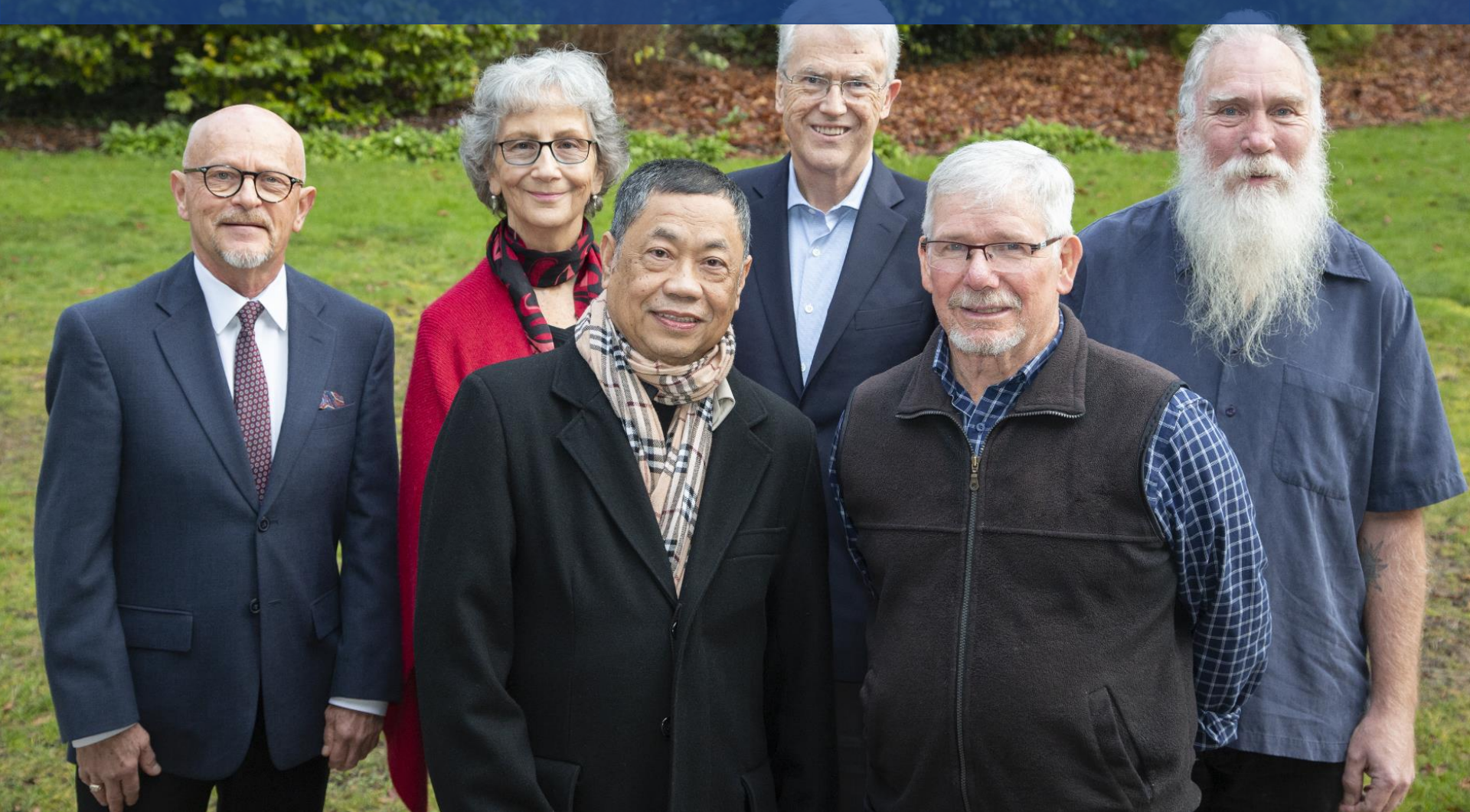


# Dementia-Friendly Canada

Creating inclusive and supportive  
communities

March 31, 2021

# Imagining a Dementia-Friendly Canada





## Dementia-Friendly Canada

- What are we trying to achieve?
- What is a dementia-friendly community?
- Building a dementia-friendly community: Online education
- Promoting dementia-friendly communities
- Dementia-Friendly Canada Awards

# What are we trying to achieve?

## Goal one

Train Canada's workforce through a mixed-method approach

## Goal two

Promote and enable an understanding of dementia

## Goal three

Achieve sustainability and scale-up Dementia-Friendly Canada

# What is a dementia-friendly community?



# What is a dementia-friendly community?



# What is a dementia-friendly community?



## Accessibility

“The grocery store’s a challenge because [...] they make you weave through the jungle of groceries.”

- Focus group participant

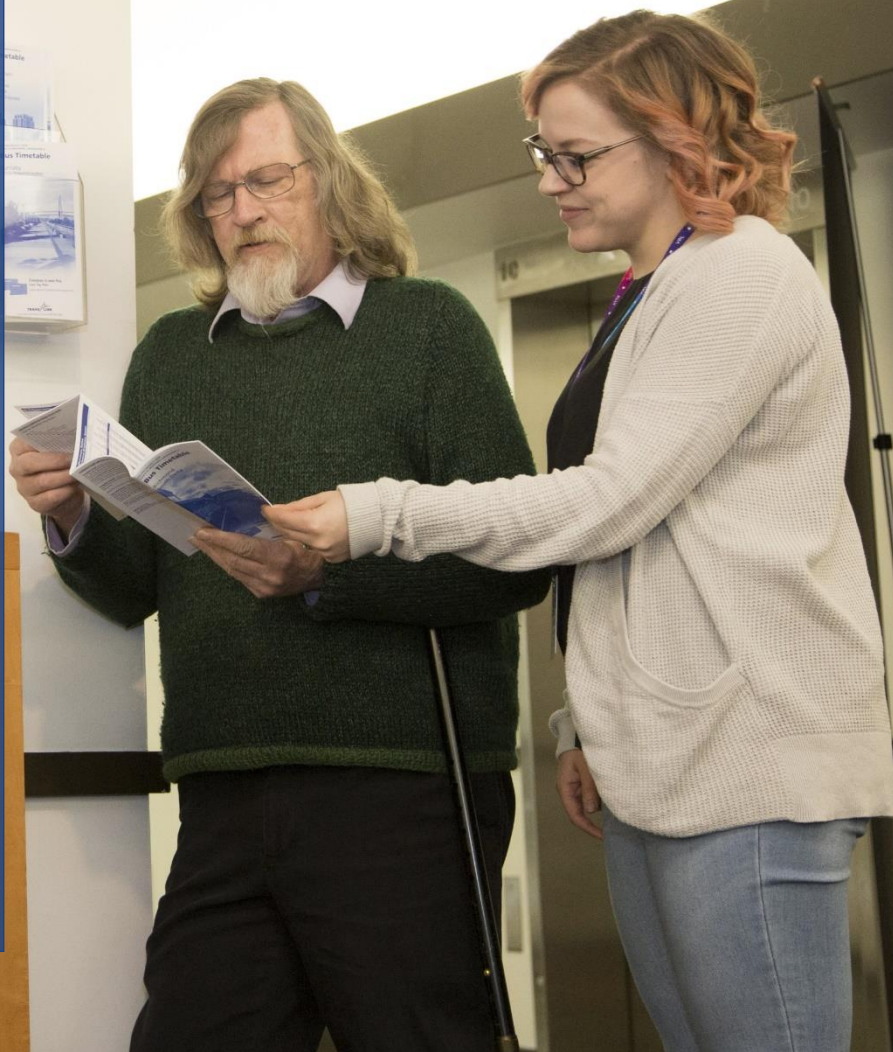




## Education

"I think a dementia-friendly community would mean that people's default would be to be curious."

– Focus group participant



# Communication

“I didn’t realize how powerful a smile was.”

– Care partner





## Championing

“I think we’re the trailblazers right ‘cause the generation before us, when they were diagnosed with any of this they just stayed at home and you didn’t see them again [...]. Whereas we’re out and about and we wanna stay out and about”

– Person living with dementia

# Building dementia-friendly communities



# Building dementia-friendly communities

*DO YOU WORK IN...*



**RECREATION &  
LIBRARY**



**RETAIL &  
RESTAURANT**



**PUBLIC TRANSIT**

# Building dementia-friendly communities



**What is a dementia-friendly community?**



**Dementia-friendly interactions**

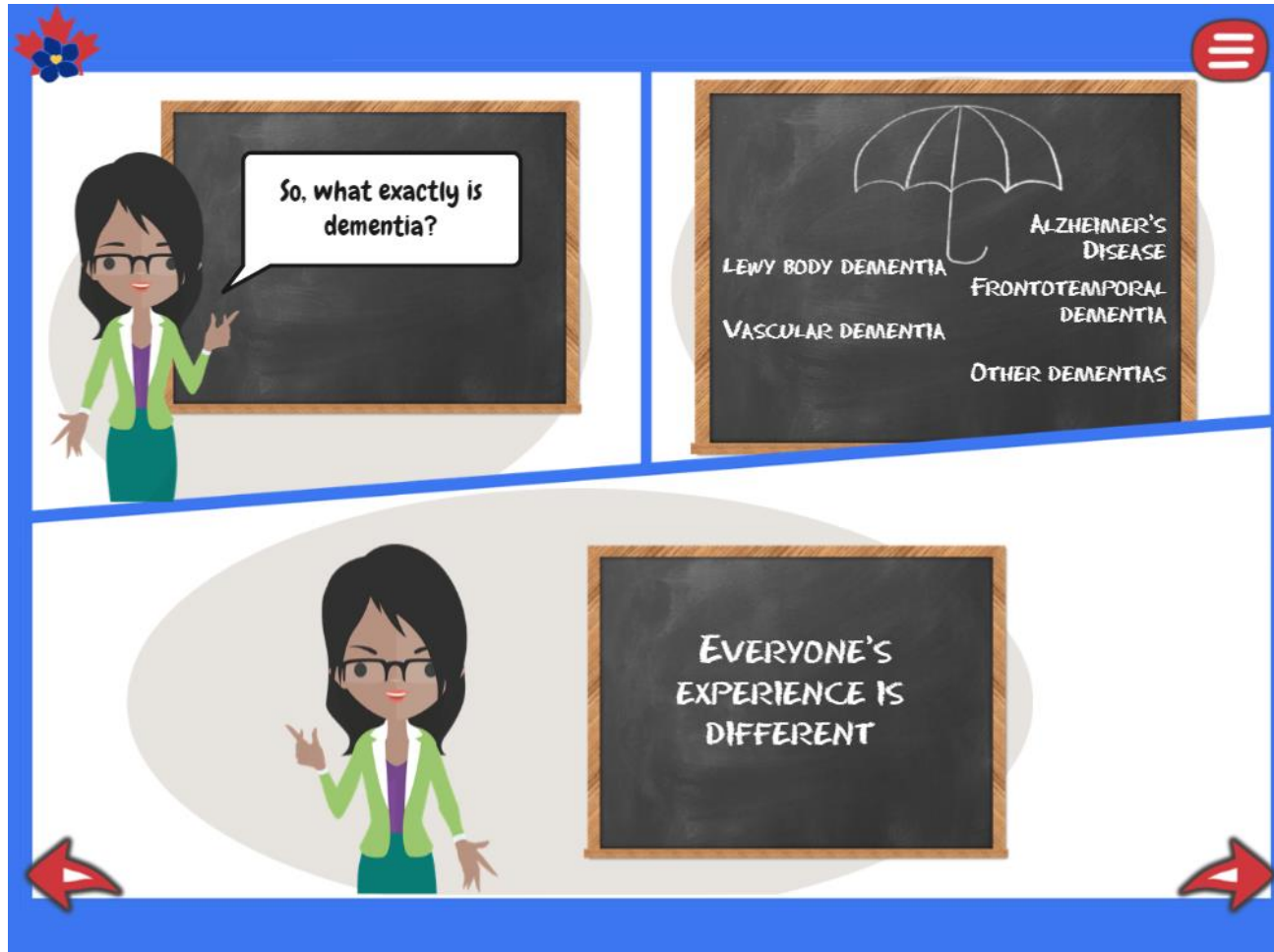


**Dementia-friendly spaces**

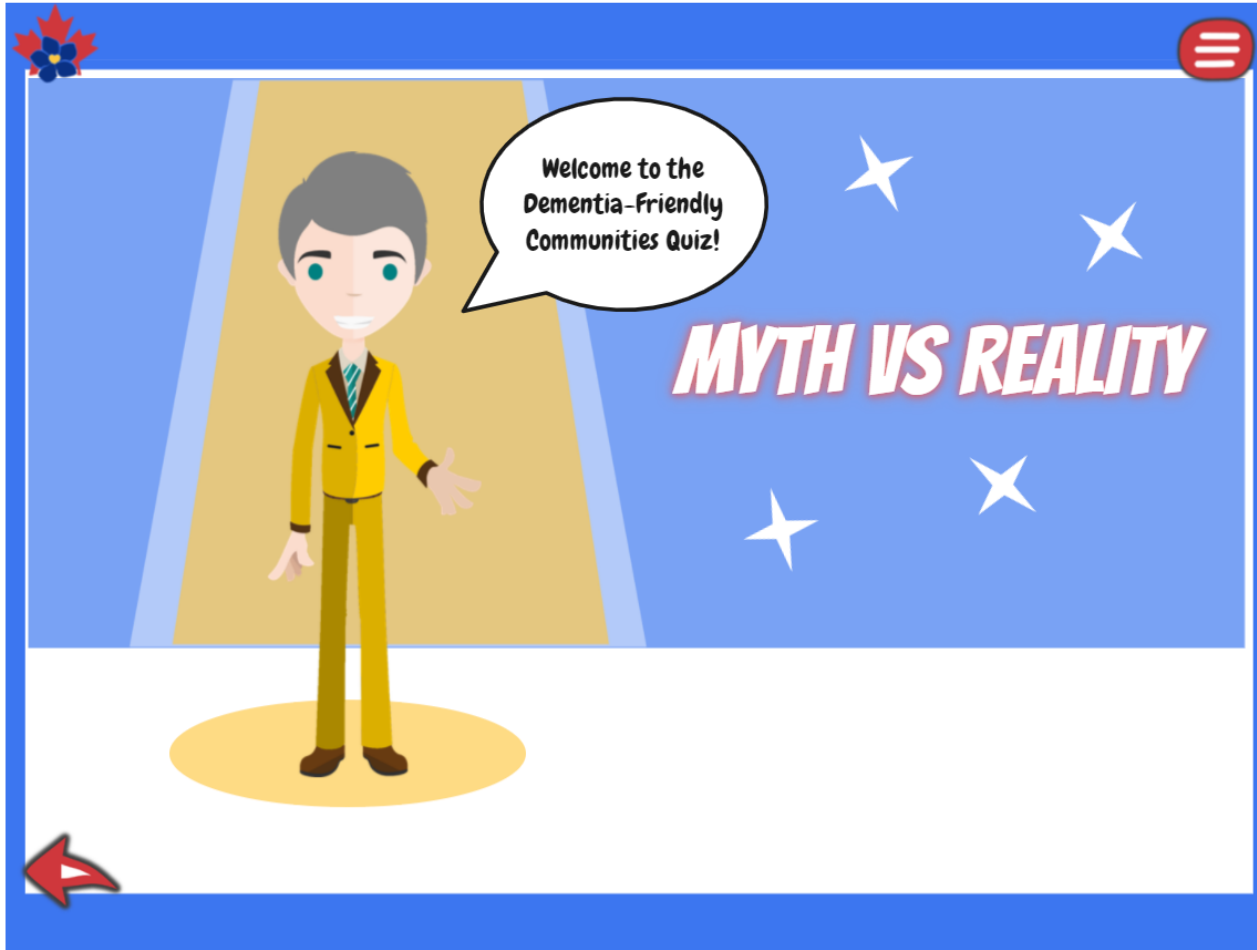


**Dementia-friendly policies, practices and services**

# Building dementia-friendly communities

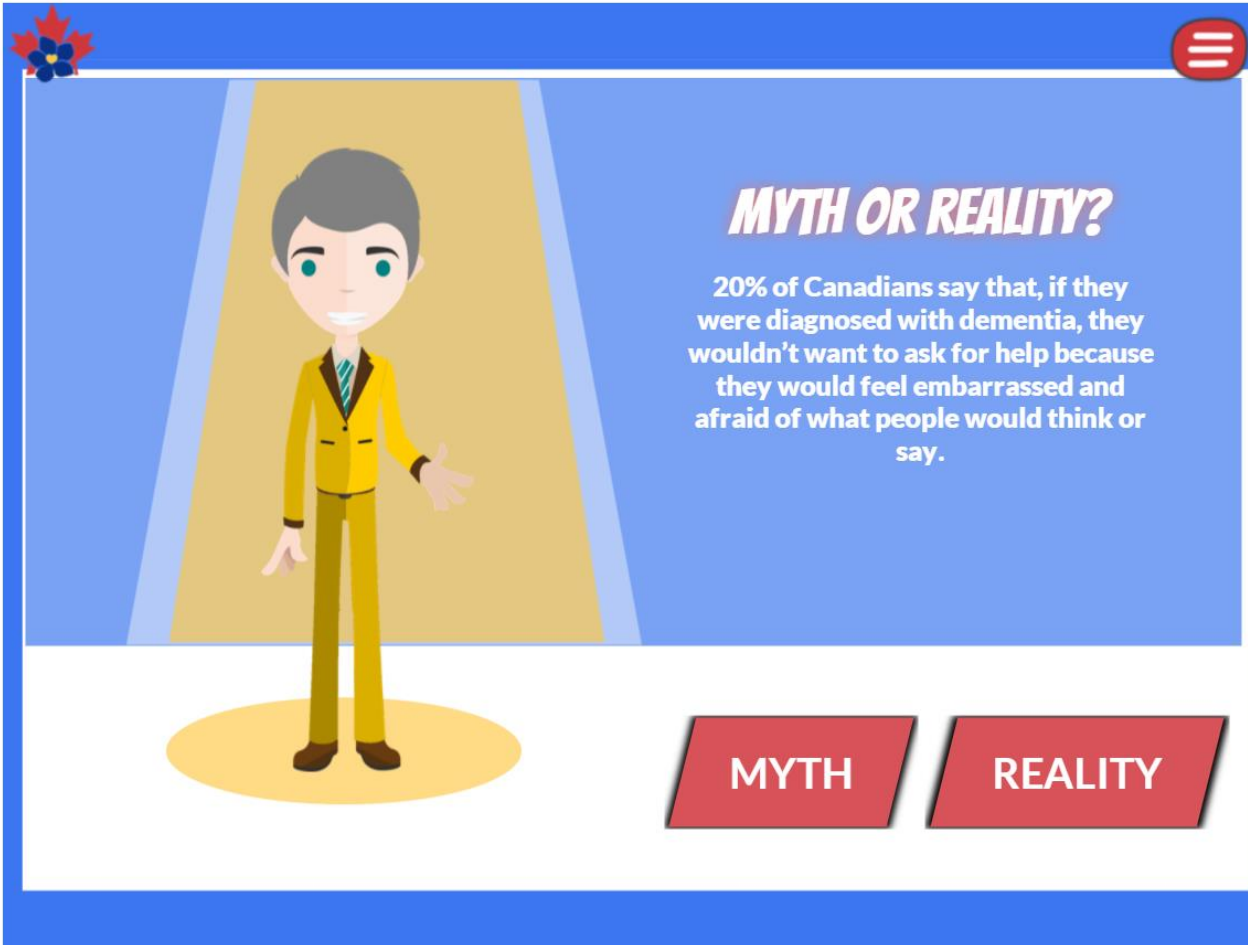


# Building dementia-friendly communities





# Building dementia-friendly communities

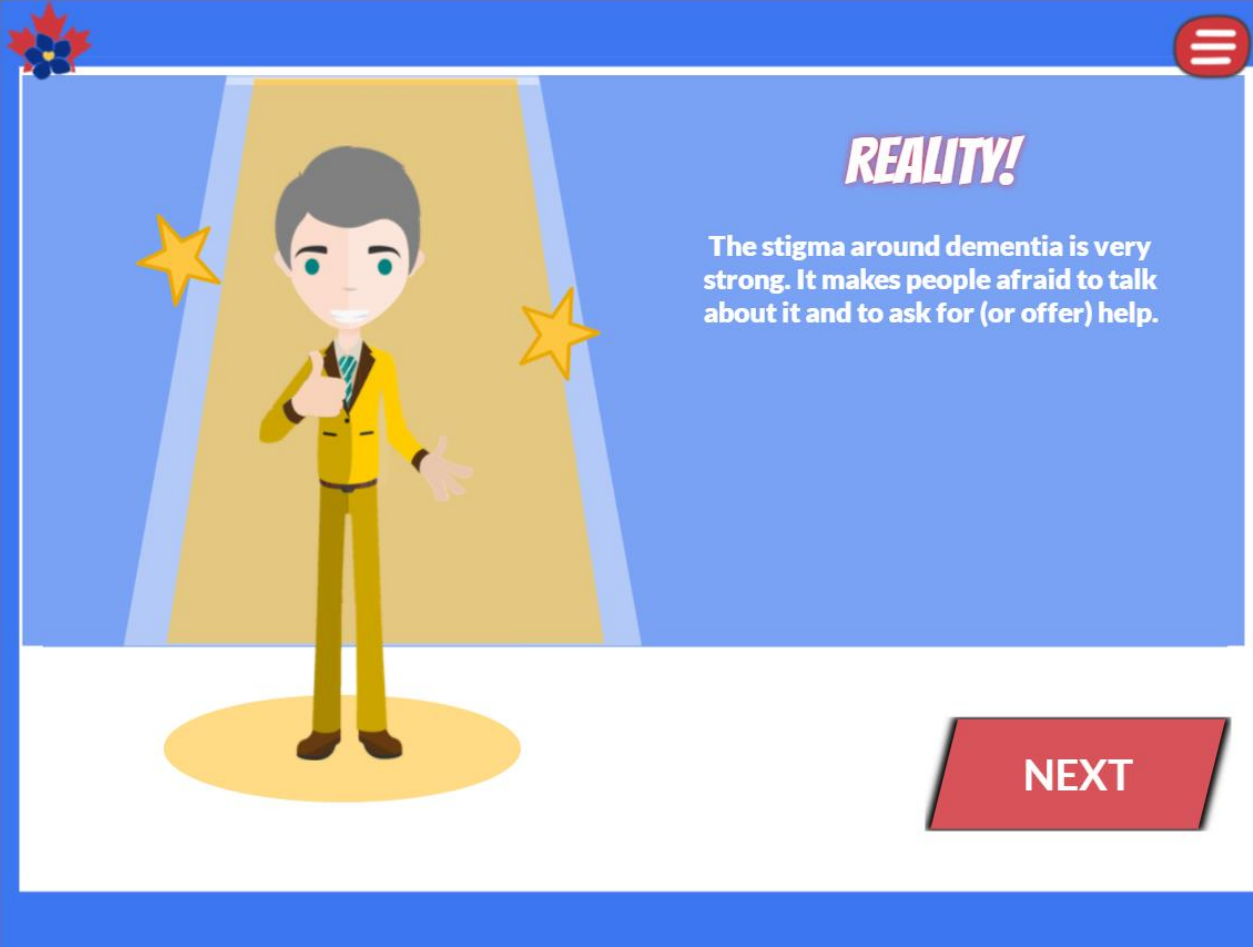


**MYTH OR REALITY?**

20% of Canadians say that, if they were diagnosed with dementia, they wouldn't want to ask for help because they would feel embarrassed and afraid of what people would think or say.

**MYTH**      **REALITY**

# Building dementia-friendly communities



**REALITY!**

The stigma around dementia is very strong. It makes people afraid to talk about it and to ask for (or offer) help.

**NEXT**

## Awareness

“One of the things that would be great is to develop content. [and] make a lot of these pieces shareable. Because then [...] I can take that clip, share it with my community of friends.”

- Focus group participant



# Dementia-Friendly Canada Awards



# Dementia-Friendly Canada Award categories



- **Dementia-Friendly Voice**
- **Dementia-Friendly Ally**
- **Dementia-Friendly Grassroots Group**
- **Dementia-Friendly Municipality**
- **Dementia-Friendly Organization (small/medium)**
- **Dementia-Friendly Organization (large)**

# Questions

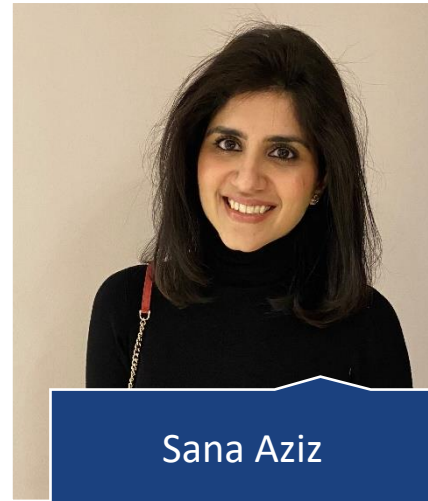




Barbara Lindsay



Heather Cowie



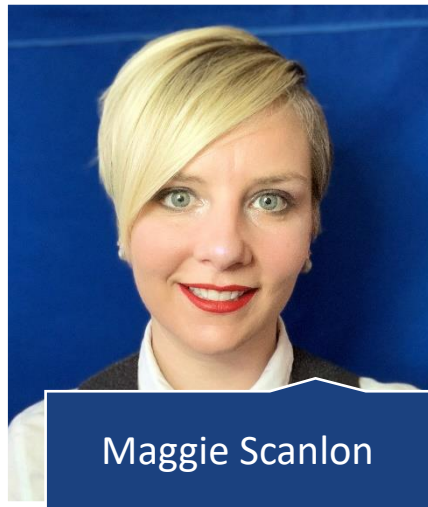
Sana Aziz



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# Dementia-Friendly Canada





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



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