

Chamber of Commerce Dementia Friendly Businesses

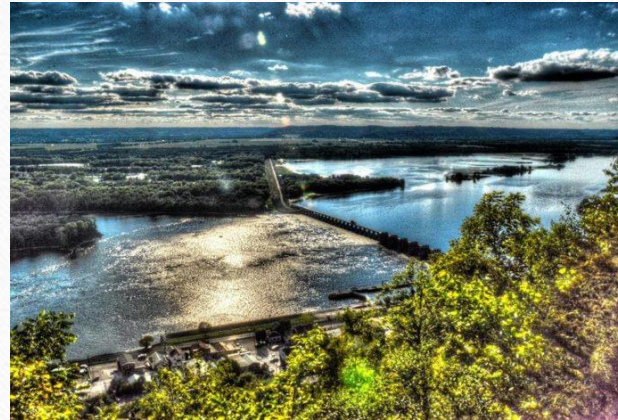
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Agenda

- Dementia Friendly Communities
- Dementia Friendly Businesses
- Signs and Symptoms of Dementia
- Approach and interaction
- Questions and Discussion



Dementia Friendly Communities

A dementia
friendly
community
is a place
where
individuals
with
dementia...

Are able to live good lives.

Have the ability to live as
independently as possible

Continue to be part of their
communities

Are met with understanding

Are given support where necessary

Dementia Friendly
Communities
build
infrastructure to
support enlarging
the beneficial
effects of services
for individuals and
their caregivers.
Areas to be
addressed include:

- Public Awareness
- Promotion of early detection
- Creation of environments that calm and support the education of anxiety for those with dementia
- Crisis capacity for mobile crisis teams
- Development of emergency placement facilities
- Successful care transitions management between settings
- Voluntary sheriff registry and wandering program
- Dementia Friendly Businesses

Dementia Friendly Businesses

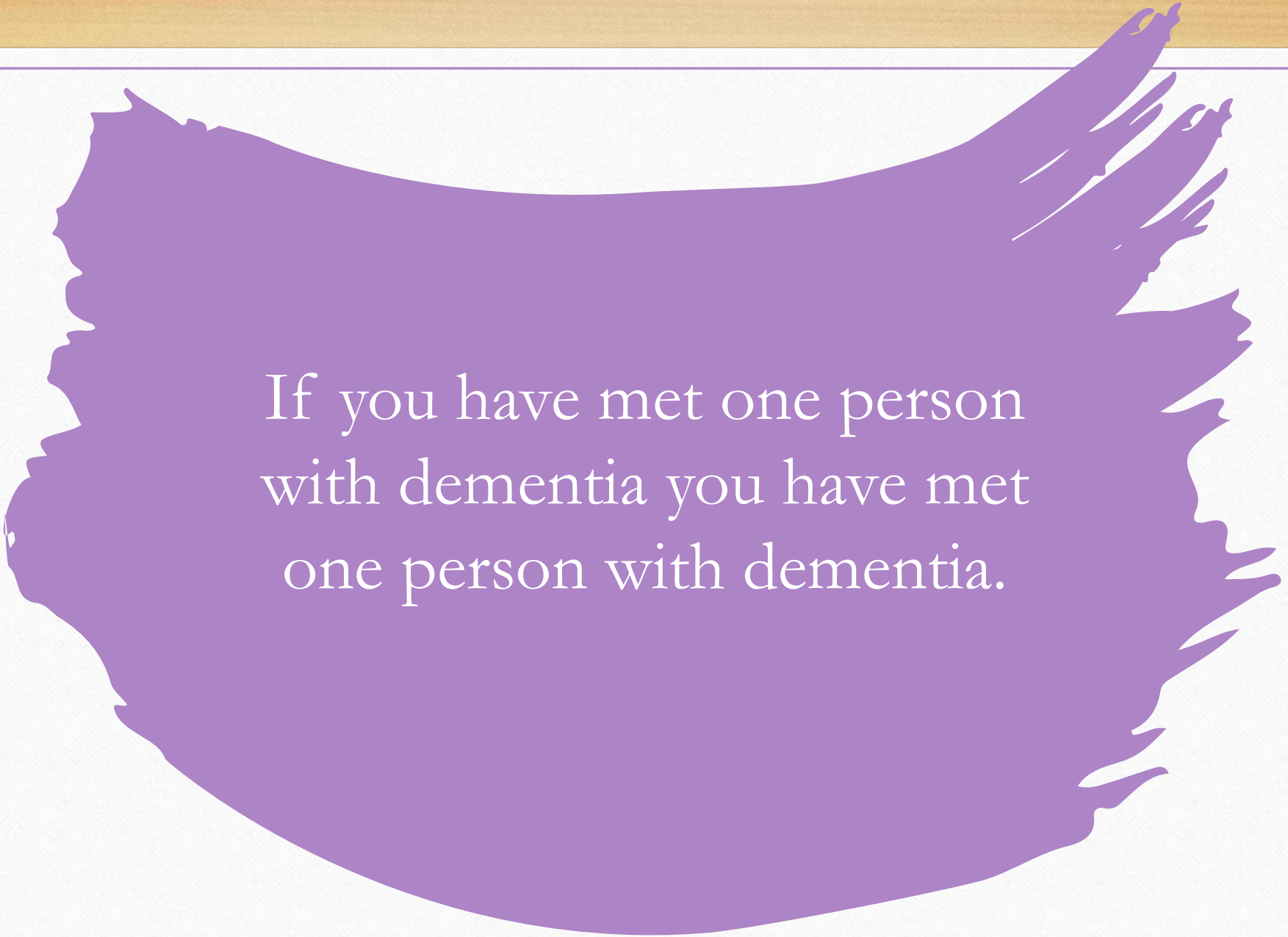
Why is it
important
for
businesses
to be
dementia-
friendly?

They may have customers with dementia or customers who are caregivers of individuals with dementia.

They may have employees in the beginning stages of dementia or caregivers of individuals with dementia as employees.

A Dementia-Friendly Business is a business that:

- Is able to recognize the signs of dementia.
- Can communicate effectively with individuals with dementia.
- Knows how to locate resources and assistance for themselves and for individuals with dementia.



If you have met one person
with dementia you have met
one person with dementia.

Quick Review: what is dementia again?

- Dementia is a condition of global deterioration of memory and cognition that impairs thought (memory, abstraction, reason, perception, language, organization, judgment, attention)
- Dementia illnesses interfere with social functioning
- Produced by a number of diseases: AD, LBD, Vascular, FTD, Mixed
- Progressive
- Typically not reversible; ultimately terminal
- No prevention, cure, or ways to slow
- Best way to reduce your risk...live an active and healthy life

Recognizing a Person with Dementia

Physical Clues:

- A blank or confused facial expression
- Unsteady walk/loss of balance
- Age (adults 65+)
- Repeats questions
- Inappropriate clothing for the season
- Actions (appears to be doing something that is unsafe, yet they are unaware of their actions)

Psychological Clues:

- Inability to grasp and remember the current situation
- Difficulty in judging the passage of time
- Agitation, withdrawal or anger
- Inability to sort out the obvious
- Confusion
- Communication problems
- Delusions/hallucinations
- Inability to follow directions

Common Communication Expressions & Distress

- Anger/agitation
- Anxiety
- Rummaging/looking for things
- Hallucinations/ delusions
- Wandering
- Repetitive actions/words
- Disrobing
- Yelling/crying out
- Withdrawal
- Paranoia
- Crying
- Sundowning – increased energy in late afternoons
- Aggression/striking out

What can you do to
help someone who
may have dementia?

Your
Approach

The TALK Tactics

T

ake it slow

A

sk simple questions

L

imit reality checks

K

ee eye contact

De-escalating a Situation

- Breathe in sync
- Calm voice
- Relax body
- Attend to needs
- Be willing to go where he/she is

De-escalating a Situation

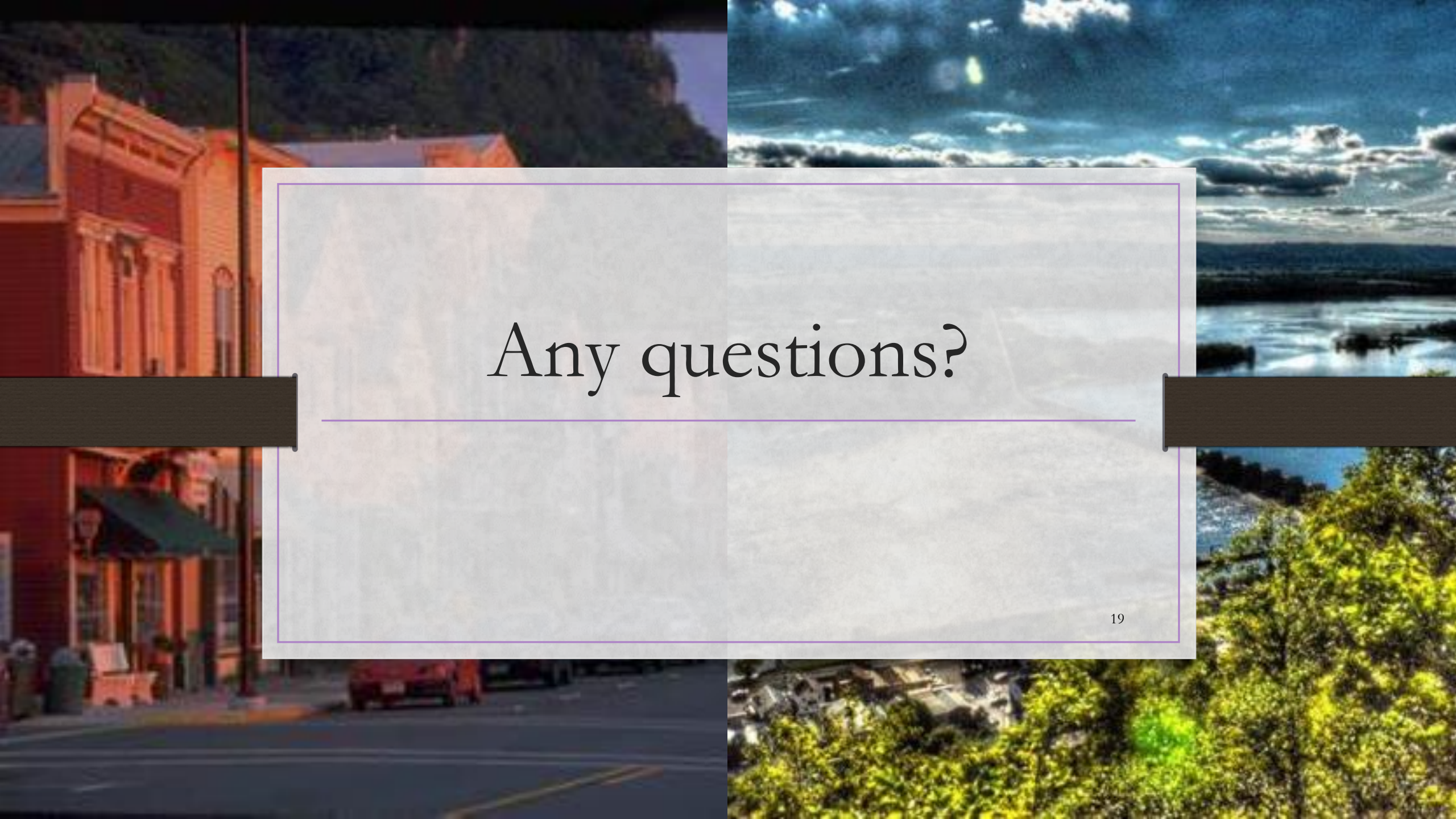
- Remove the threat
- Create space
- Be on his/her side
- Get at or below eye level
- Use hand under hand

Resources and where to find them

- Aging and Disability Resource Center
- Alzheimer's Association
- Dementia Society of America
- Wisconsin Alzheimer's Institute
- Department of Human Services
- National Alzheimer's and Dementia Resource Center
- AARP
- Administration for Community Living
- National Institute on Aging
- Dementia Care Specialist

Things to keep in mind...

- Dementia is not a normal part of aging.
- 70-90% of people with dementia live in the community
- 16.1 million people care for someone with dementia and many are of these individuals are still working.
- Care partners will choose businesses that are easy to navigate and that have helpful, aware staff.
- If you have met one person with dementia, you have met one person with dementia.
- Be Kind.

The background of the slide is a collage of four distinct images. The top-left image shows a red brick building with classical architectural features like columns and arched windows. The top-right image depicts a sunset or sunrise over a body of water, with a bright sun partially obscured by clouds. The bottom-left image is a street-level view of a red brick building with a green awning and a red car parked on the street. The bottom-right image shows a dense forest of green trees. A large, light gray rectangular box with a thin purple border is centered over the collage, containing the text "Any questions?".

Any questions?

Thank you!

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(she/her/hers)

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