

LET'S MAKE CHAUTAUQUA DEMENTIA FRIENDLY

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THESE ARE THE FACTS ABOUT THE ALZHEIMER'S CRISIS

CHAUTAUQUA'S JOURNEY

- ◆ DOH Alzheimer's Caregiver Initiative since 2016
 - ◆ Stories from Caregivers about stigma
 - ◆ Clients with dementia losing home to foreclosure
 - ◆ People with dementia in jail
 - ◆ MDT team: financial exploitation & dementia
 - ◆ # People living alone with dementia



MISUNDERSTANDING & STIGMA

- ◆ People with dementia don't remember anything.
- ◆ People with dementia can't do daily functions.
- ◆ People with dementia can't be left alone.
- ◆ If people know I have dementia, I will put in a nursing home.
- ◆ My friends will leave me if they know I have dementia.
- ◆ Attitude is Non-compliant: Didn't pay taxes, forgot to recertify Medicaid

Leads to...

LONLINESS & ISOLATION & ???

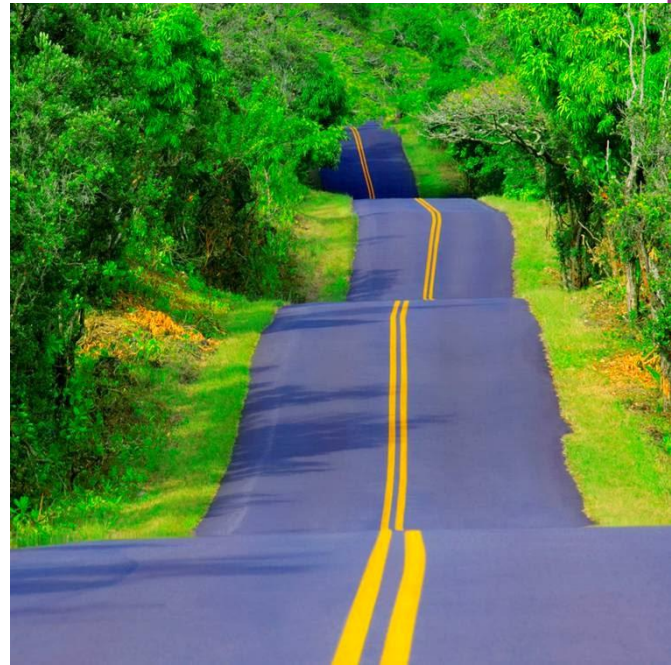


Government, Business, Society
NOT Prepared for
People with dementia living in
the community!



CHAUTAUQUA'S JOURNEY

- ◆ Chautauqua Long Term Care Council
 - ◆ Meets quarterly: Discuss access issues
 - ◆ People with dementia falling through the cracks
 - ◆ Dementia Friends & DFA toolkit
 - ◆ New goal: Increase Awareness of Alz & Dementia
 - ◆ Formed Subcommittee
 - 🕒 Dementia Friendly Action Team



CHAUT. DEMENTIA FRIENDLY ACTION TEAM

- ◆ Caregivers & People with Dementia
- ◆ Community Members
- ◆ Agencies:
 - ◆ County Executive
 - ◆ Alzheimer's Association WNY Chapter
 - ◆ OFA, DSS, DOH & APS,
 - ◆ Legal Services
 - ◆ Hospice
 - ◆ Senior Living Providers
 - ◆ Pharmacy
 - ◆ Media: Radio, Newspaper,



Meet monthly to decide how to spread DFA principles in the Community using the toolkit & Dementia Friends

STEP 1: AWARENESS



What can I do:

- 1) Become a Dementia Friend & share with your friends, family and co-workers
 - Post pictures on FaceBook
- 2) Join the Dementia Friendly Action Team
- 3) Join the Alzheimer's walk: OFA team
- 4) Help us identify businesses & organizations who could be ambassadors (first adopters)

<https://youtu.be/GbwYf65unEM>

<https://youtu.be/OYF0Z9Sosrg>

STEP 2: IN -PERSON TRAINING

- ◆ Friends & Family
- ◆ Medical & Human Service Organizations
- ◆ Government Entities
 - Real Properties - Town assessors - Town clerk
 - Motor Vehicles -Police/Court -Utilities
- ◆ Businesses
 - Hospitality: restaurants, salons/barber, grocery
 - Banks, financial planners,
 - Postal workers
- ◆ Churches
 - Clergy
 - Congregation



WHAT DOES TRAINING LOOK LIKE

- ◆ Understanding of different types, stages, & symptoms.
- ◆ Communication techniques specific to stages.
- ◆ Environmental changes to reduce confusion & anxiety.
 - Home, Office waiting Room, restaurant layout
- ◆ Assist primary care with resources for diagnosis
 - Family experience plays a major role in process

STEP 3: OUTCOMES



- ◆ **Change attitudes & policies in Chautauqua County**
 - Tax collection procedures & benefit renewal procedures
 - Better identification & connected
- ◆ **Change customer service practices**
 - Prompting when someone is struggling to express their needs
 - Simple directions
- ◆ **Physical/Environmental changes**
 - Offices & communal living using color & visual cues so people can find their way
 - Quiet spaces in waiting rooms with soothing music to reduce anxiety (maybe lactation rooms can double)

EARLY SUCCESSES

- ◆ January first action team meeting
- ◆ Caregivers & People with dementia join & take leadership of the group
- ◆ Only 60 Dementia Friends in NY State & 1 in Chautauqua. Now over 250.
- ◆ Hospice & Senior Living: Employee challenge
- ◆ Radio & Local TV interviews, FaceBook Posts
- ◆ News Articles & Executives Newsletter
- ◆ Requests for Training
- ◆ NORC Adapting toolkit: reminders post-training
- ◆ May: Accepted into Dementia Friendly America

RESOURCES



Dementia Friends USA <https://dementiafriendsusa.org>

Dementia Friendly America www.dfamerica.org

N4A: National Associate of Area Agencies on Aging www.n4a.org

Sandy Markwood, N4A Executive Director

Dr. Mary Ann Spanos, Chaut. Co OFA Director

