2016 DEMENTIA STATISTICS

WORLD

- 46 million worldwide living with dementia
  (Alzheimer’s Disease International)

UNITED STATES

- More than 5 million living with Alzheimer’s disease
- 1 in 8 people over age 65 have Alzheimer’s disease
  (Alzheimer’s Association)

WISCONSIN

- 110,000 living with Alzheimer’s disease
- 219,000,000 hours of unpaid care by family caregivers
  (Alzheimer’s Association)

DANE COUNTY

- Almost 7,000 people living with dementia
- 67,000 caregivers of people over age 65
  • 232 Businesses/Organizations trained to be dementia friendly

A FEW EXAMPLES OF BUSINESSES/ORGANIZATIONS THAT HAVE BECOME DEMENTIA FRIENDLY

- 42 BANKS
- 24 PHARMACIES
- 8 LIBRARIES
- 12 RESTAURANTS
- 11 POLICE DEPARTMENTS
- 7 DENTISTS
- 5 MUSEUMS

CELEBRATING THE WORK AND SUCCESSES IN OUR COMMUNITY
16 Communities & 232 Businesses/Organizations became Dementia Friendly in 2016

This report recognizes the hard work of the Dementia Friendly Community Coalitions (DFC) of Dane County and their many volunteers. Each of the communities, businesses and organizations behind this movement work tirelessly to meet the unique needs of those they serve with the available resources in each community.

Together, these organizations, agencies, businesses and individuals joined forces to increase awareness of Alzheimer’s disease and other forms of dementia.

2017 & Beyond

We recognize our work has just begun and are excited to use 2016’s accomplishments to direct our future work. Our goal is to continue to assist our communities as they develop creative ways of increasing awareness and supporting the people living with dementia in their community.

What is dementia?

Dementia is a term used to describe a set of symptoms resulting from diseases such as Alzheimer’s, as well as other conditions including strokes. The damage to the brain can interfere with a persons ability to carry out daily activities.

Why become Dementia Friendly?

Over 5 million Americans are diagnosed with dementia and this number is expected to double by 2025. The majority of these individuals with dementia live in their community.

Dementia Friendly communities are aware of the needs of the citizens who live with dementia and work to help these individuals remain active and involved in community life as long as possible.
BUILDING UNDERSTANDING

Dementia Friendly communities, business & organizations are trained to understand and respond to:

⇒ Signs of dementia
⇒ Causes of dementia
⇒ Ways to better communicate with a person living with memory loss and dementia
⇒ Ways to support friends and neighbors living with or caring for someone with dementia
⇒ Resources available
⇒ How to get help

A dementia friendly community is one that has looked at its environment through the eyes of a person with dementia; then does everything it can to make it a place where they can continue to live as independently as possible. When memory changes begin, many become more isolated, which frequently hastens the cognitive decline. A community that understands dementia will be one that supports and cares for its neighbors who are struggling to deal with loss of memories, loss of the ability to do routine activities, loss of jobs, loss of independence, and loss of self.
We celebrate the Dane County communities listed below for becoming Dementia Friendly. These communities have been working to provide consistent messaging about what it means to be Dementia Friendly and have garnered much support from businesses and organizations that have embraced and championed this initiative to understand and better serve with community members who are affected by memory loss.

We will highlight the accomplishments made within each community and state their Dementia Friendly goals for the future.

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The Dane County Administration has committed to being Dementia Friendly and fully supports the initiative to make Dane County Dementia Friendly.

⇒ The ADRC of Dane County and the Dane County Job Center both became Dementia Friendly
⇒ The Dane County Administration coordinated trainings for all employees via streaming video
The Madison Senior Center has a group of volunteers and staff that are in the process of making their center more dementia friendly.

**Highlighted Action:**

- Training the front desk receptionists as they have the most interaction with the public

**Accomplishments:**

- Over 40 volunteers and staff are trained to be Dementia Friendly
- The City of Madison Administration offered DFC training to all of their employees
- The Madison Fire Department received training and recorded this for future employees
- The Madison Police received dementia friendly training

**Goals:**

- Additional training for staff
- Work with downtown neighborhood associations
- Offer workshops
We are the Dementia Friendly Community Team from the Village and Town of Cottage Grove. The Dementia Friendly Cottage Grove effort is sponsored by the Cottage Grove Triad. The team consists of a variety of volunteers, businesses and professionals. We have 10 community members and 3 staff members on our team. Four of our members were trained both to be Dementia Friendly Community trainers and to facilitate a Memory Café.

**Highlighted Actions:**
- Resolutions passed by both Village and Town
- Celebration of trained businesses

**Accomplishments:**
- Met for the first time in January
- Train the Trainer in February
- Business & faith community trainings began in March
- More than 34 businesses/organizations trained
- Resolutions passed by both the Village & Town boards
- Both Village and Town staff received training
- Began Memory Café preparation
- Participated in Walk to End Alzheimer’s
- Participate in Dementia Friendly Leadership group
- Celebrated businesses and volunteers at an evening event

**Goals:**
- Train more businesses, churches, in-home business and organizations
- Work with local Chamber of Commerce and community newspaper
- Add new volunteer trainers to our team
- Begin our Memory Café
- Hold 2 celebrations for trained businesses
The DeForest Area Dementia Friendly Communities group was formed in September 2016 and involves the Villages of DeForest, Village of Windsor and the Town of Vienna.

The initial effort was made by staff from the DeForest Area Community and Senior Center and the DeForest Area Public Library, with support from the Dane County ADRC. The group’s members include staff from the DeForest Police Department, DeForest Fire & EMS departments, an attorney, a local bank, a memory care assisted living facility, the Alzheimer’s & Dementia Alliance of Wisconsin, Wisconsin Alzheimer’s Association and the Chamber of Commerce.

Accomplishments:
- September 2016 – first meeting
- October 2016 – train the trainer session
- November – next steps meeting

Goals:
- Recruit trainers
- Seek recognition from 3 municipalities
- Find sponsors for banners, brochures & recognition
- Hold kick-off event to bring awareness to the project in our communities
- Begin training businesses and organizations in our area
Fitchburg Senior Center has lead the Dementia Friendly initiative in their community under the leadership of Mandi Miller - Director of Dementia Friendly Fitchburg.

Accomplishments:

⇒ Resolution passed
⇒ Two training sessions for City of Fitchburg employees
⇒ Bulletin board created to share the initiative at the community center and city hall
⇒ Trained Fitchburg Fire Department and EMS
⇒ Hosted a booth at the Fitchburg Business Expo
⇒ Fitchburg Star featured Dementia Friendly Fitchburg
⇒ Held a “Still Alice” kickoff event. Huge success! 80 people in attendance
⇒ Hometown Pharmacy became 1st Dementia Friendly business in Fitchburg
⇒ Proclamation made that June is Alzheimer’s & Dementia Awareness Month
⇒ Dementia Friendly Fitchburg presentations at Men’s group and Active Women’s group
⇒ Trained Fitchburg police in collaboration with Silver Alert and the Alzheimer’s Association
⇒ Trained Gold’s Gym
⇒ Dance for Dementia Fundraiser held at Gold’s Gym to raise awareness and funds for Alzheimer’s programs
⇒ Oak Bank staff trained. Became 1st Dementia Friendly Bank in Fitchburg
⇒ Dementia Friendly Fitchburg made the “Honorable Mentions” list in the Fitchburg Star
⇒ Dementia Friendly Fitchburg Walk team raised close to $700 for the 2016 Walk
⇒ All Saints Lutheran Church hosted a training for their parishioners

Continued ▶
FITCHBURG

Goals:

- Train all City of Fitchburg employees
- Gather team of volunteers to promote the training to local businesses
- Reach out to community groups, churches, neighborhood associations, schools, social groups
- Host a Yoga-thon or Dance for Dementia
- Show “Alive Inside” with discussion afterwards

SAVE THE DATE

Kick off Event for:

Dementia Friendly Fitchburg

What: Showing of: STILL ALICE
When: May 15 @ 6pm
Where: BioPharmaceutical Technology Center (BTC)
6445 East Cheryl Parkway

FREE Community Event!
MIDDLETON

Dementia Friendly Middleton started in 2014 with support from the Alzheimer’s & Dementia Alliance of Wisconsin. We are a community coalition made up of volunteers (citizens, dementia specialists, library representatives, city planning, police, etc.)

**Mission:** To decrease the stigma and isolation surrounding dementia through education. Currently we accomplish this through training staff at area businesses, community outreach events and community education programming.

**Highlighted Action:**
The launch of Middleton Public Library’s Music and Memory program. We are building capacity and have already served 2 families in the community.

**Accomplishments:**

**Business Outreach:**
- Trained 12 businesses bringing the total number of organizations trained to 40
- Found that canvassing business parks was highly successful in raising awareness and creating leads for ongoing follow-up

**Community Outreach:**
- Participated in 2 local community safety days educating families about brain health, community resources and Silver Alert
- Utilized raffle prizes from area dementia friendly businesses to increase participation and added 50 new people to the Wisconsin crime alert network

**Multi-Generational Programming:**
- Provided multi-generational programming to help the library become a Music and Memory hub
- Helped the Friends of Pheasant Branch Conservancy as they develop specific programming to provide experiences in a natural environment

**Goals:**

**Business Outreach Goals:**
- Train 20 new businesses
- Work with the Chamber of Commerce to create business-oriented programming

Continued ➤
Community Outreach Goals:
- Participate in family events with relevant programming
- Define what is meant by a dementia information hub and evaluate creating these resources at the Middleton Senior Center and Middleton Library
- Identify other potential touch points where caregivers and community members can connect with resources

Multi-generational Programming Goals:
- Identify new opportunities to support the music and memory program
- Support other community efforts including the Friends of Pheasant Branch program
- Identify educational program resources available and work with the Senior Center, Library and other venues to provide a variety of educational and supportive programming
The Monona Area Dementia Friendly Community Coalition is a group of 18 community members and professionals in our area who meet monthly.

**Mission:** To collaborate with businesses, organizations and residents to offer education and information on resources to enhance the quality of life for persons with dementia as well as their families, friends and caregivers.

Our overall goal is to encourage practices of hospitality and inclusion to those affected by dementia by promoting acceptance and engagement in our community.

**Highlighted Action:**

- We held a kick off event in the Monona Public library on March 30th. The event was relatively well attended, especially by families affected by dementia. Those in attendance enjoyed the speakers and are supportive of the community’s efforts.

**Accomplishments:**

- 12 business and organizations trained
- 150 individuals trained
- Educational series of 4 presentations offered at the library
- Memory screenings held on multiple occasions at the library
- Strong committee structure developed
- Thorough outreach database organized focusing on businesses who will benefit most
- Committed media partners established to help spread news of dementia friendly success

**Goals:**

- Continue community involvement and outreach efforts at a minimum of three community events [Considered events include Memorial Day parade, National Night out, Monona Fall Festival, farmers market, and Senior Center St. Pat’s party.]
- Facilitate at least 10 trainings
- Offer at least one educational series
Mount Horeb Dementia Friendly Community is a collaboration between a local business, the Senior Center, a local parish nurse. They have received assistance from the Alzheimer’s & Dementia Alliance in their training and educational support.

**Accomplishments:**
- Trained 8 organizations/businesses
- Brought on 2 new volunteers

**Goals:**
- Train 10 new businesses
- Open a Memory Café at Immanuel Lutheran in April
We are the North/Eastside Senior Coalition. We serve seniors on the North/Eastside of Madison through case management, a dining site, programs for socialization, maintaining health and information seniors need. Our goal is to keep seniors active, independent and influential in their homes and communities. We also serve Latino and African American seniors throughout Dane County.

Highlighted Action:
⇒ We became dementia friendly!

Accomplishments:
⇒ Trained Warner Park staff
⇒ Trained MSCR staff at Warner Park

Goals:
⇒ Train new volunteers
⇒ Train staff on crisis intervention
⇒ Train the Madison Mallards staff
OREGON

We are a small community coalition made up of the Senior Center, Chamber of Commerce, Assisted Living/Memory Care owner, and a Catholic Church.

Accomplishments:
⇒ 21 businesses were trained
⇒ The trainings were well received

Goals:
⇒ To become a true Dementia Friendly Community
⇒ Reach out to remaining businesses and churches
North West Dane Senior Services supports and assists older adults and their families by providing programs and services that promote well being, independence, involvement in their community and ability to stay in their own homes.

We partnered with area businesses to kick off of this program in 2015.

**Highlighted Action:**

- Partnered with Alzheimer’s Association to offer support group along with supper and respite care for loved ones.

**Accomplishments:**

- 6 area businesses and organizations have been trained
- Memory screenings were completed by ADRC staff at wellness expo
- Received publicity in local paper
- Support group and supper started in March
- Opened adult day program in May 2015

**Goals:**

- Continue community involvement and outreach efforts in Cross Plains, Black Earth & Mazomanie
- Partnership with libraries in all 3 communities
- Offer at least one educational series
- Continue support suppers
SHOREWOOD HILLS
NEIGHBORHOOD, MADISON

The Shorewood Hills committee is lead by a Village Member along with a Village Trustee who both have personal experience in caring for a loved one with dementia. They have pulled together a small committee of residents to help Shorewood Hills become dementia friendly.

Highlighted Action:

“We are proud of our approach with the Community Input Session. We want to create a community that is both aware and inclusive and responds to the needs of our family members, friends and neighbors who are living with Alzheimer’s disease or another form of dementia.”

Will Clifton, Shorewood Hills DFC leader

Accomplishments:

⇒ Researched what it means to be a dementia friendly community
⇒ Held a community input session
⇒ Formed an ongoing relationship with the ADRC
⇒ Formed a small committee to flesh-out processes and actions based upon community input
⇒ Drafted a resolution for the Village Board
⇒ 1 businesses were trained
⇒ The trainings were well received

Goals:

⇒ To use an inclusive process to help their community invest, articulate and create what is designed by the members and for the members to meet their specific community needs.
The Dementia Friendly Stoughton Committee consists of representatives from Stoughton Hospital, Stoughton Area Senior Center, Stoughton Chamber of Commerce, Stoughton Library, local nursing and assisted living facilities, local businesses, County and State agencies that serve individuals living with dementia and caring residents of Stoughton, Wisconsin.

**Highlighted Action:**

Initiation of the Dementia Friendly Stoughton Committee

**Accomplishments:**

- Held first meeting in June and accumulated many members in a short amount of time
- Greatly benefited by working off the momentum generated from Stoughton Hospital’s success in becoming the first Dementia Friendly Hospital in Dane County
- In August received the City of Stoughton’s endorsement when Mayor Olson signed a proclamation expressing the City’s commitment toward becoming Dementia Friendly
- Trained 25 volunteers to become dementia friendly trainers
- Publicized initiative in the Stoughton Courier-Hub entitled “Becoming Dementia Friendly, One Training at a Time”
- Participated in community events including Stoughton’s Coffee Break Festival and Stoughton Senior Expo
- Trained 10 businesses

**Goals:**

- Train more businesses
- Start a Memory Café
- Provide community outreach through education and promotion of the dementia friendly initiative
The Wisconsin Alzheimer’s Disease Research Center (WADRC) is working with interested community members to increase education and understanding of Alzheimer’s disease and related dementias, as well as support those living with the diagnoses (and their caregivers), within the South Madison community.

**Highlighted Action:**

In 2016 our Solomon Carter Fuller event was well received. We partnered with the Alzheimer’s & Dementia Alliance of Wisconsin to bring a nationally recognized speaker, Dr. Consuelo Wilkins from Vanderbilt University for evening educational event at Fountain of Life Church. This was followed by a series of community speakers and free memory screening at the Urban League.

**Accomplishments:**

- Created a group of interested advocates from the South Madison Community
- Memory screenings conducted at the Urban League and the UW South Madison Partnership offices
- Community educational events offered to increase the understanding of the disease
- Caregiver discussions held to provide education and support to caregivers in the community
- Ongoing educational events conducted including financial management, exercise and updates on research

**Goals:**

- Continue our ongoing efforts to engage the South Madison community in learning more about the disease, the importance of early diagnosis and providing ideas for health aging
- Continue community involvement with our church partners as well as our ongoing relationship with the Urban League
- Provide exercise and wellness series at UW South Madison Partnership offices
- Continue to engage with our committee to foster new ideas for promoting awareness and reducing the stigma of this disease with our community members in South Madison
- Provide annual Solomon Carter Fuller event
SUN PRAIRIE

Dementia Friendly Sun Prairie is a group of people representing the library, assisted living facilities, home care agencies, police, Alzheimer’s Association, ADRC, community members, a pharmacy, bank and the senior center. Our steering committee has been working in Sun Prairie since October 2014.

“This is a wonderful opportunity for Sun Prairie to have many people from diverse backgrounds with similar goals working together to create Dementia Friendly Sun Prairie.”

Melody Riedel,
Colonial Club Assistant Director

Accomplishments:

⇒ 15 businesses trained
⇒ Celebrated the businesses with a ribbon cutting ceremony with a “hoopla day”
⇒ Provided several educational sessions throughout the year
⇒ Offered 4 Movie Nights showing “Still Alice” and “I’ll Be Me”
⇒ Participated in 2 community events (Strawberry Fest and Colonial Club Health Fair)
⇒ Sun Prairie provides 3 Alzheimer’s and dementia support groups
⇒ Provided representation at the Madison Mayor’s conference
⇒ Presented at the Wisconsin Senior Center Directors conference
⇒ The Mayor of Sun Prairie created a proclamation for Dementia Friendly Sun Prairie
⇒ Hosted a well publicized celebration with honored guests: Representative Gary Hebl, Mayor Paul Esser, state representatives, county representatives and city residents

Continued ►
**Highlighted Action:**

The Celebration Day at the Westside Community building in June was the highlight of the year. There were 50 people in attendance of this event. This was a very important, symbolic and special day for Sun Prairie.

**Mission:** To create a community where everyone is included and can feel safe. A community where individuals with dementia are able to live good lives, be as independent as possible, continue to be a part of their community and are met with understanding and given support as needed.

**Goals:**

- Double the number of businesses trained
- Participate in National Night Out event
- Continue participation in Strawberry Fest and Health Fair
- Add community events to include: Cornfest, Fire Department open House and others as they arise
- Continue educational sessions
- Bring Music & Memory to the community
- Consider fundraising to help cover cost of supplies
- Consider highlighting one business monthly via Facebook or newsletter
We are a coalition of Verona area individuals, city departments and businesses that are committed to making Verona a more Dementia Friendly Community. We train businesses, churches and city staff members on dementia friendly concepts. We host caregiver support groups, events and educational presentations at the Verona Senior Center and the Verona Public Library.

**Highlighted Action:**
Training the Verona Police Department and Library staff.

**Accomplishments:**
- Trained businesses, city department heads, public library staff and police department
- Attended National Night Out in Verona to raise awareness
- Created a brochure to promote dementia friendly practices, raise awareness of resources available in the Verona area and encourage businesses to get trained
- Gave a presentation at the Verona Chamber of Commerce to encourage businesses to have their staff trained

**Goals:**
- Continuing effort to train businesses
- Host quarterly presentations on Alzheimer’s at the Verona Public Library
- Create caregiver kits filled with CD’s, DVD’s, books and other items and make them available to loan to caregivers through the Verona Public Library and Verona Senior Center
**WAUNAKEE**

We are a community coalition sponsored by the Waunakee Senior Center.

**Highlighted Action:**
Developed a Memory Café at the location below.

**Steeplechase Apartments Clubhouse**
5706 Steeplechase Drive, Waunakee

1st Thursdays | 9:30 AM - 11:00 AM

For more information please contact Cindy Mosiman at (608) 849-8385.

**Accomplishments:**

⇒ Trained a number of businesses & organizations
⇒ Worked with the high school to implement the Brain Health curriculum beginning in the fall semester
⇒ Started a Memory Café
⇒ Began work implementing the Music & Memory program
⇒ Participated in WaunaFest parade
⇒ Participated in the Waunakee Health Fair

**Goals:**

⇒ Identify 8 businesses/organizations to be trained
⇒ Work with management of Piggly Wiggly to earn the Dementia Friendly recognition
⇒ Implement Music & Memory program at the Waunakee Library
⇒ Work with Dane County Dementia Friendly Leadership group to develop and implement guidelines for continual Dementia Friendly certification
⇒ Continue to spread awareness of dementia issues through participation in community events (Health Fair, Senior Picnic, WaunaFest Parade)
Stoughton Hospital, an acute care hospital, is an independent community hospital owned and operated by the Stoughton Hospital Association while also being an affiliate of SSM Health in Wisconsin.

**Highlighted Action:**

Becoming Dane County’s first Dementia Friendly hospital and the ribbon cutting ceremony on August 29th. This was a culmination of a lot of hard work.

“To see the community embrace our efforts and provide support was amazing. Now we are excited to help the Stoughton Community become dementia friendly!”

Heather Kleinbrook, RN,
Stoughton Hospital Geriatric Unit Director

**Accomplishments:**

- Stoughton Hospital became the first Dementia Friendly hospital in Dane County in August 2016
- Over 350 hospital employees and volunteers have been trained to be Dementia Friendly
- Stoughton Hospital has taken a lead on moving efforts into the community with representation on the Stoughton Dementia Friendly Coalition and involvement in training local businesses and organizations
- Environmental changes have been made
  - Replaced flooring in specific areas
  - Focused on enhanced and improved signage
  - Improved lighting
  - Replaced artwork to include photos that are talking pieces and that help invoke conversation and reminiscing
  - Reducing noise levels
  - Aromatherapy in nursing areas to promote relaxation
  - All-staff commitment to personally escorting customers to desired location

**Goals:**

- Mandatory education for all employees
- Train all new hire staff
- Continue to look at environmental improvements including replacing signage throughout the organization with a “dementia friendly eye”
- Continue to spread awareness of dementia issues through participation in community events (Health Fair, Senior Picnic, Waunafest Parade)
Four museums in Downtown Madison joined the Dementia Friendly initiative — the Madison Children’s Museum, the Wisconsin Historical Museum, the Wisconsin Veteran’s museum and the James Wautros Gallery.

Their prominent role within the community contributed to increased recognition and promotion of the this initiative. All of these museums trained their staff and met the criteria to be Dementia Friendly.

“It was a really great accomplishment for all the museums and the ADRC!”

Katie Schumacher, Wisconsin Historical Museum Program and Special Events Coordinator.

Accomplishments:

- Became Dementia Friendly organizations
- Staff were trained
- Attended train the trainer course to teach others
- In addition to becoming dementia friendly, these museums offer cultural programming for those with memory loss. This program is called SPARK! They feature interactive exhibit experiences in a welcoming environment. Specially trained Museum educators engage participants in lively discussions, object handling and other multi-sensory activities.

For more information visit:

http://madisonchildrensmuseum.org/programs-and-events/for-adults/spark/

http://www.wisconsinhistory.org/calendar/event/5053/spark-the-fur-trade

https://www.evensi.us/spark-wisconsin-veterans-museum/195727650
We celebrate the following Dane County Partners for their initiatives taken to make Dane Dementia Friendly.

| WISCONSIN ALZHEIMER’S DISEASE RESEARCH CENTER |
| ALZHEIMER’S ASSOCIATION, WISCONSIN SOUTH CENTRAL CHAPTER |
| WISCONSIN ALZHEIMER’S INSTITUTE |
| WISCONSIN DEPARTMENT OF JUSTICE |
| ALZHEIMER’S & DEMENTIA ALLIANCE OF WISCONSIN |
| AGING & DISABILITY RESOURCE CENTER OF DANE COUNTY |

We will highlight the accomplishments made by each Dane County Partner.

Three groups have formed to spearhead and help further the Dementia Friendly movement across Dane County:

**The Dementia Friendly Leadership Group**

**Mission:** To bring leaders from the Dementia Friendly Coalition together to collaborate to share information and resources to bring a consistent message about the goals of the dementia friendly initiative across Dane County.

**The Dementia Action Network**

**Mission:** As professionals concerned with the care and well-being of people impacted by dementia in Dane County, we commit to create systemic changes across disciplines, agencies and communities to better support community members living with dementia.

This network includes members from Dane County Public Health, WAI, WADRC, Alzheimer’s Association, Alzheimer’s & Dementia Alliance, Dane County Human Services, the Area Agency on Aging, Aging & Disability Resource Center.

**The Dementia Friendly Financial Group**

**Mission:** To support and protect individuals with dementia and their caregivers and by detecting and preventing financial exploitation through outreach, education and advocacy.

This group includes members from the Department of Financial Institutions, AARP, local banks, individual money managers, local wealth managers, Dane County Adult Protective Services, Wisconsin Adult Protective Services Department, local attorneys, Department of Health and, the Alzheimer’s Association, the Alzheimer’s & Dementia Alliance and the Dane County Aging & Disability Resource Center.
Wisconsin Alzheimer’s Disease Research Center

Through generous funding by the National Institute on Aging and the National Institutes of Health, the Wisconsin Alzheimer’s Disease Research Center (WADRC) supports researchers in their pursuit of answers that will lead to improved diagnosis and care for patients while at the same time, focusing on the program’s long-term goal – finding a way to cure and possibly prevent Alzheimer’s disease.

Research:

⇒ Basic, clinical and behavioral research
⇒ Training to scientists and health care providers who are new to Alzheimer’s research
⇒ Through the generosity of its study volunteers, the Center is able to share data and research results with researchers around the country

For Patients and families affected by Alzheimer’s:

⇒ Help with obtaining a diagnosis
⇒ Medical management
⇒ Information about the disease, services and resources
⇒ Opportunities for volunteers to participate in Alzheimer’s-related research studies
Who We Are

The South Central Wisconsin chapter of the Alzheimer's Association serves nine counties in Wisconsin. We provide reliable information and care consultation; create supportive services for families; increase funding for dementia research; and influence public policy changes. We enjoy being able to take our services and use them to assist dementia friendly initiatives.

Our mission: To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision: A world without Alzheimer's disease.

Accomplishments

⇒ Dementia Friendly Initiatives Actively Supporting: DeForest/Windsor, Sun Prairie, Stoughton, Fitchburg, Monona, Verona and Rock County
⇒ With Brookdale Senior Living, brought together 35 plus people around Dane County to share and celebrate the Dementia Friendly Movement in Dane County
⇒ 35 educational programs to over 600 constituents
⇒ Provided support to over 900 constituents through the Helpline, local phone number and in-person care consultations
⇒ 105 Support Group Meetings
⇒ 27 Early Stage Program Meetings
⇒ Spring Advocacy Day resulted in over 70 statewide meetings and three new laws benefitting families
⇒ Wisconsin State Conference held May 1-3 had over 930 attendees
⇒ With ADRC of Rock County we held our 2nd annual Alzheimer’s & Other Related Dementia's Conference October 28, 90 attendees
The Wisconsin Alzheimer’s Institute (WAI) is delighted to partner with the Dane County ADRC in its efforts to create a dementia friendly and dementia capable Dane County.

The Wisconsin Alzheimer’s Institute (WAI) is an academic center within the University of Wisconsin School of Medicine and Public Health. Since its inception in 1998, WAI has been devoted to collaborating with state and local organizations to improve the lives of those impacted by dementia through education, outreach, improved clinical models of care, advocacy, and cutting-edge research.

WAI is a national leader with a statewide presence, with our efforts extending to both rural and urban parts of the State.

Promoting Early Diagnosis and Improved Clinical Care to Individuals with Dementia

⇒ 32 WAI-affiliated Memory Diagnostic Clinics statewide that provide diagnosis using a comprehensive assessment protocol developed by WAI physicians and staff. Two WAI-Affiliated Memory Diagnostic Clinics in Dane County.

⇒ Partner with healthcare organizations locally and statewide in their efforts to become Dementia Capable.

Increasing Public and Professional Knowledge Regarding Alzheimer’s Disease and Related Dementias

⇒ Education provided to community members, high school students, undergraduates, graduate students, and practicing healthcare providers.

⇒ Flagship program is the Alzheimer’s Disease Annual Update, held each fall in Madison, with live webcast to Superior. Conference draws over 300 attendees to learn from internationally renown speakers.

Addressing Health Disparities Related to Dementia

⇒ WAI is partner on Alzheimer’s Disease Supportive Services Program grants serving the African American communities in Dane and Milwaukee Counties.

⇒ WAI’s Milwaukee Program staff provide consultation to organizations statewide regarding health disparities related to dementia in communities of color.

Research

⇒ WAI is the home of the Wisconsin Registry for Alzheimer’s Prevention (WRAP), the largest and longest-running longitudinal study of asymptomatic middle-aged adults with a family history of Alzheimer’s disease. Designated by the National Institute on Aging as a project of High Program Relevance.

⇒ Vision is to prevent Alzheimer’s disease by understanding the factors (biological, medical, environmental, and lifestyle choices) that increase a person’s risk of developing Alzheimer’s disease.

⇒ WRAP is leading to increased understanding of the lifestyle, genetic, and environmental factors associated with Alzheimer’s disease.
Wisconsin Department of Justice, Division of Criminal Investigation Silver Alert

Wisconsin Act 264 Section 175.51 went into effect August 1, 2014. It states that if a law enforcement agency receives a report of a missing adult at risk that meets the Silver Alert criteria, a request must be made to the WI DOJ to issue a Silver Alert for that missing person.

Silver Alerts are sent via the Wisconsin Crime Alert Network. To sign up to receive alerts, go to wisconsincrimealert.gov.

Criteria:

- Missing person is age 60 or older
- Missing person is believed to have Alzheimer’s, dementia, or other permanent cognitive impairment which poses a threat to their health and safety
- There’s a reasonable belief that the person is missing due to their impaired cognitive condition
- The Silver Alert is requested within 72 hours of the person’s disappearance
- There is sufficient information available to disseminate to the public that could assist in locating the missing person

Statistics as of 1/1/17:

- 160 alerts involving 163 people; 3 alerts involved married couples missing together
- 157 found safe, 6 found deceased
- 55% in a vehicle
- 34% female
- Average age is 78 years
- Average time missing (when found alive) is 15 hours
The Alzheimer's & Dementia Alliance of Wisconsin (ADAW) is pleased to partner with Dane County in its efforts to become dementia friendly.

For more than 30 years, ADAW has focused its efforts on supporting both the person with dementia and the caregiver at every point along the journey – from discussing memory concerns and how to get a diagnosis to offering early stage programs encouraging people to stay active and engaged in the community to providing support in the later stages of the disease.

Our goal is to help families affected by dementia maintain the best quality of life possible.

Accomplishments:

- Supporting Middleton as the first dementia friendly community in Dane County in 2014
- 165 education programs attended by over 3,000 people
- 93 support group meetings
- 1,517 helpline calls
- 538 in-depth family meetings

Participation in legislative changes:

- Pilot program on dementia crisis units
- Additional funding for the Alzheimer’s & Family Caregiver Support Program (AFSCP)
- Training funds for mobile dementia crisis teams
- Kasem cares visitation law
Aging & Disability Resource Center of Dane County

Mission: To support seniors, adults with disabilities, their families and caregivers, and professionals by providing useful information, assistance and education on community services and long-term care options and by serving as the single entry point for publically funded long-term care services while at all times respecting the rights, dignity and preferences of the individual.

Accomplishments:
⇒ In 2016 the ADRC of Dane County became a dementia friendly business.
⇒ All Information and Assistance Specialists are trained to provide Memory Screens to customers.
⇒ Provided 113 Memory Screens
⇒ All staff participated in dementia training and education.
⇒ Started a Dementia Action Network in Dane County
⇒ Implemented the United Families Caregiver Program

Goals:
⇒ To be a Dementia Capable ADRC
⇒ To support the Dementia Care Specialist
⇒ To Support the Dementia Care Support Specialist/ Caregiver Coach
⇒ To assist in the Dementia Friendly Communities initiatives.
⇒ To provide community educational programming
⇒ To increase the number of memory screening provided by staff
ADRC of Dane County
Dementia Care Specialist

We have a Dementia Care Specialist, Joy Schmidt, at the ADRC of Dane County whose role is to assist in the development of dementia friendly communities, to promote early detection through cognitive screening, to support a dementia capable ADRC, to provide support to family caregivers at home while maintaining their health and well-being, and to connect people living with dementia to opportunities available in their community.

Highlighted Action:
Bringing together the Dementia Friendly Leadership group. This group is helping this movement build a stronger foundation that will help the concept continue to grow.

Accomplishments:

⇒ Supported 16 dementia friendly community coalitions
⇒ Added 6 new communities
⇒ Provided 4 DFC “train the trainer” sessions
⇒ Coordinated 6 week brain health series
⇒ Initiated dementia friendly leader group working towards best practice standards
⇒ Initiated dementia friendly financial network
⇒ Supported consumers
⇒ Coordinated “shop in their shoes” program
⇒ Assisted in coordination of mindfulness series
⇒ Provide memory screens
⇒ Participated in community events
⇒ Lead educational events

Goals:

⇒ To increase the number of dementia friendly community coalitions within Madison
⇒ To assist in coordinating at least one DFC event
⇒ To provide community educational programming
⇒ To build the dementia friendly financial network
⇒ To increase the number of memory screening events
DEMENTIA FRIENDLY GUIDE

DEMENTIA is a general term used to describe a set of symptoms resulting from disease such as Alzheimer’s, strokes, Parkinson’s, Lewy body, frontotemporal dementia, and more. It can affect memory, thinking, language, personality, and behavior.

APPROACH
- From the front
- Smile
- Make eye contact
- Friendly facial expression
- Open and friendly body language
- Kind tone of voice

COMMUNICATE
- Speak clearly
- Simplicity & slow down
- Short sentences
- Pause between sentences
- Give one direction at a time
- Ask one question at a time
- Repeat
- Re-phrase
- Use gestures

THINGS TO DO
- Offer to help
- Reduce distractions
- Acknowledge feelings
- Show acceptance
- Include
- Remain calm

THINGS NOT TO DO
- Take things personally
- Ignore
- Isolate
- Overwhelm
- Argue
- Talk too fast

PATIENCE IS KEY

Please be aware that I have dementia. Patience & understanding is greatly appreciated.

Thank you!

MEMORY SCREENING CERTIFICATE

Memory screening is as important as a screening for blood pressure, diabetes, or stroke.

A memory screen is a wellness tool that helps identify possible changes in memory and cognition. It creates a baseline of where a person is at so future changes can be monitored.

REDEEM FOR ONE FREE BASELINE MEMORY SCREEN

ADRC of Dane County
2865 N. Sherman Avenue
Madison, WI 53704
(608) 240-7400

For more information please contact:
Alzheimer’s Association
608-203-8500
www.alz.org

Alzheimer’s & Dementia Alliance
608-232-3400
www.alzwis.org

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We celebrate the hard work and dedication of the people who are taking action to making their community Dementia Friendly and thereby improving the quality of life of people affected by dementia.

Dane County has experienced another successful year in promoting and fostering Dementia Friendly communities. Community leaders have pulled together businesses and organizations in support of a variety of Dementia Friendly initiatives countywide, and have created platforms where people can come together to share their successes and to establish best practices. By building on the effort, information, and work of others we were able to achieve quite a bit with limited resources.

Your work within the communities have inspired others to do more in making Dane County Dementia Friendly. Thanks and appreciation goes out to all who have participated in making this movement thrive. You are Dementia Champions providing the catalyst for changes that will forever endure.

We would like to extend very special thanks to the Wisconsin Department of Health Services for remaining committed to moving forward with Kitty Rhoade’s vision of redesigning the way we care for people with Alzheimer’s disease and other dementias in Wisconsin. Kitty Rhoades was a member of the Wisconsin State Assembly who represented the 30th Assembly district and subsequently served as Secretary of the Wisconsin Department of Health Services. One of her passions was changing the way state residents with Alzheimer’s disease and other dementias are cared for in Wisconsin. Her legacy includes the redesign of Wisconsin’s dementia care system as well as bringing the Music & Memory™ Program to Wisconsin.

The information in this report came from submissions from organizations and community leaders involved. We apologize if we have inadvertently left out any information.