DEMENTIA-FRIENDLY COMMUNITIES
Global & Local Inspiration

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DEMENTIA-FRIENDLY COMMUNITIES

- Specialized residential options offering memory loss supports and services
- Dementia-aware and responsive legal and financial planning
- Welcoming and engaging communities of faith
- Dementia-aware and responsive banking practices
- Transportation, housing, and public spaces
- Understanding and supportive neighbors and community members
- Dementia informed local government emergency planning and first response
- Options that maximize independent living and sustain meaningful community engagement
- Businesses that foster customer service and environments that support customers with dementia and employee caregivers
- Health and long term care that promotes early diagnosis and specialized care and support throughout the care continuum
9 KEY FACTORS

In a dementia-friendly community, people with memory loss…

- Are respected as valuable members of the community.

- Can participate confidently in their communities – their neighborhoods, stores, restaurants, banks, libraries, schools, hospitals and more - knowing that the people who live and work there are dementia-aware.

- Stay connected to their family, friends and neighbors, while having the chance to develop new relationships.

- Enjoy meaningful lives, with access to education, recreation, work or volunteer opportunities, cultural enrichment, and more.

- Have a voice in their community and a leadership role in anything particularly impacting the lives of people with memory loss.

- Have access to early diagnosis and post-diagnostic resources for themselves and their loved ones, including medical care, education and support, financial/legal services, and advance care planning.

- Have transportation options that help them stay involved in their community.

- Have community housing options that provide the level of support they want, in the setting they desire.

- Can navigate neighborhoods and public spaces because the physical environment is supportive and clear.
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NINCHISHO SUPPORTERS: JAPAN

- New word for dementia, 2004
- Nationwide Caravan for Ninchisho Supporters, 2005
  - Train the trainer model
  - 90-minute public seminars
  - Purpose to raise awareness, reduce stigma, build community-based support
  - 8,829,946 Ninchisho Supporters by 2017

http://www.ncgg.go.jp/topics/dementia/documents/Topic4-4HirokoSugawara.pdf
‘RUN TOMO’ RELAY EVENT: JAPAN

- Launched by Dementia Friendship Club in 2014
- Relay runs across cities from Hokkaido to Okinawa
- In 2017, 14,521 people participated in running events across 41 cities
- 1,607 were people with dementia
- Raising awareness, challenging stigma, creating work opportunities for persons with dementia

www.runtomo.org

DEMENTIA FRIENDS: UK

- Launched in 2013
- Community trainings or online
- Five key messages:
  - Dementia is not a natural part of aging
  - It is caused by diseases of the brain
  - It impacts more than memory
  - It is possible to live well with dementia
  - There is more to the person than the dementia
- Commitment to act
- Over 3 million Dementia Friends by 2018

www.alz.co.uk/dementia-friendly-communities/dementia-friends
“Although some days are better than others, my goal is to enjoy life and remember that ‘Life is good.’”

~Don Reddington

https://issuu.com/methowvalleypublishing/docs/livingwithalzheimers
RISE 4 ALZHEIMER’S: WA STATE

- July 2017, 10 days
- Rallies in 6 cities:
  - Bellingham
  - Seattle
  - Olympia / Lacey
  - Yakima
  - Spokane
  - Wenatchee
- 500 magazines distributed

http://ride4alzheimers.net/
LIVING WITH MEMORY LOSS
PORTRAIT & VIDEO PROJECT: SEATTLE, WA

https://www.phinneycen ter.org/memoryloss-film/
I Can't Remember

You're Not Alone
It's HARD
But we'll get through it
Have Compassion For All Willingness To Be Open Minded.
THE ART OF ALZHEIMER’S EXHIBIT: SEATTLE, WA

- Launched in 2016
- 50 pieces of art created by persons with dementia ages 60 – 101.
- Exhibit shown at Seattle City Hall, Harborview Medical Center, UW School of Social Work, Washington State Convention Center, Seattle Center

http://www.theartofalzheimers.net/
DEMENTIA FRIENDS WA: OVERVIEW

- A project of the Dementia Action Collaborative
- Addressing Alz State Plan Recommendation 1.B.1: To promote positive images and messages of persons with dementia and their caregivers to combat stigma and increase societal acceptance and integration.
- Received state license in September 2018 from N4A
- Piloting Dementia Friends in King County and Yakima County, with evaluation
- Total 15 trainers x 2 sessions x 10 people = 300 Dementia Friends
DEMENTIA FRIENDS WA: TIMELINE

- **Fall 2018**
  - Outreach to partners, trainers, funders
  - Develop systems
  - Prepare materials

- **Winter 2019**
  - Train Dementia Champions (Trainers)

- **Spring 2019**
  - Conduct Dementia Friends sessions

- **Summer 2019**
  - Collect and analyze survey results. Consider statewide expansion.
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PUBLIC AWARENESS / STIGMA REDUCTION

- Have opportunities for social/civic engagement.
- Can navigate neighborhoods and public spaces because the physical environment is supportive and clear.
- Have access to early diagnosis and post-diagnostic resources for themselves and their loved ones, including medical care, education and support, financial/legal services, and advance care planning.
- Have transportation options that help them stay involved in their community.
- Have community housing options that provide the level of support they want, in the setting they desire.
“At one point, my doctor told me, ‘Stay active, and stay social.’

That’s the best advice I’ve gotten anywhere.”

~Mary F
Seattle WA
Established by psychiatrist Bere Miesen in the Netherlands in 1997

European model included dementia-focused presentations and resources, alongside a social gathering

Focus on breaking through stigma and allowing for discussion

Model came to the United States with Dr. Jytte Lokvig in 2008

American model focused more on social support and enjoyment

A growing movement

- Japan has over 2200 Memory Cafes
- In the United States, there are over 200 Alzheimer’s Cafes or Memory Cafes

"The Alzheimer's cafe is an informal way to make contact with each other, to receive a consultation and feel at home. In the Netherlands, patients feel they have a place to just be. This way the patient and their family don't have to deny or avoid the illness."

MOMENTIA SEATTLE

A grassroots movement empowering people with memory loss and their loved ones to stay active and connected in the community…

Through dementia-friendly programs!

www.MomentiaSeattle.org
A COLLABORATIVE APPROACH

- Persons with dementia, caregivers and other community members guide and advise program development
- Community organizations develop and offer dementia-friendly programs, often in partnership
- Programs are promoted through joint website and Facebook page
PROGRAMS TAKE PLACE IN PUBLIC SPACES

- Libraries
- Museums
- Art galleries
- Theaters
- Cafes and restaurants
- Senior centers
- Community centers
- Parks
- Faith communities
- And more!
PROGRAMS INCORPORATE STRENGTHS

- Procedural “how-to” memory, emotional memory, memories of distant past
- Present moment awareness
- Multiple senses: vision, hearing, touch
- Physical movement
- Nonverbal communication
- Imagination and creativity
- Wisdom built up throughout life
Improv workshop  
Taproot Theatre at Edmonds Center for the Arts

Art gallery discussion  
Frye Art Museum

Photo: Olli Tumelius
Alzheimer’s Cafes
Pictured: Alzheimer’s Cafe at the Frye

Camp Momentia
Seattle Parks & Recreation and others
Garden Discovery Walks  
Seattle Parks & Recreation,  
UW Memory & Brain Wellness Center

Food Bank Volunteer Program  
Cherry Street Food Bank,  
Seattle Parks & Recreation

Photo: Ryan Hawk
LEARN MORE…

www.momentiaseattle.org

Welcome to Momentia

Momentia is a movement transforming what it means to live with dementia, changing the story from one of fear, despair and isolation to one of hope, growth, purpose and connection. Momentia celebrates the courage and strengths of people living with dementia and creates innovative opportunities for engagement in and with community. Momentia is a story of living fully and boldly and finding joy in the moment.

Upcoming Featured Events

**Special Event**  CAMP MOMENTIA
Enjoy a day of exploration, creativity and community including nature walks, painting, a campfire with songs and more

This Week's Events

- **Featured**
  - Sep 16, 2015 - 1:00pm - 3:00pm
  - Staying Connected - ESML Seminar - Kent

- **Featured**
  - Sep 15, 2015 - 2:00pm - 3:00pm
  - Alzheimer's Cafe - Greenlake

- **Featured**
  - Sep 15, 2015 - 2:00pm - 3:00pm
  - Remember the Hungry ‘New Time’
ACROSS THE STATE

Memory Café of Spokane

“Living with memory issues..... You are not alone”

When: 1st and 3rd Monday of every month
Time: 10:00 a.m. – 11:30 a.m.
Where: Skyway Café at Felts Field
6105 E. Rutter Ave., Spokane, WA 99212

SnoMentia North Invites You To
TAKING A WALK

4th Tuesday of Every Month
9-10 am

Meet us at the Snohomish Senior Center to walk along the Centennial Trail. Feel free to visit in the Center afterwards and enjoy a cup of coffee. Everyone is welcome.

Spokane Memory Café, Alzheimer’s Association
Walking Group, Snohomish Senior Center

Out & About: Garden Tour at The Garden of Weedin’
Tue, 8/21 • 3:00 - 4:30 pm • Westminster Presbyterian Church
(1925 Boulevard Rd SE, Olympia)
Tour The Garden of Weedin’, Westminster Presbyterian Church’s Community Garden. You’ll find large sunflowers, vegetables, flowers and more! Please RSVP to Paul at 360.407.3967, ext. 107.

Out & About Walks, Lacey Senior Center
DEMENTIA-FRIENDLY PROGRAMS IN WA

- Seattle (Momentia Seattle) – www.momentiaseattle.org
- South Snohomish County (SnoMentia) – Edmonds Center for the Arts, Gillian Jones, gillian@ec4arts.org
- North Snohomish County (SnoMentia-North) – Stillaguamish Senior Center, Marilyn Enright, menright@stillycenter.org
- Olympia/Lacey (Momentia)— Senior Services of South Sound, Paul Taylor, stars@southsoundseniors.org
- Bellingham (Momentia Bellingham) – www.momentiabellingham.org
- Vancouver, WA (Re:Membering) – https://rememberingswwwa.weebly.com/
STRATEGIES FOR ENGAGING PERSONS WITH DEMENTIA IN PROGRAM DEVPT

When exploring program ideas…

- Remember that persons with dementia are the experts
- Pay attention – brilliant program ideas may come at any moment (i.e. improv theater)
- Find opportunities for in-person feedback or guidance, i.e.:
  - Have informal conversations with folks you already know – what do people enjoy? what would they like to do in the community?
  - Brainstorm with groups that already congregate, i.e. support groups or Memory Cafés
  - Host community forums
  - Try a pop-up program with opportunity for feedback
  - Use images and tangible items to explore what people enjoy (photos of public spaces, props like musical instruments or hiking boots)
- Surveys can also work…But in person, in the moment questions based on concrete experiences work best.
COMMUNITY FORUM
POTENTIAL PARTNER ORGANIZATIONS

- Senior Centers
- Parks and Recreation
- YMCA’s and other fitness centers
- Alzheimer’s Association, Alzheimer’s Society
- Area Agencies on Aging
- Hospitals
- Long-Term Care Facilities
- Schools and Universities
- Community-practicing RTs and other independent practitioners
- Adult Day / Adult Day Health Programs
- Health and wellness non-profits
STRATEGIES FOR ENGAGING PARTNERS

- Determine what you need/want in order to make the program happen.
- Make a list of organizations that can offer that.
- Research mission and values. How do dementia-friendly programs fit in?
- Decide which to approach. Prioritize those who are close by, who you already have a working relationship with, or who have demonstrated that they value inclusion.
- Make contact with decision-maker and ask for a brief meeting.
- Prepare your spiel – dementia stat’s, the “opportunity” and the ask. Make it clear what you need and how they can contribute. Use a story to make an impact.
- Assume support!
- If you get a “yes,” follow up. If you get a “no,” you can adjust your ask, or move on. If a “maybe,” find a next step that they will agree to (i.e. visiting a program, a phone call in a week, etc).
“You kind of feel free. Because you have this situation that you can’t do a lot about, so you might as well do the things you really want to do – the things at the top of your list.

I’ve tried new things, like folk dancing and drumming. So you don’t feel like your life is draining away – No, it can get richer in some ways.”

~Mary F
SPOKANE PAVES THE WAY FOR A DEMENTIA-FRIENDLY WASHINGTON!
QUESTIONS?

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