

**Dementia Friendly Communities  
Overview**



**Dementia  
Friendly  
America®**

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**Goals for Today**

- Review the need for dementia friendly communities
- Identify the 4 main steps recommended by Dementia Friendly America
- Briefly describe the first DFC in Iowa
- Access online resources at DFA.com

**Acknowledgement:** This program is one in a series of programs about the dementia friendly social movement and is co-sponsored by the Csomay Center for Gerontological Excellence and the Geriatrics Workforce Enhancement Program at the University of Iowa Geriatric Education Center. Most slides used in the presentation are from Dementia Friendly America and are used with permission.

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**Dementia Friendly America**

- Dementia Friendly America (DFA) launched at the 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
- Modeled 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)

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### 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

X 1,000,000 X 1,000,000

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### 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

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### 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.

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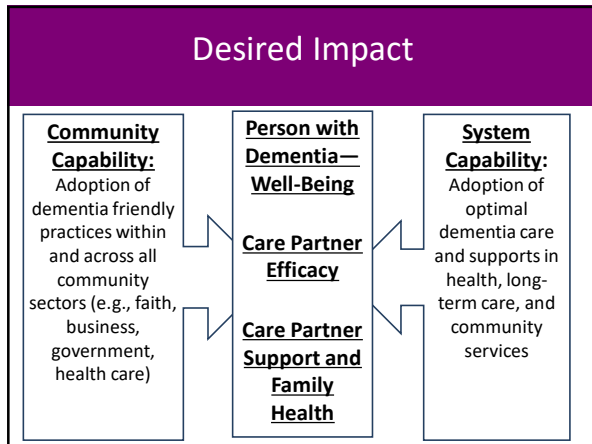
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### Taking an All Sectors Approach

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

**Dementia-Friendly Financial Services**

Financial services professionals who readily understand and address the needs of people with dementia, their families, and their communities. Dementia-friendly financial services can help to ensure people have the resources and options to live well, and to plan for the future.

Dementia-friendly financial services include:

- Financial planning and investment services
- Legal and financial planning services
- Emergency planning and first response
- Independent living and community engagement
- Transportation, housing, and public spaces
- Neighbors and community members
- Banking institutions
- Communities of faith
- Legal and financial planning services
- Memory loss supports and services
- Care throughout the continuum
- Businesses and employers
- City Hall

- 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)
- Neighbors and community members

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

<p><b>1 Prepare</b></p> <ul style="list-style-type: none"> <li>• Recognize signs of dementia symptoms</li> <li>• Identify signs of dementia symptoms</li> <li>• Develop practice guidelines and resources</li> <li>• Establish a dementia-friendly network</li> </ul>	<p><b>2 Learn</b></p> <ul style="list-style-type: none"> <li>• Learn to use dementia-friendly financial services</li> <li>• Build local dementia-friendly financial services</li> <li>• Build local dementia-friendly financial services</li> <li>• Build local dementia-friendly financial services</li> </ul>	<p><b>3 Respond</b></p> <ul style="list-style-type: none"> <li>• Respond to signs of dementia symptoms</li> <li>• Respond to signs of dementia symptoms</li> <li>• Respond to signs of dementia symptoms</li> <li>• Respond to signs of dementia symptoms</li> </ul>
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## 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 or communities like a pledge with DFA that their communities will include the following factors, as well as submit three letters of support that demonstrate community readiness and commitment.

**Introduction**

**PHASE 1**

**PHASE 2**

**PHASE 3**

**PHASE 4**

**Resources**

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

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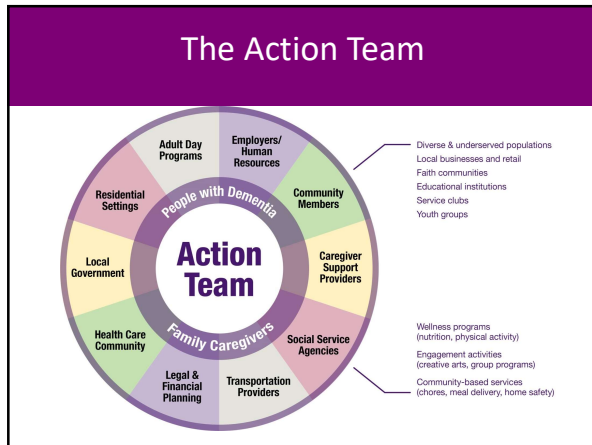
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## Community Toolkit Steps

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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.
3. **Analyze** your community needs and determine the issues stakeholders are motivated to act on; then set community goals.
4. **ACT together** to implement and identify ways to measure progress.

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**Convene**

**KEY STEPS**

- Enlist champions
- Discuss readiness
- Build an Action Team
- Coordinate the Team and develop timelines
- Build the case

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**Engage**

**KEY STEPS**

- Form a sub-team or use the Action Team to drive the assessment effort
- Develop/revise the community assessment tool and process
- Conduct the community assessment (such as surveys and/or focus groups)

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**Analyze**

**KEY STEPS**

- Compile and interpret the data
- Identify dementia friendly priorities for your community

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## Act

**KEY STEPS**

- Share the results and involve the community
- Create and implement a community action plan
- Communicate progress and next steps
- Assess and adjust

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## Gauging Progress



**Community Dementia Friendly Metrics**

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

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## Sample Community Actions

- Offering training to faith communities
- Requesting the library include dementia friendly materials
- Collaborating with local emergency response teams
- Working with local health providers to promote early diagnosis, connection to resources



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**Sample Community Actions**

- Hosting memory cafes
- Partnering with local schools
- Developing dementia friendly business initiatives
- Working with local restaurants to offer dementia friendly dinners once a month




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**Sample Community Actions**

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




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**Dementia Friendly Cedar Valley**

The first DFC in Iowa started in Waterloo

- Led by Northeast Iowa Area Agency on Aging
- Inspired by National Association of Area Agencies on Aging (N4A) leadership of DFA
- Action Team convened, worked over a year
- Recognition from DFA in June 2019
- Kick-off event held July 2019




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### Dementia Friendly Cedar Valley

Western Home Communities in sister city of Cedar Falls also launched DFC activities

- Trial program with Iowa Geriatrics Workforce Enhancement Program (GWEP)
- Initiated in July 2019
- Plan: start at WHC then reach out to Cedar Falls
- Collaboration with DFC Waterloo from start



*Life fulfilled*  
It's our mission: to assertively create fulfilling lifestyles.

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### Dementia Friendly Cedar Valley

**Better and Stronger Together!**

- Agreement reached in 2020 to expand “DF Waterloo” to “DF Cedar Valley” that includes Waterloo, Cedar Falls, and surrounding area!
- Considerable overlap in community sectors
- Logical sharing of resources, opportunities




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### Dementia Friendly America Network

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

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## How DFA Supports 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

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## 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
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	The city is clear and pleasant, with enforced regulations.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	The environment is designed for the benefits of walking and physical activity and building form is considered.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	The physical environment is easy to navigate and includes a variety of destinations to add meaningful walking.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	A spectrum of quality housing options, including support for aging in place, is available to older people as their needs change over time.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	A range of quality housing options, including memory care services and supports, exists to meet the needs of people with dementia.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	A wide variety of affordable, convenient and accessible activities is offered to older adults and caregivers.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	People with dementia and their caregivers have access to organized activities designed specifically for their needs.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Public transport is reliable, frequent, safe and affordable across all city areas and has priority seating for older adults.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Transportation services for older people are available, and appropriate assistance is available along the way to help passengers with dementia travel successfully.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Travel is made possible through local, state, national and international travel opportunities.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	There are options to simplify passengers with dementia and their body needs.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Trucks are well-maintained, safe, and well-regulated, and priority parking and drop-off/pick-up is readily available.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Transportation services for people with dementia are well-advertised and provided as appropriate.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	There are accessible and reliable transportation options for people with dementia.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Community is dementia aware and provides a range of supports for people with dementia, including those from cultural, ethnic, racial, and language differences.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Other elements, services and activities related to dementia are available.

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

RESEARCH REPORT MARCH 2018

Natalie Turner and Lydia Morlan

For more information view "Age-Friendly and Dementia-Friendly Social Movements" training at <https://www.uiowacsomaygereresources.com/>

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## Dementia Friends USA




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

**Iowa is now a state sponsor!**

For more information view "Dementia Friends Overview" at <https://www.uiowacsomaygereresources.com/>

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### Stay Connected with DFA!

- Web-based resources:  
[www.dfamerica.org/get-involved/](http://www.dfamerica.org/get-involved/)
- Newsletter:  
[www.dfamerica.org](http://www.dfamerica.org)
- Follow us on Social Media:  
@dfamerica\_ (Dementia Friendly America)
- Become a Dementia Friend:  
[www.dementiafriendsusa.org](http://www.dementiafriendsusa.org)
- Contact DFA with questions:  
info@dfamerica.org

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### Summary

- Dementia Friendly America is a leader in helping communities become dementia friendly
- Their 4-step process helps inform and guide changes to increase dementia friendliness across community sectors
- There is no one right way! Rather, there are many opportunities to make SMALL changes that make a BIG difference

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