



# Dementia Friendly Community Planning

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# Defining Dementia & Alzheimer's

**Dementia:** loss of memory and other mental abilities severe enough to interfere with daily life

## **Alzheimer's:**

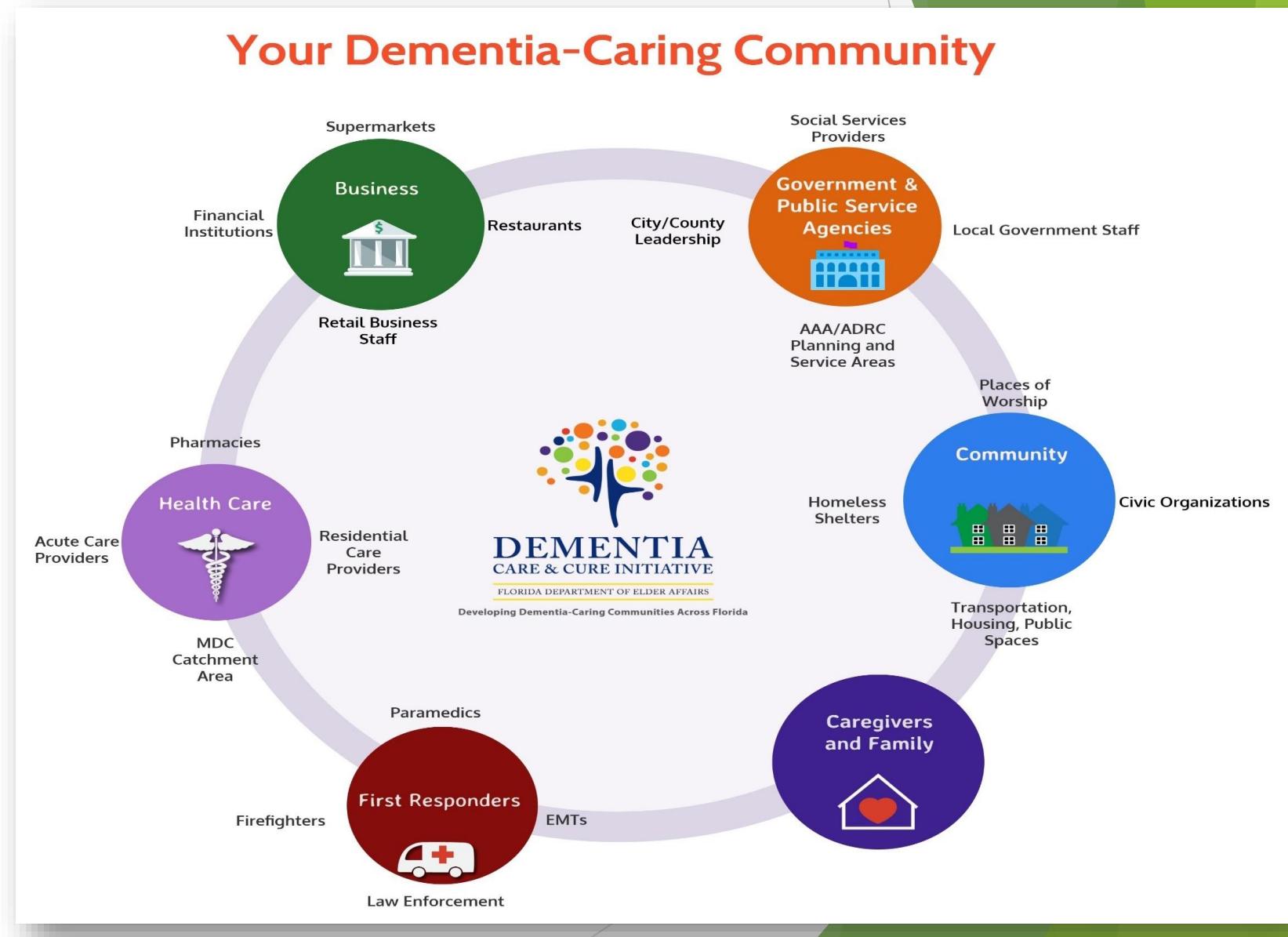
- Most common form of dementia (60-80% of cases)
- Symptoms include- difficulty remembering new information/memories, disorientation, mood/behavior changes, deepening confusion, unfounded suspicions, difficulty speaking, swallowing and walking
- Majority of cases occur in person age 65+
- No cure, early detection and prevention important



**5.7 MILLION AMERICANS ARE  
LIVING WITH ALZHEIMER'S**

# What does this mean to you?

- ▶ Personally Diagnosed
- ▶ Caregiver for Family Member
- ▶ Neighbors Affected
- ▶ Staff or Co-workers Affected
- ▶ Citizens/Clients Affected
- ▶ Family
- ▶ Others?





+272,900 Seniors





### **1 out of 8 Americans 65+ have dementia.**

Approximately 34,500 seniors in the Centralina Region currently have dementia. This number is expected to almost double to 68,600 by 2036.



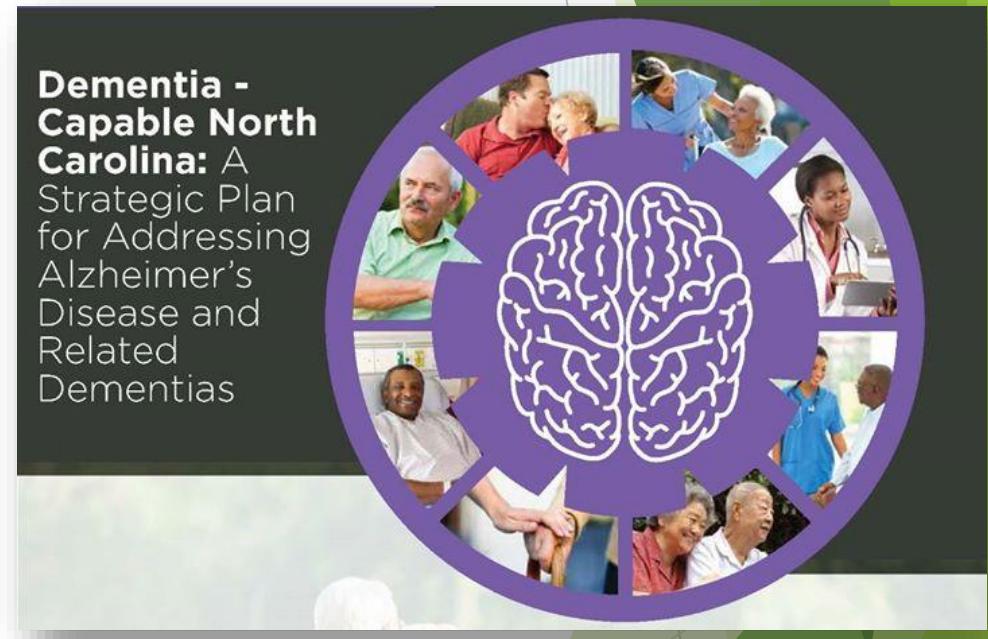
### **Half of Americans 85+ have dementia.**

Approximately 14,560 older seniors in the Centralina Region have dementia.

This number is expected to more than double to 33,910 by 2036.

# Dementia-Capable North Carolina

- ▶ NC wrote their first strategic plan to address Alzheimer's disease and related dementias (Completed March 2016)
- ▶ **Framing the Plan:**
  1. Raising awareness about dementia and transforming attitudes
  2. Having supportive options that foster quality of life
  3. Supporting caregivers and families touched by the disease
  4. Promoting meaningful participation in community life
  5. Reaching those who are underserved



## Dementia-Capable North Carolina

- ▶ 2016-2017 Plan Roll Out across NC
- ▶ Selected sites to serve as pilots- including Charlotte Mecklenburg
- ▶ Focus on using Dementia Friendly America Toolkit
- ▶ NC4A purchased Dementia Friendly state license for awareness outreach and awareness
- ▶ Each pilot has had multiple community events - including a “Kick Off” event, focus groups to gather local input and Dementia Friendly NC training of ‘friends’.
- ▶ Attending other “age friendly” planning efforts within Centralina region to ensure that there is a “dementia friendly lens”

# Age and Dementia Friendly Communities: A Comparison



- ▶ “Dementia Friendly” (DF) efforts are gaining momentum
- ▶ Natural extension of “Age Friendly” (AF) and DF community should have all the AF qualities in addition to the unique needs of a DF community
- ▶ Following comparison is based upon the World Health Organization’s eight domains of age-friendliness alongside the key characteristics of DF communities in each of the eight domains



So what's the difference  
between Age Friendly  
and Dementia Friendly  
anyway?

# Age and Dementia Friendly Communities



## 1. Outdoor Spaces and Buildings

| <i>Age Friendly</i>   | <i>Dementia Friendly</i>   |
|---|--|
| The city is clean and pleasant.                                     | The physical environment is easy to navigate and includes a variety of landmarks to aid in wayfinding. |
| There is somewhere to sit and rest, both in buildings and outdoors. | Entrances to places and buildings are clearly visible and obvious.                                     |
| Roads are safe for pedestrians to cross.                            | Easy to use street furniture is available and in styles familiar to older people.                      |

## 2. Housing

| <i>Age Friendly</i>   | <i>Dementia Friendly</i>   |
|---|--|
| Housing close to services and the rest of the community.                              | Community-based supports and services help people with dementia maximize independent living. |
| Home modifications options are affordable and available from knowledgeable providers. | Older adult residential settings offer quality memory care services and supports.            |

# Age and Dementia Friendly Communities



## 3. Social Participation

| <i>Age Friendly</i>   | <i>Dementia Friendly</i>  |
|---|---|
| A wide-variety affordable activities is offered to older adults and their companions.   | There are organized activities that are specific and appropriate for the needs of people with dementia.           |
| Events are held at times and places that are convenient and accessible to older people. | A befriending service helps people with dementia to participate in community life and provides emotional support. |

## 4. Transportation

| <i>Age Friendly</i>  | <i>Dementia Friendly</i>   |
|--|--|
| Specialized transportation is available for disabled people. | Transportation escorts are available to help passengers with dementia use public transportation. |
| Drivers are courteous and sensitive to older riders.         | Transit drivers are trained to be sensitive to riders with dementia and how to help them.        |

# Age and Dementia Friendly Communities



## 5. Respect and Social Inclusion

| <i>Age Friendly</i>   | <i>Dementia Friendly</i>   |
|---|--|
| Older people are valued and respected by the community.                                 | Community is dementia-aware and puts forth a spirit of support.                                      |
| Intergenerational activities are part of the community fabric and include older adults. | Staff at businesses learn to recognize signs of dementia and how to support customers with dementia. |

## 6. Civic Participation and Employment

| <i>Age Friendly</i>  | <i>Dementia Friendly</i>   |
|--|--|
| Workplaces are adapted to meet the needs of disabled people. | Employers' policies accommodate caregivers' responsibilities.  |
| A range of volunteer options is available.                   | People with dementia have meaningful volunteer opportunities tailored to their interest and ability. |

## Age and Dementia Friendly Communities

### 7. Communication and Information

| <i>Age Friendly</i>  | <i>Dementia Friendly</i>  |
|--|---|
| There is reliable and regular distribution of information to seniors, and in accessible formats that they prefer, including seniors who have hearing or vision loss. | There is work to break down the stigma of dementia, especially seldom heard communities (such as some ethnic minorities).           |
| Seniors are kept connected to news, events and activities.   | Specific outreach to people with dementia and their caregivers keeps them connected and informed of social activities and services. |

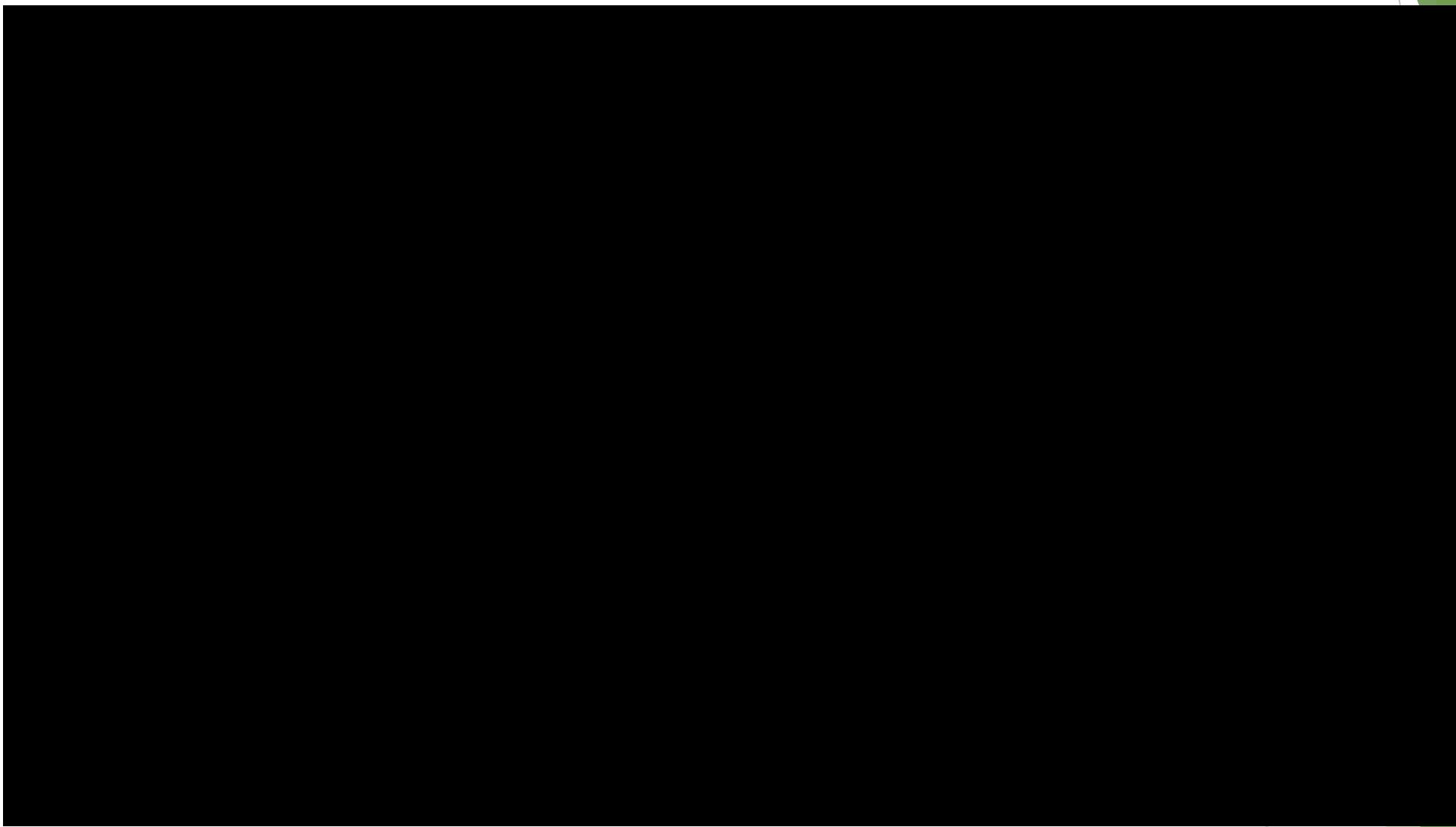
## Age and Dementia Friendly Communities

### 8. Community and Health Services

| <i>Age Friendly</i>  | <i>Dementia Friendly</i>  |
|--|---|
| An adequate range of health and community support services is offered. | Early access to diagnosis and post-diagnostic support exists for patients and caregivers.   |
| Home care services include health, personal care and housekeeping.     | Dementia-focused programs such as Dementia Friends and community trainings can leverage the broader community in providing a support network. |
| All staff is respectful, helpful and trained to serve older people.    | At-home services help people with dementia adjust to changing needs.  |

# Raising Awareness



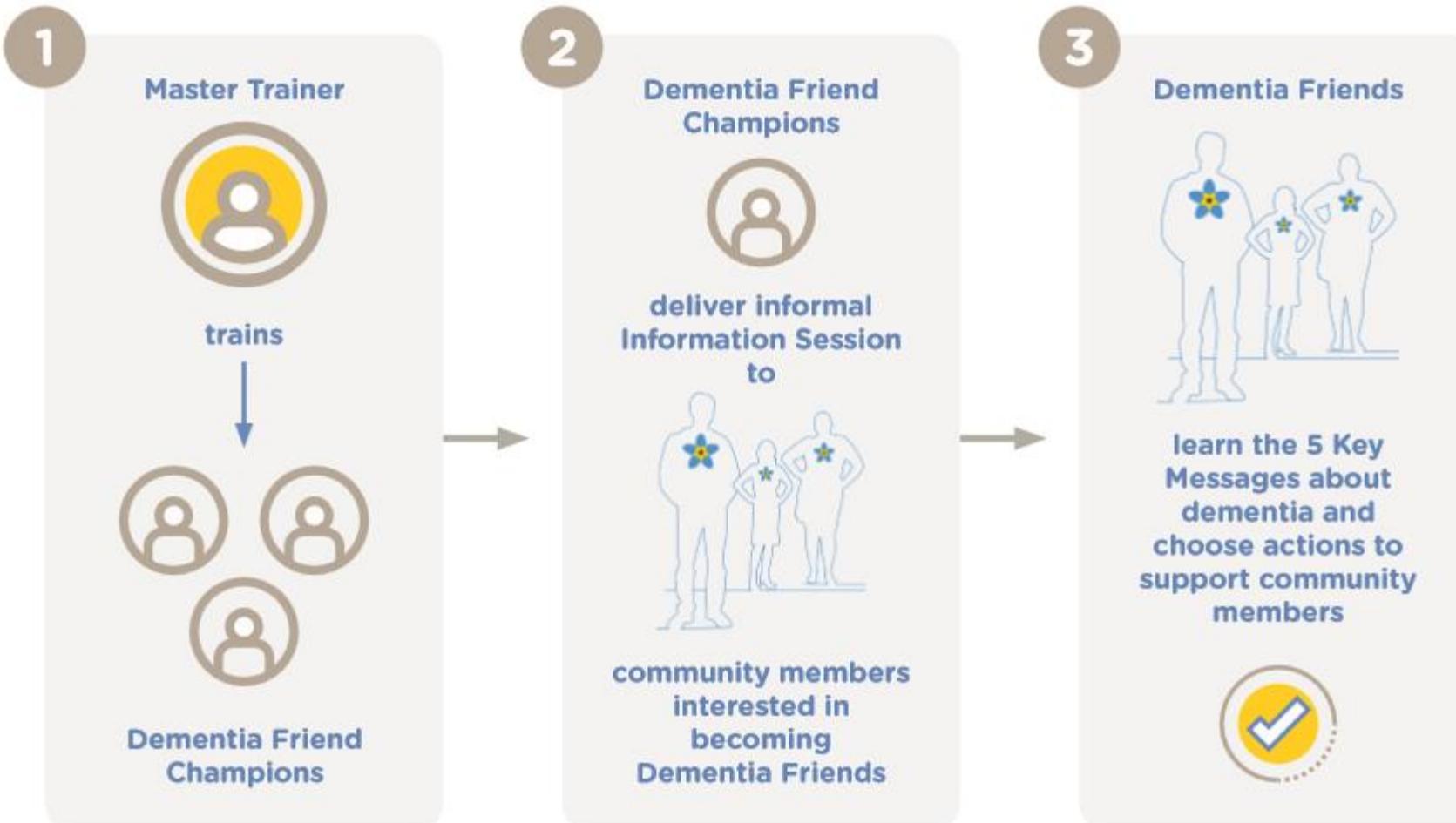


# Becoming a Dementia Friend

- ▶ Two Ways
  - ▶ Face-to-Face Informational Sessions
  - ▶ Online at Dementia Friends USA
- ▶ Five Key Messages
- ▶ Commit to an Action in the Community



# How Dementia Friends Works...





# Five Key Messages



Dementia is not a normal part of aging. Not everyone who grows old will develop dementia.



Dementia is caused by disease of the brain. The most common is Alzheimer's.



Dementia is not just about having memory problems. It can affect thinking, communication and doing everyday tasks.



It is possible to have a **good** quality of life with dementia.



There's **more** to the person than the dementia. People with dementia are a valuable part of the community.

# Taking Action!

- ▶ Get in touch with someone living with dementia
- ▶ Support dementia friendly efforts in my community
- ▶ Volunteer for an organization that helps people with dementia
- ▶ Campaign for change
- ▶ Be more patient when out in my community



## Final Points:

- Dementia Friendly and Age Friendly planning is good for all age groups.
- Creating a community that increases awareness, sensitivity, and respect among members is always a good thing.
- Always do “person-centered” planning and include those who you are planning for in focus groups, surveys, etc.  
Be inclusive!
- You don’t have to have multiple efforts and can make sure planning is done through an “age friendly lens”.
- Be a “Friend”!

# Contact Information

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