

Dementia Friendly Approaches in Senior Living



Marianne Smith, PhD, RN
College of Nursing, University of Iowa

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Goals for Today

- Briefly review the Dementia Friendly social movement
- Apply Dementia Friendly principles to care and services in senior living settings
- Review how ideas and practices may be applied in the larger community

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. Some slides used in the presentation are from Dementia Friendly America and are used with permission.

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Dementia Friendly

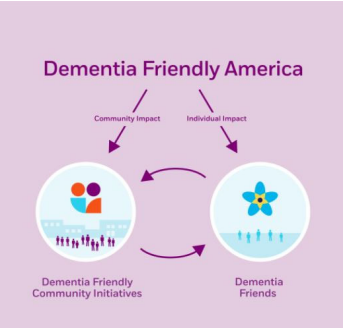
2 main approaches

- Dementia Friendly Communities
- Dementia Friends

Both programs support dementia friendliness!

Both are sponsored by Dementia Friendly America

<https://www.dfamerica.org>



Dementia Friendly America

Community Impact Individual Impact

Dementia Friendly Community Initiatives Dementia Friends

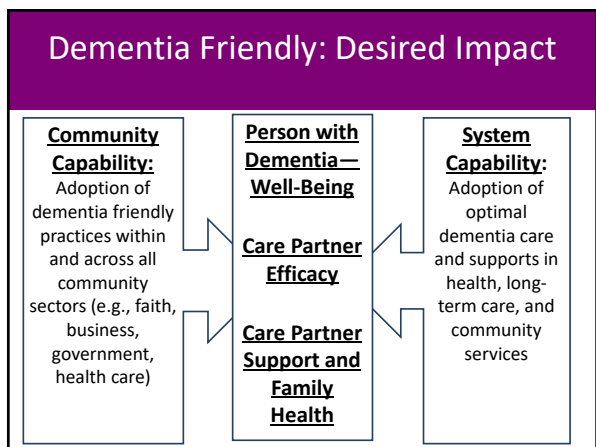
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Dementia Friendly

Many opportunities for senior living!

- Provide high quality dementia care
- Help ALL staff to gain skills about dementia, understand how to be dementia friendly
- Help ALL family & visitors understand dementia, how to be a dementia friend
- Collaborate with community members & services to increase awareness of how to be dementia friendly

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Dementia Friendly Community

FIRST: a community can be a town or city OR a group of people with shared interests – **like senior living communities**

... Helps people with dementia feel included and supported in the places they work, live, and play

... Recognizes that a person with dementia is more than their diagnosis

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Dementia Friendly Community


- ... Understands that dementia can affect a person’s cognition, behavior, emotions, and physical abilities
- ... Embraces the belief that EVERYONE has a role in recognizing people with dementia as part of their community AND supporting their independence, value, and inclusion
- ... Increases awareness, promotes social inclusion, challenges stigma, & improves care and service

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Dementia Friendly Community

SECOND, many groups are advancing dementia friendly communities!

- **Dementia Friendly America**
- Dementia Action Alliance
- **Dementia Friends USA**
- Dementia Friends UK
- Alzheimer’s Association
- Alzheimer’s Society, UK and Canada




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Meaning to Senior Living

- Apply elements of “community” as a town or city to the care services and supports of residential senior living as a “community”
- EVERYONE has a role in recognizing people with dementia as part of the senior living community (and beyond) AND supporting their independence, value, and inclusion

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Dementia Friendly America



Fostering Dementia Friendliness

Communities across the country are stepping up to support a growing number of individuals with dementia and their family and friend care partners. Is your community ready to become Dementia Friendly?

The National Association of Area Agencies on Aging (N4a) is the program administrator of DFA

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City: Dementia Friendly Community



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All Sectors Approach

<p>City/Town</p> <ul style="list-style-type: none"> • Business: restaurant, retail, others • Banks, financial • Faith communities • Health & long-term care • Neighbors, community • Local government: planning, emergency response, transportation, law enforcement 	<p>Senior Living</p> <ul style="list-style-type: none"> • Nursing services • Food services, dietary • Social work, social services • Housekeeping, maintenance • Rehabilitation therapies • Transportation • Leaders, administrators, board of directors • Family members, friends, community visitors
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Dementia Friendly Community: Steps

1 2 3 4

1. **Convene** key leaders and members to understand dementia and its implications for daily life at your residence.
2. **Engage** in discussions about your dementia friendly strengths and gaps so you can make improvements.
3. **Analyze** your needs, determine which changes are most important, and set goals.
4. **ACT together** to develop an "action plan" that meets your goals and measures your progress in being truly dementia friendly!

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Dementia Friendly Communities


Main approach: Change awareness, knowledge, practices by **SECTOR**

- Set priorities based on gaps and needs
- Develop/offer training to change practices
- Make improvements in priority sector, then move ahead
- Uses largely **GROUP-oriented** methods

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Dementia Friends

Another key opportunity in senior living is the **Dementia Friends** program



- Started in the United Kingdom (UK) in 2013
- Licensed in the USA by Dementia Friendly America (administered by N4a)

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Dementia Friends UK

A Dementia Friend is somebody that **learns about dementia** so they can help their community

Dementia Friends help people living with dementia by taking actions – both big and small



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Dementia Friends UK

5 key messages that everyone should know about dementia:

1. Dementia is not a natural part of aging.
2. Dementia is caused by diseases of the brain.
3. It is not just about losing your memory.
4. It's possible to live well with dementia.
5. There is more to the person than the dementia.



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Dementia Friends UK



Big and Small . . .

- Visiting someone you know with dementia
- Being more patient in a shop queue
- Pausing to ask if you might help someone who seems confused
- Volunteering, campaigning, wearing a badge, or talking about dementia to raise public awareness

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Dementia Friends USA

Two main ways to become a Dementia Friend:
Both are easy!

- Take **online training** at the Dementia Friends website: www.dementiafriendsusa.org
- Attend **in-person training** offered in your local community
 - ✓ State-based Dementia Friends programs offer training
 - ✓ Iowa was licensed in 2020 and will be offering training soon!

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Dementia Friends

Main approach: Change awareness, knowledge, practices among **INDIVIDUALS**

- Offers training to increase knowledge about dementia, ways to change daily practices
- Uses both online and in-person group training methods
- Supports community-based changes, but on an **INDIVIDUAL learning** level

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Meaning to Senior Living

Lots of opportunities to support the national Dementia Friendly movement!

- Support staff, family care partners, community members to be a **Dementia Friend**
- Use the 4-step **Dementia Friendly Community** approach to set priorities for change
 - ✓ Family and visitor training to support “friendliness”
 - ✓ Staff-oriented dementia practice changes
 - Care of older adults known to have dementia
 - Response to ALL older people who MAY have dementia

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No One Right Way!

- Adopting **Dementia Friendly Communities** or **Dementia Friends** in active senior living is a new and exciting opportunity!
- NO one “right way”
- Lots of options and choices
- Ongoing PROCESS – make changes over time with your eye on the “Big Picture”
- **Engaging the larger community can help!**

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Move to Surrounding Community

Community involvement helps...

- Support your Dementia Friendly programming
- Spread the Dementia Friendly movement
- Advance awareness of dementia
 - ✓ Make changes: Big & Small
 - ✓ 5 key messages of **Dementia Friends**
 - ✓ Inclusion in daily living, community activities
 - ✓ Support for family care partners

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Move to Surrounding Community

- Invite community members to join you
 - ✓ Resident and/or family councils
 - ✓ Dementia support groups
 - ✓ Newsletters, social media
- Share ideas and information
 - ✓ Online resources
 - ✓ Dementia Friends Iowa
- Engage family members, friends to help champion the movement

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More Information

Please visit our training programs to learn more about each of these national movements:


- Dementia Friendly Communities Overview
- Dementia Friends Overview

Contact us for more information or support

- **Csomay Center:** <https://csomaycenter.uiowa.edu/>
- **Iowa GWEP/Iowa Geriatric Education Center:** <https://igec.uiowa.edu/>

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Summary



Residential senior living has many options to advance Dementia Friendly principles and practices!

- Make changes: Big and Small!
- Promote inclusion, acceptance, quality of living for ALL persons living with dementia, not just those in “memory care”
- Work to engage members of the surrounding community as partners

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