



# Dementia Friendly America: An Overview

# Dementia Friendly America

- Dementia Friendly America (DFA) launched at 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
- Modelled 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)

# Sample of DFA National Participants

- AARP
- ACT on Alzheimer's
- Administration on Community Living (Federal Liaison)
- Advocates living with dementia
- Alzheimer's Association
- Banner Health
- Blue Cross Blue Shield of Minnesota
- BrightFocus Foundation
- Banner Health
- CDC (Federal Liaison)
- CVS Caremark
- Connected Living
- Dementia Action Alliance
- Eli Lilly
- Global CEO initiative
- Health Resources and Services Administration (Federal Liaison)
- Home Instead Senior Care
- Individuals living with dementia and care partners
- International Association of Chiefs of Police (IACP)
- Leaders Engaged on Alzheimer's Disease (LEAD)
- LeadingAge
- Otsuka Pharmaceutical Companies
- National Alliance for Caregiving
- National Asian Pacific Center on Aging
- National Association of Area Agencies on Aging (n4a)
- National Community Reinvestment Coalition
- National League of Cities
- National Association of Counties
- AMDA – Society for Post-Acute Long-Term Care
- Volunteers of America
- US Against Alzheimer's, including Women's, Clergy, African American, and Latino Networks
- Youth Movement Against Alzheimer's

# The Growing Need

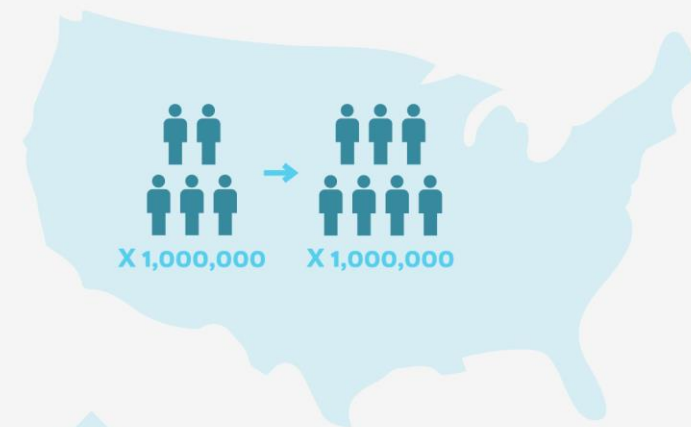
## Impact on persons with dementia and caregivers

5.7 million people are living with Alzheimer's disease in 2018. By 2025, the number of people age 65 and older with Alzheimer's disease is projected to reach 7.1 million<sup>1</sup>

One in 10 people (10 percent) age 65 and older have Alzheimer's dementia<sup>1</sup>



80% of people with dementia live at home or with family<sup>2</sup>



1 in 5 people with dementia live alone<sup>2</sup>

<sup>1</sup> [alz.org/media/HomeOffice/Facts%20and%20Figures/facts-and-figures.pdf](https://www.alz.org/media/HomeOffice/Facts%20and%20Figures/facts-and-figures.pdf)

<sup>2</sup> [aspe.hhs.gov/system/files/pdf/257966/LivingArran.pdf](https://aspe.hhs.gov/system/files/pdf/257966/LivingArran.pdf)

# The Growing Need

## Caregivers and families

There are **16.1** million family and other unpaid caregivers of people with Alzheimer's or other dementias<sup>3</sup>

The physical and emotional impact of dementia caregiving is estimated to have resulted in **\$11.4 billion** in health care costs in the United States in 2017<sup>3</sup>

In 2017, caregivers provided estimated 18.4 billion hours of unpaid care, averaging 22 hours per week and valued at \$232.1 billion annually<sup>3</sup>

<sup>3</sup> [alz.org/media/HomeOffice/Facts%20and%20Figures/facts-and-figures.pdf](https://alz.org/media/HomeOffice/Facts%20and%20Figures/facts-and-figures.pdf)

# 83%

Eighty-three percent of the help provided to those with dementia comes from family members, friends or other unpaid caregivers<sup>3</sup>



## Business

Research shows that 83% of people with memory problems have switched their shopping habits to places that are more accessible<sup>4</sup>

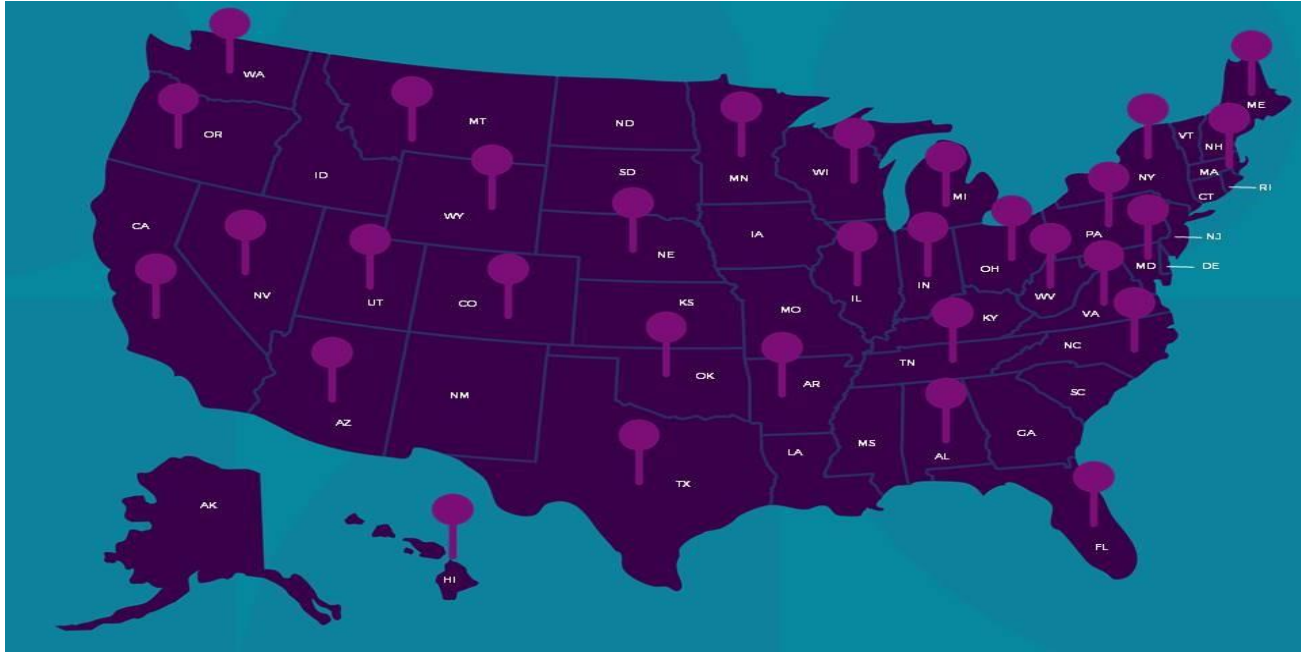
\$34 billion annually is lost in revenue/productivity due to caregiving responsibilities<sup>5</sup>



<sup>4</sup> [alzheimers.org.uk/sites/default/files/2018-04/Alzheimer\\_s\\_Society\\_NEW\\_Business\\_guide\\_Web.pdf](https://alzheimers.org.uk/sites/default/files/2018-04/Alzheimer_s_Society_NEW_Business_guide_Web.pdf)

<sup>5</sup> [aarp.org/content/dam/aarp/research/public\\_policy\\_institute/lrc/2012/understanding-impact-family-caregiving-work-AARP-ppi-lrc.pdf](https://aarp.org/content/dam/aarp/research/public_policy_institute/lrc/2012/understanding-impact-family-caregiving-work-AARP-ppi-lrc.pdf)

# In Communities Across the Country



**Goal is to have a DFA community in each state across the country and expand relationships with existing states/ communities.**

# 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

# Response to the Need





# 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 of communities file a pledge with DFA that their communities will include the following factors, as well as submit three letters of support that represent various sectors of communities.

INTRODUCTION

PHASE 1

PHASE 2

PHASE 3

PHASE 4

Resources

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

# Community Toolkit Steps

1

2

3

4

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.

# Convene

## KEY STEPS

- Enlist Champions
- Discuss Readiness Build an Action Team
- Coordinate the Team and Develop Timelines
- Build the Case

## DFA RESOURCES:

- Team Meeting Discussion Guide
- Dementia Friendly Community Overview – PowerPoint
- *Call to Action: Email or Letter Invitation Template*
- *Interest in Dementia Action Team Sign-up Sheet*
- *Meeting Agenda and Minutes template*
- *Budget Template*
- *Grant Request Template*

# Engage

## **KEY STEPS**

- Form a sub-team or use 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)

## **DFA RESOURCES:**

- *Sector-based Questionnaires*
- *Community Resource Flyer Template*
- *Dementia Friendly America Overview*
- *Demographics of Dementia in Your Community*
- *DFA Sector Guides*
- Master List of Interview Contacts
- Pre-Interview Email
- Community Call Script
- Interviewee Thank You Letter
- DFA Sector Guides

# Analyze

## KEY STEPS

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

## DFA RESOURCES

- [Community Engagement Tool Instructions](#)
- [Community Engagement Tool](#)
- [Referrals Worksheet](#)
- [Key Element Question Matrices](#)
- [Using the Matrices Video \(ACT on Alzheimer's\)](#)
- [Engagement Priority Rating Spreadsheet](#)

# 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

## DFA RESOURCES

- [Community Meeting - Prioritizing Goals Process](#)
- [Prioritizing Community Goals Video \(ACT on Alzheimer's\)](#)
- [Workplan Template](#)
- [Dementia Friendly Metrics](#)
- [Action Plan Options Menu](#)
- [Communications Template](#)
- [Budget template](#)
- [Grant request template](#)
- [Examples of Action Plans: ACT on Alzheimer's Community Booklet](#)
- [Sample Work Plan](#)

# Sample Community Actions

- Offering training to faith communities
- Collaborating with law enforcement on training, ID bracelet, or file of life initiatives
- Work with local hospitals/ physicians to promote early diagnosis and connection to community resources



# Sample Community Actions

- Identifying partners for hosting memory cafes
- Develop a dementia friendly business initiative
- Working with local restaurant(s) for dementia friendly dinners once a month





# 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
✓		The city is clean and pleasant, with enforced regulations.
	✓	The environment is familiar (the functions of buildings are obvious) and distinctive (urban and building form is varied).
	✓	The physical environment is easy to navigate and includes a variety of landmarks to aid wayfinding.
✓		A spectrum of quality housing options, including support for aging in place, is available for older people as their needs change over time.
	✓	A range of quality housing options, including memory care services and supports, exists for people with dementia at various stages of the disease.
✓		A wide-variety of affordable, convenient and accessible activities is offered to older adults and their companions.
	✓	People with dementia and their caregivers have access to organized activities designed specifically for their needs.
✓		Public transport is reliable, frequent, safe and affordable; serves all city areas; and has priority seating for older adults.
	✓	Transport does not require passengers to handle money, and supportive assistance is available along the way to help passengers with dementia travel successfully.
✓		Drivers (public transport, taxis, other services) are courteous and sensitive to older riders.
	✓	Drivers are trained to recognize passengers with dementia and how to help them.
✓		Roads are well-maintained, well-lit, and well-signed, and priority parking and drop-off spots are readily available.
	✓	Transportation services for people with dementia are well-advertised and promoted as supportive.
✓		Older people are valued and respected by the community.
	✓	Community is dementia-aware and puts forth a spirit of support; people with dementia, including those from seldom-heard communities, are free from stigma.
✓		Older people receive services and products adapted to their needs and preferences.

RESEARCH REPORT

MARCH 2016

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

Natalie Turner and Lydia Morken

# Dementia Friendly America (DFA) Network

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

# How We Support 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

# Dementia Friends USA



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

# Dementia Friends USA

- Dementia Friends USA is part of a global social awareness movement
- By helping everyone in a community understand what dementia is and how it affects people, each of us can make a difference for people touched by dementia.

# Key Concepts

- Online and in-person Dementia Friends sessions
- In-person sessions are in: Arizona, California, Connecticut, Hawaii, Illinois, Indiana, Maryland, Massachusetts, Michigan, Minnesota, Pennsylvania, Nevada, North Carolina, Ohio, Pennsylvania, Virginia, Washington, Wisconsin





*Contact Us*

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