



dementia friendly communities toolkit

Acting Together: Prioritizing Goals Process

Most communities striving to become dementia friendly use a community-wide meeting to prioritize their established goals and decide what actions they will take together. The meeting can help you narrow what you can truly undertake as a community. Use these steps to help you decide the action(s) you will take:

1. Before the community meeting, make a list of the priority goals that were generated from your community assessment.
2. Next to each goal, list possible responses/actions/programs the community might consider to take action. Look at suggested actions from your assessment work.
3. During the meeting, have community members self-select into the goal areas, review the possible actions listed, and pick their top 1-2 actions using the prioritization criteria below (also see the small group directions below).
4. Bring everyone back together to report on the top 1-2 selected actions for each goal area. Then have the full group identify 2-3 overall that “rise to top,” again using the prioritization criteria below. (Prioritization in the full group is best accomplished by asking each person to consider the criteria list and the top actions selected and then to place a mark/sticker on the one action they feel best meets the prioritization criteria).
5. The highest priority actions agreed upon by the full group will be foundational to a work plan and a budget used to seek funding. Your community might take on more than one priority action, depending on size, scope and resources.

Goal Area Small Group Discussions

1. Review the priority goal area.
2. Review and discuss the possible actions and resources listed for your priority area.
3. Discuss additional actions and resources.
4. Add selections of additional actions and resources to the flip chart.
5. Using the prioritization criteria, identify the top 1-2 priority actions that your group feels best meet the criteria; select someone in your group to present them to the full group.

Prioritization Criteria

- The idea seems doable (we have the right people and resources to make it work in a year or less)
- It is a good fit for [name of your community]
- It would make a meaningful difference for the community
- It is affordable (can be done on a limited budget)



[insert community name] sign up



Name: _____

Email Address: _____

Phone Number: _____

Check all that apply:

- Send me updates on [insert community name] work toward becoming dementia friendly.
- I am interested in being part of the Action Team.
- I want to donate resources (e.g., meeting space, advertising, funds for basic operating needs, etc.)
- Other: _____



[insert community name] sign up



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Email Address: _____

Phone Number: _____

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Creating a Community Action Plan: Workplan and Budget

Directions: The following template can help you build your community action plan.

[COMMUNITY NAME] Action Community determined the following priority goals for being a dementia-friendly community. A detailed community assessment identified current resources, needs, and opportunities within the community. Implementing this plan will help [COMMUNITY NAME] become and sustain a dementia-friendly community.

Workplan

Objective	Activities/Steps to Complete	Lead Person or Responsible Organization	Target Date for Completion

Budget

List potential expenses for completing work activities.

Expense	Description	Amount



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Dementia: America's Home Town, Public Health Crisis A Call to Action

Families and communities in every city, town, and rural area in the U.S. are feeling the impact of Alzheimer's disease and other forms of dementia. In Minnesota, 2018 figures¹ include:

- Approximately 94,000 Minnesotans age 65+ are living with Alzheimer's.
- Some 254,000 Minnesotans care for family members with Alzheimer's disease or other dementias. These caregivers provide 289 million hours of unpaid care, valued at \$3.6 billion.

In the United States, 2018 figures¹ include:

- One in ten people age 65 and older has Alzheimer's disease.
- About one-third of people age 85 and older have Alzheimer's disease.
- The number of people living with Alzheimer's is projected to increase from 5.7 million (2018) to nearly 14 million (2050). By 2050, someone in the U. S. will develop Alzheimer's every 33 seconds.
- Young onset Alzheimer's, occurring in people under age 65, is also on the rise.
- Almost two-thirds of people with Alzheimer's disease are women.
- Older African-Americans and Hispanics are more likely than older whites, on a per capita basis, to have Alzheimer's disease and other dementias.
- The estimated direct cost of caring for people with Alzheimer's and other dementias will total \$277 billion in 2018, increasing to \$1.1 trillion (in 2018 dollars) by 2050.

Nearly 70 percent of people with Alzheimer's or other dementias live in the community. Those who live alone are at greater risk for inadequate self-care, malnutrition, untreated medical conditions, falls, wandering and accidental death.¹

We are fundamentally unprepared to meet the challenges of dementia, which places the vitality and livability of communities at risk and threatens quality of life and care for millions who are living with or touched by the disease. We have knowledge and tools to take action now, community by community. Some of the realities we must consider include:

People with dementia face isolation due to lack of awareness, the stigma surrounding the disease, and often, the fear of exploitation. Technology and human supports at home can support daily needs, but if people with dementia lack confidence or can't easily access day-

¹ Alzheimer's Association, 2018 Alzheimer's Disease Facts and Figures. Alzheimer's & Dementia 2018, Volume 14 (3). Visit <https://www.alz.org/facts/overview.asp> for more information.

to-day community life, they will isolate themselves. We know from research that isolation impoverishes health.

Families, friends and neighbors are a critical part of our fragile support system but they often juggle maintaining their jobs, raising children and caregiving responsibilities. If caregivers don't get the support they need to carry out their critical role, people with dementia will be less able to remain and participate in community.

Businesses must equip employees to understand and better serve people with dementia and their adult care partners, because the population aged 65 and over is projected to be 83.7 million by 2050.² Increasingly, one customer loyalty measure will be the ability of businesses to respond appropriately to customers experiencing cognitive decline, as well as their family/friend caregivers. Businesses must also support employees who care for someone with dementia to foster employee continuity and retention. This is a bottom line issue. Nationally, billions of dollars in lost revenue/productivity in the workplace are related to the demands on employees who are caring for someone with dementia.

Legal, financial and insurance services have unique ethical and legal responsibilities when serving clients with dementia. Providers of such services are often the first to see signs of cognitive decline and have unique legal and ethical responsibilities to recognize them and respond appropriately. People with dementia will need assistance and support in planning for a future where they may not have decision-making capacity.

Health care and community services providers have a critical role in identifying and diagnosing dementia, offering care options, providing education and support, and linking people with dementia and their care partners to community resources. Currently, only about half of the people living with dementia actually receive a dementia diagnosis. As a result, they don't access needed follow-up care, support and future planning services.

Faith communities play a vital role in offering safe, supportive, and welcoming environments for people with dementia and their families. Faith communities can benefit by seeking creative ways for meaningful participation to retain and serve their aging members and their adult children and caregivers.

Local government can ensure access to community life by being mindful of the cognitive challenges of residents in the same way they are mindful of physical challenges when they plan for housing, transportation, public spaces and services (e.g., parks, libraries, housing stock), and when they plan for emergency, disaster, and law enforcement responses. Such planning not only helps people with dementia, but is inclusive of all generations and community sectors.

² Source: U.S. Census Bureau, 2012 Population Estimates and 2012 National Projections.

Every part of the community plays a role in working together to create a dementia-friendly culture that raises awareness of, and develops respect and inclusion for, people with dementia; has accessible services and resources embedded across the community to promote quality of life; supports and educates people with dementia and their care partners along the care continuum; and promotes meaningful engagement in community life.



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Minnesota Communities are ACTing on Alzheimer's

ACT on Alzheimer's is a statewide, multi-dimensional collaboration seeking large-scale social change and building community capacity to help drive Minnesota's response to Alzheimer's disease. Some 94,000 Minnesotans age 65 and older live with the disease; 70 percent live in the community (of these, 26 percent live alone) with the support of 254,000 family and friend caregivers. Without quality dementia care and services, community-wide support, and meaningful inclusion in community life, people living with Alzheimer's and their caregivers experience isolation, higher health care costs, and poorer quality of life.

Dementia Friendly Communities

ACT on Alzheimer's promotes dementia friendly communities, which are informed, safe, inclusive and respectful of people living with dementia and their families, have supportive features across all community sectors, and foster quality of life for everyone. Through a research-informed process, ACT on Alzheimer's has developed substantive resources and a community engagement toolkit that guides communities in moving towards dementia readiness.

More than 40 communities are working in all regions of Minnesota to become dementia friendly, including geographic-based and faith communities and communities with shared ethnic and cultural interests. These communities are:

- Training businesses and faith communities on dementia-supportive practices
- Training law enforcement and first responders on understanding and recognizing dementia
- Providing ACT-developed dementia trainings to health care and community-based service providers
- Increasing dementia awareness through educational events for community members and offering Dementia Friends Information Sessions
- Offering dementia-supportive meaningful engagement activities
- Supporting family caregivers through education, support groups, and caregiver-related forums and activities
- Working with local schools to educate youth about Alzheimer's disease

ACT on Alzheimer's, in partnership with Minnesota's Area Agencies on Aging and the Alzheimer's Association Minnesota North Dakota, provides community engagement support, technical assistance, and shared learning opportunities for communities. Learn more at www.ACTonALZ.org.

ACT on Alzheimer's is part of the Dementia Friendly America initiative; visit www.dfamerica.org.



Creating a Community Action Plan: Communications

Directions: The following template can help you build a communications strategy within your community action plan.

Communication Plan

Creating targeted messages and tracking connections with various community groups will ensure they are regularly informed of your dementia-friendly community efforts.

Target Audience	Contact	Key Messages	Dissemination Strategy

Certificate of Appreciation

Name Person

In recognition of your ongoing commitment to the community work of the [Community Name] ACT on Alzheimer's team.

Thank you for your time and talents in sharing our message to increase awareness of dementia and reduce its stigma. Together, we will make [Community Name] a Dementia Friendly Community.

Action Team Lead ACT on Alzheimer's



Date Presented



summary of dementia friendly activities



A Community's Dementia Friendly Activities

Use this summary template to document your dementia friendly toolkit process milestones and accomplishments. It can help inform stakeholders, community members, and potential funders.

Community Name	ACT on Alzheimer's St. Louis Park
Month/Year	December 2015
Mission Statement	St. Louis Park (SLP) ACT on Alzheimer's inspires all citizens to take ACTION to create an inclusive and supportive dementia-friendly community by increasing knowledge, raising awareness and understanding how the disease affects our community.
Toolkit Process Milestones	<ul style="list-style-type: none"> • Action team formed in 2013 <ul style="list-style-type: none"> ○ Our team was instrumental in the statewide efforts for ACT on Alzheimer's. SLP was one of the original 5 pilot communities using the Dementia Friendly Communities Toolkit to engage our community in becoming prepared for the impacts of Alzheimer's disease. Our team helped develop the toolkit's community surveys and analysis tools, as well as the adapted Dementia Friends training being used across Minnesota and the country. • SLP action team performed 75 community surveys within 10 sectors, including caregivers, social service, local government, transportation, adult day, faith communities and community members (summer and fall of 2014). • Toolkit Phase 4 action plan completed fall of 2014 <ul style="list-style-type: none"> ○ Objective One – Education and awareness ○ Objective Two – Improve the life of people living with the disease

<p>Dementia Friendly Actions</p>	<p><u>Books and Library Committee</u></p> <ul style="list-style-type: none"> • Created book club kits – 7 community organizations showcased the kits. Kits included 10 books of <u>Still Alice</u>, study questions and a sign-out sheet. Team members were available to facilitate a book club discussion for anyone interested. • Distributed two books to “Little Free Libraries”: <u>Still Alice</u> and <u>The Memory Box</u> (a children’s book). Books were placed all 20 of the registered libraries in SLP. • All donated books included a bookplate on the inside cover with information about SLP ACT on Alzheimer’s. • Community awareness event held in collaboration with the Hennepin County Library - Keynote speaker Dr. Jennifer Olson gave an overview of Alzheimer’s disease, how it progresses, and tips for caregivers. In addition, a resident of SLP shared her story as a caregiver. <p><u>Long Term Care Training</u></p> <ul style="list-style-type: none"> • SLP action team researched several long term care training options to be offered to staff in facilities in SLP. Health Care Interactive was selected because it was reasonably priced, easy to use, available 24/7 from any computer, and a great example of person-centered care. • Dementia training is in process within almost all nursing homes, assisted living residences and adult day centers in SLP (one declined). • 79 professionals are being trained on the basics of dementia and dementia-related behaviors. This effort is tied to improving the quality of life for people living with the disease. <p><u>Other dementia friendly actions completed</u></p> <ul style="list-style-type: none"> • Created two bookmarks: one on the warning signs of dementia and the other with a reading list and ways to help a family. • Dementia Friends training–SLP action team members are trained as Dementia Champions and are now scheduling training throughout the community. The training has been offered to all city staff; all police officers and detectives in SLP have been trained.

	<ul style="list-style-type: none"> • A SLP team member trained all airport department heads and all airport fire department staff using a modified Dementia Friends training. • Hosted a screening of the movie <u>Still Alice</u>. Over 300 people attended. At a resource table in the lobby, team members talked with people who attended the film to help them find resources. • Co-hosted with ComForCare home care, a screening of the movie <u>Alive Inside</u>. Nearly 75 people attended to learn about the value of music when working with people with dementia. • Participated in the SLP Fire Department open house and provided resources to community members who attended the event. • Presented information to the Neighborhood Association Block Captains meeting. • Co-sponsored a local screening of the film <u>Alive Inside</u>. Approximately 100 people attended. • Currently working on an educational piece for caregivers. • Team members have been involved in other communities to help replicate our work, including the City of Edina, City of Minnetonka, St. Paul West 7th Neighbors, Roseville, and the Twin Cities Jewish Community. In addition, team members have consulted with other communities around Minnesota and nationally. • Hosted a sample of the <i>Powerful Tools for Caregivers</i> program at the Park Nicollet Successful Aging Initiative. • Made a presentation to the SLP City Council; it was videotaped and ran on cable TV. • Arranged a presentation at the Successful Aging Initiative by a SLP team member who shared her 15 year journey as a caregiver for her husband with young onset Alzheimer’s disease.
<p>Action Team Contact Information and Website</p>	<p>Jonathan Lips jonathanwlips@gmail.com</p> <p>St. Louis Park http://www.stlouispark.org/act-on-alzheimers.html</p>