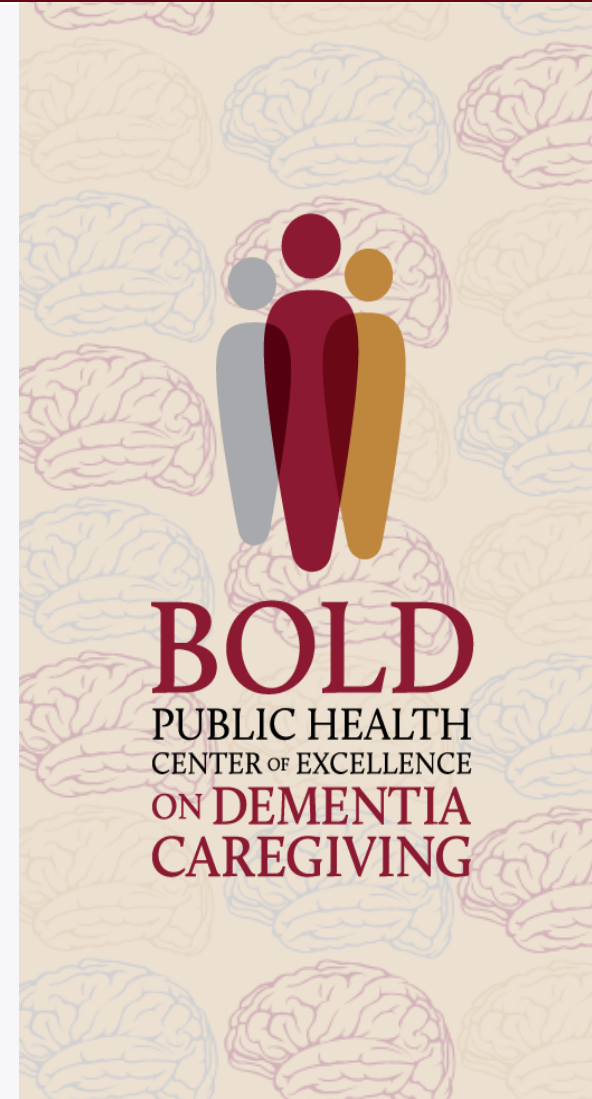


# Dementia Friendly Communities and the Role of Public Health

**Facilitated by Mary Ek,**  
Senior Program Manager for Community Care Corps and  
Dementia Friendly America, USAging



# Our panelists

**Dawn Simonson,  
President and CEO  
Trellis**



A Program of TRELLIS™

**Amanda Mosier, CDP, CDCM, SSD  
Dementia Friendly Indiana Liaison  
Community Health Coordinator and  
Alzheimer's Educator**



Indiana University Health

**Beth Wiggins,  
Director of Caregiving  
and Aging  
Family Means**



**FamilyMeans**  
BETTER IS POSSIBLE



# Dementia Friendly America Overview

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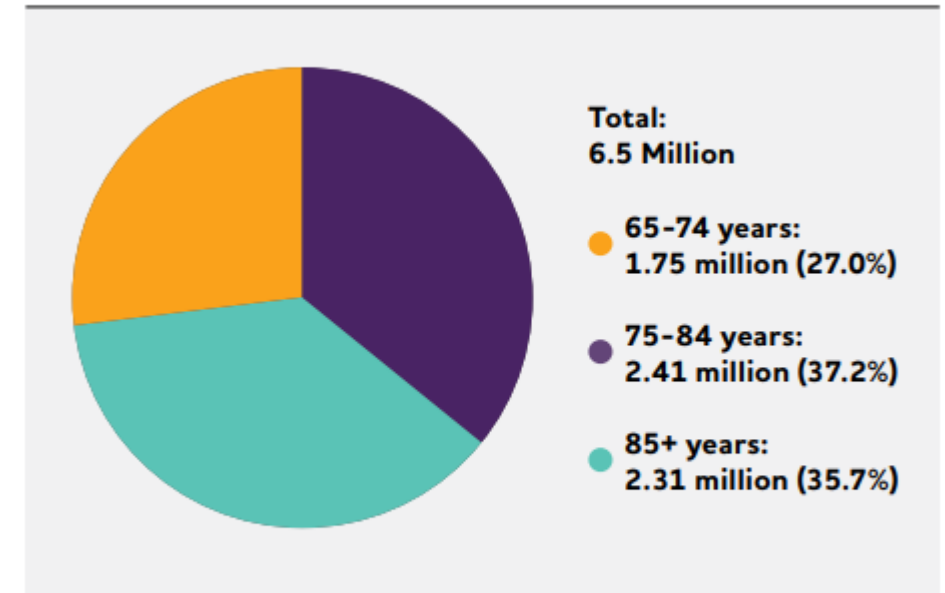
Mary Ek  
Director, Dementia Friendly America, USAging



# The Growing Need



Number and Ages of People 65 or Older  
with Alzheimer's Dementia, 2022\*



\*Percentages do not total 100 due to rounding.

Created from data from Rajan et al.<sup>A2,224</sup>

**1 in 3**

seniors dies with Alzheimer's  
or another dementia

Over  
**11 million**  
Americans

provide unpaid care for  
people with Alzheimer's or  
other dementias



These caregivers  
provided more than  
16 billion hours  
valued at nearly

**\$272**  
billion

# DFA Alignment with BOLD Infrastructure for Alzheimer's Act



*State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map* is informed by four Essential Services of Public Health—assure a competent workforce, monitor and evaluate, develop policies and mobilize partnerships, and educate and empower the nation. Action within each of these four domains is guided by three core principles to best eliminate health disparities, collaboration across multiple sectors, and the need to leverage resources for sustained impact.

# Dementia Friendly Goals & Social Determinants of Health

## Dementia Friendly Goals

- Increase awareness and understanding of dementia and of people living with dementia.
- Increase awareness and understanding of brain health and risk reduction.
- Collaborate with public, private, nonprofit and health care sectors.
- Address the changing needs of people with dementia and care partners.
- Create social, cultural and business environments that are inclusive.
- Improve the physical environment in public places and systems.

## Social Determinants of Health



# Dementia Friendly America

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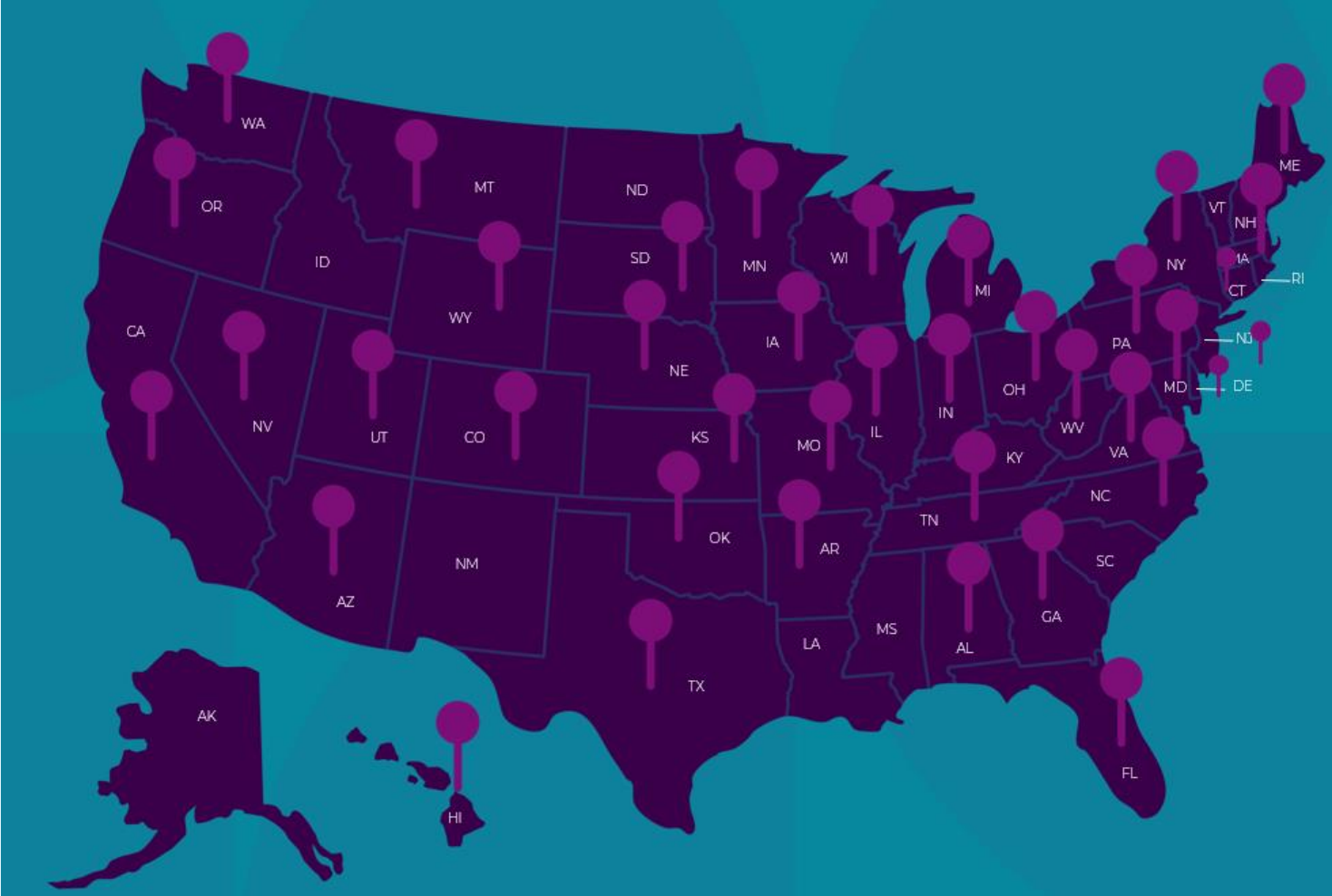
- Dementia Friendly America (DFA) launched in 2015.
- Goal is to ensure that communities and individuals across the U.S. are equipped to support people living with dementia and their caregivers.
- Two primary initiatives within DFA:
  - Dementia-friendly communities (community-wide impact)
  - Dementia Friends (individual-focused impact)
- Modeled after Minnesota's ACT on Alzheimer's
- USAging is fiscal agent and program administrator for DFA.
- Guided by a National Council of 35+ national leading organizations
- [www.dfamerica.org](http://www.dfamerica.org) and [www.dementiafriendsusa.org](http://www.dementiafriendsusa.org)



# DFA Network Reach



- **41 States** have communities that are members of the DFA Network
  
- There are **over 400 DFA Communities** across the country.



- **22 State-led Efforts:** Alabama, Arizona, Arkansas, Delaware, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Maine, Massachusetts, Minnesota, Nebraska, Nevada, New Hampshire, New York, North Carolina, Utah, Virginia, West Virginia, Wisconsin



# What is a Dementia Friendly Community

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- A dementia friendly community is informed, safe and respectful of individuals with dementia, their families and care partners and provides supportive options that foster quality of life.
- Joining the DFA network means a 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

# Principles of Dementia Friendly Community Efforts

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Include and involve people living with dementia in the community effort.

Establish and maintain a team that works collaboratively to create change.




# DFA RESOURCES

## Community Toolkit




## Sector Guides



**Libraries**

Libraries provide access to resources, services, and programs for people living with dementia and their families


[VIEW GUIDE](#)



**Faith Communities**

Communities of faith are welcoming, engaging, and accommodating to those with cognitive impairment

[VIEW GUIDE](#)



**Businesses**

Businesses foster dementia-supportive customer service and environments and support employee caregivers

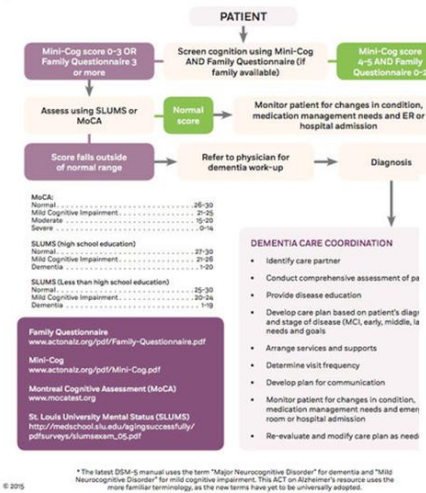
[VIEW GUIDE](#)

## Provider Tools



### Care Coordination Practice Tool

#### Cognitive Impairment Identification and Dementia Care Coordination\*

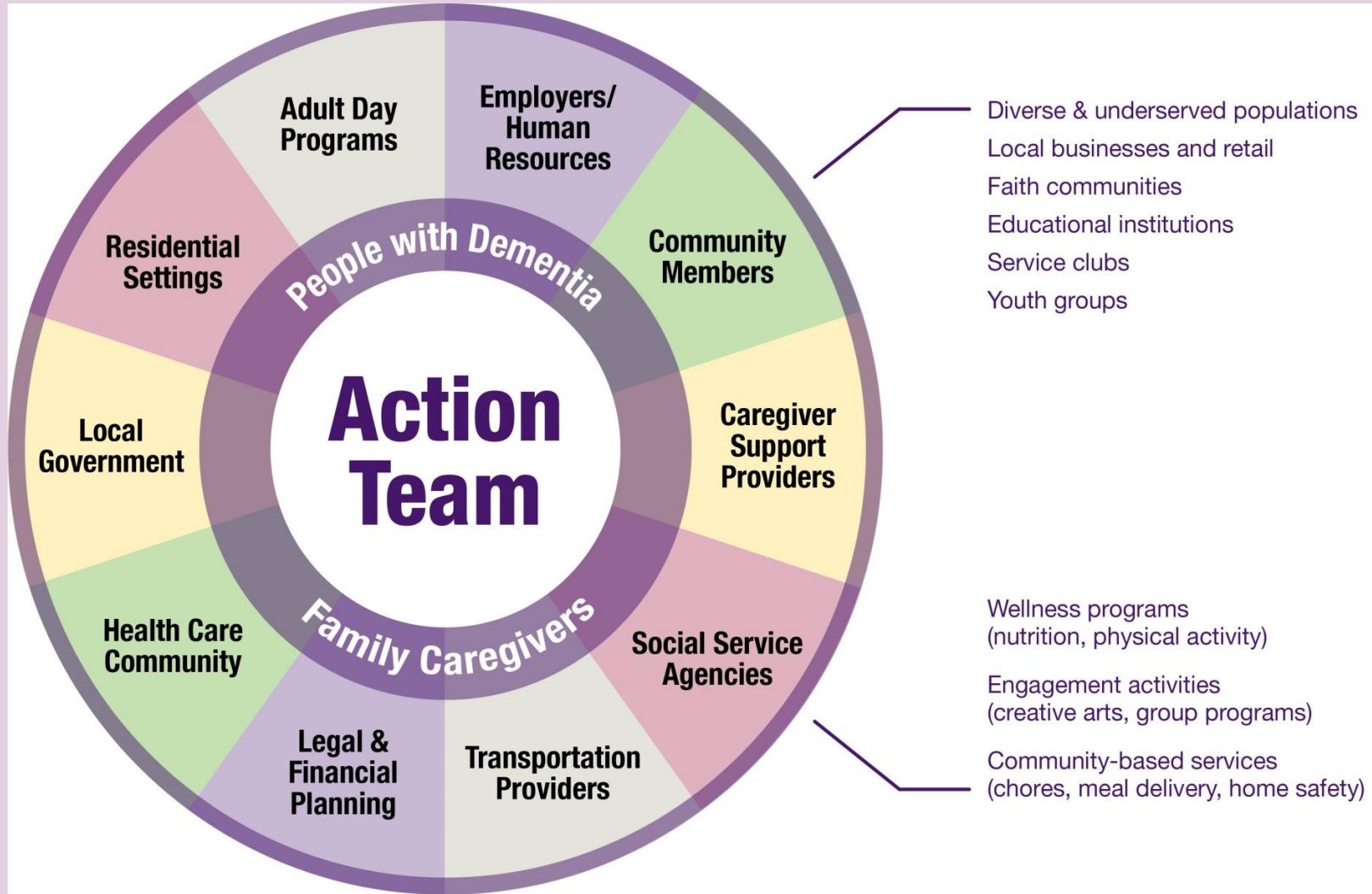


### Community Organization Practice Tool

#### Supporting Clients with Memory Concerns

- When client has diagnosis:
- Offer care consultation or refer to the Alzheimer's Association 24/7 Helpline for care consultation
  - Provide education about diagnosis and disease process
- When client has memory concerns, but no diagnosis:
- Conduct screening (see Flow Chart)
  - Encourage client to make appointment with primary care physician for memory loss work-up process
- Identify client's needs using organization's assessment tool.**
- Provide or arrange supports based on client's needs, diagnosis and stage of disease (if known).**
- Counseling and Support**
- Individual and family counseling
  - Person-centered care includes understanding cultural context in which people are living (www.actonalz.org/cultural-competency-awareness)
  - Support groups for person with disease
- Care Partner Education and Support (if client has a care partner)**
- Support groups, respite care, caregiver education and training programs, and caregiver coaching services
  - Provide information on maintaining health and well-being (visit www.alz.org/care)
  - Provide education on behaviors and stages (visit www.alz.org/care)
- Health, Wellness and Engagement**
- Engagement programs (call the Alzheimer's Association 24/7 Helpline at 1-800-272-3900)
  - Adult Day
  - Exercise and healthy eating programs
- Home and Personal Safety**
- Refer to an occupational therapist and/or physical therapist to address fall risk, sensory/mobility aids and home modifications
  - Obtain MedicAlert® - Alzheimer's Association Safe Return® (call 1-800-272-3900 or visit www.alz.org/care/dementia-medical-alert-safe-return.asp)
  - Refer to occupational therapy for driving evaluation (http://myaota.aota.org/driver\_search/index.aspx)
- Medication Therapy and Management**
- Refer to health care provider to create a medication management plan
  - Refer to pharmacist for medication review and to simplify medication regimen
  - Educate client and care partner on medication management aids (pill organizers, dispensers, alarms)
- Legal Planning**
- Refer to an elder law attorney
  - Encourage client to assign durable power of attorney and health care directive
- Advance Care Planning**
- Encourage client and family to discuss and document preferences for care (download state specific advance directive forms at www.dafinfo.org)
- Contact the Eldercare Locator at www.eldercare.gov or call 1-800-677-1116 to get connected to aging services such as financial assistance, home delivered meals, transportation, adult day services and long-term care options in every community across the US.
- Determine timeframe for follow-up and plan for communication.**

# The Action Team



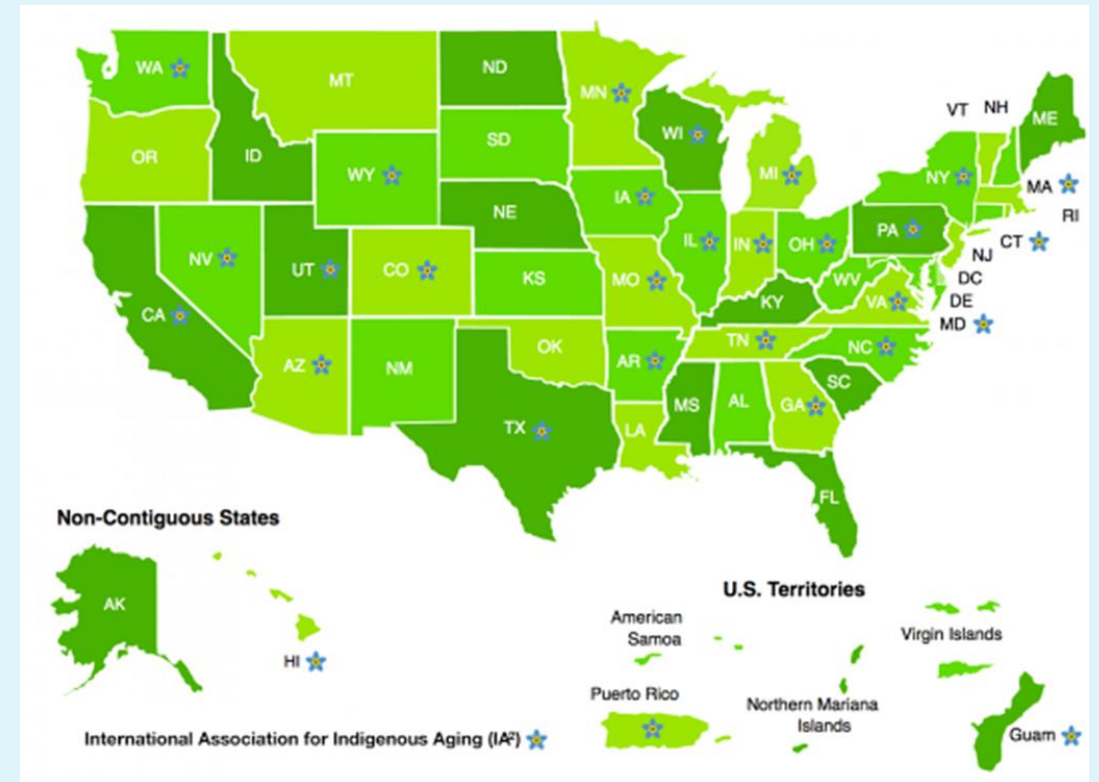
# Sample Community Actions

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- Working with local health care experts to promote early diagnosis and connection to community supports upon diagnosis
- Increasing dementia friendly friendliness of arts & culture groups
- Offering training to faith communities
- Requesting library/ mobile library include dementia friendly materials
- Raising awareness through Dementia Friends sessions
- Hosting memory cafes
- Partnering with local schools
- Working with businesses to raise awareness and provide training



- Dementia Friends USA is part of a global social awareness movement.
- Participants attend a Dementia Friends champion-led session to learn about what it's like to live with dementia and turns that understanding into action.
- Active in 29 states/territories through sub-license process
- **117,000 Dementia Friends** and growing!



# Contact Information

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**Mary Ek**

Director, Dementia Friendly America, USAging  
[mek@usaging.org](mailto:mek@usaging.org) or [info@dfamerica.org](mailto:info@dfamerica.org)

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

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

Follow us on social media:

- @dfamerica\_ on Twitter
- Search for Dementia Friendly America on Facebook





# ACT on Alzheimer's

## A Whole Community Approach to Dementia Support



Dawn Simonson, President and CEO, Trellis





# Goals

1. Identify and invest in promising approaches
2. Increase detection of Alzheimer's disease and improve ongoing care and support
3. Sustain caregivers
4. Equip communities to be "dementia capable"
5. Raise awareness and reduce stigma by engaging communities

# ACT's Current Core Team

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MINNESOTA ASSOCIATION OF  
AREA AGENCIES ON AGING



# Engaging All Sectors

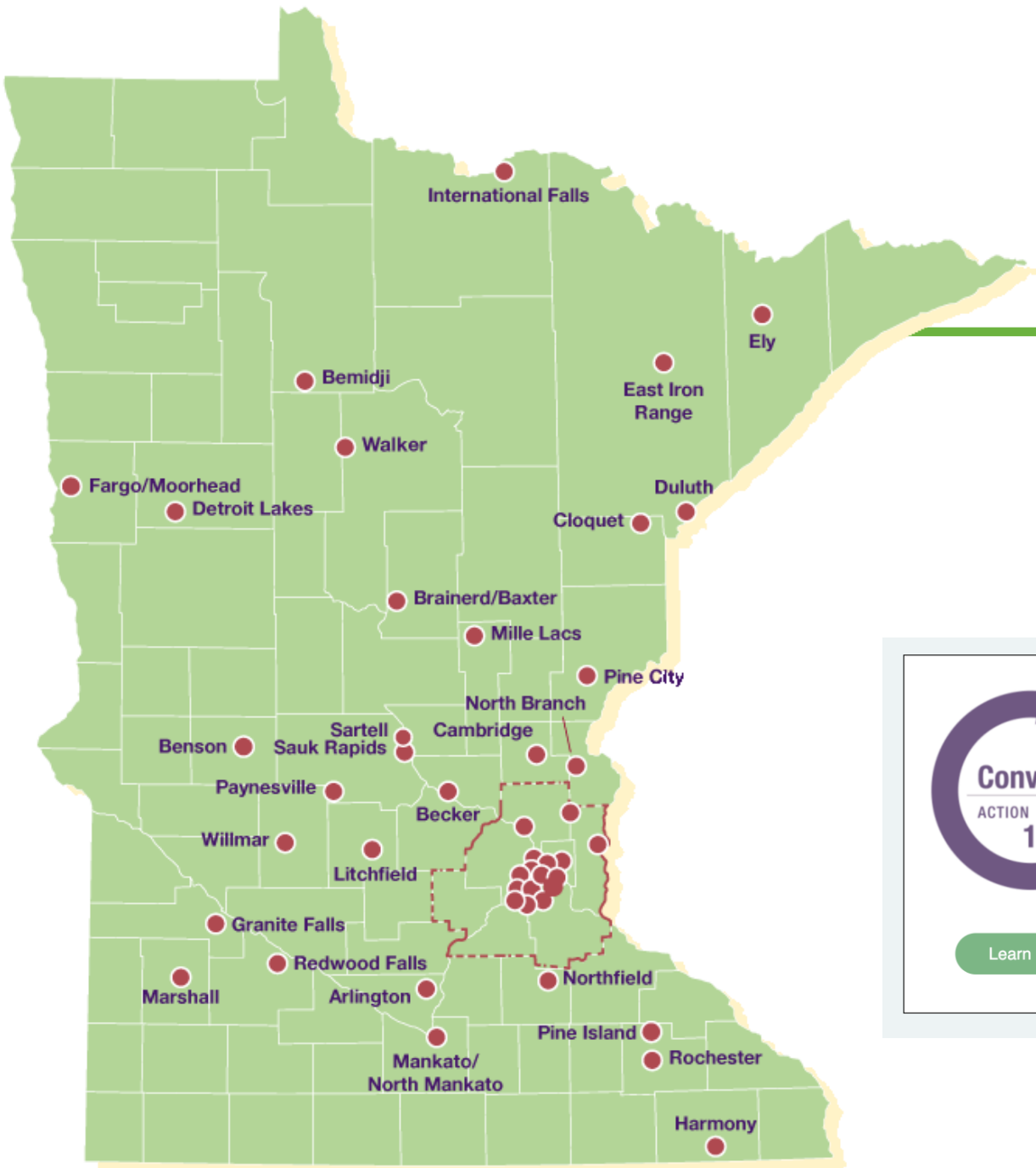
People living with dementia and their care partners have access to the services they need, are treated with dignity and have opportunities to contribute.



A Program of TRELIS™

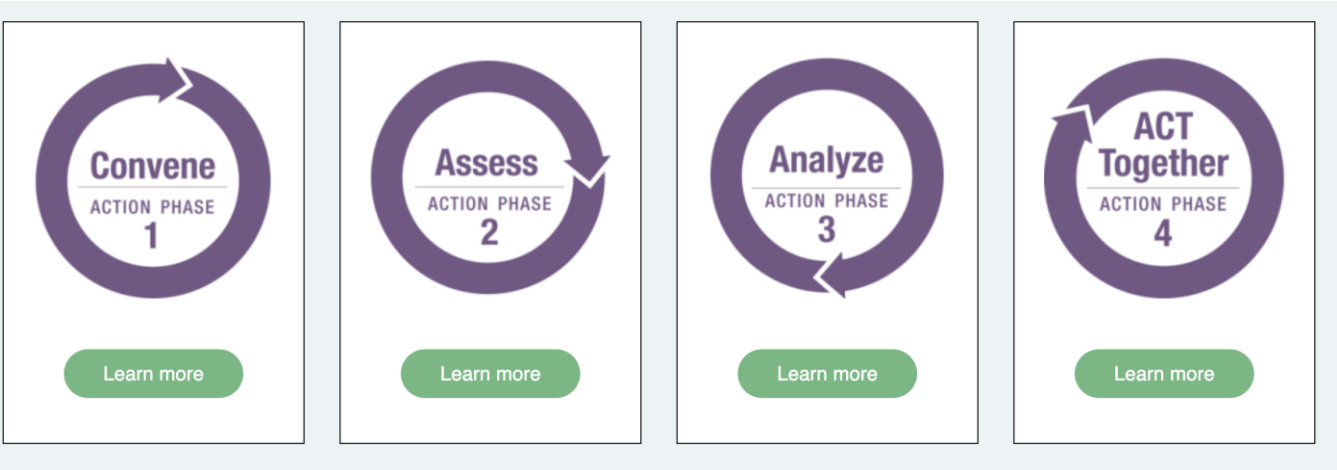
[actonalz.org](http://actonalz.org)





# Action Communities

Local leaders and community members use the **Dementia Friendly Toolkit** to engage all sectors in positive action.





Dementia  
Friends  
Minnesota

A Program of TRELIS™

[dementiafriendsmn.org](http://dementiafriendsmn.org)



Changing  
the way we  
**think, act**  
and **talk**  
about dementia

# Using the Arts to End the Stigma of Memory Loss



A Program of TRELIS™



# Dementia Friendly Dental Practices



A Program of TRELIS™



The Minnesota Northstar GWEP is supported by the Health Resources and Services Administration (HRSA) Geriatrics Workforce Enhancement Program of the U.S. Department of Health and Human Services, Award No. U1QHP33076; the University of Minnesota Office of Academic Clinical Affairs; and the Otto Bremer Trust.



Delta Dental of Minnesota



## **Dementia-friendly dental practices**

provide a person-centered approach to oral health care for individuals with cognitive impairment, promote timely diagnosis of dementia and facilitate connection to community resources for patients and their care partners.



# Partnership with Public Health

## Current partnership activities with the Minnesota Department of Public Health:

- Presenter at our Community of Learning
- Financial support for upcoming September 29, 2022 Dementia-friendly Community Summit
- Working with Trellis, Community Health Worker Alliance and others to develop supplemental training for CHWs focused on older adults, including those with dementia

# Thank you!

Contact me  
Dawn Simonson  
President and CEO, Trellis  
[dsimonson@trellisconnects.org](mailto:dsimonson@trellisconnects.org)



# Community Health & Dementia Friendly Communities



Indiana University Health

# Indiana University Health, Community Health



- Monitor and Evaluate
- Educate and Empower
- Develop Policies and Mobilize Partnerships
- Assure a Competent Workforce.

Referenced from the CDC website

# Public Health can serve as a Neutral Partner to solve problems



Image from <https://www.deloque.com/blog/suppliers-relationships-collaboration-deloque/>

# The Start of PH services in Indiana

Indiana University Health (previously, Bloomington Hospital) Community Health, recognized the need for services for Care Partners of those living with dementia.

Alzheimer's and Dementia Resource Services was established in 2005.

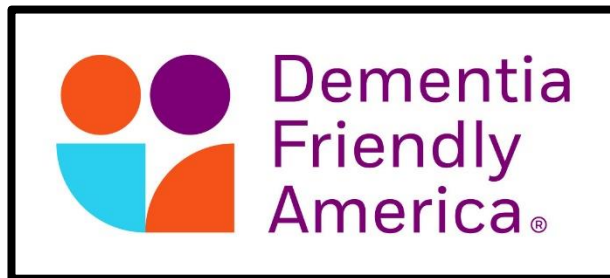
# Alzheimer's and Dementia Resource Service department in Community Health.

- The community recognized the need for an additional person that would lead Dementia Friendly efforts to broaden the reach.
- There was a Gala to raise money for that additional person due to the increase in demands that was led by the hospital foundation and the Alzheimer's Educator, Dayna Thompson.
- Since then, two additional employees have hired through a HRSA grant to continue to reach out to the rural communities in South Central Indiana.
- Demands remain high in our area with the largest percentage of aging population in the south-central counties of Indiana.

# What do Dementia Friendly Communities look like and how was it determined that Public Health needed to take a lead?

- Inclusive
- Accepting
- Supportive
- Educated
- Advocated

Leading to  
Dementia Friendly  
Capable  
Communities





# Public Health already has many Networks and Collaborators



## Dementia Friendly

Grass root efforts can have a lot of influence.

Community members can attend and tell their story to influence change.

Less “red tape” when driven by community members and networks begin to work as a team to address a need.

# Dementia Friendly Bloomington Conference



**PROCLAMATION**

WHEREAS, the number of Americans living with dementia has steadily grown over the past two decades. Today an estimated 5.5 million Americans suffer from Alzheimer's disease and other dementias; and

WHEREAS, dementia is not a specific disease. The term describes a variety of symptoms associated with a decline in memory or other cognitive functions. Many dementias are progressive, starting out slowly and gradually over time; and

WHEREAS, late last year, Dementia Friendly America (DFA) identified Bloomington as a dementia-friendly city. The designation recognizes Bloomington's efforts to improve the quality of life for individuals with dementia, their families and caregivers; and

WHEREAS, the City of Bloomington's Commission on Aging, in partnership with IU Health Alzheimer's Resource Service, is hosting a DFA training workshop on May 4 at Sherwood Oaks Church; and

WHEREAS, participants will discuss ways to bring members of the community together to learn about the experiences of those who are living with dementia in an effort to make Bloomington more inclusive and dementia friendly; and


WHEREAS, Bloomington is committed to being a wonderful place to retire and age with dignity and is the first city in Indiana to hold a community-wide dementia training workshop with Dementia Friendly America; and

WHEREAS, working together, we can end the stigma that is often associated with dementia and support those who suffer from memory loss and its complications.

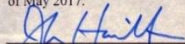
NOW, THEREFORE, I, John Hamilton, Mayor of Bloomington, Indiana, do hereby proclaim May 4, 2017, as

**Dementia Awareness Day**

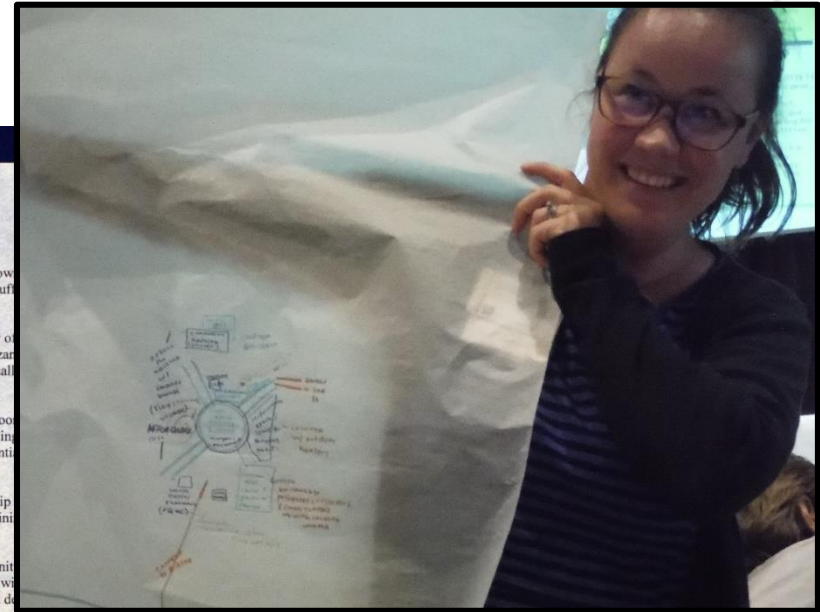
in Bloomington.



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Seal of the City of Bloomington this 1<sup>st</sup> day of May 2017.



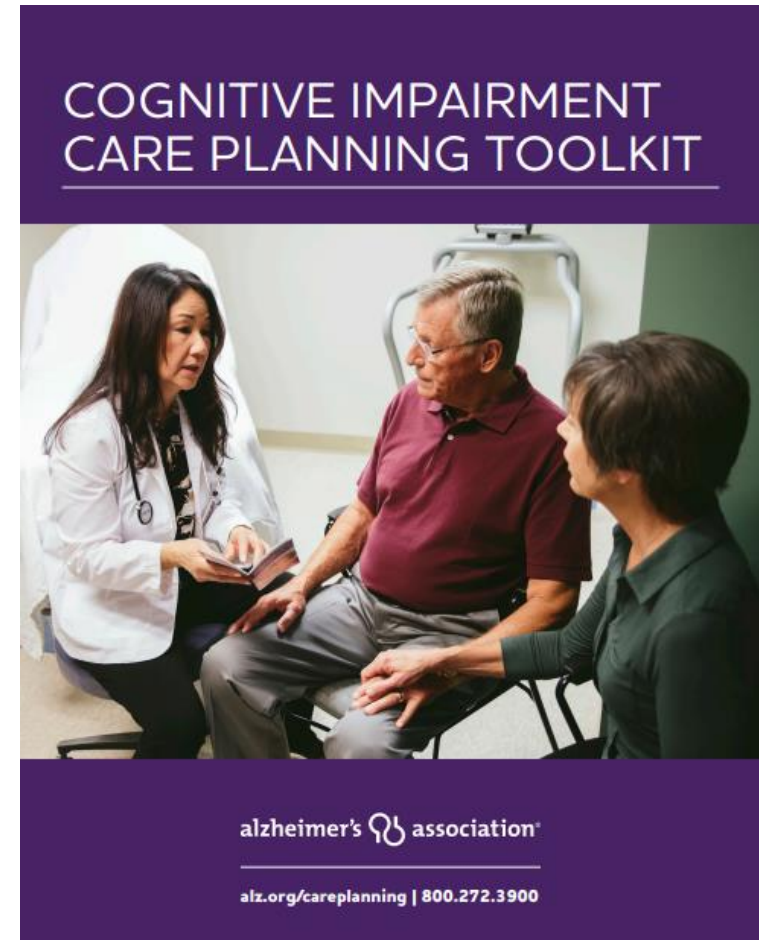
John Hamilton, Mayor  
City of Bloomington



# Examples of developments that have happened

## Memory Clinics in Neurology

- Longer times set aside for patients receiving a diagnosis
- Neurology can bill under the code 99483
- The ADRS can set up a time to meet instead of patients waiting 6 months to come back and find out more
- Support systems right away are identified



# Community Dementia Alliance leads by guiding through their experiences and advocacy



Indiana University Health

Dementia Friendly  
Bloomington Founders  
Committee started in  
2017



**DEMENTIA  
FRIENDLY  
BLOOMINGTON**



Indiana University Health



# Dementia Friendly Caregiver Development Program starts and gains momentum...



# Dementia Friendly Caregiver Development Program continues to grow and gain interest statewide and nationally as best practices



# Dementia Friendly Hamilton County recognized for launching awareness through Dementia Friends education across the state through Area Agency on A



The screenshot displays the website for Dementia Friends Indiana. At the top right, there are buttons for 'DONATE' and 'LOG IN'. The main navigation menu includes 'BECOME A FRIEND', 'ABOUT', 'CHAMPIONS', 'RESOURCES', 'EVENTS', and 'CONTACT'. The central image shows a large group of people, many holding white certificates with the Dementia Friends logo. A prominent sign in the foreground reads 'We are Dementia Friends'. The bottom of the page features a blue banner with the text 'Dementia Friends Indiana Events' and a small icon of a person with a star above their head.



# Dementia Friendly Awareness & Business Training develops and continues across the state and nationally



Indiana University Health



We are a  
**Dementia  
Friendly  
Location.**



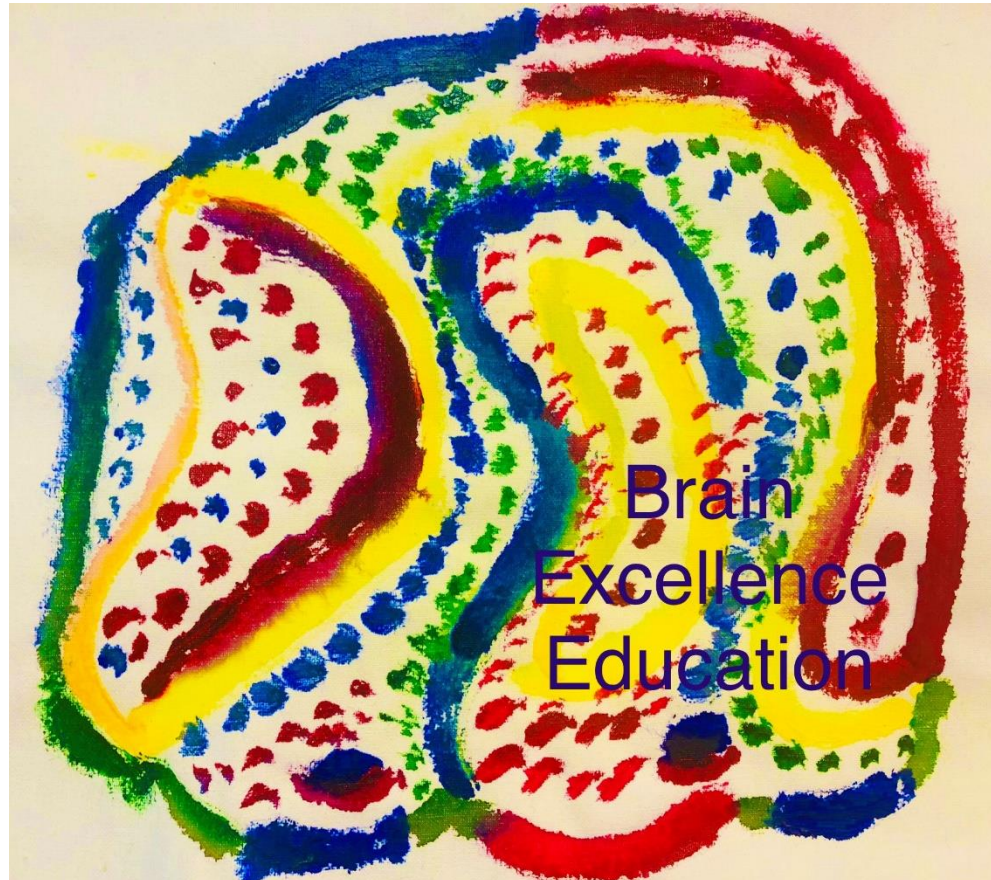
 Indiana University Health

Approved by IU Health Community Health Bloomington.

# Public Spaces Group works towards Dementia Friendly Businesses



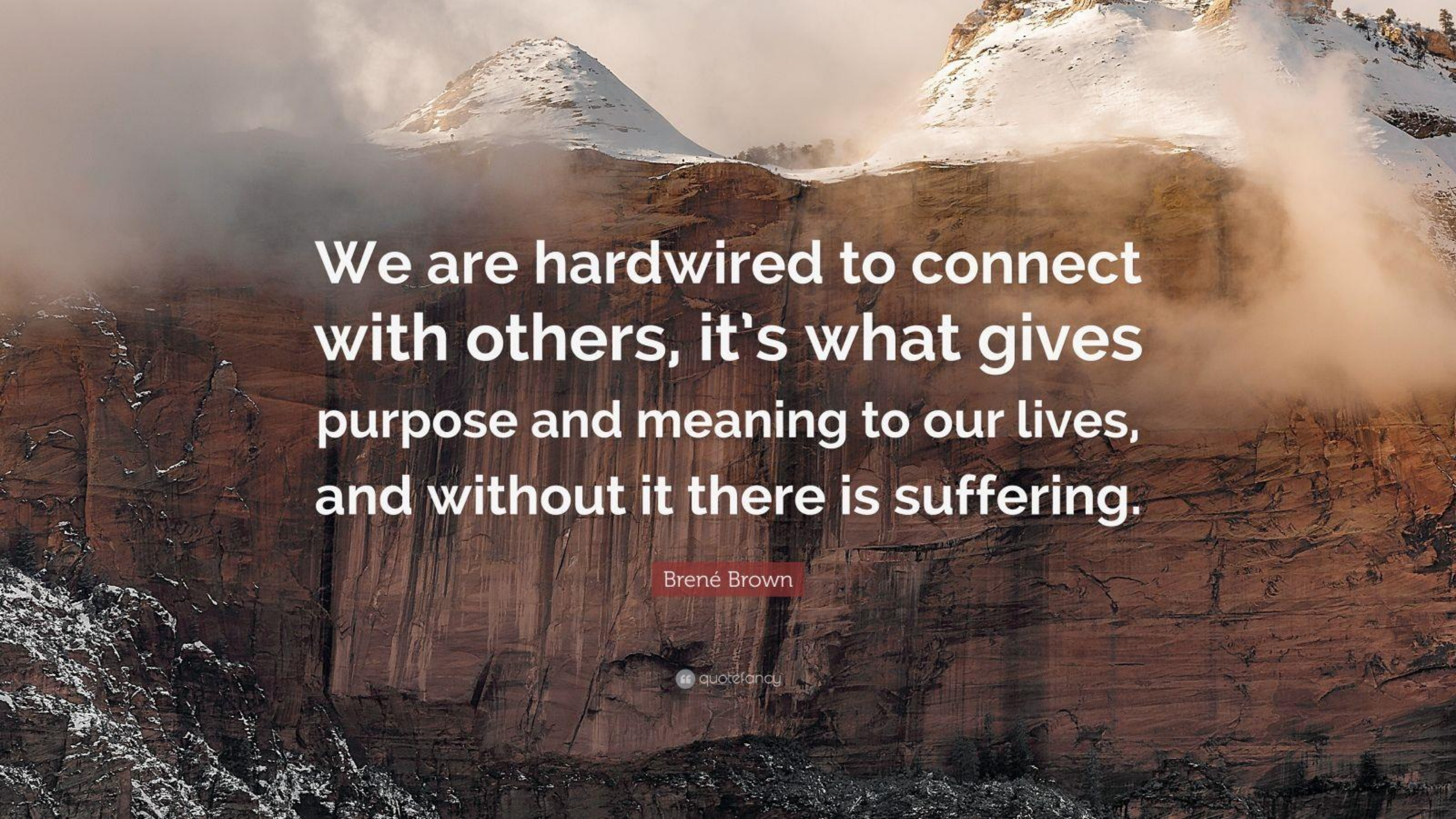
# Brain Health pilots to address risks



- Education weekly and field trips
- Check ins with a coach and social worker weekly
- Support and connections in class
- Website to review materials and find resources
- Assessment before, after, 6 months and at 1 year.
- Control group that only does the assessments to compare.

# Passing the Torch across Indiana





**We are hardwired to connect  
with others, it's what gives  
purpose and meaning to our lives,  
and without it there is suffering.**

Brené Brown

“ quote fancy

**Amanda Mosier, CDP, CDCM, SSD**

**Dementia Friendly Indiana Liaison**

**Community Health Coordinator and Alzheimer's  
Educator**

**[amosier1@iuhealth.org](mailto:amosier1@iuhealth.org)/812-353-9310**



Indiana University Health

# Thank you





**FamilyMeans**

**CAREGIVING & AGING**

Public Health Opportunities & Challenges of Dementia  
Caregiving – Dementia Friendly Communities

Beth Wiggins

June 14, 2022



# Community-based Experts as Public Health Partners



**FamilyMeans**  
CAREGIVING & AGING

Living**Healthy**

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**Washington**  
 **County**

# Partnership Highlights

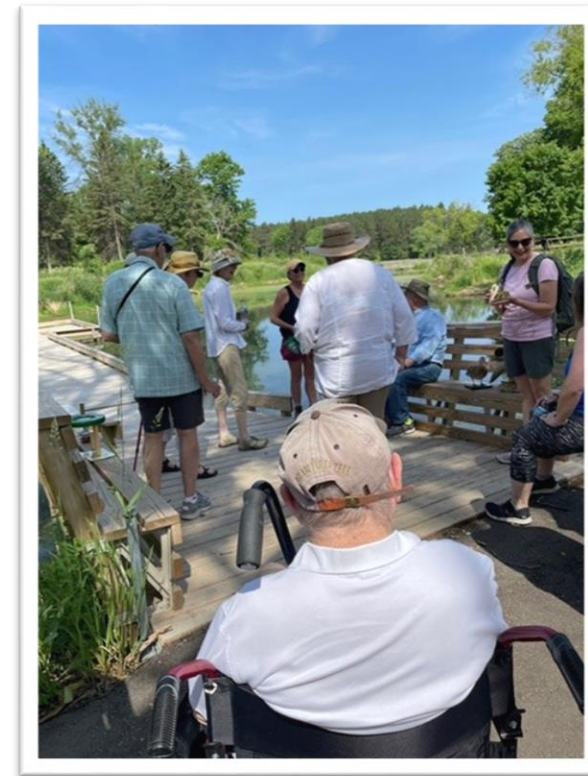
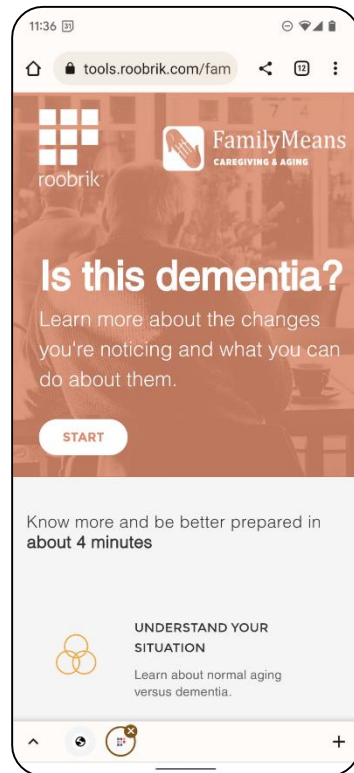
- Piloting & Launching
- Facilitating Connections
- Raising Visibility
- Resourcing for Expansion



# Piloting & Launching

## Experiment with new ideas and service models

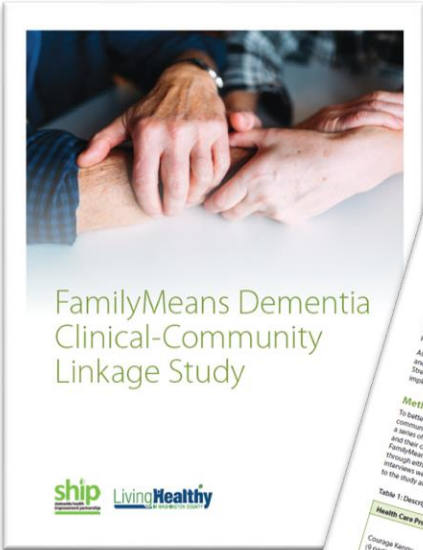
- Online decision tool  
– Is this dementia?



- Dementia engagement program supplies

# Facilitating Connections

## Open doors and persuade involvement



- Healthcare provider focus groups

- Engaging county library system to develop Memory Minder Kits



# Raising Visibility

Reach a broader constituency



- Recognition of grass roots action
- County newsletters and social media




# Resourcing for Expansion

Build on past work; Take new steps forward

- Dementia Friendly @ Work training evolution



- Developing health equity partnerships



**Become a Dementia Friendly Workplace!**

This Dementia Friendly @ Work training will help everyone in your organization understand the basics of dementia. You'll get tips on making your workplace safe, respectful, and welcoming for people living with dementia.

**Objectives for this Workplace Training:**

- Build knowledge and awareness about dementia and Alzheimer's.
- Learn effective communication techniques
- Get ideas for maintaining the dignity and respect of your customers

**Dementia Onsite Assessment**  
Following a Dementia Friendly @ Work training session with employees, a FamilyMeans expert will conduct an in-person assessment at your workplace. This offers an opportunity to make small changes to better enhance your workplace environment for your community and show support for individuals living with a dementia diagnosis.

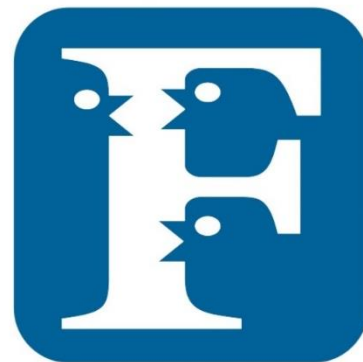
**DF@W is offered as a complimentary training.**  
Paid for by the Statewide Health Improvement Partnership (SHIP) Grant.

**REGISTER or Questions?**  
Please contact Deb Newton  
[dnewton@familymeans.org](mailto:dnewton@familymeans.org)  
651-789-4046

LivingHealthy Washington County  
Supported by the Statewide Health Improvement Partnership, Minnesota Department of Health

**FamilyMeans**  
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www.familymeans.org | 651-439-4840 | 800-327-3203



# FamilyMeans

**BETTER IS POSSIBLE**

[familymeans.org](http://familymeans.org) | 651-439-4840

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Stillwater, MN 55082

**Beth Wiggins**

Director of Caregiving and Aging  
[bwiggins@familymeans.org](mailto:bwiggins@familymeans.org) | 651-789-4033



COUNSELING & THERAPY



CAREGIVING & AGING



EMPLOYEE ASSISTANCE PROGRAM



YOUTH DEVELOPMENT



FINANCIAL SOLUTIONS



CENTER FOR GRIEF & LOSS