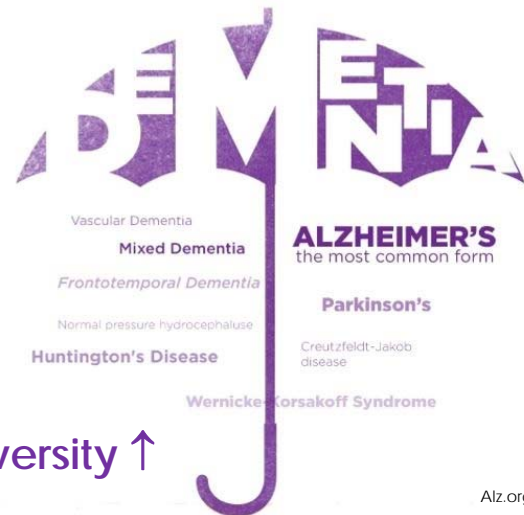


HC1

## What Is Dementia?

- ▶ A general term that describes a wide range of symptoms including **memory loss and mental decline**
- ▶ Alzheimer's Disease is the **most common** type of dementia, but...

Diversity ↑



Alz.org

## Why Should You Care?

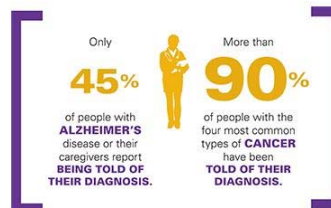


It's the only cause of death in the top 10 in America that **CANNOT BE PREVENTED, CURED OR SLOWED.**

**6**  
Alzheimer's disease is the **6TH LEADING CAUSE OF DEATH IN THE UNITED STATES.**



**ALMOST TWO THIRDS** of Americans with Alzheimer's disease are women.



**1 IN 3**

**SENIORS** dies with Alzheimer's or another dementia.



By 2050, these costs could rise as high as **\$1.1 TRILLION.**

↑  
In 2015, Alzheimer's and other dementias will cost the nation **\$226 BILLION.**

Alz.org

## Why A Dementia-Friendly Community?

- ▶ It's estimated that over 5 million people in the US have dementia
- ▶ It's estimated that over 15 million people in the US provide unpaid care for individuals with Alzheimer's
- ▶ Many people with dementia do not feel supported and a part of their local community
- ▶ Many people caring for family members or friends with dementia feel isolated

## What Is A Dementia-Friendly Community?

- ▶ Community members are educated about dementia
  - ▶ Challenging stigma and building understanding
  - ▶ Building understanding about easy to navigate dementia environments
  - ▶ Providing respectful and responsive businesses and services
- ▶ Organized activities are offered for people with dementia
- ▶ Caregivers understand what services are available in the community and have ample opportunities for support

## Riverside's Efforts

- ▶ Purple Cities Alliance is an effort to get cities to prioritize becoming dementia friendly
- ▶ Mayor called together taskforce consisting of representatives of government, non-profits, businesses, and faith based organizations to focus on this goal
- ▶ First meeting generated over 30 attendees, a strong indicator of the importance of the effort



## Riverside's Efforts

- ▶ Year one goals consist of the following:
  1. To educate the public about dementia and how to make people with dementia more comfortable when in the community
  2. To raise awareness about the services currently available in Riverside for dementia patients and caregivers
  3. To educate local business owners about steps that can be taken to make businesses more dementia friendly
  4. To get Riverside certified as a dementia friendly city
  5. Develop a dementia friendly city brand
  6. To educate those impacted with dementia about scams targeting those with memory challenges

## Riverside's Efforts

- ▶ Boat Float Event
  - ▶ November 7<sup>th</sup>
  - ▶ 3:30 p.m. - 6:00 p.m. at Fairmount Park
- ▶ In memory of those with dementia and those deceased
- ▶ Launch event to raise awareness about Dementia Friendly City



## Communicating With Someone That Has Dementia?

### DO

- ▶ Use short, simple sentences
- ▶ Allow the person time to process what you are saying
- ▶ Address the person by their preferred name
- ▶ Let the person know that you are here to help
- ▶ Talk slowly and clearly

### DON'T

- ▶ Talk loudly if they do not understand
- ▶ Talk as if the person isn't there
- ▶ Look frustrated or mad
- ▶ Use sarcasm or humor
- ▶ Rush the person
- ▶ Argue

## Who To Contact For Guidance?



- ▶ In case of emergency, call **911**.
- ▶ Alzheimer's Association 24/7 hotline:  
**1.800.272.3900**
- ▶ Alzheimer's Disease Education and Referral Center (ADEAR):  
**1.800.438.4380** or send an email  
to [adear@nia.nih.gov](mailto:adear@nia.nih.gov)
- ▶ U.S. Government ElderCare Locator:  
[www.eldercare.gov](http://www.eldercare.gov)

## How Can I Help?



### VOLUNTEER

- ▶ Purple Cities Initiative (Riverside's Efforts)
  - ▶ [cmhansberger@riversideca.gov](mailto:cmhansberger@riversideca.gov) or 951-323-5610
- ▶ Alzheimer's Association (Southern California Chapter)
  - ▶ [www.alz.org/socal/](http://www.alz.org/socal/) or call **909.944.9680**
- ▶ Riverside County Office on Aging
  - ▶ [www.rcaging.com](http://www.rcaging.com) or call **951.867.3800**

### DONATE

- ▶ Alzheimer's Association
  - ▶ [www.alz.org/socal/in\\_my\\_community\\_donate.asp](http://www.alz.org/socal/in_my_community_donate.asp) or **323.930.6246**

### HANDOUTS

- ▶ Early warning signs in the back