

# Dementia-Friendly Canada Webinar

Funding provided by the Government of Canada,  
administered by the Public Health Agency of Canada.



# Outline

- Introduction
- What is a dementia-friendly community?
- Initiatives across Canada
- Project and outcomes
- Reflections from focus groups
- Questions



# Dementia-Friendly Canada



**Tools**



**Education**

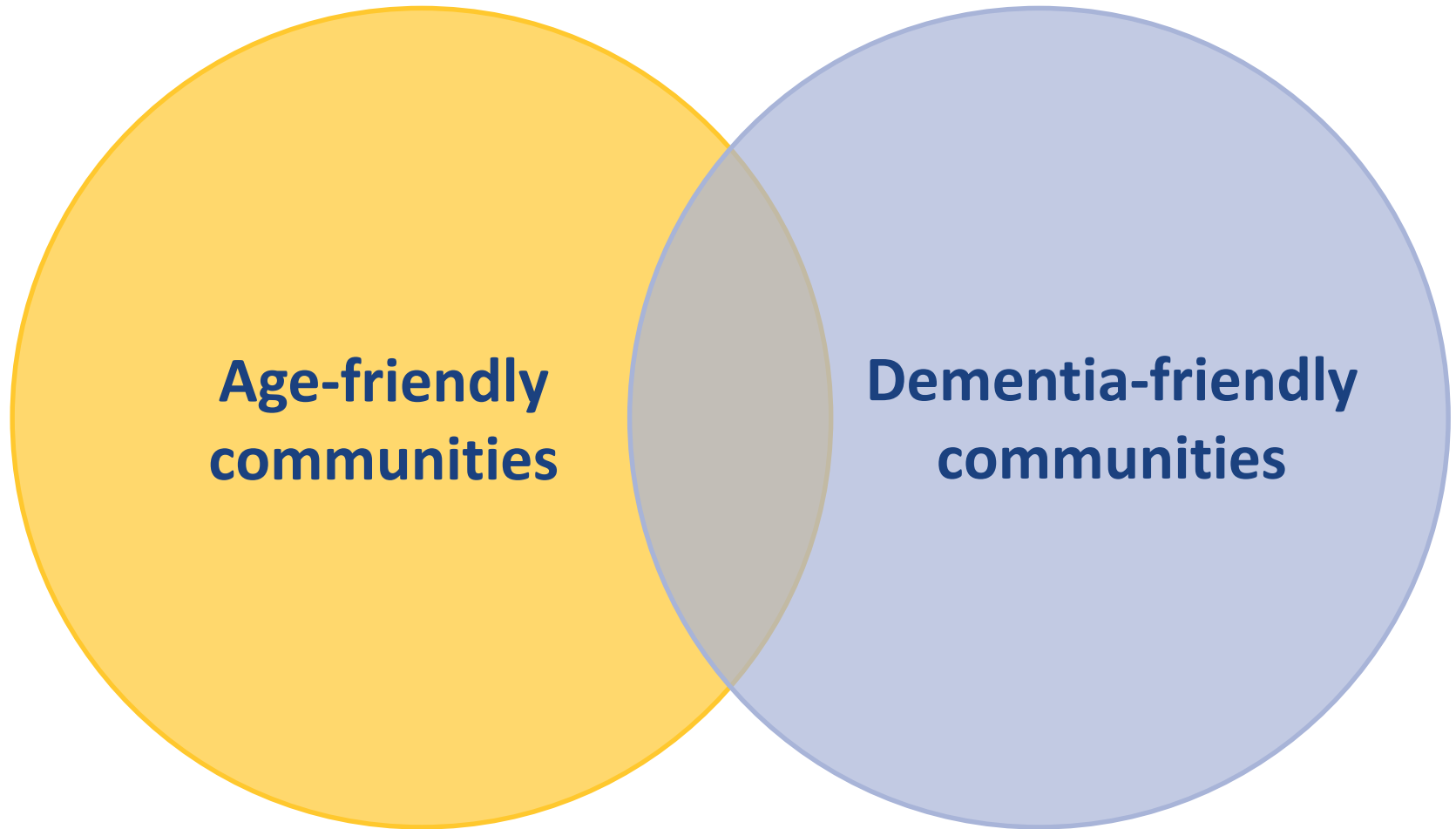


**Programming**

# What is a dementia-friendly community?



# Age-friendly and dementia-friendly communities



**Age-friendly  
communities**

**Dementia-friendly  
communities**

# Physical characteristics



# Social characteristics

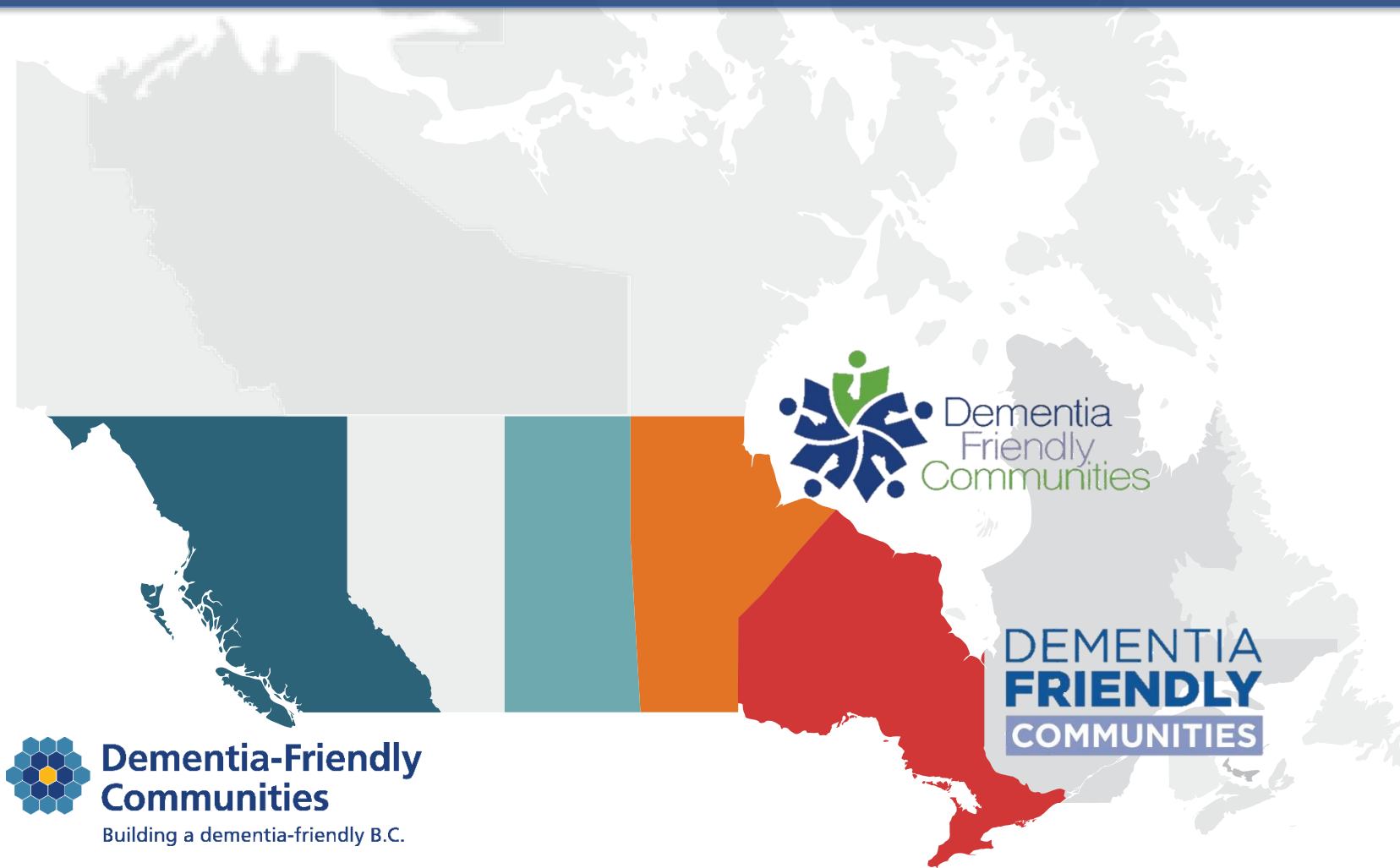


# Initiatives across Canada





# DFC initiatives across Canada

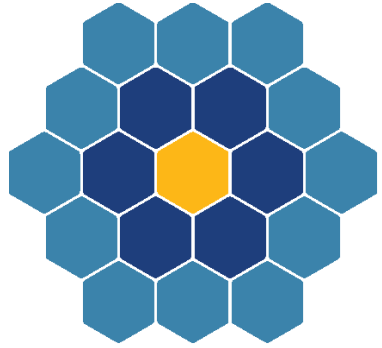


**Dementia-Friendly  
Communities**

Building a dementia-friendly B.C.

**DEMENTIA  
FRIENDLY  
COMMUNITIES**

**Alzheimer Society of B.C.**



# **Dementia-Friendly Communities**

**Building a dementia-friendly B.C.**

# B.C.'s approach



**People**



**Policy**



**Practice**



**Dementia-Friendly  
Communities**

Building a dementia-friendly B.C.

# Alzheimer Society of Saskatchewan



# Saskatchewan's approach

## **Becoming more dementia friendly is:**

- Inclusive of actions at the individual and group-level for impact
- Important for groups of all types & sizes
- Not prescriptive of specific actions
- Unique according to setting, capacity and the priority needs identified
- An ongoing commitment

➔ **Dementia Friends**

➔ **Municipalities**  
**Libraries**  
**Pharmacies**  
**Faith-based**

## **Awareness is foundational to building understanding:**

- Often the first step communities implement

➔ **ABC's of Dementia**

# Alzheimer Society of Manitoba



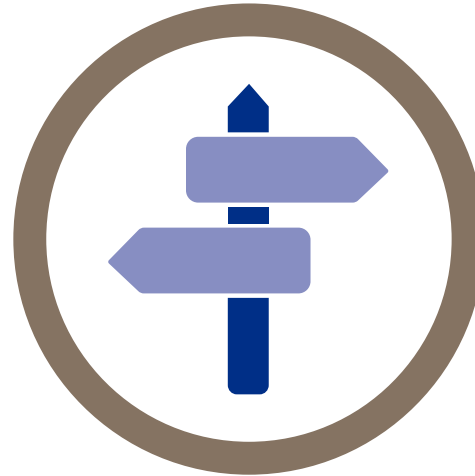
Alzheimer *Society*  
M A N I T O B A

Dementia  
Friendly  
Communities

# Manitoba's approach



**Dementia  
education**



**Barrier  
reduction**



**Municipal  
partnership**

Alzheimer Society of Ontario

DEMENTIA  
FRIENDLY  
COMMUNITIES



# Ontario's approach



# Dementia-Friendly Canada



# Training the Canadian workforce



## Target audience

- Transportation sector
- Libraries and recreation facilities
- Service sector
- General public



# Dementia-Friendly Canada outcomes

## **Goal 1:**

**Train Canada's workforce through a mixed-method approach**

## **Goal 2:**

**Promote and enable an understanding of dementia**

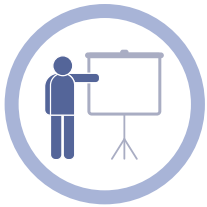
## **Goal 3:**

**Achieve sustainability and scale-up Dementia-Friendly Canada**

# Dementia-Friendly Canada outcomes

## Goal 1:

Train Canada's workforce through a mixed-method approach



Three online dementia-friendly communities' courses



All materials and tools developed in English, French and a third language

# Dementia-Friendly Canada outcomes

## Goal 2:

### Promote and enable an understanding of dementia



Online presence/portal for Dementia-Friendly Canada



Vision and plan validated by the lived experience



Guiding principles and a nation-wide framework for action



Recognition and awards program

# Dementia-Friendly Canada outcomes

## Goal 3:

**Achieve sustainability and scale-up Dementia-Friendly Canada**



**Dementia-Friendly Canada impact measured**



**Project Sustainability measures in place**





## Focus groups

## Structure

- 11 focus groups
- 69 participants
  - 16 people living with dementia
  - 29 care partners
  - 24 professionals
- One to two-hour sessions
- Each focus group was asked a number of dementia-friendly questions.

TRUE INVOLUTION:  
Parents with dementia  
not a risk to the  
person with dementia.  
OPPORTUNITIES  
FOR LATE DEMENTIA  
INVOLVEMENT.

FEW OPPORTUNITIES  
FOR LATE DEMENTIA  
INVOLVEMENT.



## Initial takeaways

## Next steps

1. Further analysis of the focus group data, including additional consultations.
2. Development of education and tools for the target audience.
3. Launching of a Dementia-Friendly Canada webpage.



# Questions



Thank you



# Contact us

Society	Name and position	Contact information
<b>British Columbia</b>	<b>Heather Cowie</b> National Project Lead	<a href="http://alzheimer.ca/en/bc">alzheimer.ca/en/bc</a> <a href="mailto:dementiafriendlybc@alzheimerbc.org">dementiafriendlybc@alzheimerbc.org</a>
<b>Saskatchewan</b>	<b>Abby Wolfe</b> Provincial Lead	<a href="http://alzheimer.ca/en/sk">alzheimer.ca/en/sk</a> <a href="mailto:friends@alzheimer.sk.ca">friends@alzheimer.sk.ca</a>
<b>Manitoba</b>	<b>Erin Crawford</b> Provincial Lead	<a href="http://alzheimer.mb.ca/">alzheimer.mb.ca/</a> <a href="mailto:alzeducation@alzheimer.mb.ca">alzeducation@alzheimer.mb.ca</a>
<b>Ontario</b>	<b>Felicia White</b> Provincial Lead	<a href="http://alzheimer.ca/en/on">alzheimer.ca/en/on</a> <a href="mailto:staff@alzon.ca">staff@alzon.ca</a>