The Growing Need

Impact on persons with disease and caregivers

By 2035, the number of people age 65 and older with Alzheimer’s disease and other dementias is estimated to reach 7.7 million—a 40 percent increase from the 5.4 million age 65 and older affected in 2015.

Nearly 60% of people with dementia live in their own community homes.

1 in 7 live alone.

Caregivers and families

In 2014 caregivers provided 17.9 billion hours of unpaid care, averaging 22 hours per week and valued at $217.7 billion annually.

The physical and emotional impact of dementia caregiving is estimated to have resulted in $97 billion in health care costs in the United States in 2014.

Business

$34 billion annually is lost in revenue/productivity due to caregiving responsibilities.

Cost to U.S. Society

+ Total estimated payments in 2015 for Alzheimer’s disease and related dementias: $238 billion.
Dementia Friendly America Initiative

Initiative Goal
– Foster dementia friendly communities across the US

Multi-Sector Model

- Memory loss supports and services
- Legal and Financial Planning services
- Communities of faith
- Banking Institutions
- Transportation, housing, and public spaces
- Neighbors and community members
- Emergency planning and first responders
- Independent living and community engagement
- Businesses and employers
- Care throughout the continuum
DFA National Participants

ABA | Bank of America | CFPB | Eli Lilly | The Global CEO Initiative | The IACP

Federal Liaisons: ACL, ASPE, CDC, HRSA, IHS, SSA

DFA Across the Country

An Expanding DFA Network

2015
8 early adopter communities in 7 states and interest throughout the nation

2016
48 actively adopting communities across 36 states, including statewide efforts in 9 states, with an additional 15 states planning for or exploring state implementation

2017 (goal)
More statewide efforts and a goal of DFA presence in every state
Online Tools and Resources

Communities where all people can live, age and thrive

Website includes sector guides, provider tools, a community toolkit and other guidance for communities working towards becoming dementia friendly.

Taking an All Sectors Approach

Every part of community has a unique role in contributing to dementia friendliness
1. **Convene** key community leaders and members to understand dementia and its implications for your community. Then, form an Action Team.

2. **Engage** key leaders to assess current strengths and gaps in your community using a comprehensive engagement tool.

3. **Analyze** your community needs and determine the issues stakeholders are motivated to act on; then set community goals.

4. **ACT together** to establish implementation plans for your goals and identify ways to measure progress.

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**Community Toolkit Phases**

1 2 3 4

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**The Action Team**

- Diverse & underserved populations
- Local businesses and retail
- Faith communities
- Educational institutions
- Service clubs
- Youth groups

- Wellness programs (nutrition, physical activity)
- Engagement activities (creative arts, group programs)
- Community-based services (chores, meal delivery, home safety)
Dementia Friends USA

• Dementia Friends is a global movement to change the way people think, act and talk about dementia
• A Dementia Friend is someone who learns about what it is like to live with dementia and then turns that understanding into action
• Developed by the Alzheimer’s Society (UK)
• Dementia Friendly America is the U.S. licensee

dementiafriendsusa.org
Become a Friend

Becoming a Dementia Friend

To become a Dementia Friend, you will watch an overview video that will provide you with information about dementia, how to recognize the signs of dementia and simple actions you can take to be a Dementia Friend that positively contributes to making your community dementia friendly.

Once you have watched the overview video in its entirety, you will be prompted to select one of seven sector-specific video shorts. In order to complete the Dementia Friends session, you need to watch at least one video short. We encourage you to select the sessions that are most relevant to your role in the community. Once you have viewed the overview and 3 video shorts, you will be able to register as a Dementia Friend.

Contact for Questions

Contact: info@dfamerica.org

Dementia Friendly America®