5th ACT on Alzheimer’s community to use the Toolkit and community engagement process to focus on building a more “dementia-friendly/capable community” (now there are 33)

Launched with community kickoff Feb 2013 - monthly meetings, education, discussion, community assessments, analyzed results

127 surveys, 64 organizations, 68 participants

Revealed as the 2 priority areas: Raise awareness & Improve knowledge

Action items: (1) Local resource list (2) Dementia training sessions - Progress, learning on both
ONE OF THE “BIG STORIES” OF SPN ACT - BRINGING THE DEMENTIA FRIENDS TRAINING FROM OVERSEAS

- Tapped into training from the United Kingdom—then transformed it to support wider dissemination by volunteer trainers...
  - The SPN ACT team members reviewed, tested this “Dementia Friends” training
  - Real-world experience - led to decision to separate into the two sessions for a “train-the-trainer” model - “Champions” training (2.5 hours initially) who would train/facilitate “Friends” sessions (1 hour)
  - Trained over 87 Champions and 650 Friends in less than one year!
## DESCRIPTION OF TRAININGS (NOW)

<table>
<thead>
<tr>
<th><strong>Dementia Champions</strong></th>
<th><strong>Dementia Friends</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1+ hour training - with Guidebook, webinar video, to prepare for training others (See <a href="http://www.actonalz.org">www.actonalz.org</a>)</td>
<td>1 hour training - by Dementia Champions</td>
</tr>
<tr>
<td>The Champion training allows the person to facilitate <em>Dementia Friends</em> training—to encourage others’ education and awareness and sensitivity to issues</td>
<td>Small group exercises, discussion, sharing plus information</td>
</tr>
<tr>
<td></td>
<td>Provides insight into what it means to have the disease; encourages individuals to take an action in/for their community</td>
</tr>
</tbody>
</table>
Overall satisfaction = 4.6
Would recommend to others = 4.7
Presenter was effective = 4.7
Length sufficient = 4.2
Learned something to use right away = 4.6
Better understanding of dementia now = 4.2
Better understanding of supports now = 4.4
Know how I can help = 4.3
Know how to access resources = 4.4

These scores indicate value
DEMENTIA CHAMPIONS TRAINED OFFERED THESE THOUGHTS AS WHAT MADE A POSITIVE DIFFERENCE:

<table>
<thead>
<tr>
<th>Responses</th>
<th>#,%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational support - allowing me to do this and be involved</td>
<td>38%</td>
</tr>
<tr>
<td>SPN ACT Coordinator support - Administrative and other support</td>
<td>76%</td>
</tr>
<tr>
<td>Alzheimer’s Association support</td>
<td>5%</td>
</tr>
<tr>
<td>Participants themselves—the enthusiasm of the participants (those being trained as Dementia Friends)</td>
<td>48%</td>
</tr>
<tr>
<td>Session/Training format and content - training is easy and well-organized</td>
<td>53%</td>
</tr>
<tr>
<td>Community support - my community is actively interested and supportive</td>
<td>29%</td>
</tr>
</tbody>
</table>
EVALUATION SHOWED:

- Overall positive results - indicating training valued and belief that this will make a difference
- Champions are the disseminating “channel” to train *Dementia Friends*—so understanding what facilitates success is important
- Champions made suggestions about: *Small group* format (best), *co-facilitating* (helps), *advertising/outreach* (need to start early/extend) or *personal invitation*, and having centralized support/assistance (Coordinator)
WORKING WITH THE ACT ON ALZHEIMER’S PROJECT DIRECTOR AND THE ALZHEIMER’S ASSOCIATION, THE SPN ACT TEAM HELPED AGAIN TO REVISE THE TRAINING IN LATE 2014/EARLY 2015

NOW - THE CHAMPIONS AND FRIENDS TRAINING, VIDEO WEBINAR, AND GUIDEBOOK/WORKBOOK WILL BE ACCESSIBLE, FREE, DOWNLOADABLE FOR ALL COMMUNITIES
ST. PAUL NEIGHBORHOODS - IMPACT AND EFFECT

- Stronger and broader **connections** across sectors
- Extensive **grassroots outreach** -- additional organizations and individuals committed to providing the Dementia Friends educational training everywhere (examples will be highlighted today)
- Additional **opportunities and services** for persons and caregivers for support - awareness in sectors (business, faith, social service, health care, housing, etc.)
WHAT KIND OF IMPACT IS THIS HAVING? (SAMPLE OF THE CHAMPIONS’ RESPONSES)

- **Raising awareness and strengthening the community among many sectors**
- **It will take time. The information has to become common knowledge.**
- **Less stigma.**
- **Creating more knowledge of resources.**
- **We are just getting started. Too soon to know.**
- **Small, but steady increase, with great opportunity for growth across sectors.**
- **It is raising the awareness of the needs of those challenged by dementia and the needs of the rest of us as to how to communicate**
BIG TAKE-AWAYS

- **Strong coordinator role** - skills/talents: organization, group facilitation, networking, charisma, communication, project management, and dedication to the issue

- **Strong supporters from other organizations** - willing to step up and also bring others to be involved - individual passion

- **Open welcome-all** while also staying committed to the goals and activity plans - to make progress
BIG TAKE-AWAYS

- Share **updates** that to spread the good news of what is happening—as tangible result of all the collective action.
- Have to have at least one lead organization that will continue to provide some core resources on behalf of all—to sustain the effort & continue regular communication.
- Keep the **vision** of building dementia-capability in front—this is the goal.
- **Celebrate** success.
AN EXAMPLE FROM CARONDELET VILLAGE

Margaret Belanger
and “Living Room Conversations”