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

April 2014
Report to NAPA
Advisory Council on
Minnesota model,
ACT on Alzheimer’s

May-December 2014
Recruited coalition of the willing to pursue DFA

January 2015
Convened DFA National Council

March-December 2015
Developed web resources and tools and recruited early adopter communities

July 2015
DFA announced at White House Conference on Aging

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 Areas 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
Resource Development: Web-based Tools and Resources

Communities where all people can live, age and thrive

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

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

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

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

Alignment with Age-Friendly

<table>
<thead>
<tr>
<th>Age-Dementia Friendly Communities</th>
<th>Features</th>
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<tr>
<td>Age Access</td>
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<tr>
<td>People with dementia and their caregivers have access to age-appropriate transportation and services.</td>
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<td>Public transportation is easy to use, reliable, safe, and affordable, serves all ages, and has priority seating for older adults.</td>
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<td>Transportation does not require passengers to handle money, and supportive assistance is available along the way to help passengers with dementia travel confidently.</td>
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<td>Public transport, taxi, and other services are courteous and kind to older adults.</td>
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<td>Roads are well-maintained, visible, and well-signal, and priority parking and drop-off spots are readily available.</td>
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<tr>
<td>Transportation for seniors and dementia are well-advertised and promoted.</td>
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<td>Other people are patient and responsive to the community.</td>
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<td>Communities are welcoming and include a spirit of support, people with dementia, their families, and caregivers are cultivated and supported.</td>
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<td>Policies and programs are designed and conducted with respect for their needs and confidence.</td>
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Better Together: A Comparative Analysis of Age-Friendly and Dementia Friendly Communities

Natalie Turner and Lynda Morken

Research Report March 2018
Community Web-Based Resource

Taking an All Sectors Approach
Every part of community has a unique role in contributing to dementia friendliness

- Dementia Friendly Essentials
- Banks and Financial Services
- Neighbors and Community Members
- Legal and Advance Planning Services
- Government, Community, and Mobility Planning
- Health Care Throughout the Continuum
- Independent Living
- Communities of Faith
- Businesses
- Government: Emergency Planning and Response
- Memory Loss Supports and Services
- Additional Guide Resources
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. **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

The Action Team

- Adult Day Programs
- Employers/ Human Resources
- Residential Settings
- Community Members
- Local Government
- Health Care Community
- Family Caregivers
- Legal & Financial Planning
- Transportation Providers
- Caregiver Support Providers

- Wellness programs (nutrition, physical activity)
- Engagement activities (creative arts, group programs)
- Community-based services (chores, meal delivery, home safety)

Diverse & underserved populations
Local businesses and retail
Faith communities
Educational institutions
Service clubs
Youth groups
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
**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

- DFA Centralized TA for States
- State Level TA
- Local Community Organizations / Leaders

DFA TA HUB (n4a)
Support states and connect to specific training expertise

STATE/Regional Lead Agency

Nat’l Council members with specific expertise

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**

- **UK Alzheimer’s Society (Licensor)**
  - DFA holds license and administers nationally and reports progress

- **Contracts with states and organizations that want to use Program**
  - Contractors are trained and report friend numbers to DFA

**Desired Impact: What are we aiming for?**

- **Community Capability:** Adoption of dementia friendly practices within and across all community sectors (e.g., faith, business, government, health care)

- **Person with Dementia—Well-Being**
  - Care Partner Efficacy
  - Care Partner Support and Family Health

- **System Capability:** Adoption of optimal dementia care and supports in health, long term care and community services
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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