

Executive Summary: The New Brunswick Dementia Friendly Initiative

What You Need to Know

The New Brunswick Dementia Friendly Initiative was a community-focused program that empowered New Brunswick communities to become more inclusive and supportive of people living with dementia and their care partners. Led by the New Brunswick Association of Nursing Homes, the initiative promoted education and understanding, reduces stigma, and enhances quality of life for individuals impacted by dementia. Community surveys and care partner interviews were conducted to understand the unique challenges faced by those affected by dementia and to shape the program's implementation. In response, this initiative offered education and programming (including Gentle Persuasive Approach training and Tai Chi classes) to support communities in their efforts to create welcoming environments for people living with dementia. Virtual sessions and online resources made the program accessible during the COVID-19 pandemic, ensuring its broad reach and impact.

Program Goals

- To promote the inclusion of individuals living with dementia and care partners in the community through education, training, and increased awareness.

Achievements and Impact

The program created a comprehensive Community Toolkit (available in English and French to aid communities in becoming more dementia friendly, and a Conversation Guide to help individuals engage in conversations regarding dementia inclusivity.

Key Outcomes

- The project found that 100% of participants in the Tai Chi classes enjoyed the activity, while 87.7% integrated Tai Chi into their everyday routine.
- Participants felt that the Gentle Persuasive Approach increased their knowledge and improved their skills.

Lessons Learned

- Establishing strong community partnerships is critical for the success of dementia-friendly initiatives.
- Offering programming sessions virtually promotes flexibility and accessibility for care partners as it reduces the need for travel and respite care.
- Leverage social media to communicate, engage, and raise awareness about dementia-friendly initiatives.

Why It Matters

The New Brunswick Dementia Friendly Initiative demonstrates how education, collaboration, and inclusion can transform communities into places where people living with dementia and their care partners feel understood, valued, and supported.

Visit the website to learn more:

- [The New Brunswick Dementia Friendly Initiative](#)
- Browse other community-based dementia initiatives in the [Dementia Interventions Playbook](#).