



## Dementia Friendly America Initiative

### Initiative Objective

- Foster dementia friendly communities across the US

### Relevance to NAPA Priorities: Dementia friendly communities foster:

- Care and support
- Long term services and supports
- Research



## Impetus for DFA



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## Sample of DFA National Participants

- AARP
- ACT on Alzheimer's
- Administration on Community Living (Federal Liaison)
- Alzheimer's Association
- American Bar Association
- Argentum
- Banner Health
- BrightFocus Foundation
- Banner Health
- CVS Health
- Dementia Action Alliance
- Eli Lilly
- Global CEO initiative
- Health Resources and Services Administration (Federal Liaison)
- Home Instead
- 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 Association of Area Agencies on Aging (n4a)
- National Community Reinvestment Coalition
- National League of Cities
- National Association of Counties
- Volunteers of America
- US Against Alzheimer's, including Women's, Clergy, African American, and Latino Networks

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# Resource Development: Web-based Tools and Resources

Communities where all people  
can live, age and thrive

LEARN MORE



The Dementia Friendly America tools and resources help communities work toward dementia friendliness.

[Access Our Tools & Resources](#)



The Dementia Friendly America initiative is on a mission to catalyze a nationwide movement to foster dementia friendliness.

[Discover More About This Initiative](#)



Communities across the country are working to support those with cognitive impairment and their care partners. Is yours ready?

[Learn How To Join Us On The Map](#)

*Our website includes sector guides, provider tools, a community toolkit and other guidance for communities working towards becoming dementia friendly.*

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## 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 supports attuned 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

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# Community Web-Based Resource



## Taking an All Sectors Approach

Every part of community has a unique role in contributing to dementia friendliness



## Example Sector Guide



- Business
- Banks and financial
- Community-based supports
- Faith communities
- Health and long term care
- Legal and advance planning
- Local government (planning, emergency response, law enforcement)
- Neighbor and community members

## Community Toolkit Phases

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 using a comprehensive engagement tool.
3. **Analyze** your community needs and determine the issues stakeholders are motivated to act on; then set community goals.
4. **ACT together** to establish implementation plans for your goals and identify ways to measure progress.



# Pre-Convene

## Community Development Steps

Identify Champion and Coordinator

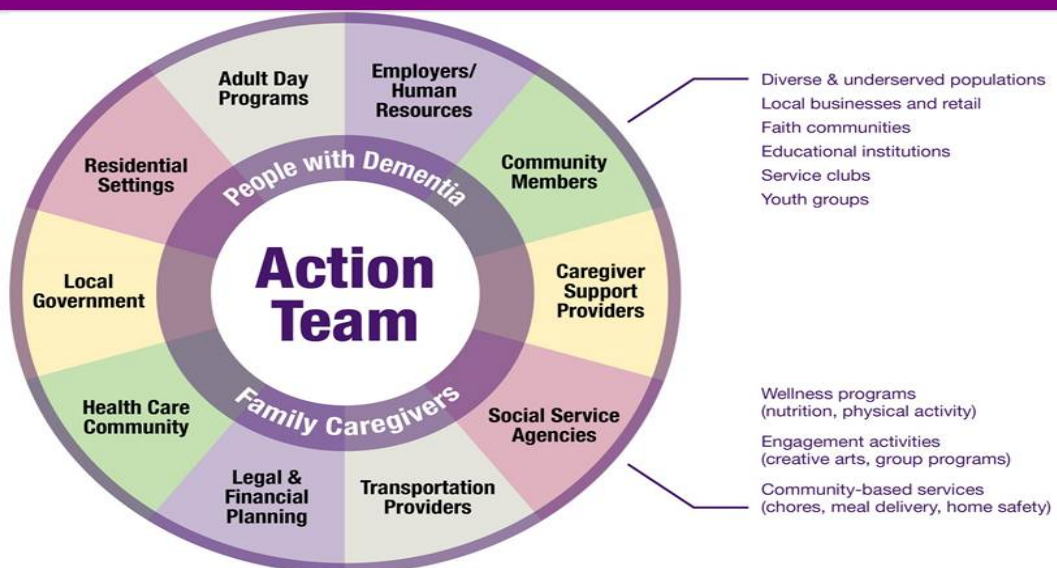
Readiness and Commitment Check

Convene Cross-Sector Action Team

Foster Contributions and Agreements Across Partners

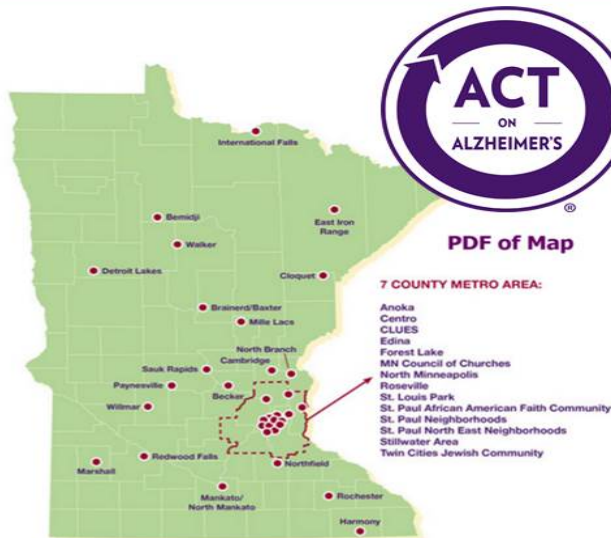
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# The Action Team



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# Testing Ground: Minnesota Results



- Awareness and education: Dementia Friends
- Caregiver supports
- New, meaningful community engagement opportunities (arts, music)
- Cross-Sector Engagement and Training: business, government, law enforcement, youth, first responder and faith
- Health system adoption of optimal dementia care practices

# Momentum Rising



HOME ACCESS AGING CALIFORNIA HEALTH REPORT TV CALIFORNIA VOICES CHILDREN DISPARITIES  
SPECIAL FEATURES VIOLENCE & JUSTICE ABOUT



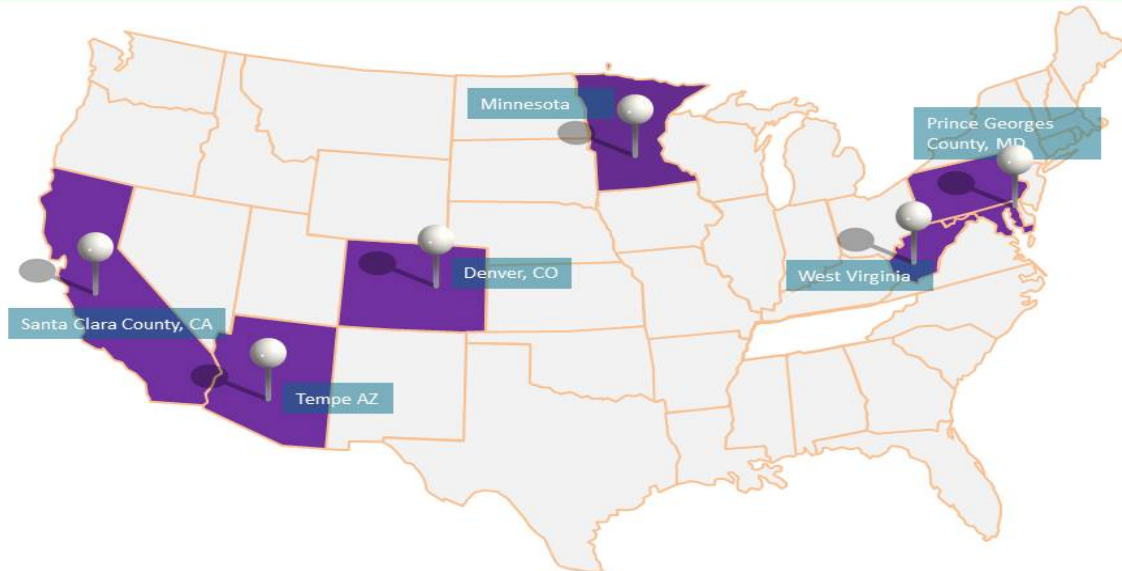
Alzheimer's Welcomed Here: Dementia Friendly Communities

April 10, 2016



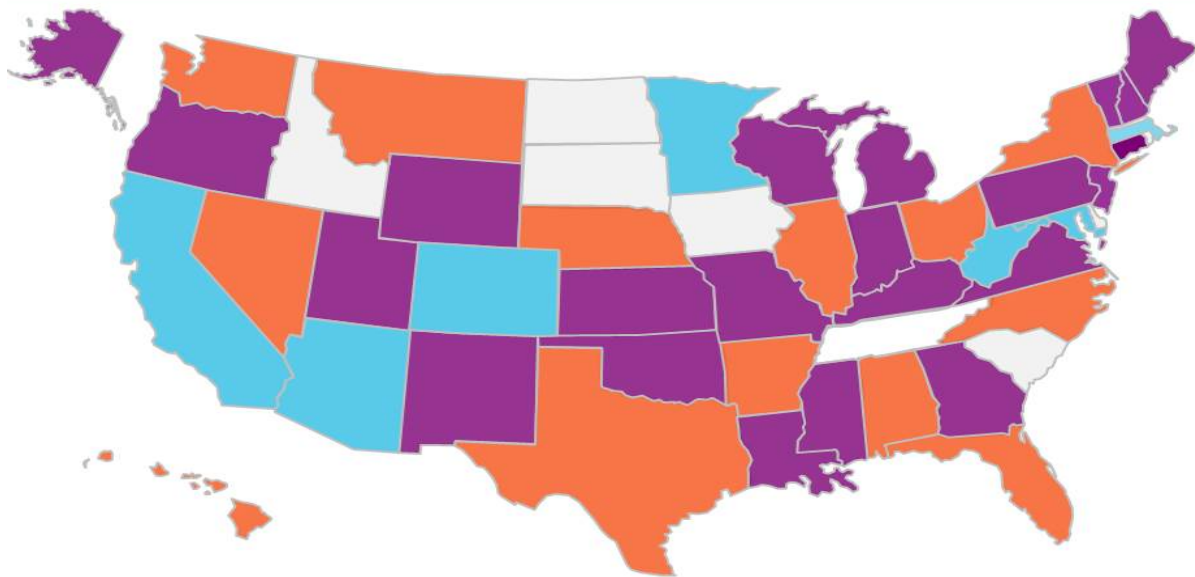
Access  
» Do Central Valley Nonprofit Tax  
» Healthy Surcula

## DFA Network in July 2015



## DFA Network Today

Early Adopters    Committing/Preparing    Inquiring





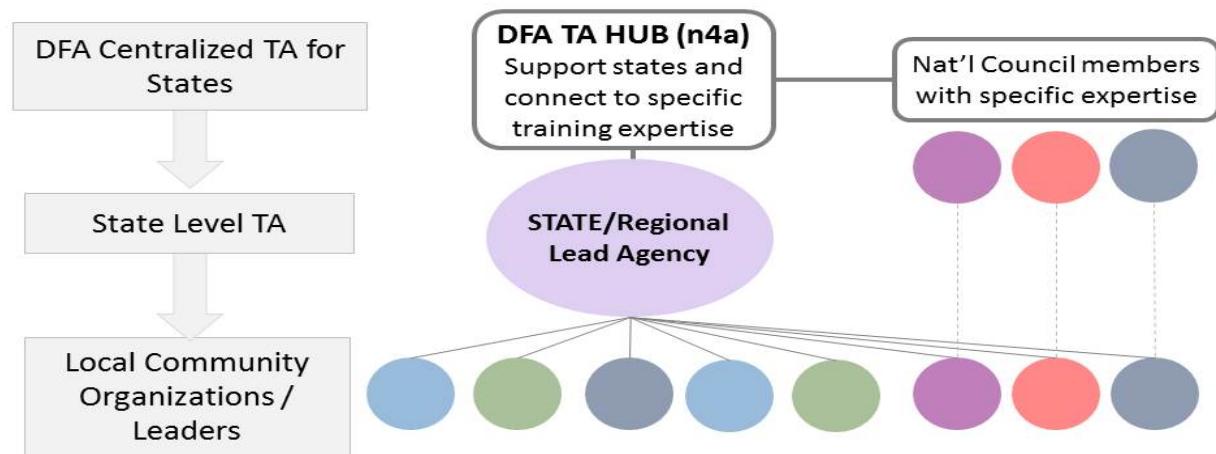
## DFA Communities Update

- Local, regional, county and state level engagement in 2016 (handout)
- A few highlights and lessons learned
- States/regional governments are becoming an increasingly important vehicle for accelerating movement; inclusion in state AD plans
- This is influencing approach to technical assistance

## Technical Assistance Role Evolution

- Promote and encourage communities to work to become dementia friendly (webinars, visits)
- Link communities to resources
- Connect with Age-friendly and other like-missioned groups
- Provide process and content TA via planning, facilitation, back-office, training, coaching, resource access and connection to other community learnings

## State-Based Technical Assistance Model

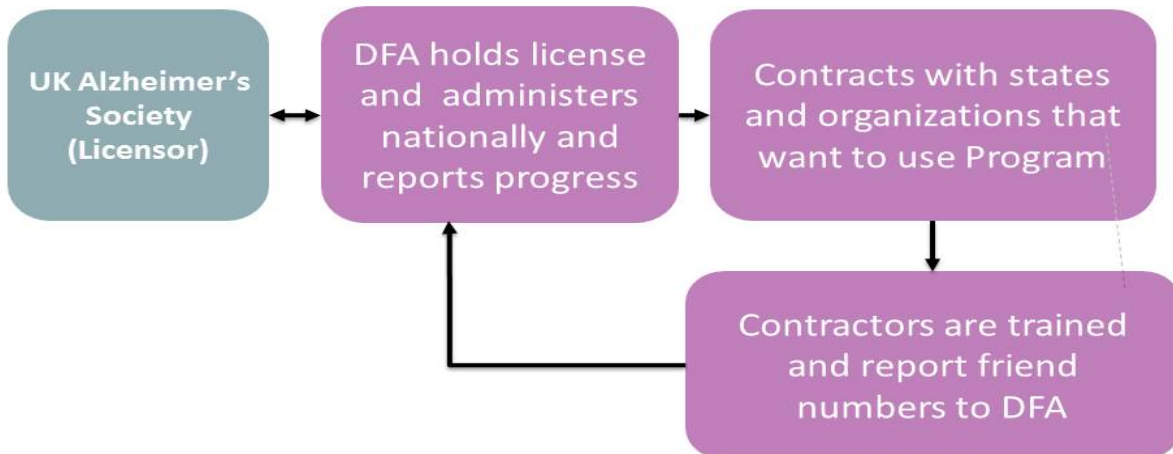


## Next Iteration: Dementia Friends

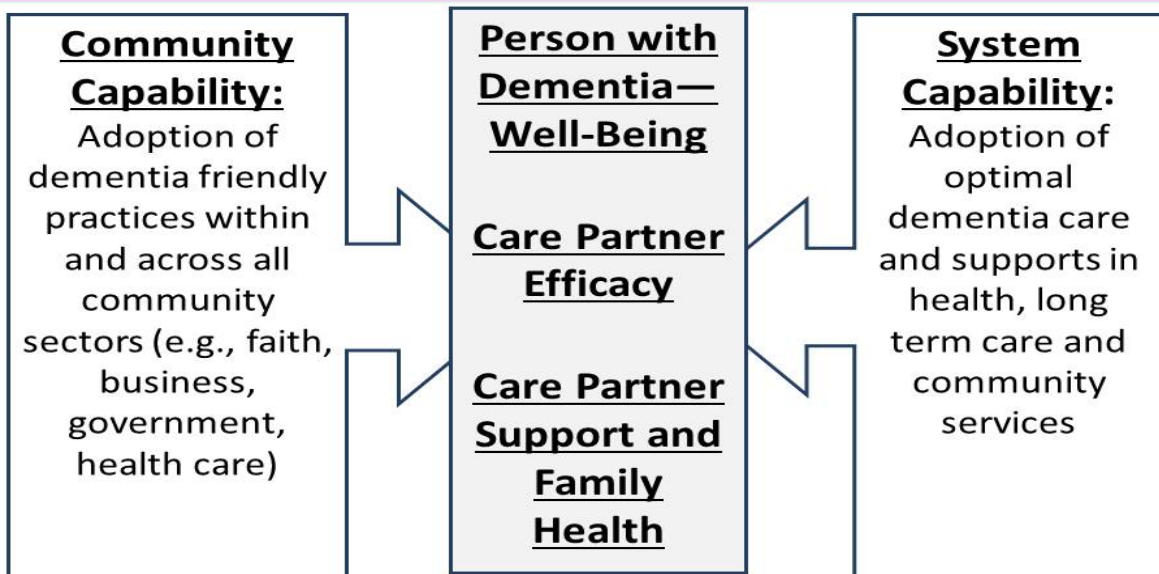


- Individual engagement opportunity
- Online registration program accessible to anyone to view video shorts and commit to be a friend
- Person-to person trainings in DFA communities
- Trackable and conducive to call to action
- Mutually reinforcing with dementia friendly community effort and Brain Health campaign

## Dementia Friends: Administration



## Desired Impact: What are we aiming for?



## Sustainability

To date DFA has been a privately funded, boot-strapped endeavor

Long term sustainability will depend on support for:

- Centralized Technical Assistance Hub
- Formal evaluation
- Possible community seeding through dementia capability grants and other avenues

## Contact for Questions



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