

Spokane Regional

DEMENTIA FRIENDLY COMMUNITY

Biannual Newsletter

Vol. 4 Issue No. 1 - January, 2025

To subscribe, email
dementia@altcew.org



Our Story

The **Spokane Regional Dementia Friendly Community (SRDFC)** is a member of the **Dementia Friendly America® (DFA)** network and has been making a community effort to foster quality of life for people living with dementia in our region since 2018. A **Dementia Friendly Community (DFC)** is a town, city, or county that is respectful toward and informed about individuals with the disease, their families, and their caregivers. Because the number of Washingtonians living with dementia will continue to increase, we hope to create an equitable and inclusive community that is safe and supportive for people living with dementia and their care partners.

LETTER FROM THE EDITOR

As we navigate winter, we know this season can bring unique challenges for individuals living with dementia and their caregivers. With shorter days and colder weather, it's more important than ever to prioritize connection, safety, and support.

This edition is packed with valuable resources and helpful tools for caregivers and family members. No matter where you are on this journey. Remember, you are not alone!

—*Savannah Reams-Taylor*

SRDFC Website: [Click Here](#)

CLC Helpline: 509-960-7281

Alzheimer's Association

24/7 Helpline:

1-800-272-3900



MESSAGE FROM OUR DFC

~ Spokane Regional Dementia Friendly Community's New Logo ~

We're excited to announce that the Spokane Regional Dementia Friendly Community (SRDFC) has created a logo! A logo is more than just a design—it's a key step in building recognition for our group and the important work we do. A clear, memorable logo helps people easily identify us, strengthens our presence in the community, and makes it easier for partners, caregivers, and people living with dementia to connect with us.

The forget-me-not flower, as used in the logo, represents ideas of love, respect, remembrance, and enduring connections. This logo will reflect our mission and help us grow as we continue supporting a dementia-friendly region. We will be incorporating it throughout our outreach materials overtime, so keep an eye out!



Alternatives to Driving

By: Tara Hill-Matthews, Dementia Resource Catalyst

Many people living with dementia can continue to drive safely, especially in the early stages. However, dementia can affect things like vision, decision-making and problem-solving that may make driving dangerous. This article explores some ideas that could make the transition away from driving a little easier.

Starting the Conversation: It can be difficult to have a conversation about no longer driving. Some tips are:

- **Start the conversation early.** Before the person living with dementia must stop driving, discuss things like the signs that it may be time to stop and how to have the conversation.
- **Collaborate, don't dictate.** Start the conversation with questions rather than directives, like "Have you noticed a change in your driving?" and "How do you think your brain changes are affecting your driving?" As much as possible, try to brainstorm ideas together.
- **Acknowledge their feelings.** Many people see driving as a sign of independence, and it can be very hard to lose that independence. Saying things like, "It's ok to be angry about this" or "I know this is difficult for a lot of people" can help.
- **Brainstorm alternatives.** Many people don't want to stop driving because they worry they won't be able to get where they need to go or they'll be stuck at home. Provide reassurance by offering other solutions.
- **Use resources.** Groups like Aging & Long Term Care of Eastern Washington, the Alzheimer's Association, the Association for Frontotemporal Degeneration, the Alzheimer's Society and the Parkinson's Foundation all have resources and contact centers.

Alternatives to Driving: It can be difficult for a lot of people to stop driving. However, there are several ways that people with dementia can still get where they need to go: *(Cont. on pg. 3)*

(Alternative to Driving, Continued from pg. 2)

Public Transportation - Spokane has a robust public transportation system, including:

- **Buses and City Line** - visit www.spokanetransit.com to find schedules and plan your route. We recommend bringing a card with your address and the bus line closest to your house so drivers can assist you.
- **Paratransit** - This is a door-to-door service that is wheelchair-accessible. People with disabilities (including dementia) that make them unable to access fixed-route buses can use paratransit. To qualify, fill out an application on www.spokanetransit.com.
- **Vanpool** - Vanpool is a commute group with a vehicle maintained by STA. It can be used by up to 3 people who both live and work near each other.

Special Mobility Services - SMS offers two services:

- **Community Shuttles** - Anyone can use Community Shuttles to get from places like Deer Park, Ritzville and Newport to Spokane and back. You may also be able to be dropped off at additional stops or even to your door with the Dial-a-Ride service. Call (877) 264-RIDE to schedule.
- **Medicaid Transportation** - If you have Medicaid and don't have another way to get to medical appointments, you may be able to use SMS to get there.
- For both services, email Jasonh@specialmobility.org or call (509) 280-8116 for more information.

Walking/Biking - In early stages of dementia, or with support from someone else, people with dementia can walk or bike. We recommend carrying a card indicating that you have dementia and a card with your address and an emergency number.

Family and Friends - Many people put together a transportation plan that includes family, friends, church members, etc. You don't know who may help until you ask!

Home Health Care/Homemaker Services - Professional Home Care Aides and Homemakers may be able to give clients rides for things like grocery shopping and errands. Call the Community Living Connections number below for more information.

Senior Centers - Some senior centers offer transportation for specific activities or events.

Refusal

If the person living with dementia refuses to stop driving, consider involving a doctor or another authority figure, having multiple conversations, pursuing an evaluation by an objective third party, or (as a last resort) taking away the car keys or disabling the car.

ENJOY THESE RESOURCES FROM OTHER NEWS SOURCES

- [The effects of genetic and modifiable risk factors on brain regions vulnerable to ageing and disease | Nature Communications](#)
- [Dr. Indira Turney: How Racial Biases Hurt Public Health | Being Patient](#)
- [Register for Trualta - Washington State Caregiver Support](#)
- [The Alzheimer's Association YouTube Channel](#)

DEMENTIA FRIENDLY SINGAPORE

By: Bruce Dentler, DFC Volunteer

In February 2024, my wife Ann and I took a two week trip to Southeast Asia to visit Vietnam and Cambodia. At the end of our planned itinerary we added three days to visit Singapore.

During the 1980s and 1990s in Spokane, while our children were growing up, Ann and I served as a host family for several international students studying at colleges and universities in Spokane and Whitman Counties. Those students frequently needed a place to stay when school was not in session to avoid long and expensive travel home and back. We found that having children in our home put our guests much more at ease as they might be missing brothers and sisters back home.

In the mid 1980s, we hosted Terance and Jocelyn (brother and sister) from Singapore who were both studying advanced business degrees from Eastern Washington University. Over the course of two years in Cheney, they both stayed in our home several times. Both have since finished careers in Singapore, married and raised their own families, remained in touch with us over the years, and invited us several times to visit them in Singapore someday. Finally, we did.

We had about six months to prepare for the visit and think about what we would like to see and do in Singapore. Singapore is a city of five million people on a small island about twice the size of Manhattan. It also happens to be an independent country. Singapore is a wealthy developed nation with prosperity dependent on trade, financial services, electronic and tech industries, health care and educational services. It is a melting pot of Chinese, Malaysian and Indian culture and cuisine. I had a particular interest in how Singapore has acquired a good reputation for managing its conservation program such as natural parks and botanical gardens, public transportation, water quality and waste management. We were able to do a nice job of seeing that. Ann and I both enjoy trying new cuisines, so we ate someplace different for every meal.

One afternoon we visited the National Museum of Singapore. The museum is home to thematic sections which are typical of museums. We visited the section about the history of Singapore and another about the arts of Singapore. But there was also a section set aside for special exhibits. **(Cont. on pg. 5)**



(Dementia Friendly Singapore, Continued from pg. 4)

And during our visit, unbeknownst to our hosts or us, we discovered that the special exhibit due to be open for several months was, “Dementia Friendly Singapore.”

The exhibit was in a space about the size of a moderate-sized church sanctuary. Many of the displays were large, six-foot posters with graphics. Some were interactive with questions and stories. There was a history of Dementia Friendly Singapore and participating agencies and an introduction to “Giffy,” the Dementia Friendly giraffe mascot. There was a section describing the Dementia Friends information sessions and where to attend one. They included general information, such as one in ten Singaporeans over 60 is living with dementia.

I was impressed with their use of acronyms like the ABCD signs and symptoms: A for activities of daily living that were becoming challenges, B for behavior changes, C for cognitive difficulties with language and memory, D for disorientation to date/ place/ time. Another acronym was to communicate with CARE: C was for clear and simple language, A for acknowledge his/her concerns, R for respectfulness and reassurance, E for engage to provide comfort and build trust. Finally, KIND: K for keep a lookout for people who exhibit signs of ABCD, I for interact with patience, N for notice their needs and offer help, D for dial for help to next of kin or the police.

There was a large map of Singapore with identified Go-To Points located at marked spots on the map (about 30) which were safe return points and resource centers with trained staff. All these displays used QR codes, so people had access to this information on their smart phones. In addition, there were personal stories and statements from people living with dementia and their caregivers about what they were going through and what they wanted people to know about their experiences and their wisdom. There were computers available to show people websites and some of the organizations providing services. And, in an emotionally moving display at the end of the exhibit was a free workbook/journal provided entitled, “Spark Conversations: A Journal of Shared Memories.” This was to encourage people to ask and share life stories with loved ones. It was such a meaningful way to remember a remarkable visit to Singapore.

This is a DEMENTIA GO-TO POINT

Go-To Points (GTPs) are located on the premises of organisations that support the #DementiaFriendlySG movement. These community nodes support persons living with dementia and their caregivers through the following functions:

Resource Centre
Access resources and useful information on dementia here.

Safe Return Point
Speak to our staff if you are accompanying a person living with dementia (i.e. someone who may appear lost or are unable to identify themselves).

Join the #DementiaFriendlySG movement
Let's build a caring and Dementia-Friendly Singapore together!

Follow: @DementiaFriendlySingapore | Ask: 1800-650-6060 (AIC Hotline)
Email: www.DementiaHub.SG | ccmh@aic.sg

Supported by AIC

What is it Like to Live with Dementia

Steps

- 1 Put on headphones to simulate difficulty in hearing
- 2 Put on goggles and gardening gloves to simulate challenges with insight and grip
- 3 Complete the task of putting on a shirt and buttoning it up

Reflection

Now that you've completed the exercise, here are some points to consider:

How did you feel? Was it difficult to complete the task?

- 1 Signal hearing aid
- 2 Put on goggles and gardening gloves to simulate challenges with insight and grip

Food for Thought..

As dementia progresses, the process of getting ready for the day can change significantly. By engaging in this activity, you will gain insights into the daily experience of persons living with dementia. We hope that through this exercise, you will come to understand that persons living with dementia will require more time, patience, and understanding from us.

Dementia-Friendly Communities

A Dementia-Friendly Community (DFC) is a place where a living with dementia and their families feel welcome, safe and supported. To date, there are 16 DFCs in Singapore.

- ✓ Yishion
- ✓ Hong Kah North
- ✓ MacPherson
- ✓ Queenstown
- ✓ Bedok
- ✓ Fengshan
- ✓ Bukit Batok East
- ✓ Tampines
- ✓ Teck Seng
- ✓ Woodlands
- ✓ Kallang
- ✓ Yio Chu Kang
- ✓ Yew Tee East
- ✓ Sui Hai West-Thomson
- ✓ Chancery
- ✓ Marine Parade

With Hope Programme in Taman Jurong DFC
Caregiver Support Network (CSN) in Queenstown DFC
Dementia Search Activation Network (DSAN) in Woodlands DFC
Dementia-Friendly Estate in Yishion DFC
Community Outreach Teams (COT) in Marine Parade DFC

Flip open to learn more

OUR VISION

CREATE A DEMENTIA

FRIENDLY COMMUNITY

IN EASTERN, WA



Helpful Resources:

- [Aging & Long Term Care of Eastern Washington](#)
- [Alzheimer's Association](#)
- [Community Living Connections](#)
- [Dementia Friends](#)
- [Dementia Friendly America](#)
- [Providence ElderPlace](#)
- [Providence Health & Services](#)
- [Well Connected - Front Porch](#)
- [WA State Dementia Roadmap](#)
- [Additional Spokane Resources](#)

All resources provided can be found at the Spokane Regional DFC's webpage:

[Click Here](#)

Lancet Commission: New Findings on Reducing Dementia Risk

The 2024 update from the Lancet Commission shares hopeful evidence about dementia prevention, intervention, and care. While more people are at risk for dementia as life expectancy increases, research shows dementia rates are decreasing in some high-income countries, highlighting the need to identify preventable approaches.

The report explains how staying mentally and physically active over a lifetime can help protect the brain. It shows that reducing harm to the body, like quitting smoking or treating high blood pressure, may lower the chance of developing dementia. Scientists have also confirmed that taking care of risks like hearing loss, depression, diabetes, and loneliness can help reduce dementia.

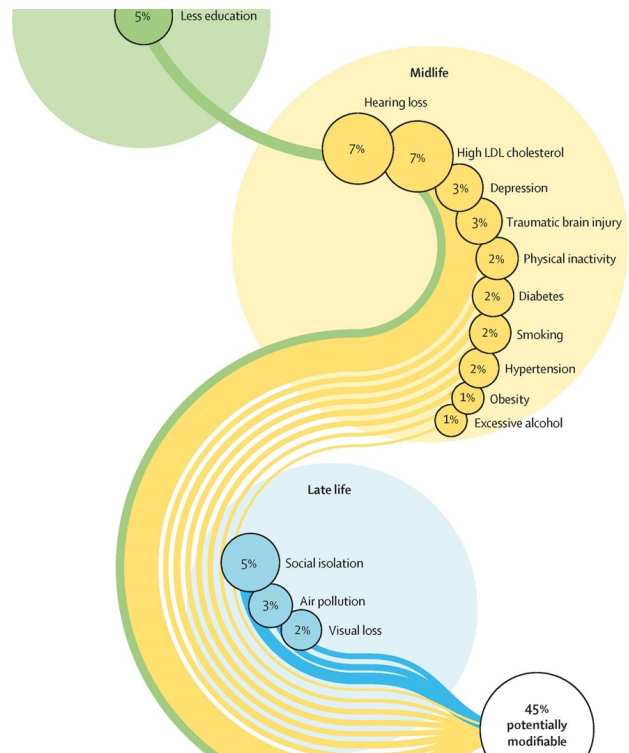
The report added two new risks this year: *untreated vision loss and high LDL cholesterol*

By addressing these risks, people can take steps toward better health and well-being and reduce the risk of dementia.

Find the risk reduction article from the Lancet Commissions here:

- [Dementia prevention, intervention, and care: 2024 report of the Lancet standing Commission](#)

This infographic that's commonly used on modifiable risk factors (which are estimated to make up 45% of all risk factors) is on page 22.





Memory Gardens: A Compassionate Community Response to Dementia Care



By: Bob Scarfo, PhD, Founder, Land and Life® LLC, WSU Emeritus & Debby Dodds, Gerontologist, Co-Founder, diidii, Adjunct Professor at U Mass Boston

In the United States, over 6.7 million people live with Alzheimer's disease and related dementias—a number expected to double by 2050. Behind each individual is a caregiver, often a family member providing an average of 30 hours of unpaid weekly care or a paid caregiver who is frequently underpaid and under-trained for the complexities of dementia care. These caregivers face immense physical, financial, and emotional demands, leaving many vulnerable to stress and burnout. The Alzheimer's Association reports that 66% of caregivers struggle to find adequate resources and support.

In response to these challenges, the Spokane community is exploring innovative approaches to support individuals with memory loss and their caregivers. The proposed Spokane Memory Garden project represents an innovative public park model.

Community Collaboration and Vision—

In 2019, the Spokane Dementia Action Team (SPODAT), working with the Alzheimer's Association and Aging and Long-Term Care of Eastern Washington (ALTCEW), initiated efforts to make Spokane the first certified Dementia-Friendly Community in Washington State. The initiative was then expanded to cover Spokane, Ferry, Pend Oreille, Whitman, and Stevens counties, with a state grant funding Tara Hill Matthews as a Dementia Resource Catalyst to lead the Spokane Regional Dementia Friendly Community's (DFC) implementation.

The group's mission is clear: create an equitable, inclusive community that is safe and supportive for people living with dementia and their care partners. Their objectives focus on identifying and improving local services, resources, built environments, and policies to better meet the needs of this vulnerable population.

Reimagining Memory Spaces—

Led by landscape architect Bob Scarfo and gerontologist Debby Dodds, the DFC's Community Spaces subcommittee began exploring the concept of a Public Memory Garden—not to be confused with memorial gardens. Memory gardens are specially designed outdoor spaces that provide therapeutic benefits for individuals with memory loss and their caregivers.

Unlike traditional memory gardens typically confined to care centers, the City's Memory Garden is to be located in a yet-to-be-determined public setting for wider community access. The garden will feature an enclosed space with sensory elements like fragrant plants and safe water features, along with nostalgic touches designed to rekindle familiar memories. Most importantly, it will allow individuals with dementia to safely explore a natural environment while their caregivers have the opportunity to relax. The garden will foster connections to nature, reduce stress, and improve health and wellbeing.

A Collaborative Design Process—

The project began with a site selection process. Using an evidence-based assessment tool, eight parks were evaluated. While a final decision has yet to be made, Scarfo and Dodds are employing a unique narrative-storyboard approach to the garden's design. This method involves creating a detailed narrative of a successful visit by a caregiver and a person with memory loss, which will directly inform the garden's development. Stakeholder feedback will continue to be collected through public presentations. *(Cont. on pg. 8)*



(Memory Gardens, Continued from pg. 7)

Looking Ahead— Community focus groups, including people with dementia and their care partners, planned for 2025, will provide further input to refine the final design. The eventual Memory Garden will be more than just a physical space—it will be a compassionate response to the growing challenges of dementia care, offering respite, and social connection for those impacted by memory loss.

As this innovative project progresses, it offers a potential blueprint for other communities seeking to support individuals with dementia and their caregivers. For further information on this project’s inception and development, its benefits to those living with dementia and the wellbeing of their care partners, and examples of public and private memory gardens, email Bob Scarfo at bscarfo@landandlife.com.

Reasons for a Memory Garden

By: Bob Scarfo, WSU Emeritus

A memory garden and the park or community location in which it is located are by no means a typical garden or a typical park and cannot be treated as such. The unique needs of a park and a garden serving a population living with dementia and their caregivers as well as the assessment tool used to identify a community’s most favorable location are derived from the special needs of a rapidly growing, underserved population as recognized by dementia specialists in Australia, New Zealand, Scotland, and more.

In 2024, an estimated 10% of the 65+ older residents (9,816) of Spokane County were diagnosed with Alzheimer’s dementia. Given the national statistic that most (70%) of those living with dementia received assistance from two or more caregivers a local public memory garden has the potential of serving 23,558 seeking respite, rejuvenation and solace.

Those special needs are directly related to those living with dementia and their care partners. Interpreted as landscape design criteria, it relates to and derived from the health care needs of people with dementia and their caregivers. The form, character, and content of a memory garden as well as the landscape in which it is set quickly distinguishes it as much more than just a garden or just a park.

Four factors highlight the critical need for memory gardens in most communities across each state in the country. Each factor relates to the differing special needs identified with the health and wellbeing of people with dementia and those who care for them.

1. **Lack of spaces:** People with dementia and their care partners have no place, sometimes including in their homes, where they can experience peaceful, pleasurable rest, relaxation, and rejuvenation.
2. **Health & wellbeing:** The significance of dementia caregivers’ health and wellbeing is noted in the fact that about 25% of those caring for spouses with dementia die before those being cared for. Death is related to what is experienced as 24/7 emotional and psychological stress, financial and social pressures, and often the giving up of employment to care for their loved one.
3. **The sheer number of people living with dementia and their caregivers:** In 2024, over 6.7 million people in the United States were cared for by an estimated 13.8 million caregivers. By 2040 the estimated numbers will be 12 million people with dementia and about 16.8 million care partners for a total of 28.8 million people.
4. **The sheer absence of memory gardens:** Given the current estimated 20.5 million people with dementia and their caregivers in the United States, there are only 4 public memory gardens. While Spokane may have 12 or so memory gardens they are all located in private memory care facilities and not accessible to Spokane county’s estimated 9,816 residents living with dementia and their estimated 13,742 care givers. Combined, the two underserved cohorts total 23,558 country residents whose special needs are not being met and cannot be met by any existing local park or garden as they are designed.



JOIN THE MOVEMENT TO BECOME A DEMENTIA FRIEND!

You can be a Dementia Friend and help create a dementia-friendly community. To learn more:

- Head to: altcew.org/become-a-dementia-friend
- Visit our Event Calendar: altcew.org/news-events/event-calendar
- Email: dementia@altcew.org



Dementia Friends Champion Training

A **Dementia Friends Champion** is a volunteer who teaches community groups about dementia by delivering Dementia Friends information sessions to community members. **We need your support!**

To become a champion:

- Attend one 3-hour Dementia Friends Champion training
- Lead an hour-long Dementia Friends information session once per month
- Sessions will be with groups that the Champion works with directly or at events scheduled by the Regional Coordinators

If you are interested in becoming a Dementia Friends Champion and attending an upcoming training:

- Visit: <https://www.altcew.org/programs-services/dementia-memory-loss/>
- Email: tara.hillmatthews@dshs.wa.gov

Thank you, Dementia Friends Champions!

**To all of our amazing,
dedicated, and caring Dementia
Friends Champions in WA state:**

By spreading awareness about dementia, encouraging others to take action, and sharing resources and support, you are making a difference in the lives of those living with dementia and their caregivers and care partners. You are playing an important role in helping to create and shape dementia-friendly communities.

We are so grateful for each and every one of you.

Your hard work and dedication does not go unnoticed.

Thank you for all that you do!



Faith in Action- Faith Committee Update

By: Anne Freeman, SRDFC Volunteer

In October, I had the opportunity to present two Dementia Friends information sessions. North Hill Christian Church Disciples of Christ, welcomed me to their Sunday service announcing the presentation in the bulletin. Approximately two dozen church members attended and were very interested in the Dementia Friends work. North Hill Christian Church emphasizes supporting people with disabilities and other special needs. Pastor Chris Snow is in contact with Disabilities Ministries and is interested in involving his congregation community work like this. It was a wonderful experience meeting this church group who were so friendly and interested in supporting people with dementia.

Providence Clinical Pastoral Education Program invited me to present to their students who are preparing for careers as clinical chaplains. Working in the medical field they will encounter families dealing with both the health care of their loved ones but also the challenges of dementia. There are many co-occurring health conditions that accompany dementia. The three people in the program were interested in learning about cognitive issues and communication tips. They asked about methods of diagnosis, and I followed up with details provided by Aging and Long Term Care.

We welcome the opportunity to present to faith communities. Please contact Aging and Long Term Care to arrange an information session.

How to contact:

- Call the Dementia Resource Catalyst: **(509) 777-1629**
- Fill out the form on our [Contact Us](#) page
- Email dementia@altcew.org

Legal and Financial Planning for the Future

Navigating memory loss comes with unique challenges, and those living with dementia and their families often have questions about planning for the future. The Dementia Action Collaborative's Dementia Legal Planning Toolkit provides important resources to help with financial and healthcare decisions, and legal forms that may be helpful.

Learn more: [DAC Dementia Legal Planning Toolkit](#)

WA STATE

dementia planning tools

If you are looking for resources to help with safety, driving, legal and financial matters, or caregiving, find help by visiting

www.memorylossinfwa.org.

A variety of tools and resources provide guidance for those embarking on this journey, including the Dementia Road Map, a guide for family and care partners.

Learn how
Alzheimer's
disease
affects the brain.



Take the Brain Tour

Dementia
Action
Collaborative
Washington State

Dementia Legal
Planning Toolkit

Helpful Tools and Technology

By: Savannah Reams-Taylor, Marketing & Outreach Coordinator

As dementia progresses, individuals may find it harder to complete tasks like locating items, using objects, or participating in activities without support. But, there is technology and equipment that can assist with those tasks and can make daily life safer, easier, and more comfortable. Not every technology will work for everyone, and it's helpful to introduce technologies early, but a few items to consider are:

- ⇒ **Scheduled Reminders** – A variety of devices are available to set reminders and automated prompts for things like taking medications, appointments, etc. Clocks and calendars are cheap and simple solutions. Smartphones and calendar apps are also helpful for automated alarms and reminders.
- ⇒ **Sensors and motion detectors** – Motion detectors can play reminders in specific locations. For example, when leaving the kitchen, a message can play that reminds you to turn off the stove. [Sensors can also be placed around the home](#) to alert caregivers when something is amiss.
- ⇒ **Location devices** – Tracking or location devices, like the Tile or AirTag, are available to help find lost or misplaced items. This can be helpful for keys, wallets, bags, or other personal items.
- ⇒ **Virtual assistants** – In recent years, [virtual assistants and smart devices](#) have become popular as they allow individuals to give voice commands and ask questions. These can provide reminders, answer repetitive questions, be connected to other smart devices, and make calls.
- ⇒ **Wearable technology** – Wearables such as smartwatches offer applications to detect falls, dispatch SOS alerts if someone is unresponsive, alert caregivers if a person has wandered off, track certain aspects of your health, provide reminders, make or receive calls, and more.
- ⇒ **Smart home devices** – These devices weren't designed for people with memory loss, but some [smart home appliances](#) such as smart fridges, doorbell cameras, thermostats, and locks, may be helpful for peace of mind for caregivers from afar.
- ⇒ **Robotic pets** – [Robotic pets](#) are assistive devices that offer comfort and companionship to those who love pets, but are not able to care for them anymore. These pets have voice activation, respond to touch via sensors, and can increase joy in the home. Email dementia@altcew.org to learn more.
- ⇒ *Consider hearing and vision aids, medication aids (such as pill boxes or automatic pill dispensers), or mobility aids (transfer benches, grab rails, and bath seats) to make day-to-day activities easier.*

Decisions about technologies, equipment, and layouts should be made with the consent of the person living with dementia where possible, and need to be made with their best interest in mind. Everyone experiences memory loss differently, and as it progresses, supports and needs change.

Currently, there is lots of research into technologies to improve the lives of people living with dementia, and even [spot early risk factors for Alzheimer's disease](#). This is an exciting topic of study, and it will be interesting to see how it develops.

For more information on how to create a dementia-friendly home and incorporate technology, visit:

- [Alzheimer's Foundation of America | The Apartment-A Guide to Creating a Dementia-Friendly Home](#)
- [5 Tech Innovations for Caregivers of Dementia Patients](#)
- [How technology can help | Alzheimer's Society](#)
- [What equipment can improve the home of a person with dementia? | Alzheimer's Society](#)

RATE THE AGEISM: SUPER BOWL AD

By: Tara Hill-Matthews, Dementia Resource Catalyst

I will tell you the truth: I am not into football. I am so not into football, in fact, that for the past few years I have casually participated in the Last Man contest, the goal of which is to go as long as you can without finding out who won the Super Bowl. Last year, I made it two days before a coworker (a rabid Chiefs fan who lived in Kansas City) spilled the beans. If I watch the Super Bowl at all (unlikely at best), it's either for the halftime show or the blockbuster advertisements.

One of the ads was from the [2024 Super Bowl was for Microsoft Copilot](#), the AI tool that provides an "AI-enhanced summary" when searching in Microsoft Edge. The ad features a variety of people who are doing everyday things like driving or drinking coffee, accompanied by phrases that flash on the screen like, "They say I will never open my own business" and "They say I will never make my movie." The text in the middle of the ad says, "They say I'm too old to learn something new" while showing a person with grey hair rubbing their chin thoughtfully and a middle-aged person who is dressed like a healthcare professional, then "Too young to change the world" while showing a young person leaning against a fence and another riding the bus. The ad then ends with the powerful message, "watch me."

It's a small part of the message of the ad, but it's a surprising place to find the idea that ageism impacts everyone. We usually think of ageism as something that affects older adults, but ageism cuts both ways. For example, in one education session I facilitated recently, one participant said that Gen Z employees who work at their agency "have no work ethic."

The 2025 Super Bowl is coming up soon, on February 9th. Yes, I did have to look this fact up. No, I probably would not have even given you the right month if you'd asked me before I Googled it. We'll see what happens in the true showdown: ageism vs. super bowl ads.

Ageism Rating: 8/10. Unfortunately, it's rare for older adults to be featured in super bowl ads at all. It's awesome that such a big organization is including messaging about ageism as well. I wish that the older adults had been featured at the end, when the stories shifted to highlight success.

Have a movie you want us to review? Disagree with our rating? Email us at dementia@altcew.org.



COMING SOON!

Memory Café

at Spokane Valley Library

Beginning March 10
2nd Mondays each month
10–11am

Memory Cafés are a comfortable way to connect with other caregivers and people experiencing memory loss while socializing and building new support networks.

Activities including music, crafts, and more.

Check out our event calendar for more information:

sclid.org/memory-cafe



www.sclid.org

CAREGIVER SUPPORT GROUP

For friends, family,
and caregivers of
those impacted by
aging, memory loss,
and chronic illness
and diseases.

1st + 3rd Wednesdays
2:00 - 3:30 PM
Frontier Behavioral Health
Raschko Branch
5125 N Market Street
Spokane, WA 99216

Sponsored by:



SPOKANE COUNTY LIBRARY DISTRICT

HEALTH & WELLNESS PROGRAMS – 2024 – LEARN MORE: [WWW.SCLD.ORG](http://www.sclld.org)

2024—Memory Cafés: Memory Cafés are a comfortable way to connect with other caregivers and people experiencing memory loss while socializing and building new support networks.

- ⇒ **NORTH SPOKANE LIBRARY:** Each Tuesday, 11 a.m. to 12 p.m., Call (509) 893-8200 for accommodations.
44 E Hawthorne Rd, Spokane, WA 99218
- ⇒ **NEW! SPOKANE VALLEY LIBRARY:** Beginning March 10th, every 2nd Monday, 10 to 11 a.m.
22 N Herald Rd, Spokane Valley, WA 99206

Dementia Sessions: You can become a Dementia Friend, a Dementia Friend Champion, or take a professional dementia education course with the Spokane County Library District!

⇒ **UPCOMING SESSIONS:** [Click Here](#)

View the SCLD full event calendar at: www.sclld.org/health-wellness-programs



Upcoming Alzheimer's & Dementia Programs – Learn More: www.alz.org/alzwa

Memory Café: Persons living with Alzheimer's or dementia and their care partners can socialize in a relaxed setting, make connections, and create friendships. Walk-ins welcome, calling ahead is encouraged.

- ⇒ **Dementia Community Café:** 3rd Friday of each month, 2 to 3:30 p.m.
Central Spokane YMCA, 930 N Monroe St., Spokane, WA 99201, *parking pass provided*
Contact Sean Jonz if interested in participating or volunteering: (509) 207-7667

Spokane County Caregiver Support Groups: Build a support system with people who understand. Alzheimer's Association caregiver support groups, conducted by trained facilitators, are a safe place for caregivers, family, and friends of persons with dementia to develop a support system.

- ⇒ **Deer Park Caregiver Support Group:** 2nd Wednesday of each month, 1 to 2:30 p.m.
For information call Sean Jonz : (509) 207-7667
- ⇒ **Spokane North Caregiver Support Group:** 2nd and 4th Monday of each month, 1 to 2:30 p.m.
For information call Sean Jonz : (509) 207-7667
- ⇒ **Spokane Downtown Caregiver Support Group:** 3rd Tuesday of each month, 1:30 to 3:00 p.m.
For information call Beth Priest: (509) 590-3965
- ⇒ **Spokane South Support Group:** 4th Saturday of each month, 10:30 a.m. to 12 p.m.
For information call Anne Parsons: (509) 795-4668
- ⇒ **Spokane Valley Support Group:** 1st & 3rd Wednesday of each month, 10 a.m. to 12 p.m.
For information call Sue Griner: (509) 863-1933
- ⇒ **Newport Support Group:** 4th Wednesday of each month, 1 to 2:00 p.m.
For information call Cindy Klein: (509) 844-2609