



Figure 1 Rundle College Poster Competition Winner

Dementia Friendly Communities Proof of Concept Project

6 Month Report

December 14, 2017

Funding support for this project made possible by:



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1. Dementia Friendly Communities Proof of Concept Project Overview

The Dementia Friendly Communities project has been launched in the S.W Calgary Westhills communities of Signal Hill, Strathcona, Christie Park and Aspen; and in the town of Okotoks. These communities were chosen due to the proximity to two of BSF's continuing care facilities, Wentworth Manor and Tudor Manor. In addition to location, these two communities are very different from each other – one is urban, while the other is semi-rural. It is expected there will be commonalities but also some differences between these two communities during the project.

The initial project will run for a period of two and a half years, with a long range goal, after the completion of this demonstration project, to become sustainable and grow city and province-wide.

The Main Goals of a Dementia Friendly Community are:

- 1) To raise awareness of dementia with the aim to reduce stigma associated with dementia.
- 2) To build community capacity to support individuals to age-in-place and remain in the community for as long as possible.

The project goals include the creation of a toolkit designed to enable sustainability of the Dementia Friendly Community beyond the project's scope and allow for scale and spread within Alberta.

This funding report will report will be based on the progress as related to the above mentioned goals.

2. Project Team

The structure of the committees remains the same with the addition of two key stakeholders on the Strategic Advisory Group including Caregivers Alberta and Alzheimer's Society of Alberta and NWT.

Dementia Friendly Communities Steering Committee

A Steering Committee has been formed to represent the interests of the four organizations funding the initiative. It will focus on decision making and supporting the project team to attain stated milestones and objectives.

Steering Committee:
Alberta Seniors and Housing
Alberta Health Services
Alberta Innovates
The Brenda Strafford Foundation



Dementia Friendly Communities

Dementia Friendly Communities Strategic Advisory Group

An overarching Strategic Advisory group has been formed, to provide strategic oversight and expert advice on the project. The Advisory group provides a broader perspective and a framework to ensure effectiveness of the two Alliance Groups.

Strategic Advisory Group:

Co-Chair: Chief Operating Officer, The Brenda Strafford Foundation
Co-Chair: Retired Executive Medical Director of Continuing Health Services, Vancouver Island Health and Director of Medical and Clinical Services, The Good Samaritan Society, Edmonton
Executive Director, Government of Alberta
Representative for Mayor Nenshi's Office and Strategist, Age Friendly Communities, City of Calgary
MLA Calgary West
Mayor, Town of Okotoks
Manager Integration and Advanced Practice, Alberta Health Services
Manager of Quality, Alberta Health Services
Practice Lead, Dementia Strategy, Alberta Health Services
Chief Executive Officer, Alzheimer Society of Calgary
Chief Executive Officer, The Kerby Centre
Brenda Strafford Chair in Alzheimer Research Chair, University of Calgary
Faculty of Nursing, University of Calgary
Medical Director, The Brenda Strafford Foundation
Administrator, Wentworth Manor, The Brenda Strafford Foundation
Administrator, Tudor Manor, The Brenda Strafford Foundation
Dementia Friendly Community Research and Innovative Practice Coordinator, The Brenda Strafford Foundation
Dementia Friendly Communities Coordinator - Westhills, The Brenda Strafford Foundation
Dementia Friendly Communities Coordinator - Okotoks, The Brenda Strafford Foundation
Provincial Lead, Client Services, Alzheimer's Society of Alberta and NWT
Program Team Lead, Caregivers Alberta

Dementia Friendly Alliance Groups

Two local Dementia Friendly Community Alliance groups have been created (one for Calgary Westhills; the second for Okotoks). These groups are driving the initiative forward at the local community level, and are composed of diverse community stakeholders to ensure that the approach is community-sensitive and sustainable after project completion.

Calgary Westhills Alliance Group:	Okotoks Alliance Group:
<p><u>Co-Chair: Paul Dhaliwal, Administrator, Wentworth Manor</u></p> <p><u>Co-Chair: Bryan Gilks, Caregiver</u></p> <p><i>Representatives from:</i></p> <p>Caregivers Alberta Health Services Alzheimer Society of Calgary Calgary Dementia Network Calgary Fire Department Calgary Police Department Calgary Respite Program Calgary Seniors Resource Society Calgary West Central, Primary Care Network City of Calgary Driving Miss Daisy RBC Royal Bank SCA Community Association Stantec The Kerby Centre University of Calgary</p>	<p><u>Co-Chair: Brenda Carroll, Administrator, Tudor Manor</u></p> <p><u>Co-Chair: Janette Messer, Community Programs & Events Manager, The Town of Okotoks</u></p> <p><i>Representatives from:</i></p> <p>Caregivers Alberta Health Services Alzheimer Society of Calgary Calgary Rural Primary Care Network Catholic Schools and Public Schools Healthy Okotoks Coalition Meals on Wheels Okotoks EMS Okotoks Fire Services Okotoks RCMP Stantec The Town of Okotoks TD Canada Trust</p>

3. Project Goal 1: To raise awareness of dementia with the aim to reduce stigma associated with dementia

Below depicts core activities in the work plan that relate to Project Goal 1: To raise awareness of dementia with the aim to reduce stigma associated with dementia.

Media Profile

The project was highlighted in several media outlets including:

- November 8, 2017: CTV - [Community workshop gives front line workers inside look at dementia](#)
- October 2017: Kerby News - [Dementia Friendly Community well underway in Calgary and Okotoks](#)
- September Fall Issue: Dementia Connections - ['Welcoming Spaces' Calgary is becoming a dementia-friendly city](#)
- September Fall Issue: Apple Magazine - [Dementia-friendly communities](#)
- September 15: Okotoks Western Wheel - [Okotoks businesses getting dementia training](#)
- September 6: Calgary Herald - [Training program designed to help service providers aid customers with dementia](#)
- September 4: Okotoks Living - [Okotoks chosen as a Dementia Friendly Community Pilot Project](#)
- July 26: Calgary Prime Times - [Group works towards dementia friendly communities](#)
- July 4: CBC News - [Alberta dementia-friendly communities aim to improve understanding, create inclusion](#)
- June 21: CBC Radio-Canada - [Accueillir la démence à bras ouverts : un concept japonais s'exporte au Canada](#)
- June 21: Western Wheel - [Okotoks declared dementia-friendly community](#)

Media articles and news coverage showcased business getting training, profiling partnerships and collaborations with the project and highlighting what the project entails.

A full listing of the articles and news can be found at: thebsf.ca/about-the-foundation/in-the-news.html

Library Speaker Series

In September, the Dementia Friendly Communities launched a speaker series in partnership with the Calgary and Okotoks public libraries. The goal with these speaker series is to raise awareness of dementia by educating the communities on different topics related to dementia. The topics related to gaps and areas of interest identified by key stakeholders. There will be at minimum 3 of these Dementia Friendly Communities talks per year.

The series was launched in conjunction with World Alzheimer's Day. The public talk 'Understanding Dementia' featured guest speakers from the University of Calgary's Cumming School of Medicine, Dr. Zahinoor Ismail at the Okotoks Public Library on September 21, and Dr. David Hogan at the Signal Hill Public Library on September 22.

The next topic will be focused on 'Risk Reduction' taking place on January 15, 2018 at the Signal Hill Library and January 18, 2018 at the Okotoks Library. This talk will be led by expert researcher Marc Poulin, PhD, the University of Calgary's Brenda Strafford Chair in Alzheimer Research, discussing ways to minimize the risk of dementia.



Public Awareness Events

A. Picnic in the Park, Okotoks, June 28, 2017

Dementia Friendly Communities partnered with Okotoks Culture and Heritage at the Picnic at the Piano event, with jazz entertainer Ellen Doty at the Olde Towne Plaza in Okotoks. Over 150 individuals helped launch Dementia Friendly Communities in Okotoks.



B. Canada 150 Celebration on the Hill, Calgary Westhills, July 1, 2017

The Strathcona Community Association hosted the 150 Celebration on the Hill in September 2nd. Dementia Friendly Communities was invited to participate and have a booth at the event. There was 5000 people who attended throughout the day. A great opportunity to promote awareness of the initiative and recruit volunteers.

C. Dementia Friendly Communities Public Awareness Event, Calgary, October 14, 2017

On October 14th, in collaboration with the First Lutheran church was a public dementia awareness event. This event included a presentation from our dementia friendly community coordinator, a demo memory café facilitated by students from Rundle College, opening minds through art demonstrations, opportunity to take part in a cognitive impairment simulation exercise, and resource booths.



D. Seniors Sampler Resource Fair October 13, 2017

In collaboration with the Foothills Seniors Interagency, an event was created to highlight the many resources available for seniors in the Foothills area. Committee members organized vendors, entertainment, raffle prizes, volunteers, and promoted the event. There were 150 visitors, 35 vendors, and 5 simulation activities. It was a great way to share the resources that were available in the area.



Training

A. First Responders

Training has been provided to first responders in both the communities.

In Calgary, members of Fire Station 29 have been trained and in February/March 2018, the Calgary Fire Department will complete Dementia awareness training online, initially to 1400 employees. This could potentially be used as a model for other organizations.

In Okotoks, training was provided for over 70 individuals from that included individuals from the town and first responders.



“We were asked to put on these gloves, where now I can’t touch anything properly and they’re clumsy. Then we were asked to put on some ear muffs, at which point that took away my senses, I felt uneasy, and then I was asked to put on goggles which took away most of my sight and then I was asked to perform tasks, at which point, I was scared. I didn’t remember what I was supposed to be doing and none of it was easy” said Amber Pereira, who works at the town’s municipal centre.

“People with dementia are one of the vulnerable populations that we deal with on a regular basis and it does have all these different iterations so for us having our firefighters understanding and empathizing a bit more just makes them better providers” said Pat MacIsaac, Deputy Fire Chief.

B. Organizations

Several different organizations have been trained to date including banks, pharmacies, schools/educational institutions, churches, coffee shops

Examples of these include: ATB Westsprings and Okotoks, Signature Drug Store, First Lutheran Church, Rundle College, Good Earth, Calgary Fire Department Headquarters, and Bow Valley College English as a Second Language students.

“Listening to our customers and nurturing a sense of belonging builds a stronger Alberta. This project helps ensure those impacted by this devastating condition feel comfortable and safe through increased awareness, inclusiveness and empathy” Peggy Garitty ATB chief reputation and brand officer.

Community Outreach Presentations

Several Community Outreach presentations took place to promote awareness of the initiative and gain a sense about what others do. These included Healthy Okotoks Coalition, Seniors Resources Interagency, Chambers of Commerce, and Bow Valley College to name a few.

Dementia Awareness Walks/Runs

Our partners such as Rundle College have held Alzheimer’s Walks/Run to raise awareness. 84 kids in grade 7 ran during their gym class. They had to do chores at home and earn \$10 to donate to the cause. They raised over \$700.

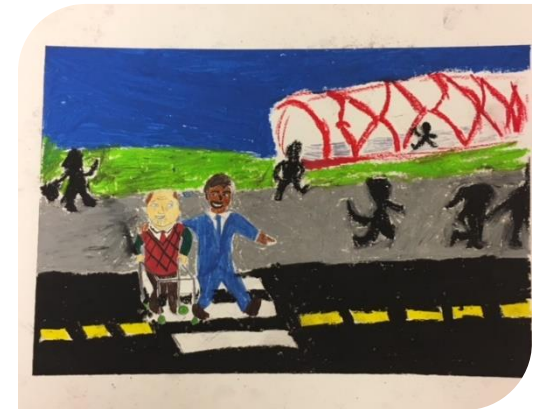
On October 8th, The Alzheimer’s Society of Calgary also held their 5-10k Walk and run at Eau Claire Market. This event was advertised to our Dementia Friendly Communities Networks.



Poster Competitions

A poster competition was held with our partner schools after they received Dementia Friendly Communities Training. The question of “What does a dementia Friendly Community mean to you?” was posed, and students were asked to create a poster that depicts this statement in their art class. The contest was judged by seniors and individuals living with dementia in the community. The winners are showcased on the cover page of this report.

The posters will be used to further create awareness in the communities by having them up at different organizations we partner with. A calendar is also being created for the students that participated and for those who judged the contest. Each month will showcase a risk reduction tip or a way that individuals can be involved in the dementia friendly communities’ initiative.



4. Project Goal 2: To build community capacity to support individuals to age-in-place and remain in the community for as long as possible.

Below depicts the core activities in the work plan that relate to Project Goal 2: To build community capacity to support individuals to age-in-place and remain in the community for as long as possible.

Memory Cafes

Memory cafes have been introduced in the Calgary dementia friendly communities’ pilot. Memory cafes are social programs that involve individuals living with dementia, their families, and the general public. The format that was adopted is informal with refreshments and guidance about from the group about what they want to talk about.

The First Luthern Church has held its first café on November 15th facilitated by Rundle College. The next café is being held on December 20th.

There is interest from others in the communities to hold memory cafes including Good Earth and additional churches.

Dementia Friends

Volunteer job descriptions and recruitment of dementia friends have been created in both communities. These volunteer job descriptions have been created for assisted shopping, escorted transportation, friendly visiting, and dementia friendly community training.

We have also broadened the definition of dementia friends to include everyone part of the community that is interested.

Community Mapping

Community mapping exercises are complete in both communities. We are currently exploring ways to digitize these community maps, but also find other ways to disseminate the information such as through resource fairs as mentioned above.

The community groups are conducting gap analysis of what resources are missing so that we can aim to find ways to address these gaps

“[My mother] has always said ‘I do not want to be in a care centre,’ and my conversation with her has been, ‘as long as that is possible, that will be my commitment to you’, Bryan Gilks, Caregiver and Co-Chair of Dementia Friendly Communities Coalition Group Calgary Westhills.

“To have all of the resources in one place would be a huge relief to people faced with a diagnosis,” Jennifer Mallamo, Dementia Friendly Communities Coordinator Okotoks.

Community Visits and Interaction

Several community visits have taken place with individuals living with dementia. Examples include Seniors Tea that was held during Seniors Week, intergenerational visits where students have the opportunity to apply what they have been taught at dementia awareness, and partnership with the Opening Minds through Art program.



Partnerships and Engagement

Ongoing discussions with several committees and networks to build community capacity for individuals to support individuals to age-in place for as long as possible. We have begun engaging with the Primary Care Networks in both catchment areas, as well as key industry partners who are interested in being involved with the pilot.

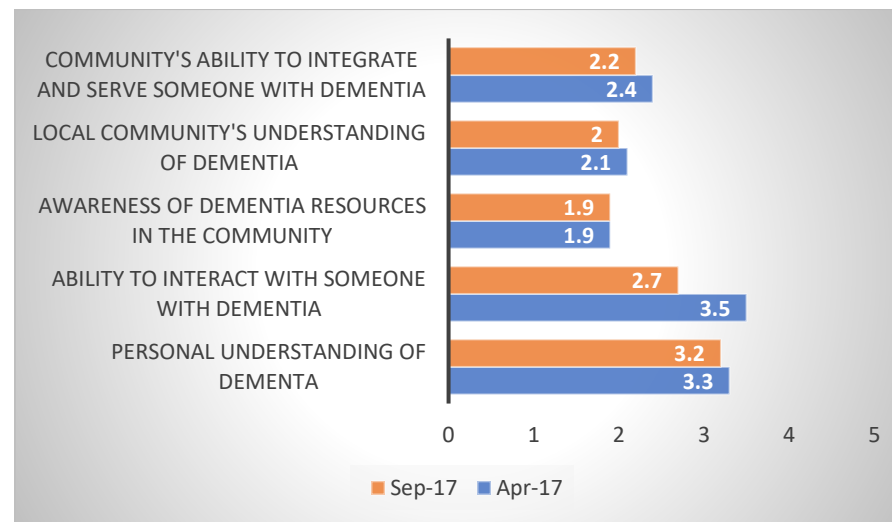
We also worked with Stantec who are doing a white paper on the important environmental considerations for a Dementia Friendly Community.

5. Milestones and Achievements

1. Dementia Friendly Business Education Created
2. Dementia Friendly Business Education Delivered (Ongoing)
3. Several Public Awareness Events
4. Launch of Dementia Friendly Communities Library Speaker Series Events
5. Creation of Dementia Friendly Audit Checklist
6. Media Profile

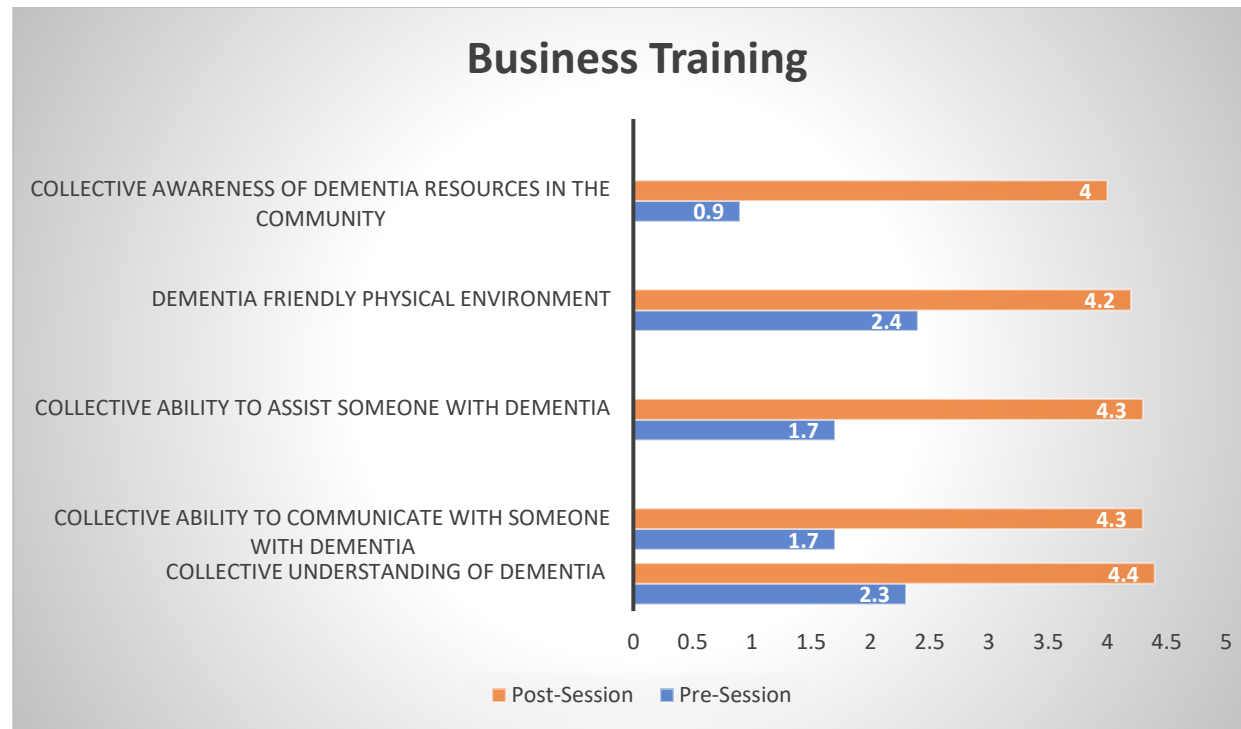
6. Evaluation

1. Validating Data – in April 2017 data was collected from a tradeshow in Okotoks gauging the general public’s understanding and skills as they relate to dementia, along with their awareness of dementia related resources in the community. The same occurred at a Canada 150 event in Westhills in September. The data sets are relatively homogenous, corroborating gathered data and giving a true baseline for the public.



An average of 33 surveys were collected in April, while 43 surveys were collected in September. All ages were represented, with an average age of 40-55. Just less than 2/3 of the demographic were female. All identifiers were represented (e.g. local business owner, relative/caregiver to someone with dementia, student, healthcare professional) except for people living with dementia themselves.

2. Business Training Acute Results – As businesses in Okotoks and Westhills come on board DFC’s project, they undergo an initial training session. Attendees include the local champion and select employees. Below is an example of pre and post training session measures from 1 business, but results are representative of all businesses thus far.



Select comments also include:

- *“Thank you for the hands on experience, so that I better understand what it's like to be a person struggling with dementia”.*
- *“Presentation/training today has helped me in understanding the resources to finding help in the community. Great presentation.”*
- *“I'm going to de-clutter some more.”*

Of note, physical environment ratings increased post training, which is potentially attributed to the lack of understanding of a dementia friendly environment pre-training or it has been inappropriately assessed. DFC coordinators have set expectations around minimum components for a dementia friendly physical environment, as well as provided practical modifications. The physical environment will be individually assessed after 1 year to further evaluate.

Dementia Friendly Communities

3. Process Tracking – information request and media tracking activities continue, along with the evaluation of alliance/working/education group meetings and processes. At a high level, members are pleased with the productivity at meetings, feel engaged, and are hopeful about the impact of DFC project. Select comments include:

- “Very worthwhile project! Amazing to see the group addressing one of the great public health challenges of our time!”
- “I love the concept of this project, and think it’s gathering momentum!”

It has been suggested to compile and circulate a list of DFC’s early successes, which we plan to do at the end of year 1 to foster engagement and satisfaction.

4. Library Speaker Evaluation Changes – 2 library speaker series events have occurred with data collected at each. It has been noted that the survey needs to be modified to capture more tangible outcomes (e.g. “what did you learn from today’s event”; “what action will you now take to make your community more dementia friendly”). Changes will be implemented at the next event.