

Creating a Dementia Friendly Community

To create a sustainable Dementia Capable Waukesha County we need to engage communities in the support of persons with dementia and their loved ones.



“A flourishing community seeks to honor, value, and include all of its members in a common life. It actively seeks creative improvements in a shared life because it understands that meeting the needs of the most vulnerable and dependent members cannot be separated from its own.”

The Reverend John McFadden
Fox Valley Memory Project

Dementia - Alzheimer's Disease

- Every 65 seconds, someone in the United States develops Alzheimer's disease. By mid-century, someone in the United States will develop Alzheimer's disease every 33 seconds.
- Alzheimer's disease is the 6th leading cause of death in the United States. There is no known treatment or cure for Alzheimer's.
- 70% of people with Alzheimer's disease live at home and 22% live at home alone.
- Over 11,000 people in Waukesha County have some form of dementia.



Waukesha County Dementia Friendly Business Training

If you are interested in becoming a Dementia Friendly Business contact:

**Jennifer Harders or
Kathy Glaser**
Dementia Care Specialists
Waukesha County ADRC
514 Riverview Avenue
Waukesha, WI 53188

(262) 548-7848



Dementia Friendly Business

Dementia Friendly Businesses

It is important for businesses, service organizations, and employers to begin to prepare for the future. The number of people living with dementia is growing rapidly as the population ages.

Why Should a Business Become Dementia Friendly?

You may have:

- ◆ Customers living with dementia
- ◆ Customers that are caregivers of those living with dementia
- ◆ Employees with the beginning stages of dementia
- ◆ Employees that are caregivers of those living with dementia

Dementia Friendly Business Training

- ◆ A free 20-30 minute educational presentation at your business
- ◆ Dementia related resources
- ◆ Ideas on ways your business environment could be more dementia friendly

The Dementia Friendly Community Initiative is creating a community where those living with dementia will be enabled to live as independently as possible and continue to be engaged in community life.



Becoming dementia-friendly will enable businesses to retain existing customers and attract new ones.

Research shows that 83% of people with memory problems have switched their shopping habits to places that are more accessible and welcoming. (Alzheimer's Society, 2013).

Becoming a dementia-friendly organization is not just a socially responsible step, it can also benefit businesses. Whether you are a large retail business, provide a service, or sell a product, there is a clear economic case for supporting people living with dementia to use your services and facilities.



A Dementia Friendly Trained Business

- Improves customer service
- Increases awareness and knowledge of dementia
- Enhances brand reputation
- Prepares for the future
- Complies with the law
- Is part of the community

"Dementia does not rob someone of dignity. It is our reaction to them that does."

Teepa Snow
Nationally Recognized Dementia
Care Education Specialist