# Phase 2: Community Call Script

Once you’ve identified the leaders and key stakeholders in your community, it’s time to ask them about existing dementia related activities in the community and learn their thoughts on needs, opportunities and priorities within the community.

This call script is intended to help your team kick off fact-finding conversations so you can develop an accurate picture of your community’s progress toward being dementia friendly. The script is only a guide. Change it to fit your needs.

## community call script

Hi <name>. My name is <your name and role> and I'm calling about the [community name] action team that has come together to explore what it means for [community name] to become a dementia friendly community and how we can help to make it happen.

<Reference’s name> thought we should talk with you to learn how prepared local <e.g., financial planners> are for interacting with people with dementia and their families and what improvements can be made.

Do you have a few minutes to talk? (Insert your own words here. For example, explain why you are participating, why you think this important, what makes their input so valuable, or other comment to personalize the call)

Examples: Dementia is a looming community issue that will have / is having a major impact on all communities across the nation. 1 in 9 people over age 65 have dementia and 1 in 3 over age 85 has dementia. If you’re like me, you’ve known someone who’s lived with dementia—it’s challenging in many ways. Our team is working to help every part of our community (from health care to restaurants) improve opportunities and outcomes for our neighbors, customers and clients with dementia and their care partners.

Could we set up a time for a more complete interview (or focus group with others from your sector)? Your input and participation would be invaluable to our team.

Thank you for your help.