- respectful accommodation
- relaxed pace
- quieter space/uncluttered table
- specially trained staff
- simplified choices

More enjoyable/less stressful for persons with dementia and families

76% of people polled said they’d visit more restaurants if noise levels were lower.

The Galley Grille, Westport, MA
Stone’s Public House, Ashland, MA
Dementia-Friendly On-Call Transportation

• A dementia-friendly Uber/Lyft dispatcher
  • No smart phone
  • 3rd-party “tracking”: “Your Mom just left Briarwood”

• *RideWith24*: similar, less widely available

Request a ride with just a phone call.

SIGN UP NOW

24/7 service and operators
No sign up fees
No apps

Call 1 (855) 464 - 6872 or 1 (855) GOGO-USA

*Washtenaw County and elsewhere*
Dementia Friendly Move Managers

- Member of Senior Move Managers Assn
- Focused on downsizing
- Expertise in gerontology & social work
- Trained in dementia interaction
- Sensitive to confusion and communication difficulties

A First Class Move Fairfax, VA
Dementia Friendly Movie Theatres

- Clearly marked (non-reflective) entrance
- Extra, clearly identified, staff
- Clear, eye level signage
- Avoid highly reflective walls and flooring
- Space for walkers, canes
- Lights on
- Talking, moving OK

Queen’s Film Theatre, Belfast Northern Ireland
Dementia Friendly Choruses

- Daytime, unhurried rehearsals
- Accessible space
- Familiar/traditional music
- Socializing/having fun

Resounding Voices
Rochester MN

Giving Voice,
Minneapolis MN

Victory Choir,
Duluth, MN
Dementia-friendly Main Street Shops

Sheridan, WY
Dementia Friendly Dance Studio

• Group for persons with dementia, and friends
• No steps, left and right, or wrong moves
• Only encouragement to be oneself
• Stand or sit
• Laugh and socialize all ways

Come Dance With Me, Brisbane, Australia
Dementia-Friendly Parks

Dementia-friendly park in Stirling is Scottish first

- Clear map and signs
- Added benches, handrails
- Improved path

- Walking Group for Persons With Dementia

Parks Dept.
Seattle, WA
Damage restoration services
• Called to fix a problem;
• Needs fast work
• Homeowner is stressed

Potential for conflict w. persons with dementia

Local government (permit) inspectors
• Seldom welcome

Dementia-trained personnel defuse situations/save time

Serv-Pro, Hancock OH

Denver CO
Dementia Friendly Fire and EMS

- Adapt to “alternative reality”
- On request, “register” persons with dementia
- Provide ID’s for them, their households, and caregivers
- Provide GPS bracelets

Fire/EMS Portsmouth NH  Sheriff Portsmouth VA

Working Together: How Community Organizations and First Responders Can Better Serve People Living with Dementia

Portsmouth Sheriff’s Office

Project LIFESAVER

A cooperative initiative between: Sheriff’s Office, Police
Dementia Friendly Police

SPECIAL OUTREACH UNIT

- Educates caregivers about wandering
- Educates community and businesses about dementia

SWORN OFFICERS

Trained to recognize and deal with dementia in various situations

Police Dept.
Montgomery County MD
Dementia Friendly Traffic Stop

Orange County CA

Dementia Friendly Policing

Little Rock AR
Dementia Friendly Law Offices

• Uncluttered, well-lit, quiet space
• Clear signage
• Consider “house calls”
• Use phone judiciously
• Avoid late-afternoon
• Mail reminders, checklists in advance and summary after
• Ensure client transportation
Dementia Friendly Schooling

• Modules on dementia for middle and high school
• Understanding the disease
• How to interact and help be caregivers/provide respite

From Alzheimer’s Society UK

Creating a dementia-friendly generation

On this page you will find resources to help educate children and young people (ages 5-25) about dementia and support social action in your local community.

Dementia teaching resources

Order resources for young people and teach about dementia at your school or youth group.

Birmingham AL, Schools
Dementia Friendly Hands-on Services

HAIR SALON

• Stylist trained in dementia care
• Skilled in communicating, interacting, gently touching

DENTISTS

• Encourage caregiver to sit in
• Short appointments
• Often reintroduce self and assistant
• Speak to, not about; in front, not to side
• Use a lot of non verbal communication
Dementia Friendly Church Services

• Greet all
• All wear nametags
• Good lighting
• Patience with behavior, appearance
• Help if disoriented

• Shorter service
• Simple message
• Traditional hymns; large print lyrics on screen
• Uncrowded seating; open space

Hillside UMC, Duluth, MN
Dementia Friendly Golf

• Exercise is always good

• Golf program:
  o socializing
  o golf
  o new skills
  o caregivers’ respite

Various locations in Scotland and England
Memory Cafes

- Casual social activity for persons w. dementia and caregivers
- Companionship/activities/fun

Jewish Family & Children’s Service, Boston
Is Friendlyville a Real Place?
Not exactly, but consider: Dane County WI

Population 500,000; 1200 sq.mi.
County seat: Madison, home of U. of Wisconsin

(Washtenaw: 370,000; 700 sq. mi.)
- Over 7,000 people living with dementia
- 67,000 caregivers of people over age 65
- 365 Businesses/Organizations trained to be dementia friendly

A FEW EXAMPLES OF BUSINESSES/ORGANIZATIONS THAT HAVE BECOME DEMENTIA FRIENDLY

- 72 Financial Institutions
- 27 Pharmacies
- 11 Libraries
- 14 Restaurants
- 20 First Responders
- 9 Dentists
- 23 Churches
Small City Possibilities

Cottage Grove, Dane County WI
Pop. 7,000

47 Dementia-friendly:
- Police/EMS
- Banks
- Law Offices/CPAs
- Dentists
- Hair salons
- Gyms
- Churches
- Restaurants
- Chiropractors
- Photographers
- Others

CITY OF SALINE
Pop. 9,000
## Dementia Friendly Sheridan WY (pop. 18,000)

### Main Street Shops
- Crazy Woman Trading
- High Mountain Mercantile
- PO News Flagstaff Café
- Little Willow Traders
- Cottonwood Shop
- Verdello Fine Foods
- Thrifty Foods
- Liam’s Loft
- 45th Parallel
- Sheridan Antiques
- The Fiber House
- Side Street Bed & Bath
- Interior Images
- Legacy Diamonds
- Sheridan Stationery

### Services
- Baird Architect
- State Farm Insurance
- Tegelers & Associates
- Brittan Travel
- BHJ Realty
- First Interstate Bank
- Wells Fargo Bank
- Sheridan Public Library
- Thrivent Financial

### Health Services
- Big Horn Eye Care
- Sheridan Emergency Response Team
- Bighorn Medicine
- Wyoming Rehab
- Core Physical Therapy
- Sheridan Physical Therapy
- Ebia Hearing Instruments

### Civic/Cultural
- WYO Theatre
- Sheridan Museum
- Sheridan Community Arts
- Bighorn National Forest
- Town of Clearmont

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*Not a complete list*
Dementia Friendly Benefits

• 75% of Purple Table restaurant reservations are from new customers
• Persons w. dementia and their families, have $$$
• Dementia-friendliness improves morale for employee-caregivers
• Dementia-friendliness benefits others such as people with autism.

“When a business gets it right for people with dementia, it gets it right for everyone.”

“Because I can walk about, people in shops think I’m alright. When I can’t tell them what I want, then they don’t have the time. I’d go out more if people had the time for me.”

Only Grand Rapids is Dementia Friendly in Michigan
Toward a Dementia Friendly Community

The “Standard” Approach per “Dementia Friendly America”

Phase 1 Convene
- Determine readiness
- Enlist champions
- Discuss readiness
- Build the case
- Meet/Plan
- Kickoff

Phase 2 Engage
- Form engagement team
- Design Community Assessment
- Plan the Assessment
- Conduct Assessment

Phase 3 Analyze
- Compile/Interpret Data
- Analyze Findings
- Select Goals

Phase 4 Act
- Share results w. Community
- Create a Plan
- “Become” Dementia Friendly

Enthusiasm

Years

OR…
A Different Approach

Increase Awareness ➔ Adjust Actions Appropriately

Learn about a problem ➔ Develop solutions

It’s not a matter of becoming dementia friendly so much as demonstrating it.
This program’s over.

What’s next?