

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...



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.

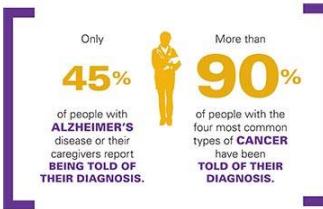
1 IN 3

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

Riverside's Dementia Friendly Efforts

- ▶ Mayor established taskforce
- ▶ Joined Purple Cities Alliance
- ▶ Night of Hope and Joy
- ▶ Dementia Friendly Resource Page
(published:
<https://www.riversideca.gov/mayor/Dementia-Friendly-Riverside/>)
- ▶ Increased communication between groups and partnered with the City of Corona
- ▶ Dementia Friendly Restaurants Plan (in progress)



Annual Event – An Invitation

- ▶ Boat Float Event
 - ▶ November 12th
 - ▶ 3:00 p.m. - 7:00 p.m. at Fairmount Park
- ▶ In memory of those with dementia and those deceased
- ▶ Launch event to raise awareness about Dementia Friendly City
- ▶ Sponsored by Commission on Aging



Sample Sponsors



Does not depict entire membership, sponsors or groups that have partnered with the Purple Cities Alliance.