



Dementia Friends Overview



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1

Goals for Today

- Review the history of Dementia Friends
- Discuss two ways to become a Dementia Friend through Dementia Friends USA
- Identify how to join Dementia Friends Iowa
- Access Dementia Friends online tools and resources

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.

2

Dementia Friends UK




Launched in 2013 by the Alzheimer's Society in the United Kingdom (UK) to tackle stigma, lack of understanding that leads to social exclusion

3

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



4

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.



5

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

6

Dementia Friends UK

One of the biggest ever social action movements on dementia

- Change the way people think, act, talk
- Everyone gets the support they need, in healthcare and also their community
- 1 of 30 people in England, Northern Ireland, and Wales were involved by 2018
- Estimated 200,000 hours taking actions (22 yrs)
 - ✓ Create dementia friendly communities
 - ✓ Ensure people living with dementia live a life they want

7

Dementia Friends UK

We've reached 2.5 million Dementia Friends!

Like 1 Tweet Pin it Share 23

18 Jul 2018




8

Dementia Friends Global

Alzheimer's Society UK initiated the Global Dementia Friends Network in 2016

By 2020 –

- 56 countries
- 67 Dementia Friends programs
- Led by national Alzheimer's associations & others



GDFN ended in April 2020 and Alzheimer's Society International team was disbanded, but many programs continue!

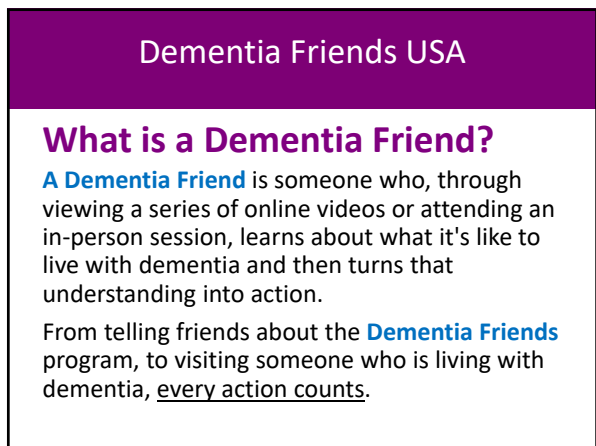
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10



11



12

Dementia Friends USA

Dementia Friendly America

- Dementia Friendly Communities
- Dementia Friends

Both programs support dementia friendliness!

Dementia Friendly America

Community Impact Individual Impact

Dementia Friendly Community Initiatives Dementia Friends

13

Dementia Friends USA

Dementia Friends is focused on **individuals**

Awareness and training emphasize experiences in the **community** and daily living

14

Desired Impact

<p>Community Capability: Adoption of dementia friendly practices within and across all community sectors (e.g., faith, business, government, health care)</p>	<p>Person with Dementia— Well-Being</p> <p>Care Partner Efficacy</p> <p>Care Partner Support and Family Health</p>	<p>System Capability: Adoption of optimal dementia care and supports in health, long-term care, and community services</p>
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15

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!


16

Dementia Friends USA: Online

Become a Dementia Friend

Step 1 - Watch the Dementia Friends Overview Video

Watch this overview video to learn about dementia, how to recognize the signs of dementia and simple actions you can take. After you finish watching this video, check "Yes" and then select "Next Step." You will be prompted to watch at least one video about. You're on your way to becoming a Dementia Friend! Keep going!



Watch this brief video plus one or more additional videos to become a Dementia Friend!

I have watched the overview video in its entirety *

Yes

<https://dementiafriendsusa.org/become-a-dementia-friend>

17

Dementia Friends USA: Online

Additional videos include

- In Your Community
- Bank
- 1st Responders
- Retail
- Library
- Pharmacy
- Restaurants
- Transportation
- Faith Communities
- Youth
- Clinical Research



18


Dementia Friends USA: In Person

Available to states with a sub-license

IOWA

Dementia Friend Champions coming soon!

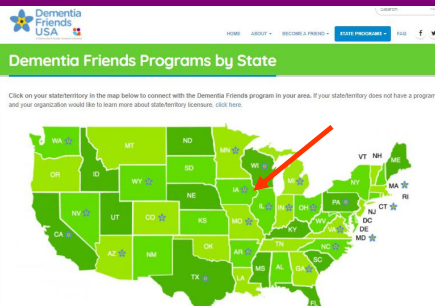
How Dementia Friends Works...



- 1 **Master Trainer**
trains
Dementia Friend Champions
- 2 **Dementia Friend Champions**
deliver Informal Information Session to
community members interested in becoming Dementia Friends
- 3 **Dementia Friends**
learn the 5 Key Messages about dementia and choose actions to support community members

19

Dementia Friends Iowa



Iowa Association of Area Agencies on Aging (I4a) led the initiative to secure a Dementia Friends license for Iowa in fall 2020

<https://i4a.org/2020/10/30/iowa-association-of-area-agencies-on-aging-announces-dementia-friends-usa-program>

20

Dementia Friends Iowa

Iowa Association of Area Agencies on Aging Announces Dementia Friends USA Program

Posted on October 30, 2020 by Iowa Association of Area Agencies on Aging



Join collaborators to advance the movement in Iowa!

- Iowa Area Agencies on Aging
- Gerontology Society of Iowa
- Csomay Center for Gerontological Excellence
- Aging & Disability Resource Cntr
- Aging & gerontology studies programs at Iowa Universities
- Community services, programs
- Individuals who are **Dementia Friends!**

In-person training to build public awareness and skills in collaboration with partners throughout Iowa. Contact director@i4a.org for more information.

21

Access Resources

Read more about **Dementia Friends** in-person training online!

Sample materials

- Workbook, video
- Champion guide
- Marketing
- Culturally adapted
- Youth-specific

<https://dementiafriendsusa.org/sites/default/files/images/Dementia%20Friends%20Tools%20and%20Resources%20Flyer.pdf>

Tools & Resources

This document provides a snapshot of the resources available in the Dementia Friends USA Toolkit. The complete toolkit is available for states with a Dementia Friends sub-license.

Session Materials

Session Workbook

The session workbook guides session participants through the Dementia Friends session. Also available in condensed format. Session components include information about dementia, signs and symptoms and communication strategies.

Additional Session Materials

Additional materials include a Session Reporting Form, Evaluation and Action Plan, Sign-in Sheet and Certificate of Participation. Each Dementia Friends state has access to customized Dementia Friends state logo as well.

Champion's Guide

The Champion's Guide provides step by step directions and scripting for Champions to use when running Dementia Friends sessions. The Champion guides participants through interactive discussion including specific exercises, such as the broken sentences exercise. Toolkits example and daily tasks exercise.

Video: Dementia Friends Five Key Messages

In this video, people living with dementia speak candidly about their experiences as they relate to the Dementia Friends five key messages about dementia. This optional video can be used after the Broken Sentences worksheet activity and also to train Dementia Friends. <https://youtu.be/60RtJLw>

22

Access Resources

Marketing Materials

Dementia Champion Recruitment Flyer

Every Dementia Friends initiative needs Dementia Friends Champions to lead the sessions! Use this material to recruit for and promote Dementia Friends Champions sessions!

Sample Social Media, News and Press Samples

The toolkit includes sample media, press releases, and social media templates.

Session Sign

The "I'm a Dementia Friend" and "We Are Dementia Friends" signs can be used after a session. Take a photo and share on social media!

Dementia Friends Session Flyer

Dementia Friends sessions can be promoted in various ways, including through the use of this sample flyer!

Advertisement Posters

Sample session advertisement posters can be customized with individual session information.

Toolkits are available to states like Iowa with a Dementia Friends sub-license; these materials support easy use!

23

Access Resources

Find out more!

- Dementia Friends USA <https://dementiafriendsusa.org>
- Dementia Friends Iowa Email: director@i4a.org
- Dementia Friends UK <https://www.dementiafriends.org.uk>
- Dementia Friendly Communities
 - ✓ Dementia Friendly America: <https://www.dfamerica.org>
 - ✓ Csomay Center: Dementia Friendly Overview <https://www.uiowacsomaygereroresources.com>



24

Become a Dementia Friend!

Take action today!

- Online training is easy to access and use
- Action steps can be big or small
- In-person training will soon be coming to Iowa!

Break stigma, increase understanding, support people living with dementia and their care partners to live fully!



25

Summary

- **Dementia Friends** helps individuals take actions, big and small, to support persons living with dementia and their care partners
- Online training is an excellent first step
- In-person training of **Champions** further supports taking actions throughout communities
- Don't delay! **Everyone makes a difference** in being dementia friendly!

26
