



Collaborative for  
Healthy Aging  
and Care

Collectif pour le  
vieillessement en  
santé et soins



# Creating an Inclusive Community for People Living with Dementia

NEW BRUNSWICK DEMENTIA FRIENDLY INITIATIVE

# About the Collaborative for Healthy Aging and Care

The *Collaborative for Healthy Aging and Care* is an informal coalition of organizations, community groups and citizens that have an interest in healthy aging and care. The *Collaborative for Healthy Aging and Care* focuses its efforts in collaborating with individual citizens and communities interested in leading their own healthy aging journeys, to promote and mobilize collaborative, community-driven solutions that respond to the opportunities and challenges related to aging in New Brunswick.

## Acknowledgement

The *Collaborative for Healthy Aging and Care* welcomes the Government of Canada's investment in the "New Brunswick Dementia Friendly Initiative" pilot project, under the Government of Canada's Dementia Community Investment, administered by the Public Health Agency of Canada.

*Financial contribution from*



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada

The Collaborative for Healthy Aging and Care greatly acknowledges all who have supported the development of this project to date, as well as the collaborating organizations whose knowledge, feedback and connection to New Brunswick communities will ensure the success of this project:

- New Brunswick Association of Nursing Homes
- Alzheimer Society of New Brunswick
- New Brunswick Continuing Care Safety Association
- Department of Social Development - Seniors Healthy Aging Secretariat
- Dr. Michelle Lafrance - St. Thomas University

The development of this project and its content would also not be possible without the insight and resources provided by the Dementia Friendly Canada project, also supported by the Public Health Agency of Canada.

Dementia-Friendly initiatives from across the globe have inspired the creation of this guide. This guide has built on community toolkits and guides from various organizations such as the Alzheimer's Association of British Columbia and Dementia Australia.

*The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.*



# Table of Contents

- Introduction and Context** .....4
  - The Policy Context .....4
  - What is Dementia? .....4
  - Dementia in Canada .....5
  - Dementia in Community .....5
  - Dementia and Caregiving .....6
  - How does it affect people? .....7
  
- New Brunswick Dementia Friendly Initiative** .....8
  - About the Project .....8
  - How will this guide help local communities? .....9
  
- Section 1: The Dementia Friendly Concept** .....10
  - What makes a community “dementia-friendly”? .....10
  
- Section 2: The Dementia Friendly Approach** .....19
  - Steps to take .....19
  - What can a community do? .....21
  - What will be offered in communities? .....22
  
- Additional Resources** .....23



# Introduction and Context

## The Policy Context

The National Dementia Strategy for Canada identified the need to create supportive, safe, and inclusive communities for people living with dementia to increase awareness, acceptance and understanding of dementia in the community <sup>1</sup>. These principles of inclusion are grounded in the model for age-friendly communities set out by the World Health Organization (WHO) to support healthy and active aging and is echoed in New Brunswick's Age-Friendly Community Recognition Program. The strategy <sup>1</sup> identifies that where possible, dementia-friendly initiatives should complement and build upon work already underway, such as age-friendly initiatives. With a thriving age-friendly movement happening across New Brunswick since 2017, there is an opportunity to equip our local communities to better understand and support everyone, no matter how diverse their needs or experiences.

## What is Dementia?

Dementia is a term given to a set of symptoms that are caused by disorders affecting the brain <sup>2</sup>. Dementia affects the way the brain can function and may include symptoms such as memory loss, difficulties with thinking, problem-solving or language, and changes in mood or behaviour <sup>2</sup>.

Dementia is a progressive disease, which means the symptoms will gradually worsen over time <sup>2</sup>. It affects everyone differently and symptoms are not always obvious. There are multiple diseases that can cause dementia, which include: Alzheimer's disease, vascular dementia, Lewy Body disease, head trauma, and fronto-temporal dementia, Creutzfeldt-Jakob disease, Parkinson's disease, and Huntington's disease <sup>2</sup>.

Dementia is not a normal part of aging. While it is more common among people over the age of 65, it can affect anyone regardless of gender, culture, income, or education <sup>3</sup>. There is currently no cure for dementia or treatment to slow the progression, however there are medications that treat symptoms <sup>4</sup>. Support from family, friends, and the broader community has shown to make a positive difference in the lives of people living with dementia <sup>3</sup>.



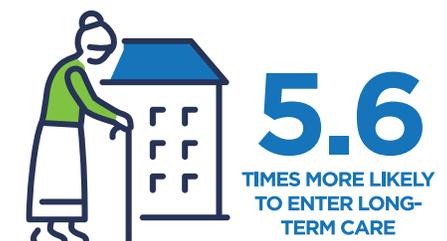
## Dementia in Canada

- In 2015-16, more than 419,000 Canadians aged 65 years and older were living with a diagnosed dementia <sup>1</sup>. This does not include Canadians under the age of 65 who may have a young onset diagnosis or those that have not received a diagnosis.
- 63% of those Canadians aged 65 years and older living with a diagnosed dementia are women <sup>1</sup>.
- Approximately 9 older adults are diagnosed with dementia every hour in Canada <sup>1</sup>.
- It is projected that total health care costs as well as out-of-pocket caregiver costs for Canadians with living with dementia will double from \$8.3 billion in 2011, to \$16.6 billion by 2031 <sup>1</sup>.



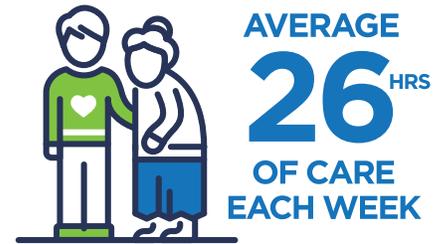
## Dementia in Community

- About 61% of people living with dementia in Canada live at home <sup>5</sup>.
- Out of the number of Canadians living with dementia in 2015–2016, more than 261,000 were estimated to reside outside of publicly funded long-term care or nursing homes <sup>5</sup>.
- Older adults with dementia who receive care at home may present more challenges than those without dementia because they are more clinically complex <sup>5</sup>.
- Individuals living with dementia who receive their initial assessment in hospital are about 5.6 times more likely to enter long-term care as those who are assessed elsewhere <sup>5</sup>.



## Dementia and Caregiving

- Underpaid caregivers of people living with dementia put in more hours and experience higher levels of distress than those providing care for those without dementia <sup>6</sup>.
- Caregivers of people living with dementia provide an average of 26 hours of care each week <sup>6,1</sup>.
- 45% of caregivers of people living with dementia exhibit symptoms of caregiver distress, compared with 25% of caregivers of those without dementia <sup>6</sup>.
- Most caregivers of people living with dementia are female, most often spouses and daughters <sup>1</sup>.
- Total out-of-pocket costs paid for by caregivers of people living with dementia were an estimated \$1.4 billion in 2016 and are projected to rise to \$2.4 billion in 2031 <sup>6</sup>.
- Community support resources can provide caregivers with helpful information, assistance in managing care, and reduce distress and financial burden <sup>6</sup>.



## How does it affect people?

Because most people living with dementia live in the community, it is important to understand how the symptoms of the disease can impact the way a person functions within and relates to their community<sup>3</sup>.

Everyone's experience with dementia is different, but some common symptoms include:

- Progressive and frequent memory loss
- Disorientation with time and place
- Personality changes
- Difficulty with language and communication
- Apathy and withdrawal
- Loss of self-confidence<sup>3</sup>.

As the rates of dementia continue to rise, there are many benefits for community leadership (municipal councils, community groups, service providers) that take an active role in developing targeted strategies to better support all community members in a person-centered way<sup>3</sup>.

Communities that build on existing policies and services, develop strategic partnerships and work in collaboration with members of their community can better prepare and alleviate pressure on services, foster new innovation, and incorporate universal design principals into longer-term planning<sup>3</sup>.



# New Brunswick Dementia Friendly Initiative

## About the Project

The New Brunswick Dementia Friendly Initiative is a project funded under the Government of Canada's Dementia Community Investment. The Government of Canada recognizes the impact that dementia has on individuals, families, and communities, and is committed to improving the lives of people living with dementia, their families, and caregivers <sup>7</sup>. This includes creating a Canada where people living with dementia are respected and included in all aspects of community life <sup>7</sup>.

The Dementia Community Investment (DCI) supports community-based projects that will enhance the wellbeing of people living with dementia and family and/or friend caregivers, increase knowledge about dementia and its risk factors, and undertake research to evaluate the effectiveness of project interventions <sup>7</sup>.

This pilot project is being led by the New Brunswick Collaborative for Healthy Aging and Care with the collaboration of New Brunswick organizations and community partners that work in this space.

## Vision

This initiative seeks to support and assist NB communities that have an interest in better supporting people living with dementia, through the integration and implementation of dementia friendly approaches (such as education and awareness raising) to their local context.

We are interested in working with communities that have been formally recognized as age-friendly by the province of New Brunswick, as they have set a solid foundation for dementia friendly conversations to take place. We are also interested in working with communities that are not recognized as age-friendly, as any community can take steps to increase understanding and awareness of dementia.

## Objectives

1. Familiarize New Brunswick communities to dementia friendly approaches and assist in their efforts to become more inclusive of people living with dementia.
2. Engage community members with lived experience in the project (people living with dementia and caregivers).
3. Undertake intervention research to assess the effectiveness of the pilot project.



## How will this guide help local communities?

This guide is intended to explore some of the ways that communities can lead dementia-friendly approaches. The first section of this guide examines the relationship between age-friendly and dementia-friendly approaches, and how existing age-friendly frameworks can be built upon to reflect the needs and experiences of people living with dementia and those that support them.

The second section explores how local government and councils can initiate change in the community, as well as practical examples of activities that can be introduced in a community wanting to learn how to be more inclusive.

The information, approaches and practical suggestions provided within this guide are compiled from evidence-based approaches undertaken within Canada and across the globe. You can learn more about these by visiting the reference section of this guide.

**The purpose of this guide is not to prescribe specific actions and approaches a community must take. Rather, it is meant to explore what can be done in any community. Each community is unique to its local context, culture, and needs.**



# Section 1: The Dementia Friendly Concept

Throughout this section of this guide, we will explore the relationship between age-friendly and dementia-friendly approaches and why age-friendly communities can and should examine how they can become more dementia-inclusive.

We will also outline the elements of community that should be considered when working to create a more inclusive community for people living with dementia.

## What makes a community “dementia-friendly”?

### A community-based approach

A person’s quality of life is influenced by a sense of their self-worth, which includes feeling connected to their local community<sup>8</sup>. The stigma that is often attached to a dementia diagnosis may cause a person to feel like a burden to their loved ones and neighbourhoods, leading to isolation and a decline in quality of life<sup>8</sup>.

Caring for someone with dementia in community is often provided by family members, friends and neighbours<sup>1</sup>. The caregiving role can have significant physical, mental and financial impacts on the caregiver, and improving support for them is integral to improving the quality of life of the person they are caring for in addition to their own health<sup>1</sup>.

A community-based approach to supporting people with dementia and those who care for them can ensure that there is the availability of health and social care services as well as environments that enable them to participate in community life for as long as possible<sup>8</sup>.

### An inclusive and understanding community

A dementia-friendly community is a place where people living with dementia and their caregivers are supported, empowered, and included in community life<sup>9</sup>. In a dementia-friendly community, community members foster an understanding and awareness of dementia, and those living with the disease are supported and encouraged to participate in their community to the fullest extent possible<sup>9</sup>.

Dementia-friendly communities are defined by both social and physical characteristics. The term “community”



can refer to a geographical location such as a neighborhood, city, or municipality<sup>9</sup>. It also includes groups with shared interests or features, including professional groups, community groups, or local businesses<sup>9</sup>.

## The Four Cornerstones

While there are many activities and actions that can be undertaken by a community in addressing the overarching objectives of reducing stigma and increasing understanding of dementia, there are often specific elements of community that are considered throughout dementia-friendly efforts.

Previous research conducted in the York and Bradford regions of the UK on the implementation and evaluation of dementia-friendly efforts in communities identified the “Four Cornerstones Model” as a tool for communities to consider when engaging in dementia friendly work, as well as when evaluating efforts put in place<sup>10</sup>. This model identifies four different aspects of a dementia-friendly community: People, Place, Networks, and Resources, with the voices of people living with dementia at the center of each.



*The four cornerstones model developed by AESOP Consortium.*

### **PEOPLE: Support & involvement of people living with dementia**

This cornerstone considers how people living with dementia can engage in dementia-friendly efforts and influence change. It also considers how caregivers, families, neighbours, healthcare professionals, and the wider community respond to and support people with dementia<sup>10</sup>. The voices and lived-experience of people living with dementia and their caregivers are at the heart of any dementia-friendly initiative and should be included throughout all stages of development.

### **PLACE: The physical and social environment**

This cornerstone considers all aspects of a person’s environment, their neighbourhood, and access, including transportation<sup>10</sup>. Both the physical and social environment needs to incorporate and embrace the needs of people living with dementia. Initiatives should develop strategies for social inclusion as well as accessibility.

### **RESOURCES: Access to services & dementia friendly organizations**

This cornerstone considers the availability of services and facilities for people with dementia and if these are appropriate to their needs and supportive of their capabilities. Organizations, agencies, and businesses within



a community should be encouraged to learn more about dementia friendly approaches and how to better support the needs of someone living with dementia.

**NETWORKS: *Demonstrating awareness, collaboration, and responsiveness***

This cornerstone considers how the various stakeholders and community members working together to best support and implement dementia friendly approaches <sup>10</sup>. The success of any dementia-friendly initiative requires cross-sectoral support and a collaborative approach through partnerships with local government, non-profits, community groups and businesses.

**How a community chooses to introduce dementia-friendly approaches may look different from the next – there is no “one size fits all” approach. Remember, any change, big or small, can make a difference!**

We will explore some example approaches or activities that a community can take in the next section of this guide.



# Dementia-Inclusive Provincial Resource Centre

## Fredericton, New Brunswick

In addition to memory loss, dementia can include complex symptoms visio-spatial changes, changes in depth perception, impaired reasoning, and difficulty navigating familiar spaces. In 2019, the Alzheimer Society of New Brunswick decided to undergo a complete redesign of their office space to better accommodate people living with Alzheimer's disease and other forms of dementia.



While renovating their office space, they incorporated elements of dementia-friendly design throughout the entire process. Their goal was to create an environment that was engaging, comfortable and easy to navigate.

### Elements of dementia-friendly design incorporated into their space:

- Neutral wall color that can easily contrast with darker or lighter hues.
- Doors with lever handles rather than round knobs.
- Neutral, pattern-free carpet.
- Furniture that clearly indicates the purpose of the space.
- Well-lit rooms with the use of natural light or higher watt light bulbs.
- Clear signage that includes a literal image, one word in simple text, and a directional arrow. Signs are placed at eye level and use contrasting colours.
- Clutter free rooms and the use of labels on commonly used items.
- Exit signs on the back of each door.

These are just a few examples of the changes they made to their office space. To learn more about these changes and why they are important, visit their Alzheimer Society of New Brunswick's website. You can even take a tour!



# How can we create impact by aligning with age-friendly work?

## Compliment rather than compete

As more communities in Canada and around the world are engaging in both age-friendly and dementia-friendly initiatives, there is increasing interest in how these two approaches can work together, and complement one another, rather than compete or duplicate community work <sup>11</sup>.

## Similarities across approaches

Both age-friendly and dementia-friendly approaches share fundamental objectives <sup>11</sup>:

1. Both aim to help older adults remain independent and in community as long as possible by creating a supportive and enabling environment.
2. Both engage with a broad cross-section of the community, including older people, to strengthen community supports and increase inclusion for the benefit of people of all ages.
3. Both age-friendly and dementia friendly planning use a community development approach.

## Comparing approaches

ELEMENTS OF THE APPROACHES	AGE-FRIENDLY	DEMENTIA-FRIENDLY
PHILOSOPHY	Healthy/Active aging	Disease specific
FRAMEWORK	World Health Organization's 8 age-friendly domains	No overarching rubric
OBJECTIVES	Respect & social inclusion of older adults	Stigma reduction & awareness-raising on dementia
ENGAGEMENT	Local government and stakeholders	People living with dementia and caregivers
COMMITTMENT	Political commitment from local government	General community commitment
ACTIONS	Broad	Targeted
TIMELINE	Longer-term	Flexible & shorter-term application



## Key differences across approaches

### ***Lived Experience***

The involvement of people living with dementia should be considered throughout any dementia friendly initiative <sup>12</sup>. By connecting with these individuals, they can shape how their communities respond to and support them in their daily lives <sup>12</sup>. The lived experience and needs of caregivers should also be explicitly considered, as caregivers play a vital role in the lives of people living with dementia <sup>11</sup>. By listening to and acknowledging lived experience, your actions are more likely to be effective and targeted at the areas that are most meaningful.

### ***Meeting specific needs vs. diverse needs***

Age-friendly communities focus on diversity among older adults, while the dementia-friendly approach provides guidance concerning the specific needs of a vulnerable group <sup>11</sup>. People living with dementia share a common characteristic of experiencing cognitive decline, and while each experience is personal and may differ from the next, this common characteristic can make needs more predictable and specific than addressed in the broad age-friendly framework <sup>11</sup>.

### ***Stigma reduction and awareness raising***

Dementia-friendly approaches are typically prioritized around stigma reduction and awareness raising on dementia <sup>11</sup>. By engaging in awareness-raising activities, misconceptions about the disease are challenged and it is demonstrated that it is possible to live well with a dementia diagnosis <sup>13</sup>. Bringing the word “dementia” out into the open can help those living with the disease be better understood and valued <sup>12</sup>. It can also encourage others to learn more about the reducing the risk of developing dementia <sup>12</sup>.

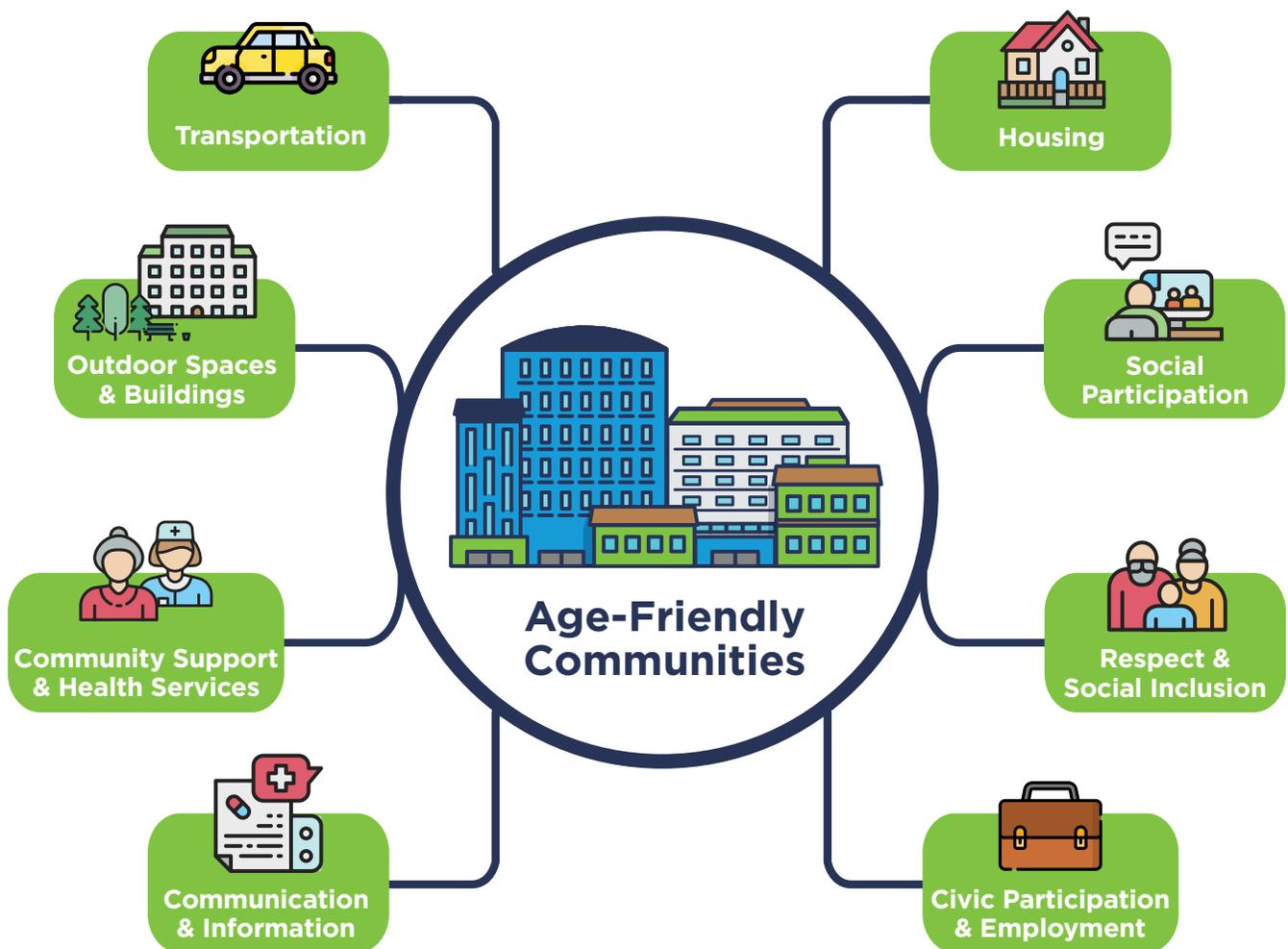
### **Benefits of alignment**

In a time of limited resources and increasing pressure on local government, many of those working in age and dementia-friendly spaces are focusing their efforts on aligning approaches <sup>13</sup>. Provincially recognized age-friendly communities in New Brunswick have set a strong foundation for dementia-friendly conversations to take place as they have been established and monitored using the World Health Organization’s (WHO) Age-Friendly Framework and the eight domains of community that contribute to the health and quality of life of older residents.



Eight domains of community life <sup>13</sup>:

- outdoor spaces and buildings;
- transportation;
- housing;
- social participation;
- respect and social inclusion;
- civic participation and employment;
- communication and information; and
- community support and health services



Existing connection to community members on inclusion as well as age-friendly action plans can be built upon to include a dementia lens. Through the alignment of approaches, communities can amplify the voices and reach of efforts to support older community members <sup>13</sup>.

## Building on New Brunswick's Successes

New Brunswick's provincial Age-Friendly Recognition Program recognizes municipalities, local service districts, and communities that have completed the first four steps based on the World Health Organization's framework to become Age-Friendly <sup>14</sup>:

1. Secure official commitment to the Age-Friendly Community approach.
2. Establish an Age-Friendly Steering Committee and engage the community.
3. Conduct an age-friendly assessment.
4. Establish a comprehensive action plan.

To complete these four steps is no simple feat. New Brunswick communities that have been recognized as age-friendly have worked tirelessly to not only establish purposeful commitment from community leadership to the entire process, but also engaging community members in a comprehensive assessment and using this information to establish an 3-year action plan.

The information and suggestions gathered throughout the entire age-friendly assessment process can be used to inform dementia-friendly considerations – there is no need to reinvent the wheel.

Age-friendly work can be built upon to include a dementia lens. This not only addresses the urgent need to better understand and support people living with dementia in our communities, but also saves time, energy and resources when engaging in inclusion work.

Since 2017, 12 New Brunswick communities have been recognized as age-friendly with the tremendous support and guidance of *Wellness New Brunswick* and the *L'Association francophone des aînés du Nouveau-Brunswick*.

2017	2018	2019	2020
Moncton Cocagne Tracadie	Fredericton Dieppe Beresford New Maryland Rothesay Grand-Bay Westfield	St. Andrews	Nackawic Oromocto



## Addressing limitations and broadening inclusion

While both age-friendly and dementia-friendly approaches are rooted in inclusion for everyone, there are understandably still gaps that exist and needs that may be overlooked <sup>11</sup>. This is another motive for aligning age-friendly and dementia-friendly work.

For example, while the age-friendly approach is rooted in inclusion and accessibility for older adults of varying needs and abilities, it may unintentionally neglect the specific needs of people living with dementia <sup>11</sup>. At the same time, the dementia friendly approach may not consider the broader spectrum of needs among older adults in general <sup>11</sup>.

Some of the ways in which the alignment can address potential gaps and broaden inclusion for community members include:

- The established framework and political commitment within an age-friendly community can offer a means for improving the introduction, sustainability and reach of dementia-friendly conversations and actions, by using the work and networks they have developed as a platform to initiate a broader discussion with local people and people affected by dementia <sup>13</sup>.
- Dementia-friendly initiatives complement age-friendly initiatives by adding nuance and depth with respect to the needs of people with dementia <sup>9</sup>. Working specifically with dementia in mind is more inclusive of both physical and cognitive impairments <sup>9</sup>.
- Actively incorporating dementia into current policy and projects will help empower people with dementia and may also address the needs of others living with cognitive impairments <sup>9</sup>.
- Dementia-friendly planning acknowledges caregivers and the concepts of interdependence and reliance<sup>9</sup>. It also recognizes people with cognitive impairments who may feel excluded from the active aging framework used to guide age-friendly work <sup>9</sup>.
- Although the age-friendly movement abides by eight domains, the domains are fluid and conjoined with one another to enable users to fit the principles into current policy and planning frameworks <sup>12</sup>. Dementia friendly approaches can be merged into existing age friendly work <sup>12</sup>.

**The general spirit of both approaches encourages all communities to become better places to live for older adults and people living with dementia. By learning from each other, both can grow their reach and their impact.**



## Section 2: The Dementia Friendly Approach

**Throughout this section of this guide, we will explore some examples of activities and approaches communities can begin to take, as well as a simple process to follow to get things started and drive change.**

**We will also provide an overview of the activities and educational opportunities offered to communities engaging.**

Many communities across the globe have begun to align age-friendly and dementia friendly initiatives, with varying approaches to alignment. Some communities new to both initiatives have integrated approaches from the start, while existing age-friendly communities have reviewed their plans to see how they can incorporate the needs of people living with dementia and their caregivers.

Examples of approaches that local councils and age-friendly committees have taken include:

- Invite people affected by dementia or dementia-focused stakeholders to join a working group to inform age-friendly action plans <sup>13</sup>.
- The eight age-friendly domains are a useful guide for adapting age-friendly action plans to meet the needs of people with dementia <sup>12</sup>. A dementia-friendly lens can be applied to each domain to see how any small changes can benefit people living with dementia as well as anyone that may be affected by the disease <sup>12</sup>.
- Add a dementia-friendly initiative as an additional age-friendly domain within the existing age-friendly structure. Many communities start with an awareness raising campaign <sup>12</sup>.

### Steps to take

Next, we will introduce three easy ways to start a conversation in your local community. This three-step process has been referenced from a toolkit created for local government in Australia, which undertook a similar, local approach.

Local government, councils, and committees play an important role in ensuring their communities are healthy and safe <sup>3</sup>. Understanding the needs of their community, local councils are often the first to initiate change within their communities <sup>3</sup>, as we have seen with the development of age-friendly communities here in New Brunswick.



The three steps below provide a simple place for local government and groups to start thinking about what actions may look like and how they can be sustained, whether short-term or long-term <sup>3</sup>.

### **1. CREATE AN ENVIRONMENT FOR INCLUSION & CHANGE**

- First, start the conversation within local council or within the AFC steering committee. A group may want to identify one or more dementia champions to get things started.
- Take note of how the community may or may not be supporting people living with dementia and those that care for them.
- Consider the benefits of engaging in short-term activities that can be embedded into longer-term planning<sup>3</sup>.

### **2. ENGAGE WITH THE COMMUNITY**

- Next, comes the engagement piece. If a council or committee has identified a champion to lead this work, they can engage the larger committee. Talk to colleagues and others to build interest.
- Engage the broader community – find out what people know about dementia and talk to those affected by the disease to determine what is important to them.
- Seek support from local and provincial organizations to provide guidance (e.g. Alzheimer Society of NB; Collaborative for Health Aging and Care) on approaches and to help support the sustainment of the work <sup>3</sup>.

### **3. IMPLEMENT AND SUSTAIN CHANGE**

- Finally, it is time to act. Remember, any action taken, whether big or small, can make a significant difference to a person living with dementia.
- A great place to start is to explore small, short-term, and cost-neutral activities to increase awareness on the disease.
- Reflect on what was learned in the previous two steps and come up with some achievable action items that can be undertaken within the community <sup>3</sup>.

## What can a community do?

Below are some activities and actions that can be undertaken by a community to address the four cornerstones of a dementia-friendly community.

### **PEOPLE: Support & involvement of people living with dementia**

- Host a community conversation with people living with dementia.
- Create a dementia advisory group for your Age-Friendly Steering Committee.
- Establish a local dementia support group in your community.
- Establish Caregiver support network with the Alzheimer Society of New Brunswick.
- Host a memory café.
- Day program & respite care options.
- Create a charter of rights for people with dementia.

### **PLACE: The physical and social environment.**

- Social environment (accessible community activities; access to consumer services).
- Physical environment (signage; design; outdoor spaces; lighting; sidewalks; marked public washrooms).
- Collaboration with age-friendly programming & activities.
- Access to consistent and reliable transportation.

### **RESOURCES: Access to services & dementia friendly organizations**

- Consult with local agencies, emergency services, retail, and banks to encourage uptake of the initiative.
- Dementia-friendly education & training for local services and facilities (post office; library; shops).
- Promotion of access to timely diagnosis & post-diagnostic support through primary health professionals.

### **NETWORKS: Demonstrating awareness, collaboration, and responsiveness**

- Awareness raising campaign.
- Dementia Friends initiative.
- Support services (day programs; respite; homecare).
- Dementia-friendly education for community members.
- Showcasing stories of people living with dementia.
- Explore opportunities to further represent the needs and views of people with dementia.



## What will be offered in communities?

As part of this project, the Collaborative for Healthy Aging and Care and project collaborators will provide education support and guidance in connecting age and dementia friendly efforts in your community. You are not in this alone!

As part of the project, each community that engages will receive:

- Education for community members on dementia and dementia-friendliness.
- Pre & post engagement on dementia friendly awareness to measure awareness and monitor increased understanding in the long-term.
- Engagement and planning support for action items that a community may want to take.
- Education for community members on the Gentle Persuasive Approach (training will be offered virtually)

## What is the Gentle Persuasive Approach (GPA)?

GPA Basics is an innovative care education curriculum created by Advanced Gerontological Education Inc (AGE inc.) based on a person-centred care approach. GPA explains the relationship between the dementia and behavioural responses. Concepts and techniques provided through the education will enhance a community's ability to understand the "whys" and the "hows" of Dementia, and participants will learn to apply emotional, environmental communication strategies that are immediately useful and appropriate.



Currently delivered in New Brunswick through the New Brunswick Continuing Care Safety Association (NBCCSA). Course delivery format to be determined. For more information, please contact: [coordinator@nbccsa.com](mailto:coordinator@nbccsa.com).

- Support in the meaningful engagement of people living with dementia and others affected by the disease, to learn from their experiences and how they can be better supported.

# Additional Resources

Click on the links below.

[Meaningful Engagement of People Living with Dementia](#)

[COVID- 19 Tips for Caregivers](#)

[Alzheimer's Society of New Brunswick](#)

[Dementia Friendly Canada](#)



## References

- 1 Public Health Agency of Canada. (2019, June 17). A Dementia Strategy for Canada: Together We Aspire (Canada, Public Health Agency of Canada). Retrieved May 2020, from <https://www.canada.ca/en/public-health/services/publications/diseases-conditions/dementia-strategy.html>
- 2 Alzheimer Society of New Brunswick. (2018). What is dementia? Retrieved May 2020, from <https://alzheimer.ca/en/nb/About-dementia/What-is-dementia>
- 3 Alzheimer's Australia Vic (2016). Creating Dementia-Friendly Communities: A toolkit for local government. Alzheimer's Australia Vic.
- 4 Alzheimer Society of New Brunswick. (2019). Treatment options. Retrieved May 2020, from <https://alzheimer.ca/en/nb/About-dementia/Treatment-options>
- 5 Canadian Institute for Health Information (2018, June 26a). Dementia in home and community care. Retrieved May 2020, from <https://www.cihi.ca/en/dementia-in-canada/dementia-across-the-health-system/dementia-in-home-and-community-care>
- 6 Canadian Institute for Health Information (2018, June 26b). Unpaid caregiver challenges and supports. Retrieved May 2020, from <https://www.cihi.ca/en/dementia-in-canada/dementia-across-the-health-system/dementia-in-home-and-community-care>
- 7 Public Health Agency of Canada. (2020, January 31). Dementia Community Investment. Retrieved from <https://www.canada.ca/en/public-health/news/2020/01/backgrounder-dementia-community-investment.html>
- 8 World Health Organization. (2018). Dementia toolkit for community workers in low-and middle-income countries: Guide for community-based management and care of people with dementia (World Health Organization). Manila: WHO Regional Office for the Western Pacific.

- 9 World Health Organization. (2018). Dementia toolkit for community workers in low-and middle-income countries: Guide for community-based management and care of people with dementia (World Health Organization). Manlia: WHO Regional Office for the Western Pacific.
- 10 Dean, J., Silversides, K., Crampton, J., & Wrigley, J. (2015). Evaluation of the Bradford Dementia Friendly Communities Programme. Retrieved from <https://www.jrf.org.uk/report/evaluation-bradford-dementia-friendly-communities-programme>
- 11 Turner, N., & Morken, L. (2016). Better Together: A Comparative Analysis of Age-Friendly and Dementia Friendly Communities (Rep.). AARP International Affairs.
- 12 Alzheimer's Australia WA. (2016). Guidelines for the development of dementia-friendly communities (Rep.). Alzheimer's Australia WA.
- 13 Turner, N., & Cannon, S. (2018). Aligning age-friendly and dementia-friendly communities in the UK. Working with older people.
- 14 Wellness NB. (2018). Age-Friendly Communities are Empowering Seniors to Thrive. Retrieved March 2020, from <https://www.wellnessnb.ca/seniors/age-friendly-communities/>





Collaborative for  
Healthy Aging  
and Care | Collectif pour le  
vieillessement en  
santé et soins