

Envisioning the Future 2020 & BEYOND

A Practical Guide to Engaging in Dementia Friendly Communities

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Who Are We?



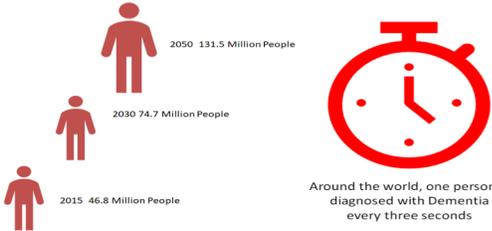
PLANETREE INTERNATIONAL



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Dementia Demographics



2050 131.5 Million People

2030 74.7 Million People

2015 46.8 Million People

Around the world, one person is diagnosed with Dementia every three seconds

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Meet Bob...

So Why Is It Important to Engage in Dementia Friendly Communities?



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Importance of Becoming Dementia Friendly

- Help people who are living with dementia to maintain independence, live well and stay connected to their community.
- Reduce social isolation.
- Work toward inclusivity for the whole community.
- Empower aging communities.

DEMENTIA FRIENDLY AMBASSADOR



Dementia Friendly is Good for Everyone

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Becoming a Dementia Ambassador

- General Dementia Education
- Ideal Design
- Experiencing the Environment
- Supportive Strategies



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General Dementia Education

- Education should include:
 - Basic biology of dementia, types of dementia, communication, reducing behavioral responses, and caregiver support.
- By educating ourselves we
 - acquire empathy and understanding.
 - create supportive and inclusive environments.
 - meet someone where they are at and helping them to live inclusively within their community.

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Ideal Design

- Navigation
- Signage
- Flooring
- Lighting
- Restrooms
- Traditional vs Abstract design



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Experiencing the Environment

- Impaired reasoning
- Memory problems
- Increased confusion
- Auditory factors
- Visual/spatial factors



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Ten Quick Tips for Dementia Friendly Design

- Use universally recognized symbols and wording for proper signage
- Utilize natural light as much as possible
- Consider a matte finish for waxing, as shiny floors can be perceived as slippery/wet
- Place signs at navigational decision points
- Research colour choices to have a better understanding of how they affect individuals
- Place signage at eye-level
- Gender neutral bathrooms which allow for privacy for care partners to provide assistance
- Avoid dark/contrasting floor mats
- Ensure signage is well lit and easily seen
- Use traditional design vs. abstract





Supportive Strategies

- Communication is key
 - Encourage exchange
- Reducing distractions
 - Eye-contact
 - Short, straightforward questions
 - Consider environmental factors and cues
- Take your time
- Be in the moment

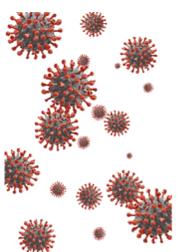


How can anyone provide Dementia-FRIENDLY-Service?

- F - Face-to-face
- R - Reduce distraction
- I - Initiate two-way conversation
- E - Eye-contact
- N - Never assume
- D - Display positive social behaviour
- L - Listen carefully
- Y - Yearn to understand needs



Covid-19 Considerations



- Clear and Concise signage, arrows etc.
 - signage to say 'enter here' or 'do not enter here'
- Needs to be multi-tiered approach, visual, written, and demonstrated.
- Using 'greeters' as a new opportunity to assist persons living with dementia.
 - Educate greeters and other staff to recognize increased anxiety in people with limited cognitive ability.
- Patience when reminding individuals about barriers, mask requirements and hand hygiene.

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So, What Now?

- Identify situations/businesses that could be improved through Dementia Ambassadors
- Begin a community group for Age Friendly Environments
- View the world and environment through the eyes of someone living with Dementia
- Business Owners:
 - Evaluate your space, what does it communicate?
 - Are spaces free of clutter and environmental confusion?
 - Is signage clear and concise?
 - Are staff educated on identifying the needs of those living with Dementia and de-escalating behavioral responses?
- Healthcare Professionals
 - How are you educating staff to work with PPE and physical barriers?
 - How and what are you adapting for the new world we live in and how are you taking into consideration the person living with dementia?
- Reach out to us for help, we are indeed in this together!

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Thank You!




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