

DANE COUNTY DEMENTIA FRIENDLY COMMUNITY

IMPACT REPORT

2018



Championing the
DEMENTIA FRIENDLY
INITIATIVE
throughout Dane County
Since 2013



MESSAGE FROM JOE PARISI, DANE COUNTY EXECUTIVE



Since first championing the dementia friendly initiative in 2013, we at Dane County have worked hard to become a dementia friendly community.

From trainings and memory care kits to regular meetings and community events, we have made great strides in raising awareness about dementia, bettering our community, and creating a network of resources for those in need of a helping hand.

I applaud the efforts of our ADRC staff, the Dementia Friendly Community Coalitions of Dane County, and the many volunteers who have dedicated themselves to making this initiative such a success for the past six years.

Our dementia friendly initiative ties into the ADRC of Dane County's larger mission of supporting seniors, adults with disabilities, their families, and caregivers. Whether it be our high school transition program, disability benefit specialists, or long-term care options counseling, we will continue to operate as a one stop shop for those in search of information or assistance.

The ADRC is a vital part of Dane County's Department of Human Services. We have helped countless Dane County residents find the resources they need when they might not know where else to turn, and I thank our staff for carrying out these efforts.

2018 was a fulfilling year for the ADRC of Dane County, and I look forward to continuing our hard work well into the future.

A handwritten signature in black ink that reads "Joe Parisi".



**MAKING
DANE COUNTY
DEMENTIA
FRIENDLY**



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



2018 DEMENTIA STATISTICS



UNITED STATES

- **5.7 million** living with Alzheimer's. **By 2050**, this number is projected to rise to nearly **14 million**.
- **Every 65 seconds** someone in the US develops the disease
- **1 in 3 seniors** dies with Alzheimer's or another dementia
- Between 2000 and 2015 deaths from heart disease have decreased **11%** while deaths from Alzheimer's have increased **123%**

(Alzheimer's Association)



WISCONSIN

- **110,000** people 65 and older living with Alzheimer's
- **220,000,000 hours of unpaid care** by family caregivers
- **6th** leading cause of death

(Alzheimer's Association)



DANE COUNTY

- **Over 7,000 people** living with dementia
- **67,000 caregivers** of people over age 65
- **365 Businesses/Organizations trained to be dementia friendly**

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

72 FINANCIAL INSTITUTIONS	27 PHARMACIES	11 LIBRARIES	14 RESTAURANTS	20 FIRST RESPONDERS	9 DENTISTS	23 CHURCHES
						



BUILDING UNDERSTANDING

Dementia Friendly communities, businesses & 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.



DEMENTIA FRIENDLY COMMUNITIES COALITIONS

We celebrate the Dane County communities, businesses and organizations that have joined the initiative to make Dane County Dementia Friendly. We appreciate your continued efforts to provide consistent messaging about what it means to be Dementia Friendly and to implement new methods and procedures to facilitate this. During 2018, more businesses and organizations have embraced and championed this initiative to understand and better serve community members who are affected by memory loss.

We will highlight a few accomplishments made within communities, businesses and organizations and state their Dementia Friendly goals for the future.



Image courtesy of Alzheimer's Society, UK

FROM THE DESK OF THE DEMENTIA CARE SPECIALIST



Reflecting back on 2018 makes me feel so proud of all the work that Dane County Dementia Friendly Coalition volunteers are doing. It has been a year of new programs, routines and systems.

I have loved watching the groups grow and evolve over the past five years since the concept of Dementia Friendly Communities first came to Dane County. I feel so fortunate to be a small part of the great success that has happened in our communities to increase awareness of Alzheimer's disease and related dementias and the number of programs and supports for those affected.

We have seen events like Middleton's Living Well with Dementia Resource Fair and their Make A Memory at the Middleton conservancy continue to flourish. I have loved watching communities establish new memory cafés in Oregon, Cottage Grove, Stoughton, South Madison, Mount Horeb, Monona and Middleton. It also has been a joy to observe the collaborative approach of these Dane County folks in sharing their concepts of Memory Kits at libraries, senior centers and memory cafés and making them available to those in need. We have appreciated the support of the Area Agency on Aging (AAA) office in supporting these Memory Cafes with both funding and publicity.

There have been great opportunities to work with area hospitals and clinics as they work to meet the needs of their patients with dementia as well as helping us spread the word in the community. We participated in information sharing, meetings and conferences across the county, state, country and even the world as we shared our best practices for Dementia Friendly Communities and hospitals. Dr. Mary Wyman shared the work being done both here and at the VA Hospital with an international audience at a conference in Germany. Locally, Heather Kleinbrook with Stoughton Hospital has been recognized for her work in spearheading the first Dementia Friendly Hospital initiative in Wisconsin and she, Stacy Austin-Li and I were able to share the work being done in Dane County at the State Alzheimer's Association Conference. Dane

County's work is being shared through webinars with Dementia Friendly America and through various national conferences where Kristen Felten at the Wisconsin State Department of Health Services has been a presenter.

By working together, communities have been able to breach the "silos" and increase the level of communication between groups and departments. We have seen first responders, libraries, senior centers, faith-based groups, clubs, and businesses come together to support people affected by dementia. Collaboration is one of the main goals of a Dementia Friendly Community.

The UW-Madison School of Nursing recently completed its Dementia Friendly Toolkit which includes videos and training that is available for community members.

Despite the disaster-related challenges that Sun Prairie has had as a community, they are nearing completion of a dementia awareness training film created by their library and media center and continue to make progress on their goals.

The Dementia Friendly Financial Group met its goal to create a banking-specific training program that will now be available twice yearly, as well as offering information on advanced directives at a community event.

I am reminded often about the reason we are doing this work. Here is an example from a volunteer:

"When my husband and I were visiting our friend with dementia, she told us about the meeting she'd had with her tax attorney earlier that day. At one point in the meeting, she realized she needed some documents from her bank in order to proceed. When she called the bank, the Banker she spoke to offered to drive the documents directly to her right then & there! I asked what bank it was, and she said 'Chase'. We all put aside our stereotypes for a minute (thinking a bank that big would NEVER do something so kind) and as we pondered this, she proudly stated, 'they're Dementia Friendly!'"

— Erika Kearney, Dementia Friendly Volunteer

FROM THE DESK OF THE DEMENTIA CARE SPECIALIST

Everything we hear from others when they learn about the work that is happening in Dane County and the State of Wisconsin reminds us of the benefit of living in a place that cares about its people living with dementia and the people who care for them. There certainly have been challenges along the way, but these past five years have given us experience, strength and inspiration to create sustainable programs that will carry us forward. I am looking forward to the next five years, and beyond: **WHO IS WITH ME?!?**

SUCCESS STORIES:

River Valley Bank and Madison Metro are two businesses which have taken the Dementia Friendly Training above and beyond the call of duty.

- ⇒ River Valley has trained its own Dementia Champions and is training all of its branches across the state and in Northern Michigan.
- ⇒ Madison Metro has filmed its employee training program and has printed information about being a dementia friendly business on all of its buses and passes.

Willy St. Co-op North let us know that they had a concern about one of their customers who has been more confused lately. They worked together with the ADRC staff, senior services, the mental health officers with Madison Police and the family to help improve their services and provide a safer, more accepting environment for this customer.

ROLE OF THE DEMENTIA CARE SPECIALIST

The Dementia Care Specialist (DCS) helps facilitate and encourage collaboration and sharing between Dementia Friendly Coalition Groups across Dane County. In addition, the DCS works with those who have concerns about memory loss or who care for someone with cognitive impairment due to Alzheimer's disease or other progressive neurocognitive diseases.

2018 HIGHLIGHT: One of the highlights of the year

was the development of a Caregiver Support Group for Men. This was a need expressed by a number of individuals caring for their wives and mothers. They wanted a smaller group and one that was more accessible to them. This group meets monthly at the Warner Park Community Center.

2018 ACCOMPLISHMENTS:

- ⇒ Offered 5 Train the Trainer Sessions – trained 94 volunteers
- ⇒ Offered 1 Train the Trainer for Financial Institutions – trained 20 people
- ⇒ Offered 25 Memory Screening Outreach Events in the community – provided 155 memory screens
- ⇒ Provided 7 trainings for Police, Dispatch and other First Responders
- ⇒ Provided the Virtual Dementia Tour 10 times
- ⇒ Offered Boot Camp Training in collaboration with the Alzheimer's Association 3 times
- ⇒ Offered DICE (Describe, Investigate, Create, Evaluate), an intervention training for caregivers – 15 participants
- ⇒ Participated in the filming of the Dementia Friendly Toolkit training with UW—Madison CARE (Center for Aging Research and Education)
- ⇒ Supported memory café leaders – 2 meetings, coordinating AAA funding, helping with the establishment of new cafés in Middleton (Common Ground) and Oregon
- ⇒ Shared Dementia Friendly Community development with Dodge County and the State Alzheimer's Association Conference
- ⇒ Coordinated a *Longest Day* Bike Ride Event to recognize caregivers and increase awareness
- ⇒ Provided 81 Community presentations/ outreach events
- ⇒ Connected 8 volunteers to people living with dementia for Brain & Body Fitness



cambridgewellness
collaborative

During the summer of 2018, a group of interested citizens began discussions in regard to the Cambridge community becoming Dementia Friendly. The meeting led to working with the Cambridge Wellness Collaborative, a group of community members/organizations/businesses who are interested in improving the health and wellness of the Cambridge community. This group is made up of local business members, the Cambridge School District, the Cambridge Community Activities Program, Cambridge EMS, and other individuals and organizations.

On October 16, Cambridge held a Train The Trainer course with over 20 attendees.

The Cambridge Wellness Collaborative looks forward to spearheading the drive to have Cambridge become more Dementia Friendly in 2019.



I was very pleased to see so many individuals, businesses and organizations represented at the training. It was very impressive to see all support and willingness to learn how to make our community better for those living with dementia and their caregivers.

**~Lesli Rumpf, Member
Cambridge Wellness Collaborative**



COTTAGE GROVE



Contact: Snuffy Hagen

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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. Currently, we have 8 community members and 3 staff members on our Team. Eleven members were trained to be trainers with 4 of the 11 trained to also facilitate our Cottage Grove Neighborhood Memory Café.

2018 HIGHLIGHTS:

- ⇒ Added 2 new members to the Team
- ⇒ A Team member with a local business provided financial support to put together 5 Caregiver Kits for our Memory Café
- ⇒ Planned and initiated the development of Purple Folders to be given to all trained businesses, churches and organizations for sustaining understanding and positive interaction with people with dementia
- ⇒ Participated in community events to further the understanding of the Dementia Friendly Community effort as well as to encourage Memory Café participation
- ⇒ Received donations for our Memory Café from the Chamber of Commerce, memorials, and a Team member through his business

2018 ACCOMPLISHMENTS

- ⇒ To date, 50 businesses, churches and organizations will have been trained since our beginning in February 2016.
- ⇒ Memory Café celebrated its first anniversary in April; it has grown from 2 participants to more than 25 and continues to meet at Hope Lutheran Church
- ⇒ Held a Memory Café Celebration for its first anniversary.
- ⇒ Five Memory Care Kits completed: they are "Life on the Farm", "Experiencing Nature", "Bird Watching", "Places Near Home", and "Dogs - Man's Best Friend"
- ⇒ Provided an information table at the Piggly Wiggly grocery store
- ⇒ Participated in *Shop for the Cause* to raise money for the Alzheimer's Association
- ⇒ Had an information table at the Craft Sale during the kick-off of Cottage Grove's "Christmas in the Grove"
- ⇒ Participated in the Walk to End Alzheimer's
- ⇒ Participated in the RSVP Safety Conference
- ⇒ Participated in the ADRC DFC Leader's monthly meetings

COTTAGE GROVE

BENEFITS:

- ⇒ Businesses that have been trained display the purple angel logo, provide better signage, and are making changes in their places of business to help people with dementia and their caregivers feel more welcome.
 - ⇒ Our Memory Café benefits people with dementia and their caregivers by providing a trusted place to meet socially without judgment. New friendships are formed in a caring, cheerful and relaxing atmosphere while doing activities and enjoying snacks.
 - ⇒ People know that Cottage Grove is a Dementia Friendly Community through the outreach of our members and businesses. We continue to become better prepared to work with caregivers and their loved ones to understand the barriers that those afflicted with memory loss endure.
- ⇒ Plan a Lunch & Learn about the Dementia Friendly Community effort
 - ⇒ Participate in more community events
 - ⇒ Develop a plan to further promote a Dementia Friendly Cottage Grove
 - ⇒ Search for a fiscal agent to administer funds for Dementia Friendly Cottage Grove

10 YEAR PLAN

It is our goal to have 95% non-franchised businesses trained and ensure all businesses are up to date with dementia friendly training.

GOALS FOR 2019:

- ⇒ Training businesses/churches/in-home businesses and organizations
- ⇒ Offer re-training to businesses as needed
- ⇒ Work with local EMS and Law Enforcement to provide information on Purple Sheets to go in the File For Life
- ⇒ Continue to train independent realtors
- ⇒ Work with the local Chamber of Commerce and community newspaper to keep community of Cottage Grove apprised of our successes in becoming more Dementia Friendly
- ⇒ Encourage more of our Memory Café participants to use the Memory Care Kits
- ⇒ Meet monthly
- ⇒ Add new volunteer trainers to our team
- ⇒ Celebrate caregivers with an event just for them



DEFOREST AREA



Contact: Natalie Raemisch

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2018 ACCOMPLISHMENTS

- ⇒ Eight businesses were trained.
- ⇒ We promoted the Dementia Friendly initiative in the DeForest Times Tribune.
- ⇒ Three new people trained as trainers.
- ⇒ Kate Mayefsky from the Wisconsin Alzheimer's Association led a book discussion about *My Two Elaines* written by former governor Martin Schreiber led by .
- ⇒ Free Memory screens were offered at the library on the third Thursday monthly.
- ⇒ We had a booth at the Dragon Art Fair with information about our group and Alzheimer's/dementia.
- ⇒ Two Virtual Dementia Tours were offered -- one for DeForest Police Department officers and one for the public with promotion from NBC 15 news.
- ⇒ A screening and discussion of the documentary movie called *You're Looking at Me Like I Live Here and I Don't* was held at the library in March.
- ⇒ In April Bonnie Nuttkinson with the Alzheimer's Association presented a program at the library called Know the 10 Signs.
- ⇒ In May, Joy Schmidt, Dane County's Dementia Care Specialist, presented a program at the library called *How to Live a Brain Healthy Life*.
- ⇒ We engaged the community via social media throughout the year.



Film Screening and Discussion

co-hosted by DeForest-Windsor Dementia Friendly Communities

THURSDAY, MARCH 8
1:00 P.M.

COMMUNITY ROOM
Discussion following film
lead by Roxane Carley, CSW
Senior Services Case Manager,
DeForest Area Community
& Senior Center

you're LOOKING at me LIKE I LIVE HERE and i don't

Alzheimer's took her memory.
Nothing can take her spirit.

"Unflinching. B...
the story"

Lee Gorewitz struggles to navigate the increasingly confusing landscape of Alzheimer's diagnosis.

You're Looking At Me Like I Live Here And I Don't is the first to be filmed entirely in an Alzheimer's care unit, and also from the perspective of a woman living with Alzheimer's.

received its national television broadcast on PBS' Independent Lens series, and has garnered acclaim from film critics.

1 hour 19 minutes | 18



DEFOREST AREA

GOALS FOR 2019:

- ⇒ Train at least five new businesses in 2019
- ⇒ Have a trained-business spotlight on Facebook and a letter sent to businesses
- ⇒ Change the memory screenings to quarterly from monthly and add afternoon and evening times
- ⇒ Hold one or two informational programs at the library in the spring
- ⇒ Train three more trainers
- ⇒ Organize a fundraising/awareness event in June, which is Brain-Health Awareness Month



McFARLAND



Contact: Lori Andersen

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McFarland Area Dementia Friendly Community Initiative was formed as a collaborative effort between the E.D. Locke Public Library and the McFarland Senior Outreach Services Department of the Village of McFarland.

2018 ACCOMPLISHMENTS:

- ⇒ Held multiple memory screenings
- ⇒ Hosted successful Caregivers Boot Camp in March, over 25 people in attendance
- ⇒ Did dementia-friendly training with local pharmacy staff
- ⇒ Village of McFarland Police Department participated in dementia friendly training
- ⇒ Local Associated Bank staff did the specialty dementia friendly training for banks
- ⇒ Secured funding for future dementia friendly training

GOALS FOR 2019:

- ⇒ Schedule more memory screenings
- ⇒ Provide dementia friendly training to library staff and other local businesses
- ⇒ Continue to explore funding resources to keep dementia friendly training on-going in the Village of McFarland



MIDDLETON



Contact: Stacy Austin-Li
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Dementia Friendly Middleton started in 2014 as a community coalition made up of volunteers including citizens whose lives have been affected by dementia, members from the senior housing and care fields and other professionals. Our mission is to decrease stigma and isolation surrounding dementia through education. We accomplish this through training staff at area businesses, community outreach events, and community education programming.

2018 HIGHLIGHTS:

We organized the *Living Well with Dementia* Community Resource Fair, which was held November 10th at St. Luke's Church with over 30 resources and agencies for families represented. Programming included workshops for both financial and health care Power of Attorneys, a panel discussion looking at health and wellness for persons living with dementia and another panel featuring persons living with dementia and caregivers sharing their journeys. Approximately 50 people attended the fair, with many remarking that the ability to have open and honest face-to-face conversations with such a wide variety of local resources in a positive and open atmosphere was extremely valuable.

2018 ACCOMPLISHMENTS:

⇒ **BUSINESS OUTREACH:** Ten businesses have been

trained or retrained, bringing the total number of organizations that have received training in Middleton to 58. Middleton business partner River Valley Bank implemented an intentional dementia friendly training program of all locations in Wisconsin and Michigan, for which it was recognized by industry publications as an innovator. Dementia Friendly Middleton was a charity partner with the Downtown Middleton Business Association for the Fall Wine Walk, which provided time with both business owners and community participants. We are fielding a survey of trained businesses to help shape sustainability and involvement efforts.

⇒ **COMMUNITY OUTREACH:** Dementia Friendly Middleton members started both a new caregiver support group and a new memory café. In addition, members were active in supporting "Make a Memory Day" at Pheasant Branch Conservancy, a facilitated outdoor experience with activities designed to stimulate all 5 senses and in supporting intergenerational programs through Music and Memory by assisting with Virtual Dementia tours for students at Clark Street Community School. Dementia Friendly Middleton had a table at our community National Night Out in August. In addition we teamed up with Brookdale Senior Living to distribute over cardholders with "Please be patient" cards around Middleton. The Middleton Library continues to host Adult educational programming around dementia provided by the Alzheimer's and Dementia Alliance.

GOALS FOR 2019:

- ⇒ Reinvigorate business outreach; work with our city and county parks to include dementia friendly design in the five-year plan.
- ⇒ Integrate efforts across the community to further weave dementia friendly concepts throughout the community.

IMPACT STORIES FROM MIDDLETON

River Valley Bank in Middleton:

The Middleton committee reached out to Rhonda Lewis, Senior Administrative Assistant at the River Valley Bank, who agreed to offer the training in Middleton. Rhonda was impressed by the training and contacted the corporate office's HR team about making this training available for all locations. Today, all 15 locations in Wisconsin and Michigan have training. This story really highlights the importance of finding a "champion" at each trained business to make sure these ideas stay at the forefront and employees are receiving the training periodically as refreshers.

Walgreens on Mineral Point Road:

Received the training in August 2016. Scott Sable, the manager, had worked at the Branch Street location in Middleton when he received the training and remembered it when he became manager for the Mineral Point road location.

Scott really likes the training because it provides employees with different solutions and communication methods to help not only elderly individuals with dementia, but other older customers who may also just need a little extra time.

Changes to the store since:

- ◆ Completely eliminated floor displays; found them distracting. Now the store is easier to navigate, less cluttered.
- ◆ Developed a warm customer handoff procedure. If there's a customer who needs to speak with the pharmacist, the employee will walk them over to the pharmacy and help brief the pharmacist on what it is they need assistance with. Helps to ensure people are not just telling someone "oh, it's over there" and not providing further assistance.
- ◆ Tried to incorporate concepts into new employee orientation: have scenarios where they do some role-playing. One of those role playing scenarios

has become a senior customer. Teaching about checking for understanding, making sure you bring them to the product, etc.

- ◆ Introduced the concept of leading older individuals to the exact product they are looking for. Rather than just saying "oh it's over there around the corner", actually taking them to the product.
- ◆ Discussed the fact that at a previous store Scott worked at, they had an employee who herself had cognitive issues. One day she had left her car running after she came to work and the car was stolen. Noticed forgetful behavior. The store had tried to communicate with the woman's family members about their concerns, but they seemed in denial. Discussed the difficulty of trying to navigate these situations. How do we talk to employees we might be concerned about?
- ◆ New senior apartment complex being built behind the strip mall that Walgreens inhabits. The store manager feels very strongly that all businesses in the strip mall should be trained, as many of these seniors will utilize the businesses in the strip mall.

UPS Store:

Brought up some of the ethical issues surrounding selling products to customers with dementia. If their buying activities are repetitive and you get a sense that the individual doesn't remember buying the same products last week, or it seems unclear about why they might need to purchase the products, how do you manage that ethically?

On the one hand, could come off as taking advantage of the person if you're accepting their business when you aren't entirely comfortable with their cognition and motives. But on the other hand, can't make assumptions about what an individual needs or if they have issues with cognition.

IMPACT STORIES FROM MIDDLETON

St. Luke's Church

Training as a way to recognize that someone exhibiting aggressive behavior does not have ill intentions. The behaviors might be a result of cognitive issues, and we need to be continually sensitive to that. The benefit of having everyone trained at the church is that they can help to demonstrate the appropriate way to interact with someone who might have dementia. Serve as a model for others to follow.

Keller Williams

Agents were surprised with how different they should be interacting with those with dementia after the received they training. Raised awareness and helped the agents to have knowledge about resources that exist in the community that can be provided to clients. Increased awareness about just slowing down, taking a breath, and taking your time with someone.

Middleton Police Department

The training helped officers to understand what might be going on in a household if there is dementia present. Also helped officers responding to calls to understand that sometimes behavior might be a result of something more medical and they need to be aware of that possibility.

The police department offers, at their front windows, the cards where someone can indicate whether or not they have a memory impairment or the person with them does.

Has allowed the department to be more aware of police officers whose parents might have issues with dementia. Tries to send out information on new memory cafes or resources available, so the officers are aware of it for their personal use.

The department wants to help people recognize that they are a resource people can call if citizens interact

with someone who is confused and might not know who they are or where they are. The police can aid in figuring out who that person is, and contacting loved ones.

General note about the outreach:

Has helped to really identify businesses that need a refresher training, or the full training again. Also helped to remind individuals of this training and the importance.



MONONA



Contact: Diane Mikelbank

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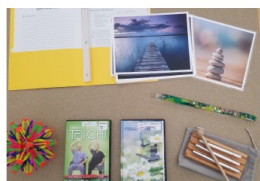
The Monona Area Dementia Friendly Community Coalition is a group of 8 community members and professionals in our area who meet monthly. Our mission is to collaborate with businesses, organizations and residents to offer education and information on resources to enhance the quality of life for persons 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.



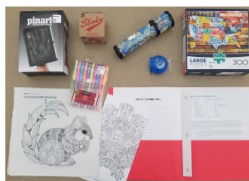
Nature: CD, Scent Containers, Book of Photos, DVD, Rocks, Pine Cones & Shell



Rural Life: CD, Scent Containers, Books, DVD, Pictures, Coloring Pages, & Markers



Meditation: DVDs, Meditation Chime, Expanding Ball, & Glitter Wand



Hands on Fun! Kaleidoscope, Yoyo, Slinky, Pin Sculpture, Puzzle, Pens, & Coloring Pages

2018 HIGHLIGHT:

The Monona Public Library worked with the committee to develop four Memory Kits which are now available for checkout through the library.

2018 ACCOMPLISHMENTS:

- ⇒ 6 businesses and organizations have been trained, including close to 50 individuals
- ⇒ New community leaders have been added to the committee
- ⇒ Three memory screenings were held at the Monona library
- ⇒ The Memory Café facilitated and hosted by Heritage Monona continued with work toward relocating for 2019 to the Monona Public Library.
- ⇒ Promoted the Dementia Friendly initiative at Monona Senior Center St. Pat's Party and the Monona Farmer's Market – Promotional materials were developed to recognize businesses who have been trained, promotion on the Alzheimer's Association E-News and WVMO.
- ⇒ \$500 grant was awarded to the Monona Public Library for Memory Café support and will help with the development of more memory kits
- ⇒ A One-page resource was developed to direct families dealing with dementia to valuable resources in the Monona area.
- ⇒ Four Memory Kits were developed by Monona Public Library that are available to be checked out.

MONONA

GOALS AND OBJECTIVES FOR 2019:

To encourage practices of hospitality and inclusion to those affected by dementia by promoting acceptance and engagement in our community.

- ⇒ **Objective 1:** Develop Emergency Packet as well as comfort bags to help those in need
- ⇒ **Objective 2:** Facilitate at least 6 trainings
- ⇒ **Objective 3:** Offer at least 4 educational programs and 3 memory screenings
- ⇒ **Objective 4:** Recruit volunteers to serve as Community Outreach and Partners Coordinators
- ⇒ **Objective 5:** Assist with growing the Memory Café and with the Development of Emergency Kits
- ⇒ **Objective 6:** Partner with Monona Public Safety to keep those with dementia and their caregivers in mind during times of need



Trainers are hearing great appreciation for the information that is shared at the training. Many have experience with those dealing with dementia and their caregivers and the basic overview is helpful to them.



NORTHWEST DANE



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2018 ACCOMPLISHMENTS:

- ⇒ Continuing to grow the Adult Day Program at Northwest Dane Senior Services and offering support and respite for caregivers
- ⇒ Intergenerational Programming—Cross Plains Recreation Department
- ⇒ Collaborating with Cross Plains EMS to train staff and provide fidget blankets for crisis response situations
- ⇒ Meeting with dementia consultant through South Madison Coalition
- ⇒ Began committee team member search in Cross Plains for Dementia Friendly community members and trained additional trainer
- ⇒ NWDSS Case Manager trained as Dementia Specialist Designation through UW Oshkosh online courses
- ⇒ Memory Screenings at Library



GOALS FOR 2019:

- ⇒ Continue training 2-3 businesses in each area
- ⇒ Recruit a committee member from each of the local communities with personal ties to dementia and Alzheimer's to further spread education and understanding of initiative
- ⇒ Fully train Cross Plains emergency response teams in Dementia response tools and file of life usage
- ⇒ Continued education and Celebration of Achievements



STOUGHTON



Established June, 2016

Contact: Heather Kleinbrook
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2018 HIGHLIGHT:

Presented at the Annual Alzheimer's Conference on Dementia Friendly Communities: After the Media Fades.

2018 ACCOMPLISHMENTS:

- ⇒ 32 Businesses, Organizations, Churches, and Service Groups Trained, including City of Stoughton Employees, Law Enforcement, and First Responders
- ⇒ Representation at Alzheimer's Advocacy Day on February 27th
- ⇒ Provided quarterly community educational sessions at Stoughton Hospital with various dementia-related topics:
 - ◆ Memory Changes – When Should I Be Concerned?
 - ◆ Nutrition and Brain Health
 - ◆ Safety Tips
 - ◆ Holiday Tips and Techie Gifts
- ⇒ Developed purple folders with information on local resources and community support for physicians and clinics to provide to individuals with dementia and their care partners during appointments.
- ⇒ Provided information and resource at community events, such as the Stoughton Business Expo.
- ⇒ Maintained a monthly Memory Café that has gained popularity.
- ⇒ Submitted and received a grant from the Stoughton Community Foundation to support our Coalition and Memory Café.
- ⇒ Submitted and received a grant from the Area Agency on Aging of Dane County to support the Memory Café.
- ⇒ Received a donation for the coalition from the Stoughton Hospital Nurses during Nurses Week.
- ⇒ Received an honorable mention award and donation from Quarles & Brady/Rural Wisconsin Health Cooperative for our Community Partnership with Stoughton Hospital.
- ⇒ Maintained a Dementia Friendly Stoughton Coalition Facebook Page.
- ⇒ Early infancy stage of implementing Music and Memory in the community through a partnership with the public library to support intergenerational activities.
- ⇒ Supported the Dane County Alzheimer's Walk.
- ⇒ Beginning work on developing Caregiver Kits.
- ⇒ Celebrated 2 years of being a Dementia Friendly Coalition and accomplishments with a team luncheon.

STOUGHTON

GOALS FOR 2019:

- ⇒ Continue to encourage and provide training to businesses, service groups, churches, and organizations
- ⇒ Continue to provide quarterly community education
- ⇒ Continue a successful Memory Café while transitioning to a new location of the Bryant Center at Stoughton Hospital
- ⇒ Continue to promote the Dementia Friendly initiative throughout Stoughton and Dane County

WHERE WE WOULD LIKE TO BE IN 10 YEARS :

We would love to be in a place where dementia friendly initiatives are so engrained in the community that there wouldn't be a need for us.



SUN PRAIRIE



OUR COMMITTEE

Established in November 2014, the Sun Prairie Dementia Friendly Committee is made up of community members and professionals who typically meet monthly. Committee members represent the Colonial Club Senior Center, senior housing, home health services, the Sun Prairie Police Department, the Sun Prairie Library, the Alzheimer's Association, and the Aging and Disability Resource Center (ADRC).

MISSION

To partner with businesses, organizations and community members in an effort to increase awareness and understanding of dementia, thereby increasing acceptance and support to those affected. We provide education, resource information and support to ensure that those with dementia continue to live independently and engaged within their community.

2018 HIGHLIGHT:

The Sun Prairie community had a challenging time this year when a gas explosion occurred in the downtown area, destroying six businesses, one home, displacing residents, and taking a firefighter's life. Our committee's progress slowed during this period, as businesses and community members focused on healing and rebuilding. In spite of this challenging time, our committee is proud to have made progress on our overall 2018 goals, and these

are highlighted in our list of activities and accomplishments.

2018 ACCOMPLISHMENTS:

- ⇒ The Dementia Friendly Sun Prairie committee hit their four year anniversary.
- ⇒ Four committee members (representing the Colonial Club, the Sun Prairie Police Department, the Alzheimer's Association, and a community member) attended all day training in January, presented by Teepa Snow, Dementia Care Training Specialist.
- ⇒ Four additional businesses and organizations were trained, bringing total to 24.
- ⇒ Two new members joined the committee.
- ⇒ Memory screenings were held at Sun Prairie Library in February.
- ⇒ A screening of the film "*Gen Silent*" was held at the Sun Prairie Library in March.
- ⇒ A newsletter was created to keep trained businesses engaged in the dementia friendly initiative. Two issues were distributed. Content includes upcoming events, tips or impactful stories, and any new businesses trained.
- ⇒ A Dementia Friendly booth, which also offered Memory Screenings, was present at the Colonial Club Health Fair in April.
- ⇒ A Dementia Friendly booth was present at Strawberry Fest in June.
- ⇒ A Dementia Friendly Training Script was created, and will be used to create a training DVD. Will be provided to businesses that complete Dementia Friendly training in 2019.
- ⇒ The Sun Prairie Memory Café hit its three-year anniversary in August. Attendance averages between 10 and 16 people each month.
- ⇒ Two new participants were added to the Music and Memory program.

SUN PRAIRIE

2018 ACCOMPLISHMENTS [continued]:

- ⇒ Applied for and received a NFCSP Memory Café Grant. Memory Café supplies and items for the Memory/Caregiver Kits have been purchased.
- ⇒ Memory/Caregiver Kits are in progress. The themes for our kits include farming, fishing, nature/spiritual, pets, science, and music.
- ⇒ Sun Prairie Dementia Friendly web page has been relaunched. Will go live in early 2019.

GOALS FOR 2019:

- ⇒ Recruit more committee members/volunteers.
- ⇒ Train 5 additional businesses
- ⇒ Complete the 6 Memory/Caregiver Kits, implement checkout system at the Colonial Club Senior Center, and advertise availability.
- ⇒ Increase Music and Memory usage.
- ⇒ Finalize training DVDs to be provided to local businesses.
- ⇒ Distribute newsletter at least quarterly.
- ⇒ Go live with relaunch of our Dementia Friendly Sun Prairie website.
- ⇒ Place two ads in local paper for Memory Café.



VERONA



Contact: Mary Hanson

(608) 845-7471 | mary.hanson@ci.verona.wi.us

We are dedicated to making Verona a more Dementia Friendly Community through training of individuals, businesses and government. The Verona Senior Center in tandem with the Caregiver group, hosts events to give caregivers an opportunity to meet to learn and exchange information with other caregivers. Memory Café members enjoy doing different activities including gardening, trishaw rides, picnics and birthday celebrations.

2018 ACCOMPLISHMENTS:

- ⇒ 24+ businesses/organizations have completed Dementia Friendly Training
- ⇒ Verona Senior Center offered 3 presentations on Alzheimer's through the Alzheimer's Association
- ⇒ Partnered with Verona Public Library on the Music and Memory program. Program provides iPod loaded with a custom music playlist at no cost
- ⇒ Monthly Triad educational events
- ⇒ Verona Senior Center staffed a booth at the Badger Prairie Needs Network vendor resource fair
- ⇒ Offered Stepping On Workshop
- ⇒ Hosted *My Two Elaines* presentation by Governor Schreiber
- ⇒ Received grant funds through Dane County to help support programs and materials for Memory Café. Majority of funds will be used to create kits for caregiver and/or care recipient utilization

- ⇒ Offer two Caregiver Support group meetings per month
- ⇒ Offer a weekly Memory Café meeting for individuals with early memory loss
- ⇒ Memory Café leaders utilized Virtual Reality equipment to tour various subjects and countries with members of the group
- ⇒ One new staff member trained as a Dementia Specialist through ADRC

GOALS FOR 2019:

- ⇒ Develop a Community Education Program Series on dementia to be presented quarterly at the Verona Public Library
- ⇒ DFC Members will participate with a booth/table to increase information/education about dementia. Should be at least one per quarter
- ⇒ To promote, educate and inform the public about dementia whenever possible. Ask city of Verona for permission to tape the four Community Education Programs presented at the Library and play them on cable TV
- ⇒ Identify at least one additional person to receive "Train the Trainer" training from ADRC and Alzheimer's Association.
- ⇒ Continue training Verona area businesses in dealing with dementia. Train at least 3 businesses per quarter or 12 per year.
- ⇒ The leaders of each parish church/synagogue/mosque meet monthly. Secure an opportunity in 2019 to speak with this group in order to inform and educate them about dementia and offer the opportunity to train their congregations
- ⇒ Establish a relationship with area churches/synagogues/mosque and educate (not train) at least two (2) of them on dementia.

WAUNAKEE



Contact: Cindy Mosiman

(608) 849-8385 | cmosiman@vil.waunakee.wi.us

2018 ACCOMPLISHMENTS:

- ⇒ Trained 4 new businesses, bringing total trained to 34.
- ⇒ Raised awareness of dementia through participation in community activities such as WaunaFest Parade, Health and Wellness Fair, and Rotary Senior Picnic.
- ⇒ Celebrated second year of monthly Memory Cafes
- ⇒ Offered 6 Brain Health Workshops with 121 participants
- ⇒ Developed 3 Memory Maker Kits
- ⇒ Worked with the Friends of Pheasant Branch Conservancy to plan and sponsor a Make a Memory day at the conservancy for persons with dementia.
- ⇒ Assisted the Waunakee Library staff to implement the Music and Memory program

GOALS FOR 2019:

- ⇒ Train 5 new businesses and or organizations to become dementia friendly.

- ⇒ Raise awareness of dementia and related issues by participating in community events including WaunaFest Parade, Health and Wellness Fair and National Night Out.
- ⇒ Expand the number of individuals on the Waunakee Dementia Friendly Committee.
- ⇒ Offer a dementia friendly training day to businesses and organizations not yet trained.
- ⇒ Recognize businesses and organizations already trained during Alzheimer's Awareness month with signage and purple balloons outside their locations.
- ⇒ Work with the state Music and Memory Director to sponsor a Music and Memory Matinee for local seniors.
- ⇒ Work with the Friends of Pheasant Branch Conservancy to sponsor a Make a Memory Day at the conservancy
- ⇒ Work with the ARDC to revisit training guidelines for businesses to be certified as dementia friendly.
- ⇒ Provide free memory screenings to the community.



WEST MADISON



Contact: Mary Ziegelbauer

(608) 277-1010 | mziegelbauer@brookdale.com

The West Madison Dementia Friendly Community Coalition was created in the beginning of 2018 and continues to grow. Our Mission is to raise awareness, promote inclusion and improve understanding of dementia throughout West Madison and to support people affected by dementia as well as their families, friends and caregivers.

2018 HIGHLIGHTS:

- ⇒ Our group continues to grow as we've developed tell a friend/bring a friend to meeting
- ⇒ In the planning stages to host a Virtual Dementia Tour for the West Madison Community, to include businesses who have been Dementia Friendly trained
- ⇒ Participated in community events to further the understanding of the Dementia Friendly Community effort, as well as supported community events with other local Dementia Friendly Community Coalitions

2018 ACCOMPLISHMENTS:

- ⇒ Trained first West Madison Kiwanis Group with

forty plus attendees. Received invitation to train at Rotary Club.

- ⇒ Educated local businesses and churches on the benefits of becoming a Dementia Friendly Business in the community
- ⇒ Provided information tables at local events, along with promoting awareness throughout all Social Media Channels
- ⇒ Promoted awareness and participated in local community walks: the Walk to End Alzheimer's and Alzheimer's Alliance Walk
- ⇒ Group members participated in the monthly ADRC DFC Leader's meetings
- ⇒ Group members registered for Train the Trainer

GOALS FOR 2019:

- ⇒ Create awareness and educate local community schools
- ⇒ Support younger population who are dealing with Dementia related to sport injuries & those playing contact sports and educate about the risks associated.
- ⇒ Host a Community Block Party to promote awareness and raise money for community walks
- ⇒ Feature story on a business who has been Dementia Friendly Trained as it relates to the community
- ⇒ Continue to grow West Madison group awareness through community newspapers and local publications
- ⇒ Support other local Dementia Friendly group events
- ⇒ Set monthly goals for training area businesses to become Dementia Friendly
- ⇒ All West Madison Dementia Friendly groups will be participating in Train the Trainer.

WEST MADISON



Marty Schreiber at Oakwood Village University Woods



First West Madison Dementia Friendly Meeting!



Sequoya Library



First West Madison Kiwanis group trained

Spry Society - Alzheimer's Association - South Central Wisconsin



Contact: Bonnie Nuttkinson

(608) 203-8500 Ext 8002 | bnuttkinson@alz.org

This free program offers a comfortable way to have fun and socialize with others who are living with mild cognitive impairment. Participants can enjoy the company of others while engaging in a variety of group activities ranging from a cooking demo, paint class, outdoor explorations, and many more fun adventures!

This program is intended for those experiencing early stage dementia, mild memory loss or cognitive impairment, and for family and friends of those affected.

2018 HIGHLIGHT:

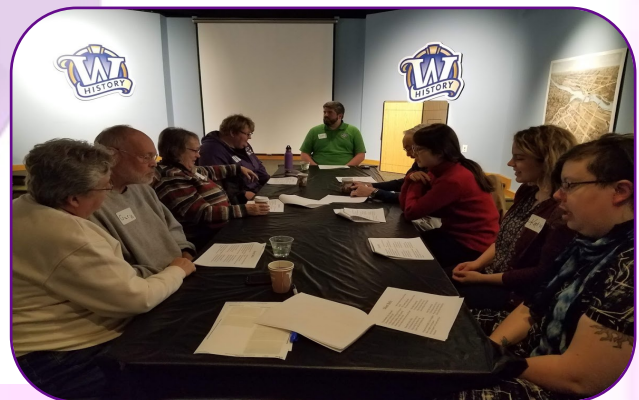
Welcomed 2 new families to the group who regularly attended events alongside some returning members from past sessions.

2018 ACCOMPLISHMENTS/ACTIVITIES:

- ⇒ Visits to Henry Vilas Zoo
- ⇒ Game Day in the Lyric Lounge
- ⇒ Paint Day on campus at UW Memorial Union
- ⇒ Holiday Party with Spark! at the Wisconsin Historical Museum
- ⇒ Multiple musical events including a harmonica performance and sing-along
- ⇒ Many hours of fellowship and sharing

GOALS FOR 2019:

Continue to provide a safe and fun environment for our members and their families to socialize and engage in brain healthy experiences



MEMORY CAFÉS

BUSINESS AS USUAL MEMORY CAFÉ

In collaboration with Common Ground Café, Middleton, a new Memory Café began hosting meetings in September. The Business As Usual Memory Café is held the second Tuesday of each month. Workers at Common Ground underwent a one hour “Dementia Friendly” training to prepare to meet patron needs during Memory Café hours. During each Business As Usual Memory Café meeting, patrons are encouraged to socialize, reminisce and enjoy an assortment of cards and games. We also offer materials to spark interaction and thinking. For example, each month we feature a “Reminisce Table” featuring personal stories and photos from early 20th Century life and an “Inspire Table” which explores something topical. Patron suggestions are always encouraged and we have been adapting to feedback.

In November, we received a grant from the Area Agency On Aging and patrons now enjoy free coffee, snacks, and entertainment at meetings. We hosted a Grand Opening Party and treated patrons to a breakfast buffet and folksy sing-along.

We look forward to seeing more awareness of the Business As Usual Memory Café and hope to serve an increasing number of patrons in 2019. It has been an honor to meet and spend time with those that have come out to the café so far.



Common Ground Staff takes time to learn Dementia Friendly Customer Service



Patrons enjoy snacks and coffee while playing a game of Yahtzee during our December 2018 meeting.

MEMORY CAFÉS

PICTURES FROM THE COTTAGE GROVE MEMORY CAFÉ



MEMORY CAFÉS



FORGET-ME-NOTS — MIDDLETON

Our group is called the **Forget-Me-Nots** and it is designed for folks with early memory loss.

2018 HIGHLIGHTS:

- ⇒ We celebrated our second anniversary in September.
- ⇒ We had a Holiday party in December. We invited the care partners and our sing-along was led by one of our participants. It was a great event.

2018 ACCOMPLISHMENTS:

Our original design has held true. Beginning with exercises, brain games, and singing, we have added a section on “today in history” that has proven to prompt discussions. See below list of items purchased with grant money the Middleton Senior Center received to support the **Forget-Me-Nots**.

Items purchased:

- ⇒ Bluetooth CD player and 3 CDs for music portion
- ⇒ Books and games for “brain games”
- ⇒ Books and equipment for exercises
- ⇒ Middleton Chamber gift certificates for caregivers
- ⇒ Food Fight gift certificates for participants and caregivers
- ⇒ Various books for caregivers reference, and some for gifts relating to keeping love alive during Alzheimer’s journey

It would be great to start another group. We have grown and have a waiting list.

Here is what our care partners are saying.

Forget-Me-Nots is like an extended family.

The folks at Forget-Me-Nots are angels.

Please thank everyone responsible for the gift certificate given to caregivers this morning at Forget-Me-Nots. It made me cry.

Most of the time it feels as if nobody notices how hard I work to take care of Bill and I surely do not do it for any external rewards. Bill is the love of my life; I would do nothing less. That said, it still is the hardest job I have ever done.

I am very grateful for the recognition.

~Ginny

MEMORY CAFÉS

STOUGHTON MEMORY CAFÉ

Established: June 2017 by the Stoughton Dementia Friendly Coalition – Celebrated 1-year anniversary this past year

Facilitators: Jen Erb and Kari Orn

Volunteers: Stephen Edmundson and Deb Weis

Gatherings: First Tuesday of each month from 9:30 am to 11:00 am.

Location: Stoughton Hospital Bryant Center

Fun Topics and activities during 2018 include:

- ⇒ Pet Therapy
- ⇒ Stoughton History and Norwegian Rosemaling
- ⇒ Polymer Clay Craft and Fleece Tie Pillow Making
- ⇒ Stoughton High School Strings Ensemble Performance
- ⇒ 1st Year Celebration, Wisdom Dance
- ⇒ Virtual Reality and Ice Cream Sundaes
- ⇒ Picnic Bingo
- ⇒ Drum Circle with Jim Turk
- ⇒ Honeyworks Demo and Taste Testing with Fire Chief Scott and Janis Wagner
- ⇒ Visit from Officer O'Neil and Police Dog, Ole
- ⇒ Pizza Making with Ian's Pizza
- ⇒ Yahara Strummers Ukulele Group and catered holiday meal

I can't think of anything to improve on. The speakers and the content are great.

It's nice to meet other people and not stay in our own individual vacuums.

My favorite is the interactions and meeting new people.

I enjoy the camaraderie and the friendships.

I love the crafty stuff we do here.

I look forward to coming here every month.



Visit from Officer O'Neil and Police Dog, Ole



MEMORY CAFÉS

SUN PRAIRIE MEMORY CAFÉ

Established: August 13, 2015

Facilitators: Melody Riedel and Kim Peterson

Gatherings: Second Thursday each month from 9:30 am to 11:00 am

Location: Colonial Club Senior Center

Participants: Typically 10 - 16

2018 HIGHLIGHTS:

- ⇒ Celebrated our 3-year anniversary in August
- ⇒ Applied for and received a Natural Family Caregiver Support Program Memory Café grant. Funds are being used to purchase Cafe supplies, advertising, and items for the Memory/Caregiver Activity Kits.

ACTIVITIES

Over the years, we have hosted a variety of activities including a service dog demonstration, pumpkin decorating, the story of Hershey, painting with chocolate, viewing photos by a passionate bird watcher, a Qi Gong demonstration, and a trip to Sassy Cow complete with ice cream samples.

Some of our 2018 activities included chair yoga, planting flowers with **Jung's Garden Center** (a dementia friendly business in Sun Prairie!), practicing mindfulness and meditation, viewing photos by a nature photographer, and playing "Roll the Dice Horse Racing". To supplement our monthly themes, we also do crafts, play word games, test each other with trivia, and use "Chat Pack" cards to promote conversation and getting to know one another better.

We have developed several annual traditions as well. Each July we hold an outdoor cookout and play some fairly competitive (but fun!) rounds of bean bag. In October we play Halloween Candy Bingo, with a

take-home candy bag for everyone. And in December we hold a holiday luncheon at a local restaurant which includes the popular "Pass the Gift Bag" game.

It has been a real privilege to host this Café, to get to know these families, and to be a part of bringing them together in an environment that promotes acceptance and social connection. Most gratifying is watching the development of friendships and relationships of mutual support amongst participants, and knowing that for at least a little while, their dementia journey may feel a little less overwhelming. Participants often express gratitude to us as they depart, and fellow participants often exchange hugs as they leave – evidence that our goal of social connection has been successful!!

~Kim Peterson



ALZHEIMER'S ASSOCIATION SOUTH CENTRAL WISCONSIN CHAPTER



The South Central Wisconsin chapter of the Alzheimer's Association serves nine counties. 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.

2018 DEMENTIA FRIENDLY ACCOMPLISHMENTS

⇒ Dementia Friendly Initiatives Actively Supporting:

- ◆ DeForest/Windsor
- ◆ Sun Prairie
- ◆ Stoughton
- ◆ Cottage Grove
- ◆ Cambridge
- ◆ Fitchburg
- ◆ Monona
- ◆ Verona
- ◆ Middleton
- ◆ Iowa County
- ◆ Rock County

⇒ Started a Memory Café in Fitchburg with the Fitchburg Senior Center

⇒ Co-Facilitated Dane County Train the Trainer classes

⇒ Assisted in the Development and Facilitation of the Dementia Friendly Trainer Course for Banking & Financial Services

⇒ Many education programs were held in conjunction with the dementia friendly communities

⇒ Brought awareness to Dementia through many activities held in June for Alzheimer's & Brain Health Awareness Month.

DEMENTIA FRIENDLY GOALS FOR 2019

⇒ Bring Dementia Awareness to the Latinx community through grant from Bader Philanthropies

⇒ Hold Community Forums in Fitchburg and Madison



ALZHEIMER'S ASSOCIATION SOUTH CENTRAL WISCONSIN CHAPTER

OVERALL AGENCY ACCOMPLISHMENTS:

- ⇒ 45 education programs to over 1,000 constituents; including Caregiver Bootcamps in Dane, Rock and Iowa counties in partnership with the local ADRCs.
- ⇒ Provided support to over 1,500 constituents through the Helpline, local phone number and in-person care consultations
- ⇒ 125 Support Group Meetings
- ⇒ Started a Coffee for Male Caregivers with Dementia Care Specialist
- ⇒ 45 Early Stage Program Meetings
- ⇒ Spring Advocacy Day resulted in over 70 statewide meetings with the a main focus of increasing the number of Dementia Care Specialist and adding an Alzheimer's awareness grant to the budget
- ⇒ Wisconsin State Conference held May 6-8; had over 800 attendees
- ⇒ With ADRC of Rock County we held our 4th annual Alzheimer's & Other Related Dementias Conference November 2, and had 90 attendees

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS.™



ALZHEIMER'S & DEMENTIA ALLIANCE OF WISCONSIN



MISSION: The Alzheimer's & Dementia Alliance of Wisconsin is dedicated to improving the lives of persons with Alzheimer's disease or related dementias and their families through education, support and individualized guidance through each stage of the disease.

GOAL: To help families affected by Alzheimer's or related dementias maintain the best quality of life possible.

THE ALZHEIMER'S & DEMENTIA ALLIANCE OF WISCONSIN (ADAW) EARLY STAGE PROGRAMS:

Memory Cafés are a social gathering place for people with memory loss, mild cognitive impairment, early Alzheimer's, or other dementia and their family and friends.

- ⇒ ADAW hosts 2 Memory Cafés in Dane County; Middleton and South Madison.
- ⇒ ADAW is affiliated with 5 more Cafés in Dane County; DeForest, East Madison, Mount Horeb, Sun Prairie, and Waunakee
- ⇒ Highlight: At the end of 2018, ADAW hosted an Art Exhibit at Imperial Garden West featuring artwork done by Memory Café participants.

Crossing Bridges is an educational discussion group for people with mild memory loss, early stage Alzheimer's disease or a related dementia, and their primary care partner. The program offers an opportunity to learn coping skills, enhance family communication, and provide guidance toward developing future plans. Those who complete the program are invited to join a monthly early stage support group.

- ⇒ In 2018, ADAW offered Crossing Bridges programs in the spring and fall

Meeting of Minds is a discussion group and memory enhancement program for people with mild memory loss. Participants meet for six consecutive weeks for cognitively stimulating activities like group storytelling around a theme, or discussion of a piece of artwork or a painting. Each session also consists of modified Tai Chi exercise or other relaxation activities.

New Friends, a companionship program, offered jointly by ADAW and Wisconsin Alzheimer's Institute, pairs UW-Madison students with individuals with memory loss. The group enjoys meetings, shared activities and often develop friendships. The mentors and person with dementia are given the opportunity to share their experiences while participating in meaningful activities. Students learn about Alzheimer's disease and other dementias outside of the classroom.



Alzheimer's & Dementia Alliance of Wisconsin

OTHER DANE COUNTY ACCOMPLISHMENTS:

- ⇒ Partnered with the Wisconsin Alzheimer's Disease Research Center for the 8th annual Solomon Carter Fuller Memory Screening Day and Community Discussion on Alzheimer's. Keynote speaker Dr. Cerise Elliott, National Institute on Aging, talked on Advancing Health Disparities Research in the African-American Community.
- ⇒ ADAW facilitates 3 monthly caregiver support groups in Dane County, each with a specific focus; Male Caregivers, Young Onset Caregivers, and Adult Children Caregivers. There are also 5 other ADAW affiliated dementia-specific and general monthly caregiver support groups.
- ⇒ Offered monthly family caregiver education programs in Dane County, covering topics from behavior changes to communication. Two new topics for 2018 included: Resources and Supports at each Stage, and Communication and Emotions in Late Stage.
- ⇒ Additional caregiver education programs offered include: The Caregiving Journey: Middle-Stage Dementia giving caregivers the opportunity to learn and practice strategies through presentation, group discussion and role playing; and free Legal & Financial Planning Seminars.



**FOR MORE INFORMATION ON THESE PROGRAMS
VISIT ALZWISC.ORG OR CALL (608) 232-3400.**

CENTER FOR AGING RESEARCH AND EDUCATION (CARE)



In 2018, the Center for Aging Research and Education (CARE) at the University of Wisconsin–Madison School of Nursing launched a "Dementia Friendly Toolkit" for community members, family members, retail workers, service providers, direct care and professional staff (learn more at <https://care.nursing.wisc.edu/dementia-friendly-toolkit/>). The toolkit includes four short training videos and a booklet with all information needed to carry out six role-play exercises designed to reflect common challenges faced by people living with dementia. It was designed to build communication and advocacy skills to respectfully engage people living with dementia.

2018 HIGHLIGHTS:

- ⇒ CARE launched the year-long toolkit project in response to family caregivers' stories of challenging medical appointments, community groups' requests for dementia friendly training materials, and the increasing number of people living with dementia.
- ⇒ CARE tested the toolkit, first with School of Nursing students, then with UW–Madison students from other health sciences and allied disciplines, and then with community members involved in dementia friendly community efforts.

FEEDBACK FROM PARTICIPANTS IN TOOLKIT SESSIONS INCLUDED:

The most profound moment for me was when a student noted that applying the communication techniques did not take any more time than rushing through a clinic visit with a set agenda. When the students playing the roles of healthcare provider and family caregiver included the person living with dementia in the conversation, the visit went more smoothly and everyone felt better about the outcome without taking up more precious clinic time.

**~Sarah Endicott, DNP, APNP, GNP-BC,
Clinical Associate Professor**



It was really helpful to see common situations from the side of persons with dementia.

**~Undergraduate
Nursing Student**

Having a few simple changes that you can make with your verbal and nonverbal presentation is really useful.

**~Physical Therapy
Student**

Made me think about even being more attentive to the families' concerns and needs.

**~Nursing Graduate
Student**

The role plays were effective in imagining being both the person with dementia and the other roles, which is important for empathy.

**~Community
Member**

CENTER FOR AGING RESEARCH AND EDUCATION (CARE)

2018 ACCOMPLISHMENTS:

- ⇒ CARE presented on dementia friendly skills at the Dane County Continuity of Care monthly meeting, Wisconsin Aging and Disability Network annual conference, Dane County Dementia Friendly Leaders coalition meeting, Alzheimer's Association International Conference, Alzheimer's Association state conference and Gerontological Advanced Practice Nurses Association Annual Conference.
- ⇒ CARE took part in the Alzheimer's and Dementia Alliance of Wisconsin Dane County Walk Against Alzheimer's
- ⇒ Presented a certificate of recognition from the UW–Madison Chancellor's office to the Dementia Friendly Community Coalitions of Dane County for outstanding collaboration in embodiment of the Wisconsin Idea.



GOALS FOR 2019:

- ⇒ CARE is offering free Dementia Friendly Toolkits with simulation equipment to 100 community groups across the state. The kits will be delivered by March.
- ⇒ CARE will bring our service-learning course "Community supports for people with dementia" back to the School of Nursing in summer.
- ⇒ CARE hopes to develop culturally-adapted versions of the Dementia Friendly Toolkits for African American communities.



FIRST CONGREGATIONAL UNITED CHURCH OF CHRIST, MADISON



Terrace home since 1930. Bringing this nearly 90-year-old building up to date has been the goal of the Congregation for the past several years. The First Congregational Accessibility Committee works to empower and advocate for individuals of all abilities, explore and promote means to make First Congregational Church's physical structure and programming, more accessible to all, educate the wider community for awareness and action, and recognize and support the role of caregivers. For the past several years, the Accessibility Committee has chosen a focus to address with the congregation. The focus for 2018 was Dementia and Alzheimer's Disease.

The ADRC was instrumental in educating the congregation of how best to recognize, and welcome, those with dementia. Thirty staff members, ushers, greeters, and members at large attended Dementia Friendly Training workshops to learn to better offer a personal welcome. Steps have been taken to make an old building easier to navigate. The congregation also continues to foster and nurture a monthly Caregivers Support Group.

An annual September Accessibility Service highlights that year's focus, and offers the congregation a

chance to renew their commitment to welcome all. The 2018 service gave five individual members an opportunity to share their personal, and powerful, experience of coming to terms with, learning to live with, supporting, and in some cases, letting go of, a loved one diagnosed with dementia.

First Congregational Church will continue to strive to be a Dementia Friendly Community. Future programming will work to educate all ages in the congregation on the signs and tools to live up to our commitment to be a community welcome to all.



FRIENDS OF PHEASANT BRANCH CONSERVANCY



The Friends of Pheasant Branch organized as a not-for-profit organization in 1995. The City of Middleton established a Conservancy Lands Committee and, with the Dane County Parks Department, developed a long-range master plan for the conservancy. The Friends continue to collaborate with various partners to share the health benefits (physical and mental) through being outside with Mother Nature.

2018 HIGHLIGHTS:

- ⇒ The Friends of Pheasant Branch Conservancy's Accessibility Committee has planned and implemented several successful activities, program events and various initiatives designed to support citizens and neighbors who have been unable to fully experience Nature at the Conservancy. A grant from the Bader Philanthropies Inc. has allowed the Friends to provide this support.
- ⇒ In 2018, *Make a Memory* events focused on individuals with cognitive challenges/dementia and their care partners. "Joy", a video documentation of these events, is being produced to share various lessons learned from these events with other environmental and dementia friendly groups. (www.pheasantbranch.org)

ACCOMPLISHMENTS:

When the members of the Friends of Pheasant Branch Conservancy Board opened a dialogue about reaching out to underserved populations in the community and surrounding areas, one of the first suggestions was to form active partnerships with various organizations. The committee's accomplishments the past few years have been linked to the establishment of collaborative partnerships. These partners have provided advice, guidance and volunteer hours to support the goals of the committee.

GOALS FOR 2019 & BEYOND:

A list of joint projects between the Friends of Pheasant Branch Conservancy and key government partners – the City of Middleton and Dane County – are listed below:

- ⇒ Mapping – development and printing of quadrant maps with designated rest areas (existent and new benches or boulders) and the estimated distance between them;
- ⇒ Signage – modification of trail signage to include simplified and standard language; possible inclusion of QRC codes;
- ⇒ "Slow Walks" – short walking loops for those with limited mobility and/or dementia in the Conservancy and city parks; and
- ⇒ The Accessibility and Use Committee views an on-going collaborative dialogue with the city and the county as primary to the implementation of their improvement plans (2018 – 2023).



MUSIC AND MEMORY



Julie Hyland

jhyland@musicandmemory.org

646-771-0171

<https://musicandmemory.org>

Music & Memory is a non-profit organization that brings personalized music into the lives of the elderly or inform through digital music technology, vastly improving quality of life.

2018 HIGHLIGHT:

Music & Memory is now available through 15 Dane County libraries in order to serve community members living at home with the dementia. The program is made available at no cost through an Administration for Community Living grant.

2018 ACCOMPLISHMENTS:

- ⇒ In the spring of 2018 students from Clark Street Community School volunteered their time to interview community members at the Middleton Senior Center in order to create personalized playlists. In collaboration with four libraries, the students helped 12 community members find songs that connected them with their memories and emotions. Thank you to the Middleton, Rosemary Garfoot, Black Earth, and Alicia Ashman public libraries for the Music & Memory music kits.
- ⇒ On July 30 a group of middle school students from across the state participated in the *Love Begins Here* summer missionaries at St. Francis Xavier Catholic Church in Cross Plains. The students learned about dementia, the Music & Memory program and spent the afternoon at Milestone Senior Living enjoying music with the residents. They sang along with the songs, played instruments and even learned how to polka!
- ⇒ Clark Street Community School students

selected the *Music & Memory* 9-week session for the 2018/19 school year, making it the fifth time the session has been offered. A new experience added to this year's session was a *Virtual Dementia Tour* facilitated by Joy Schmidt, Dementia Care Specialist with the ADRC of Dane County.

GOALS FOR 2019:

- ⇒ Educate and engage additional students on dementia, Music & Memory and connect them with local volunteer opportunities.
- ⇒ Expand the accessibility of Music & Memory at home kits to community members living at home with dementia throughout the state.



Photo from the Love Being Here Facebook page

OLBRICH BOTANICAL GARDENS - MADISON



Olbrich Botanical Gardens is a locally treasured and globally renowned source of beauty and education that celebrates the importance of plants in a sustainable world. Located on the shore of Lake Monona just 3 miles east of the Wisconsin's State Capitol, Olbrich's 16 acres of outdoors display gardens include the Rose, Herb, Wildflower, Rock, Sunken, Shade, Perennial, and Thai Gardens. The Bolz Conservatory, a 50-foot high glass pyramid, houses a diverse tropical plant collection. Educational classes and special events are offered year round. Whether coming to Olbrich for a quiet stroll, inspiration for a garden, or fun at one of the dozens of family events, there is something for everyone at Olbrich. Olbrich Botanical Gardens delights about 350,000 visitors annually. Olbrich Botanical Society and the City of Madison Parks Division partner in the operation of Olbrich Botanical Gardens.

2018 ACCOMPLISHMENTS:

- ⇒ Olbrich staff participated in ADRC train-the-trainer session.
- ⇒ Twelve Dementia Communications trainings were held at Olbrich; most were led by Olbrich staff. All Olbrich staff (42), 145 Olbrich volunteers, and 5 guests participated in Dementia Communications Training.
- ⇒ Participants recognized the importance of communications techniques at Olbrich and in the encounters with others throughout the community.



The joy, diversity, wonder, and beauty of plants can be shared by everyone.

Olbrich Botanical Gardens is a place where gardens, facilities, and programs serve people of all ages, abilities, and incomes. It is why we are happy to partner with Dane County's Aging and Disability Resource Center to be certified as a Dementia-Friendly Organization. We want all visitors to feel at home at Olbrich. It is their public garden!

**~Roberta Sladky
Garden Director**



- ⇒ There was a ripple effect: several participants contacted the ADRC to inquire about training opportunities for other businesses/organizations.

GOALS FOR 2019:

- ⇒ Continue to integrate Dementia Friendly concepts into Olbrich operations.
- ⇒ Offering ongoing training to staff and volunteers.



RIVER VALLEY BANK - MIDDLETON



It was the ambition of one River Valley Bank - Middleton team member that drove the initiative to be recognized as dementia friendly in all 15 RVB bank locations in Wisconsin and Michigan's Upper Peninsula. After receiving corporate approval in February, Rhonda Lewis set out to visit all 15 bank locations and conduct the trainings. Lewis, a member of the Dementia Friendly Middleton Coalition, the Dane County Dementia Friendly Financial Group, and a trainer herself, set up a week-long trek to the Wisconsin Northwoods bank locations (Wausau, Merrill, Rothschild, Tomahawk, Minocqua, and Eagle River) in April and to the U.P. in May to hold almost 30 sessions with team members. In those sessions, and subsequent sessions held later via video conference, Lewis trained approximately 150 team members. Almost 1416 miles were logged between Middleton and Marquette, Michigan and all points in between.

COLLABORATIONS:

Lewis reached out to the ADRC-Central Wisconsin, the ADRC-Northwoods, and UPCAP in Michigan to collaborate efforts and give all bank locations their respective sources to reach out to. "Individuals from these organizations also attended some of the sessions as well," Lewis indicated.

River Valley Bank is the only bank in Wausau, Northwoods, and the U.P. that is recognized as being dementia friendly.

DEMENTIA FRIENDLY CHAMPIONS:

From the sessions held, 12 individuals volunteered

to be trained to be trainers in their respective bank locations. They receive a listing from Human Resources of new team members from the previous quarter who should be trained on dementia friendly practices and then it is their responsibility to schedule the training sessions and provide attendance forms.

IN THE NEWS:

From a press release that was distributed, television and print media picked up on this initiative. Lewis was interviewed by a Rhinelander television station. Two television stations in the U.P. interviewed the respective locations' market managers. A social media blast was launched, outdoor marquee and indoor television monitor messages were posted, all bank locations include the Dementia Friendly window decal and the RVB website includes not only a blog about being dementia friendly, but each location's landing page includes the Dementia Friendly logo. RVB was also the recipient of *Independent Banker's* "Most Innovative Community Banks" award received by only 20 banks nationwide. And Lewis, herself, received a quarterly recognition award, along with the bank president's "Sunshine Award."

2019 AND BEYOND:

River Valley Bank is committed to support the dementia friendly initiative in all its locations. RVB provides a very high level of customer service. It is only fitting that providing best practices to their team members on how to better understand memory loss and the possibility of financial implications from it is of the utmost importance. Lewis commented, "It's the right thing to do."



RIVER VALLEY BANK - MIDDLETON



SPARK! AT THE WISCONSIN HISTORICAL MUSEUM



2018 HIGHLIGHT:

We finished our second year of SPARK! program. This year, the museum worked with so many wonderful partners: Madison Children's Museum, Ian's Pizza, Allen Centennial Garden, musician Stuart Stotts, the Wisconsin Center for Film and Theater Research, Oneida artist Karen Ann Hoffman, Wisconsin Tango, Dogs on Call, The Civil War Museum in Kenosha, and more!



2018 ACCOMPLISHMENTS/ACTIVITIES:

- ⇒ Attendance at SPARK! programs was 370, up 40 from last year.
- ⇒ SPARK! facilitator Katie Shapiro presented on creative engagement in history museums at the annual SPARK! Conference.
- ⇒ The museum continues to partner with Attic Angel to provide monthly TimeSlips programs for its residents.



GOALS FOR 2019:

To continue to grow the program's reach and to involve new partners in programming.

STOUGHTON HOSPITAL



Stoughton Hospital was the first hospital in Dane County, and possibly Wisconsin, to become Dementia Friendly. Celebrated 2 years as a dementia friendly hospital in August 2018.

Contact: Heather Kleinbrook at hkleinbrook@stohosp.com or (608) 873-2316

2018 HIGHLIGHTS:

- ⇒ Select employees were trained on, and subsequently conducted, Dementia Live! experiences for over 85 hospital employees and community members in August and September. This simulation and education session allows one to experience what it may be like to live with dementia firsthand by providing a deeper understanding and greater empathy for persons with cognitive impairment.
- ⇒ Collaborated with the VA Hospital in Madison to share Stoughton Hospital's Dementia Friendly Journey, which was then shared in Germany at an International Gerontological Conference in September.
- ⇒ Hosted quarterly education sessions sponsored by the community Dementia Friendly Coalition. Topics include: Memory Changes – When Should I Be Concerned?; Nutrition and Brain Health; Safety Tips; and Holiday Tips and Techie Gifts.
- ⇒ Developed a webpage on the hospital website to share dementia friendly education, information, and resources.
- ⇒ Developed a webpage on the internal hospital website (Intranet) to share dementia friendly education, information, and resources with hospital employees.
- ⇒ Committed to be the Fiscal Intermediary for the Dementia Friendly Stoughton Coalition.
- ⇒ Supported fundraising efforts for the Alzheimer's Association Walk to End Alzheimer's, raising over \$2,100.00.
- ⇒ Solidified process of training new hospital employees on dementia and dementia friendly initiatives, as well as providing mandatory annual education to all employees.
- ⇒ Completed environmental changes with improved lighting, flooring, and improved signage throughout the organization.

2018 ACCOMPLISHMENTS:

- ⇒ Presented our journey to becoming a Dementia Friendly Hospital in collaboration with the Wisconsin Alzheimer's Institute and Wisconsin Dementia Resource Network via a Webinar presentation: Dementia Friendly and Dementia Capable Hospitals and Clinics.
- ⇒ Served as a resource for other hospitals throughout the state and bordering states who are looking to become dementia friendly.



STOUGHTON HOSPITAL

2018 ACCOMPLISHMENTS [CONTINUED]:

- ⇒ Received Honorable Mention for the 2018 Community Engagement Award sponsored by Quarles & Brady/Rural Wisconsin Health Cooperative for hospital partnership with Dementia Friendly Stoughton Coalition
- ⇒ Stoughton Hospital was visited by Governor Scott Walker in January 2018, allowing a brief opportunity to share the importance of raising awareness and providing support to those with mental health needs and dementia
- ⇒ Attended Alzheimer's Advocacy Day at the Capitol to advocate for dementia-related issues and needs in February

GOALS FOR 2019:

- ⇒ Continue to share accomplishments with other hospitals looking to become dementia friendly
- ⇒ Continue to provide meaningful education and training for all hospital employees
- ⇒ Continue to address environmental changes with a dementia friendly eye
- ⇒ Continue to promote dementia friendly initiatives within the hospital and in the community
- ⇒ Continue to collaborate with the Dementia Friendly Stoughton Coalition and Memory Café

10 YEARS GOAL:

Remain strong with our dementia initiatives and efforts in order to be the hospital of choice for those with dementia and their care providers

Mom, doesn't it feel good to know that Dad is being taken well-care of by people who actually understand dementia and what his and our family's needs are?

~Family Member

It is so great that we are getting dementia education. It not only helps me in my job, but also in caring for my mom.

~Staff Member

Kudos on becoming the first dementia friendly hospital in Dane County! Our increased knowledge as a collective team makes us that much stronger in providing exceptional care to our patients and community.

~Head Nurse



UNITY POINT HEALTH - MERITER



UnityPoint Health
Meriter

CONTACT:

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Carrie Bennett

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2018 HIGHLIGHTS:

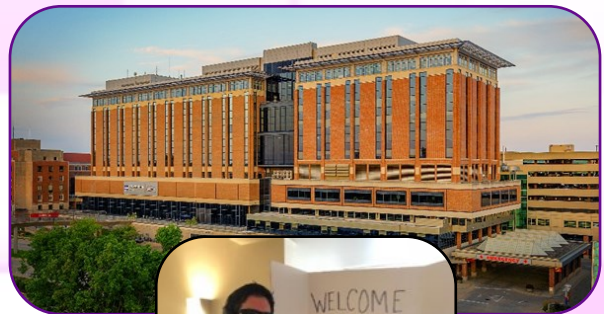
- ⇒ Formed a dementia steering committee inclusive of inpatient and outpatient care
- ⇒ Increased clinical and support staff education and awareness across Meriter

2018 ACCOMPLISHMENTS:

- ⇒ Launched Virtual Dementia Tours for our staff
- ⇒ Incorporated dementia concepts into nursing staff orientation
- ⇒ Expanded Hospital Elder Life Program
- ⇒ Added a program assistant
- ⇒ Dedicated 52 volunteers to support the program
- ⇒ Served over 100 patients/month
- ⇒ Expanded case management services to focus on patients with dementia in our primary care clinics
- ⇒ Participated in community meetings and education
- ⇒ Created a dementia resource guide with clinical tools for our clinic staff
- ⇒ Offered monthly advance care planning seminars
- ⇒ Awarded Meriter Foundation Grant monies to support dementia initiative
- ⇒ Elevated dementia services as a major initiative in Meriter's annual operating plan

GOALS FOR 2019:

- ⇒ Continue expansion of dementia services across the system
- ⇒ Add more instructors to lead the Virtual Dementia Tour
- ⇒ Provide staff education across our system and increase participation in the Virtual Dementia Tour
- ⇒ Explore opportunities to make our environment more dementia friendly



WILLIAM S. MIDDLETON MEMORIAL VETERANS HOSPITAL



The Madison VA Hospital Dementia Friendly Hospital Task Force set a number of ambitious goals for 2018, and we are excited to say that we have attained many of them!

STAFF TRAINING: We made progress on our goals to improve the “Level 1” Dementia Friendly Hospital training by creating effective audiovisual aids, a VA-specific reminder card, and a more comprehensive pre-post evaluation. We also now offer DFH training within the new employee orientation curriculum. We are working on getting continuing education credits assigned to our training, and on continuing to train or re-train key services within the facility. Finally, we obtained grant funding to purchase additional training materials to help clinical staff improve person-centered care for our Veterans.

ENVIRONMENTAL IMPROVEMENTS: This year, we obtained grant funding to create a dementia-friendly Peace Garden open to Veterans in care settings throughout the facility. Our construction team incorporated a requirement for Dementia Friendly design elements to be part of all future construction proposals. We continue to promote dementia awareness through education of staff and visitors about our dementia-friendly nature-themed clinic naming scheme.

DEMENZA FRIENDLY CHAMPIONS: Our list of Champions continues to grow and come from a variety of services within the Madison VA system. Our Champions conduct staff trainings, develop dementia friendly materials, and help at our events. Six VA employees completed the Dementia Friendly Community Training offered by Dane County ADRC.

COLLABORATIONS: Early in 2018, we collaborated with the Wisconsin Alzheimer’s Institute and the Wisconsin Alzheimer’s Disease Research Center to spread the word about Dementia Friendly healthcare. We worked with Stoughton Hospital to present on Dementia Friendly healthcare at a conference in Germany. In October, we co-sponsored – with the VA Caregiver Support Program and the VA Geriatric Research Center – an event bringing former Governor Martin Schreiber to the VA for a talk and book signing about his dementia caregiving experience. We held a resource fair with community partners and offered Dementia Friendly Hospital training as part of the event.

GOALS FOR 2019:

- ⇒ Broaden our Train the Trainer program to enhance staff training capacity for the ~2500 employees at Madison VA
- ⇒ Continue roll-out of new clinical staff training tools for dementia care
- ⇒ Conduct comprehensive evaluation of Level 1 staff training
- ⇒ Launch an Older Veterans Engagement Group to ensure the voice of older patients and caregivers is incorporated into our planning
- ⇒ Continue to strengthen collaborations within and outside of our facility



October 2018 — At the first anniversary event of being recognized as a Dementia Friendly Hospital, former Wisconsin Governor Martin Schreiber talked about his experiences as a caregiver of a person with dementia to the audience of employees and visitors.

WILLIAM S. MIDDLETON MEMORIAL VETERANS HOSPITAL



Dr. Wyman pictured standing next to her chart that explains what is involved in creating a Dementia Friendly Hospital. This model was presented at the National Alzheimer's Association conference in Chicago, and was also presented to an international audience in Germany.

There is growing interest in Dementia Friendly initiatives: programs designed to improve services and promote engagement for persons with dementia (PWD). We present an innovative "Dementia Friendly Hospital" (DFH) model which adopts a holistic approach to improving the healthcare experience for PwD. Six components include 1) clinical staff training in person-centered care, 2) non-clinical staff training, 3) DFH environmental design improvements, 4) identifying DFH Champions among employees, 5) securing support from management, and 6) collaboration with the local community. We describe facilitators and barriers to implementation in a large Veterans Affairs medical center, with 2,000 employees serving 43,000 patients. A brief training for non-clinical staff led to a 30% increase in dementia knowledge, and system-wide improvements are continuing, including incorporation of DFH design principles into ongoing construction projects. This novel approach reflects system-community collaboration and represents a promising initiative for transforming healthcare culture and improving person-directed care for PwD.

**~Dr. Mary F. Wyman, Ph.D.—Clinical Psychologist
Advanced Fellow in Women's Health/Geriatrics, GRECC
W.S. Middleton Memorial VA Hospital, Madison**



IMPROVED DEMENTIA FRIENDLY SIGNAGE AT THE W.S. MIDDLETON VA HOSPITAL— They are named with memorable titles and pictures that improve navigation in the hospital for everyone, but especially for those living with dementia.

SNAPSHOT FROM 2018

