DFA Overview Presentation

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 2015.

60% 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 healthcare costs in the United States in 2014.

Business
$34 billion annually is lost in revenue/productivity due to caregiving responsibilities.

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
– 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
Community Update

An Expanding DFA Network

2015
8 early adopter communities in 7 states and interest throughout the nation

2016
48 actively adopting communities across 36 states, including statewide efforts in 9 states, with an additional 15 states planning for or exploring state implementation

2017
More statewide efforts and a goal of DFA presence in every state
DFA National Participants

ABA | Bank of America | CFPB | Eli Lily | The Global CEO Initiative | The IACP
NACo | World Young Leaders

Federal Liaisons: ACL, ASPE, CDC, HRSA, IHS, SSA
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

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 Communities

**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.

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

- Memory loss supports and services
- Legal and Financial Planning services
- Care throughout the continuum
- Communities of faith
- Banking Institutions
- Transportation, housing, and public spaces
- Neighbors and community members
- Businesses and employers
- Independent living and community engagement
- Emergency planning and first response
Taking an All Sectors Approach

Every part of community has a unique role in contributing to dementia friendliness.
Example Sector Guide

- 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
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

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

People with Dementia

- Adult Day Programs
- Employers/Human Resources
- Community Members
- Caregiver Support Providers
- Social Service Agencies

Family Caregivers

- Residential Settings
- Local Government
- Health Care Community
- Legal & Financial Planning
- Transportation Providers

Diverse & underserved populations
- Local businesses and retail
- Faith communities
- Educational institutions
- Service clubs
- Youth groups

Wellness programs (nutrition, physical activity)
- Engagement activities (creative arts, group programs)
- Community-based services (chores, meal delivery, home safety)
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

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

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.
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.
Action Phase 4: Act

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.
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
How are other states approaching this work?

Sector based training and adoption of dementia friendly practices

Governmental Champion and Sector-Based Training Team

Sectors Adopt Practices
How are other states approaching this work?

- Local community activation and toolkit implementation
Community Capability: Adoption of dementia friendly practices within and across all community sectors (e.g., faith, business, government, health care)

Person with Dementia—Well-Being

Care Partner Efficacy

Care Partner Support and Family Health

System Capability: Adoption of optimal dementia care and supports in health, long term care and community services

 Desired Impact: What are we aiming for?
# Gauging Progress

## Community Dementia Friendly Metrics

<table>
<thead>
<tr>
<th>Increased awareness of signs and how to effectively interact</th>
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<tbody>
<tr>
<td>• Training/understanding on signs of dementia</td>
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<tr>
<td>• Training on how to respond effectively based on different professional lenses</td>
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<tr>
<th>Adoption of DF environmental changes (indoor/outdoor)</th>
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<tr>
<td>• Clear signage</td>
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<tr>
<td>• Easy to access and navigate, e.g. wide aisles/clear way finders</td>
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<tr>
<td>• Places to sit and rest</td>
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<tr>
<td>• High contrast in surfaces with good lighting</td>
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<tr>
<td>• Matte finish floors/solid crosswalk lines and even pavement</td>
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<tr>
<td>• Designated quiet spaces and enclosed areas</td>
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<tr>
<td>• Weather protective shelters and seats for waiting</td>
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<tr>
<td>• Easily read maps_guides and appropriate voice prompts/announcements</td>
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<tr>
<th>Adoption of staff and workforce training</th>
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<tbody>
<tr>
<td>• Dementia specific training on disease</td>
</tr>
<tr>
<td>• Training on difficult situations and how to prompt</td>
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<tr>
<td>• Training on when/how to seek help</td>
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<tr>
<th>Adoption of DF responsive systems and processes</th>
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<tr>
<td>• Sector specialized processes for cognitive impairment</td>
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<tr>
<td>• In-person call routing options</td>
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<tr>
<td>• Assistive technologies if appropriate</td>
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<tr>
<td>• Special times and adapted programs for people with dementia</td>
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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.
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.
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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.
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

@dfamerica_