



The Brenda Stafford Foundation
Dementia Friendly Communities



The Brenda Stafford Foundation Ltd.

**Dementia Friendly Communities Proof of Concept Project
6 Month Report**

June 13, 2017

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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 (November, 2016 – October, 2019), 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 build community capacity to support individuals to age-in-place and remain in the community for as long as possible
- 2) To raise awareness of dementia with the aim to reduce stigma associated with dementia.

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.

1. Partnerships and Community Engagement

Town Hall Events

In October 2016, two Town Hall meetings took place: one hosted at Wentworth Manor, Christie Park; and the second hosted at Tudor Manor, Okotoks. The invitation was open to all members of the local community. The purpose of the Town Hall was to gain an understanding of the current situation for individuals living with dementia and their caregivers to identify what is currently working, what is not working, and what is needed to become a Dementia Friendly Community. This information is now being used to help inform the direction of the project.



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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 Stafford Foundation

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 Stafford 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 Stafford Chair in Alzheimer Research Chair, University of Calgary
Faculty of Nursing, University of Calgary
Medical Director, The Brenda Stafford Foundation
Administrator, Wentworth Manor, The Brenda Stafford Foundation
Administrator, Tudor Manor, The Brenda Stafford Foundation
Dementia Friendly Community Research and Innovative Practice Coordinator, The Brenda Stafford Foundation
Dementia Friendly Communities Coordinator - Westhills, The Brenda Stafford Foundation
Dementia Friendly Communities Coordinator - Okotoks, The Brenda Stafford Foundation



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



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Community Collaborations

Summary

- Engaging with several different businesses/organizations (i.e. banks, pharmacies, restaurants, business, churches, recreation centres) to participate in Dementia Friendly Communities training.
- Engaging with individuals living with dementia through Adult Day program, alliance groups and individuals living in community to get their feedback and advice on the project
- Engaging with the community associations and boards on ongoing basis. Presentations provided to the Strathcona Christie Park Community association board
- Dr. Sheree Kwong See (Alberta's Seniors Advocate) visited The Brenda Stafford Foundation to provide more information on her new role. She met members from The Brenda Stafford Foundation board and the executive team including Norma Jackson, Mike Conroy, Jenny Robinson and Joan McGregor. The Dementia Friendly Communities Proof of Concept Project were discussed.





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Collaboration with Rundle College

Students from Grade 11 Rundle College came to Wentworth Manor as part of their "curricular CAUSE club". They created care packages and homemade cards for residents living with dementia (Royal Oak). This is an example of a collaboration developed as a result of the Dementia Friendly Communities initiative.

In addition to this event, 2 presentations were provided to students in Grade 7 on Dementia, symptoms, and how they can help individuals living with dementia. Next year, lesson plans are being integrated into curriculum into grade 1-12 and several hands on activities throughout the school year are being planned.





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2. Milestones and Achievements

1. Hiring of Dementia Friendly Communities Coordinators and Dementia Friendly Communities Evaluator
2. Creation of Alliance Group and Strategic Advisory Group
3. Creation of Workplans
4. Creation of Communications Plan
5. Creation of Evaluation Plan
6. Creation of Dementia Friendly Communities Businesses Education Package
7. Draft Communities Mapping complete for both communities
8. Public awareness events (detailed below in section 3.)
9. Implementation of Dementia Friendly Communities Education and Hands on Activity with Rundle College Grade 7 School

3. Events

Dementia Friendly Communities Launch in Calgary Westhills

On February 23, 2017 was the Dementia Friendly Communities Launch Event in Signal Hill, Strathcona, Christie Park and Aspen. The purpose of the event is to raise awareness of the Dementia Friendly Communities Proof of concept project in the local community and provide feedback to the community about the initially identified key initiatives for the Proof of Concept project work plan.

During the event, there were three panel presentations and a question/answer period from the audience. The presentations were provided by Emma Richardson (Dementia Friendly Communities Coordinator – The Brenda Stafford Foundation), Bryan Gilks (Caregiver & Co-Chair of Signal Hill, Christie Park, Aspen & Strathcona Alliance Group), and Dianne Cooper-Pont (Community Relations, Calgary Seniors Resource Society). Opening remarks were provided by Mike Conroy (President and CEO, The Brenda Stafford Foundation), and Closing remarks by Councillor Richard Pootmans (Ward 6).

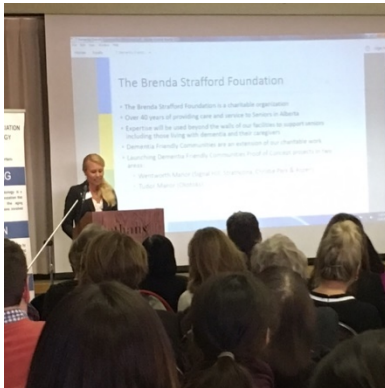
There were over 75 participants at the event, with an information booth reception at the end of the meeting.



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Innovations in Dementia Symposium – AAG



On March 14, 2017, Jenny Robinson, COO, The Brenda Stafford Foundation, presented on Dementia Friendly Communities proof of concept project at Alberta Association of Gerontology's "Innovations in Dementia Symposium" to an audience of approximately 150 attendees including industry stakeholders, researchers, healthcare providers and community members.

The Brenda Stafford Foundation also had a Research and Innovation Display Booth profiling the Dementia Friendly Communities project.



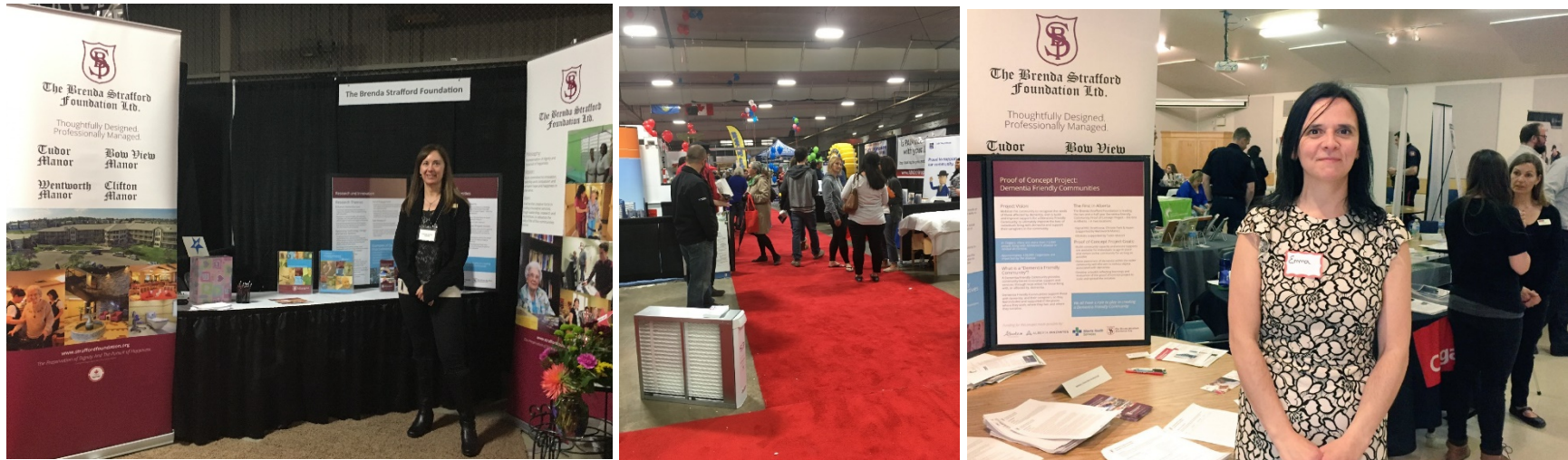
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Dementia Friendly Communities Okotoks Tradeshow Event

The purpose was to gauge the community member's personal understanding and ability to interact with someone with dementia, as well as capturing their perception about their community as being dementia friendly. There were 2000 attendees reported at the event, where a total of 120 visitors stopped at the Dementia Friendly Communities booth.

Councillor Richard Pootmans Open House – Calgary Westhills

The Brenda Stafford Foundation was invited to have a booth at Councillor Richard Pootmans Open House event for the Ward 6 Community. Dementia Friendly Communities was profiled and visitors to the booth had the opportunity to discuss the initiative and also complete evaluation surveys and join the mailing list.



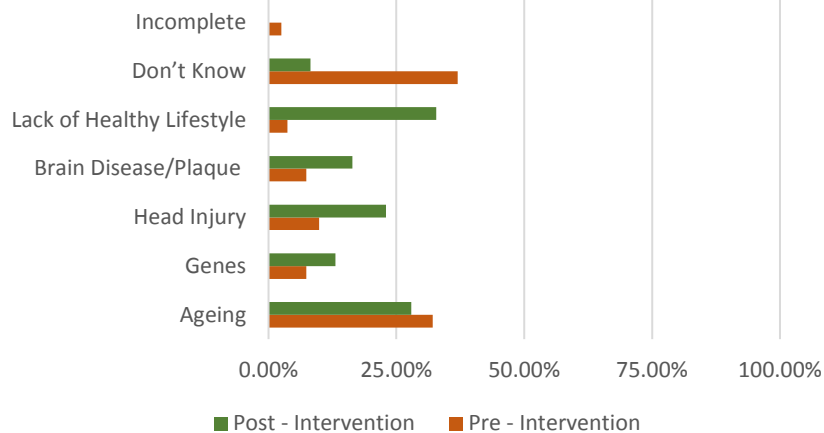
4. Evaluation

See below selected graphs, depicting the impact of our school-based intervention. We anticipate repeating this intervention in a public school.

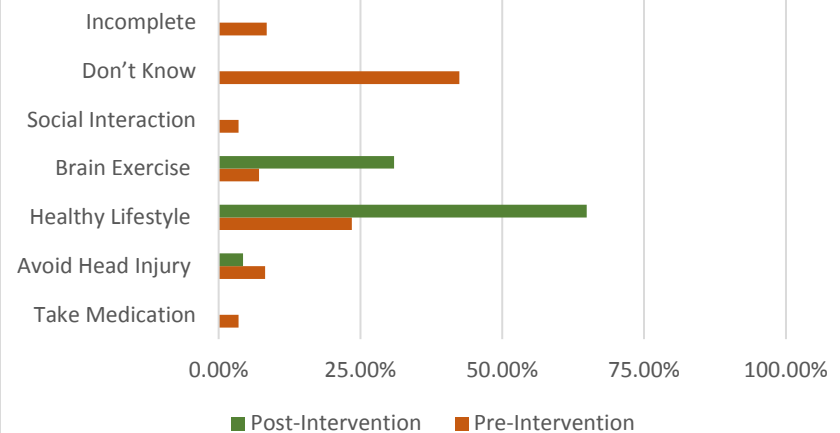


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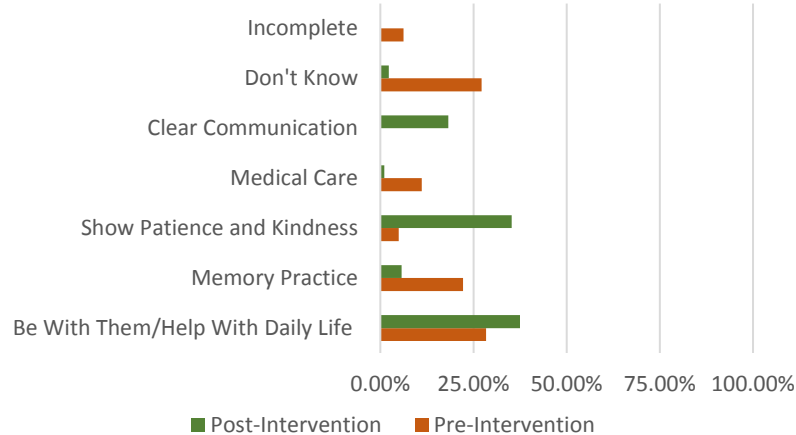
What Causes Dementia?



How Can We Reduce Dementia Risk?



How Can We Help People Living with Dementia?



A) Evaluation Summary (Rundle College):

- “Don’t Know” or “Incomplete” responses saw a major reduction from pre to post intervention (as high as 42% on select questions pre-intervention, to <10% consistently on all questions post-intervention). This demonstrates an increase in general dementia awareness.
- The importance of a healthy lifestyle for dementia risk reduction was stressed during the intervention, and shown here as understood by students.
- “Clear Communication” (e.g. slower pace of talking, eye contact, reduce external distractions) and “Show Patience and Kindness”, were tangible skills learned



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B) Baseline Evaluation Summary (Chambers of Commerce Tradeshow – Okotoks):

2000 attendees were reported from the event, where a total of 120 visitors stopped at the DFC booth. Out of those, 33 people completed a survey. The purpose was to gauge the community member's personal understanding and ability to interact with someone with dementia, as well as capturing their perception about their community as being dementia friendly.

- It was noted that most people who stopped at our booth had a personal connection or experience with dementia. On average, they rated their personal understanding and dementia-related abilities as high (3-5 on a 0-5 continuum), versus that of the community's as low (0-2 on a 0-5 continuum). This illustrated the gaps at the community level, likely related to awareness and availability of resources.
 - *"I don't know where to go in the system."*

It is anticipated that our online directory, along with a repository of human resources and eventual project toolkit will help close this gap.

- Furthermore, those identifying as "a general member of the community", were more likely to not answer or say 'unknown' on questions asking about the community's level of dementia friendliness. This was analyzed again as a gap in the community, specifically around dementia awareness and understanding.
 - *"I just notice that unless someone knows someone with dementia, they know nothing about it."*

Our hopes with our speaker series, presence at community tradeshows/events, media releases and online resources, and targeted training at service-providing community businesses, will help elevate the community's understanding.

C) Other Evaluation Activities:

1. Multiple surveys aimed at the public, students in intervention schools, and stakeholders in targeted businesses/organizations have been generated. Aimed to gauge dementia knowledge, skills, and physical environment and/or psychosocial support improvements as warranted. These surveys are also aimed to assess the intervention process and to solicit feedback from stakeholders. Data collection frameworks have subsequently been generated.
2. Interview scripts for DFC highlight stories and intervention follow-up with participating stakeholders/organizations/businesses have been created. Aimed to gather rich qualitative data about personal experiences, intervention processes and outcomes, and vision for the future. Interviews will occur on a one-on-one basis, as well as in focus group settings.
3. Data tracking for communication (i.e. information requests from internal and external stakeholders, and media releases from internal and external sources) has commenced.



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4. Items to undergo a document review have been identified (e.g. meeting minutes from steering/working group).
5. System level indicators are being brainstormed and checked for feasibility and validity. These are subject to further changes.
6. An evaluation framework and “how to” document has been generated. Included are desired outcomes, corresponding evaluation activities, instructions for analysis, and roles and responsibilities of DFC team members.

D) Stories

This is a summary of a conversation with an Individual Living with Dementia and their Caregiver, from the perspective of the Calgary Westhills Dementia Friendly Community Coordinator:

Recently, I met with a lady in the local community who is caring for her husband who has dementia. It was agreed that this story would be shared but names would be omitted. Her husband was diagnosed with dementia eight years ago. Their experience is essentially positive in terms of the care received and the systems in place for them.

They have experienced some hesitation from friends and are not often invited out as a couple. Often they will invite friends over to their house instead. Generally they don't go out very much. They used to like going to concerts but don't do this much now. The invitation is usually only given to the lady. However, she generally does not go on her own as she would need to ask a family member to look after her husband. She is happy not to depend on others.

Impact of caring for someone with dementia

There are positives, she does not feel bitter, she appreciates that life is still good with many things. She loves being in her home and “is always happy in my home”.

They have a good physician who initially directed them to the right supports. The physician also carried out memory testing and referred them to the right places.

She feels supported in the community and by the resources – healthcare, therapists, the way the home has been equipped.

It is more restrictive when caring for someone with dementia as you can't just pop out. Certain things are tough, for example losing your license and not being allowed to drive any more.

Generally, they don't go out to the local businesses; her husband is now not very mobile. She will go shopping, for example when her daughter comes to visit. Her husband never goes on his own. They have never suffered rudeness. The only thing she has noticed is the discomfort of others. When they go to the local barbers “Great Clips,” she notices that the person cutting her husband's hair seems a bit uncomfortable sometimes.



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She has experienced her husband wandering a few times. Once, her neighbours found him, another time she called the fire department who came out and helped search for him. The police and EMS also got involved and were very helpful.

They have alarms fitted on the doors of their home so she will know if he goes out. She really would like to see something like a tracker that could help keep her husband safe. We briefly discussed Calgary as a potential test bed for a “Silver Alert” system.

She did discuss how difficult it would be if an individual lived on their own and still tried to continue to carry out their business, for example in a bank eg: if they don't remember their pin. (They could feel defeated or embarrassed). In banks, other organizations, it's important to be sensitive and have empathy. In the library, it would greatly help if there was someone who could help anyone having difficulty using their services etc. Another idea could be support groups within the library.

She also said that when trying to protect someone with dementia, it's important they know that they are still valued in society. There is stigma around dementia.



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Appendix

1. Financial Report: Statement of Expenditures