



Dementia Friendly Businesses

1 in 3 seniors dies with dementia.

70-90% of people with dementia live in the community.

16.1 million people care for someone with dementia and many of these individuals are still working.

Care partners will choose businesses that are easy to navigate and that have helpful, aware staff.

What is a Dementia Friendly Business (DFB)? A business that can recognize the signs of dementia, communicate effectively with individuals with dementia, and knows how to locate resources and assistance for themselves for individuals with dementia.

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

This training is provided for FREE to any business or community organization that serves the public and wants to be equipped with the tools to provide good customer services to individuals with dementia and their caregivers.

**Call Katrina to schedule your business's or organization's FREE training!
715-279-7870**

Objectives

The business or organization staff will...

- Recognize signs and symptoms of an individual with dementia.
- Know how to approach and interact successfully with an individual with dementia.
- Learn responses that might be helpful in communicating with an individual with dementia.
- Discuss possible issues that have or may have occurred in a particular business and appropriate strategies to address them.

