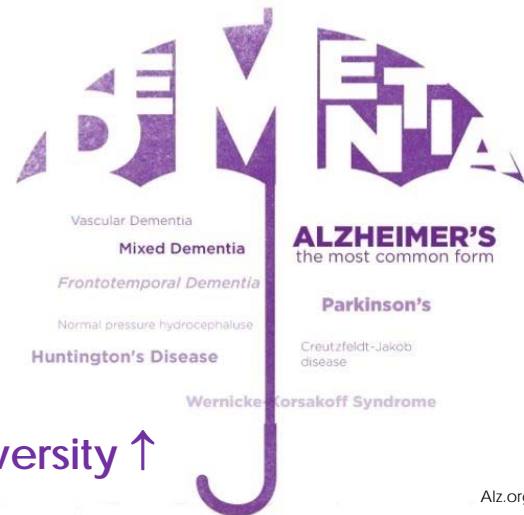


What Is Dementia?

- ▶ 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.

Only **45%** of people with **ALZHEIMER'S** disease or their caregivers report **BEING TOLD OF THEIR DIAGNOSIS.**

More than **90%** of people with the four most common types of **CANCER** have been **TOLD OF THEIR DIAGNOSIS.**

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.