St. Paul Neighborhoods
Action Community Team (SPN ACT)

Report on Progress – Snapshot #2
March 20, 2015

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Executive Summary

The St. Paul Neighborhoods Action Community Team (SPN ACT) was the fifth community to use the ACT on Alzheimer’s® Dementia Capable Community Toolkit—which facilitates a community engagement process.1 SPN ACT is made up of six neighborhoods: Highland Park, Macalester-Groveland, West 7th, Summit Hill, Summit University and Union Park. This effort began with a community kick-off presentation and “call to action” in February, 2103, and moved through the first three phases of the community engagement process by late 2013. In November of 2013 the SPN ACT members then turned to Phase 4 (Action) with two priority action items: (1) build awareness, and (2) provide information and education about Alzheimer’s disease and dementia.

Activities in 2014 were to:
- Create and distribute a SPN ACT brochure that describes the effort
- Create and distribute a bookmark that includes the 10 warning signs on one side and a few key community resource/service organizations on the other
- Create and maintain a community specific resource directory
- Modify the “Dementia Friends” training from the United Kingdom (See example from Scotland at: http://www.dementiafriendsscotland.org/) to offer sessions throughout the community.
- Support organizations and individuals willing to host and conduct the Dementia Friends training to maximize distribution/dissemination

The SPN ACT group achieved all of this work, particularly reaching and exceeding their goals to train/educate individuals through a train the trainer model. Dementia Champions (at last count numbering almost 100 people) have hosted more than 60 Dementia Friends sessions all around the SPN ACT neighborhoods, with more than 700 people trained as Dementia Friends. Surveys of individuals participating in either the Dementia Champions or Dementia Friends training sessions illustrate how these participants believe this training, as well as their outreach into the community, is making a difference—improving awareness and advancing the goals of a “dementia friendly community.”

This evaluation/progress report traces the work of the St. Paul Neighborhoods Action Community Team, particularly what this group achieved in 2014 and early 2015. The SPN ACT work has provided real-world experience to helped shape the Dementia Champion and Dementia Friends training and has fostered dissemination throughout Minnesota.

Lessons learned from this experience of community collective action and the recommendations of leaders of this effort have been captured and are shared in this report.

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1 As of January, 2015 there were 33 ACTion communities utilizing the Toolkit & community engagement process through grants provided through the ACT on Alzheimer’s initiative (See: http://www.actonalz.org/minnesota-communities)
Background

ACT on Alzheimer’s® is a volunteer-driven statewide collaboration. It focuses on 5 goals to help prepare Minnesota for the budgetary, social and personal impacts of Alzheimer’s disease and related dementias. The goals include: (1) sustain caregivers, (2) raise awareness and reduce stigma, (3) invest in promising approaches, (4) increase detection and improve care, and (5) equip communities—with a health equity lens (Figure 1). The initiative was launched in June 2011 (www.actonalz.org).

A Dementia Capable Communities Toolkit was developed by one of the ACT on Alzheimer’s Leadership Groups and other participants involved in the initiative in 2012. The Toolkit provides a structured community engagement process for a community to assess its own dementia awareness and resources, as well as to determine priority areas for action. The ACT community engagement process is characterized by four phases: (1) Convene, (2) Assess, (3) Analyze/Action Plan, and (4) Implement.

Figure 1. ACT on Alzheimer’s Goals

Figure 2. Community ACTion Phases
**St. Paul Neighborhoods Action Community Team (SPN ACT)**

The St. Paul Neighborhoods Action Community Team (SPN ACT) was the fifth community to begin this community engagement and coalition-building process, and the first to use the completed ACT on Alzheimer’s Dementia Capable Community Toolkit. SPN ACT is made up of six neighborhoods: Highland Park, Macalester-Groveland, West 7th, Summit Hill, Summit University and Union Park. This St. Paul Neighborhoods effort began with a community kick-off presentation and “call to action” meeting in February, 2013.

**Evaluation**

In 2013, a private foundation provided a grant to SPN ACT to fund a modest evaluation of this community’s ACT on Alzheimer’s collaborative effort. An independent consultant (Paone & Associates) was hired to conduct a process evaluation—to document progress, identify successes and challenges, capture insights and lessons learned, and provide some structure for evaluating the effort. This evaluation began with preparation of a logic model (Figure 3) which briefly summarizes the inputs, outputs, interim, and longer-term results that would be expected from such a community engagement, collaborative effort.

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**Figure 3. ACTion Communities Logic Model**

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2 As of January, 2015 there were 33 ACTion communities utilizing the Toolkit & community engagement process through grants provided through the ACT on Alzheimer’s initiative (See: [http://www.actonalz.org/minnesota-communities](http://www.actonalz.org/minnesota-communities))

3 The GHR Foundation
Methods and data sources used in this evaluation included:

- Key informant interviews
- Electronic surveys
- Observation/attendance at community meetings
- Review of meeting minutes, agendas, and monthly updates
- Assessment survey data
- Post-training session evaluation forms (completed by the participants)
- The ACT on Alzheimer’s® website (www.ACTonAlz.org)

**SPN ACT Progress**

**Phases 1, 2, & 3**

SPN ACT moved through the first three phases of the Toolkit and process in 2013. The team and community members had completed 127 surveys by August 2013 (Table 1). A full progress report of the work through Phase 3 by this community is available at:


<table>
<thead>
<tr>
<th>Table 1. Snapshot of SPN ACT Community Assessments – August 2013 (Phase 1-3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>127 Surveys completed across all 14 sectors</td>
</tr>
<tr>
<td>64 organizations completed surveys</td>
</tr>
<tr>
<td>24 SPN ACT team members were on survey teams and conducted surveys</td>
</tr>
<tr>
<td>68 individuals participated in meetings</td>
</tr>
</tbody>
</table>

The analysis and synthesis of the surveys focused attention on where there was a perceived high priority for action, and a low level of activity addressing that action.

Moving from assessment and analysis to Phase 4 action occurred in late 2013. In October and November of 2013 the full SPN ACT group participated in a facilitated group process to narrow scope and come to a consensus decision on one or two priority areas, with specific objectives and activities for the SPN ACT effort.

The analysis process that the SPN ACT team conducted resulted in two top priority areas: (1) Awareness, and (2) Information/Education. Objectives for each priority area were developed, with specific action steps tied to the objectives (Table 2).
### Table 2. SPN ACT – Phase 4 - ACTion Plan (Summary)

<table>
<thead>
<tr>
<th>SPN ACT - Priority Area #1 - AWARENESS</th>
<th>Objective</th>
<th>Action</th>
<th>Desired outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness about community organizations and resources available to people with dementia</td>
<td>Create St. Paul-specific, culturally appropriate resource package and distribute to targeted audiences</td>
<td>Community members are aware of available resources in the community, and know how to access them.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPN ACT - Priority Area #2 INFORMATION AND EDUCATION</th>
<th>Objective</th>
<th>Action</th>
<th>Desired outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve community members’ skills/knowledge about the warning signs and how to effectively interact with people with dementia</td>
<td>Prepare community members to be “Dementia Friends.” Individuals from the community who agree to receive training on interacting with, and if possible, supporting or helping someone with dementia. (They receive training from Dementia Champions.)</td>
<td>Community members will have reduced stigma and improved skills for interacting with people with dementia. People with dementia will feel more supported and understood when out in the community.</td>
<td></td>
</tr>
</tbody>
</table>

SPN ACT completed their ACTion Plan development in early 2014, which included identifying members of the ACTion team who would help with each of the activities as well as ongoing outreach to the community.

### SPN ACT Team Self-Assessment

To check-in on how the SPN ACT team had come together as a group in the first Phases of work, individuals who had participated in the SPN ACT community assessment work and/or attended the community meetings received a Self-Assessment survey in March/April, 2014 (electronic survey). The content of the survey, designed by the Evaluator, was based on research on how coalitions function and what factors help drive success. For example, in a review of community coalitions, factors predicting satisfaction, participation, and planning included: community leadership, shared decision-making, linkages with other organizations, and a positive organizational climate (Butterfoss, Goodman, and Wandersman, 1996).

Researchers who have extensive experience in the field working with community engagement coalitions around health or other key social issues recommend that the coalition evaluate its results at three levels (Butterfoss and Francisco, 2004):

- Level 1: Coalition Infrastructure, Function, and Processes
- Level 2: Coalition Programs and Interventions
- Level 3: Health and Community Change Outcomes

This survey was focused on the “Level 1 elements” (shown above) of SPN ACT—they infrastructure and processes, leadership, and how members worked together. Given that the group had been formed through a voluntary, organic process, it was a good time to check in to capture the perspectives of members of the team about these elements. Any insights from the group could instruct on adjustments needed as the members were launching into a new phase of action.
The survey had 12 questions and was designed to be completed in about 4-6 minutes. Scaled adjectival response options (5 through 1) were given for each question. From “Yes Always”=5, to “No, Never”=1, with a “Don’t Know” default option. The questions probed the following areas about their SPN ACT team and work together:

- Understanding about purpose
- Organizational structure
- Resources available
- Group participation, Engagement
- Communication
- Outreach & representation of the community
- Effectiveness
- Group strength
- Commitment
- Confidence

Thirty-two individuals completed the survey (according to the SPN ACT Coordinator that corresponds with the number of actively participating individuals). Responses were very positive about the purpose of the work, organization/structure of the effort, communication, strength, commitment, and confidence. The group felt that more resources and greater outreach were two areas that, while strong, could be enhanced. This information was used by the SPN ACT Coordinator to foster greater outreach and encourage members of the group to get others involved.

**Phase 4 - Action**

As the group came together for action, the focus was on (1) creating an easy-to-use directory that provided information on local resources for persons with dementia and their caregivers and on (2) embarking on a community education effort to offer basic training to lay people living or working in the SPN ACT neighborhoods about Alzheimer’s disease and to build community awareness of the disease and of caregiver issues. The group identified the following activities for focused action in the St. Paul Neighborhoods geographic area in 2014:

- Create and distribute a SPN ACT brochure that describes the effort
- Create and distribute a bookmark that includes the 10 warning signs on one side and a few key community resource/service organizations on the other
- Create and maintain a community specific resource directory
- Utilizing the “Dementia Friends” training from the United Kingdom as a foundation (See example from Scotland at: [http://www.dementiafriendsscotland.org/](http://www.dementiafriendsscotland.org/)) modify the training to offer sessions throughout the community. This would include supporting organizations and individuals willing to host and conduct the Dementia Friends training to maximize distribution/dissemination

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4 There is a two-step train-the-trainer approach. Modifications were to shorten the workshop “Dementia Champion” curriculum to 2.5 hours (later reduced again based on feedback from participants and expert facilitators) and also modify the “Dementia Friends” 1-hour session curriculum to foster more discussion and engagement among participants.
A snapshot of the work accomplished from April to December 2014 is provided in Table 3.

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Activities &amp; Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>9 Dementia Champion sessions – yielded 97 individuals trained as trainers</td>
</tr>
<tr>
<td>Training</td>
<td>39 of these Champions ran Dementia Friends sessions hosted in over 20 organizations within the geographic area</td>
</tr>
<tr>
<td>Training</td>
<td>58 Dementia Friends sessions with over 650 individuals attending</td>
</tr>
<tr>
<td>Resource information</td>
<td>850 brochures, 2,250+ bookmarks distributed</td>
</tr>
<tr>
<td>Resource information</td>
<td>450 resource packets assembled and distributed locally</td>
</tr>
<tr>
<td>Community meetings</td>
<td>Monthly ACTion team meetings held with notes follow-up; 1-pager “talking points” for trainings created &amp; distributed; monthly Dementia Champions coffee/networking group established</td>
</tr>
<tr>
<td>Community outreach</td>
<td>Numerous festivals and events where SPN ACT info, bookmarks and fliers for Dementia Friends sessions were distributed, including Rondo Days, Highland Fest, etc.</td>
</tr>
<tr>
<td>SPN ACT in the news</td>
<td>Local press and state/regional as well as national news media with features on the work of SPN ACT</td>
</tr>
</tbody>
</table>

Importing Dementia Training

The Dementia Friends and Dementia Champions training that was piloted by SPN ACT in 2014, was imported from the United Kingdom.

The SPN ACT team heard about the training through ACT on Alzheimer’s. SPN ACT team members decided that this training could be adapted for use in the St. Paul neighborhoods to address the priority area of improving education about the disease within the neighborhoods (See inset for background on Dementia Friends).

Background about Dementia Friends

In early February 2013, the Alzheimer’s Society (United Kingdom) launched a social action movement to “change the perceptions of dementia,” called Dementia Friends. Dementia Friends is an educational/training program that helps people learn basic information about dementia and how they can help reduce the stigma and social isolation that this disease causes. In just over two years (by February 2015), the Alzheimer’s Society Dementia Friends program had trained over one million individuals (“Dementia Friends”) in the United Kingdom. (For more information see: http://www.alzheimers.org.uk/site/scripts/press_article.php?pressReleaseID=1211).

The training in the United Kingdom was set up to be a train-the-trainer model, with Dementia Champions serving to train Dementia Friends. The Champions training was a full day workshop.
Adapting the training - 2014
The SPN ACT Coordinators, together with the project staff members from the Alzheimer’s Association and ACT on Alzheimer’s, reviewed the Dementia Champions training session content to see how it could be streamlined from a full day workshop to a few hours. The resulting curriculum included:

- Basic facts and figures about Alzheimer’s Disease
- Comparison and contrast between normal aging and dementia (10 warning signs)
- Description of dementia as a disease of the brain, with illustrations
- Discussion about what it feels like to lose part of one’s memory, using the “puzzle pieces” and “bookcase” metaphors
- Communication tips and strategies
- Individual and group exercises such as:
  - matching phrases/facts in “broken sentences”
  - writing out each step in a series to complete a daily task (e.g., brush teeth)

From September through December (2014) Dementia Champions trainings were held in the St. Paul Neighborhoods geographic area. Champions, in turn, held Dementia Friends sessions.

Dementia Champions
The Evaluator conducted an electronic survey of the Dementia Champions in December, 2014 to capture their response to the training and any suggestions they might have to modify this training. The responses to this Dementia Champions survey were largely positive, however suggestions were made to shorten or adjust the content, format, and some of the exercises (See Table 4).

<table>
<thead>
<tr>
<th>Table 4. Dementia Champions training evaluations and suggestions (Sept-Dec, 2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N=27</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Content</td>
</tr>
<tr>
<td>Length</td>
</tr>
<tr>
<td>Language</td>
</tr>
<tr>
<td>Format</td>
</tr>
</tbody>
</table>

The Champions training was therefore revised in December and early January, 2015 by ACT on Alzheimer’s and Alzheimer’s Association staff, taking into account the feedback from evaluations and the experience of SPN ACT Champions and the SPN ACT Coordinator. This revised training was offered in late January and early February, 2015 by an educator from the Alzheimer’s Association, using the revised curriculum (content and format modifications had been made).
Participants of this revised training were invited to take part in an online evaluation survey following the training, again conducted by the Evaluator, using the same survey question. The results from this second survey showed that most individuals believed the content, length, language and format were now fine as revised (note that those who felt adjustments were needed commented on the need for a better muting/sound clarity method, rather than the material presented).

### Table 5. Dementia Champions training evaluations and suggestions (January-February 2015)

<table>
<thead>
<tr>
<th></th>
<th>Fine as is</th>
<th>Minor adjustments needed</th>
<th>Significant adjustments needed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N=32</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>28 (88%)</td>
<td>3 (9%)</td>
<td>1 (3%)</td>
</tr>
<tr>
<td>Length</td>
<td>28 (88%)</td>
<td>4 (13%)</td>
<td>0</td>
</tr>
<tr>
<td>Language</td>
<td>30 (94%)</td>
<td>2 (6%)</td>
<td>0</td>
</tr>
<tr>
<td>Format</td>
<td>27 (84%)</td>
<td>3 (9%)</td>
<td>2 (5%)</td>
</tr>
</tbody>
</table>

Twenty-seven individuals provided information about what had motivated them, fostered their involvement, and encouraged them to become Dementia Champions (Table 6). They also described the facilitating factors to make the training sessions successful.

### Table 6. Dementia Champions – What Motivated You?

<table>
<thead>
<tr>
<th></th>
<th>#,%</th>
</tr>
</thead>
<tbody>
<tr>
<td>People in my life have been affected by Alzheimer’s disease or dementia</td>
<td>18 (67%)</td>
</tr>
<tr>
<td>The organization I work for asked me to be involved</td>
<td>8 (30%)</td>
</tr>
<tr>
<td>I am interested in this as a community engagement effort</td>
<td>19 (70%)</td>
</tr>
<tr>
<td>The organization with which I’m affiliated is seeing more needs—more persons with memory loss and their caregivers/care partners</td>
<td>18 (67%)</td>
</tr>
<tr>
<td>A friend or colleague asked me to be involved</td>
<td>4 (15%)</td>
</tr>
</tbody>
</table>
Table 7. Dementia Champions – What were the biggest facilitating factors to make this successful?

<table>
<thead>
<tr>
<th>Responses – N = 27</th>
<th>#, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational support – allowing me to do this and be involved</td>
<td>8 (30%)</td>
</tr>
<tr>
<td>SPN ACT Coordinator support – Administrative and other support</td>
<td>16 (59%)</td>
</tr>
<tr>
<td>Alzheimer’s Association support</td>
<td>1 (4%)</td>
</tr>
<tr>
<td>Participants themselves—the enthusiasm of the participants (those being trained as Dementia Friends)</td>
<td>10 (37%)</td>
</tr>
<tr>
<td>Session/Training format and content – training is easy and well-organized</td>
<td>11 (41%)</td>
</tr>
<tr>
<td>Community support – my community is actively interested and supportive</td>
<td>6 (22%)</td>
</tr>
</tbody>
</table>

Written comments from the Dementia Champions on what made the training and their involvement in SPN ACT (Phase 4) work well included the following:

- My ongoing relationship with family and caregivers.
- Leaving space for comments, questions, and anecdotes from participants
- Senior Communities – like a short but information-packed presentation that is free and yet pertinent to their needs
- We took the feedback we received from participants along the way and tweaked the training from start to finish.
- Meghan (SPN ACT Coordinator) – she has been amazing!
- For me, the small groups. We limit it to 6 people.
- Co-facilitating. We work well as a team.
- Champions who are directly impacted by dementia and those who work in this field— are especially motivated to promote and run Dementia Friends sessions.
- Individual invitations to people to come (to a Friends session).

The Dementia Champions also provided lessons learned. These included:

- Make sure there is a presenter (or presenters) available before publicizing the event.
- Keep trying to spread the word about the training and its importance.
- Plan to advertise well in advance of your meeting. Results will be minimal if you wait until 2 weeks before.
- Talk with co-workers—ask them to become directly involved.
- Keep looking for opportunities.
- Practice really helps.
• Flexibility is key. When in doubt, let participants lead discussions with natural questions & comments (allow this to a certain extent).
• Begin by observing, then get to facilitating.
• Don’t try to get it all in. Encourage participants to work through the packet on their own after the training.
• Practice doing the training.
• Best to do the training in pairs.
• Keep to the time limit.

Finally, SPN ACT Dementia Champions offered suggestions to others to ensure a successful Dementia Friends training session:
- Co-facilitation with another Champion is a good strategy
- Small group formats work best
- Early and extensive outreach is needed for general community training sessions
- Personal invitations to a training is a proven strategy
- Hosting in an informal setting helps relax participants and encourages discussion/sharing

**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)

Dementia Friends
A set of individuals trained as Dementia Friends (those who had completed the training offered through SPN ACT team members or other expert Dementia Champions) also provided response to an end-of-training evaluation via a written form that they turned into the trainer (September through November, 2014. These data were hand-entered into a spreadsheet for analysis.
Respondents indicated that they appreciated the training and felt it was valuable. Specifically they provided positive response on the following:

- information/facts provided,
- the open, friendly approach,
- the interaction with others,
- the video, and the length (one hour) of the training.

They also said that the training was simple and straightforward and that the training was presented well. They rated their overall satisfaction as 4.6 out of a 5 point scale (see summary results, Figure 4).

![AVG SCORES: SAMPLE OF DEMENTIA FRIENDS TRAINED](image)

Figure 4. Sample of Dementia Friends – Satisfaction & Response to Training - 2014

The information from the Dementia Champions and Dementia Friends indicates that the training is valued. Individuals participating believe that the training and the outreach into the community is making a difference—improving awareness and advancing the goals of a dementia friendly community. Since Dementia Champions are the disseminating channel to train Dementia Friends, it will continue to be important to support these Champions and facilitate their success.
Tracing this work of the St. Paul Neighborhood Action Community Team demonstrates how this real-world experience has helped shape the Dementia Champion and Dementia Friends training and fostered dissemination in Minnesota (see Figure 5). The training will now be offered online (available free) through the ACT on Alzheimer’s website. The Champions Guide and Dementia Friends Workbook have already been added to the ACT on Alzheimer’s website, making it easy to download and review prior to the training (See: http://www.actonalz.org/Dementia-Friends-Champion-Webinar).

Fostering Engagement
A variety of organizations and individuals stepped forward to sponsor and encourage people to be trained as Dementia Friends, including:

- Two residents of an independent and assisted living senior housing campus (Carondelet Village) who are holding “Friends” sessions in their living rooms
- A local bank branch staff member (Associated Bank) who helped trained employees on dementia and how to effectively interact with people who have memory loss, utilizing the Dementia Friends training. This is serving as a pilot for all of the bank branches
- A local faith community parish coordinator (Nativity of Our Lord Catholic Church) that engaged the pastors and pastoral staff as well as congregational members for training, and is now serving as a model/mentor to other faith communities (http://parish.nativity-mn.org/events/pastoral-care-dementia-friend-training)

These efforts are described in the next section, through the voice of the individuals who spearheaded these efforts.
Introductions and selected SPN ACT Action Team Members

Three involved, dedicated ACTion team members were interviewed by phone in February, 2015. Each interview lasted approximately 45 minutes.

ACTion Team Member: Joan Wittman, Carondelet Village resident

Q: How were you involved in SPN ACT this past year?

I’ve been involved in the leadership ACTion team, and was trained as a Dementia Champion. I’ve facilitated Dementia Friends sessions now for several months. I also assist Meghan Constantini to help her with administrative tasks for SPN ACT.

Q: Can you talk about what you’ve done following the Dementia Champion training?

I’ve been conducting Dementia Friends sessions with another Carondelet Village resident, Margaret Belanger. We hold the sessions in a small group format right in our living rooms. We have done one a month for the last 5 months. I estimate we’ve reached about 35 people—those who live in the building and their families or friends.

Q: Can you say more about this and about what has worked for you—as you’ve conducted these Dementia Friends sessions?

The small, intimate setting of our living rooms in our apartments—makes it very informal and also allows people to share personal stories. We facilitate a conversation, keeping to the content of Dementia Friends, but allowing people to talk and share with each other. We tell people to plan for about an hour and 15 minutes. There are usually 5 to 6 people. We personally invite each individual. That works well.

Q: Has anything NOT worked well for you?

We are amazed at how well this works. We’ve had to make very few adaptations. That said, each group is so different—unique people—all with stories to share. Our biggest task to to make sure that those who like to talk a lot do not dominate the conversation.

Q: Where is this headed for Carondelet Village and for you?

I see awareness growing and minds/doors opening. As more and more people living in Carondelet Village participate in this training, people are behaving differently and that is spreading throughout the building. See this continuing to spread to neighborhoods and then to the entire city of Saint Paul. We are very committed to continuing this here at Carondelet Village. I am personally very energized by this. I feel I’m getting energy as much as I give.
Q: What were the major activities for you/your organization re: SPN ACT and Dementia Champions/Friends?

I saw an article in the St. Paul Pioneer Press about a year ago that described the Memory Café in Roseville. It really struck my heart. I read and commented on this article (online) through Facebook. A person from “Alzheimer’s Speaks” replied and wrote back to me—if you ever want to make your organization Dementia Friendly—let’s get together. So we did that over coffee. That’s when I learned about SPN ACT. I searched for that name and all of a sudden Meghan Constantini’s name came up. I called her and she answered right away and told me about the effort underway—in the 5 zip code area. Our Associated Bank branch is located in one of those 5 zip codes. Meghan invited me and I attended some of the SPN ACT meetings at Carondelet Village. Then I took the Dementia Champion training.

After that Meghan came out and led a Dementia Friends session for our bankers and tellers. It was very well received. As a matter of fact, the very next day a person walked in off of the street who was disoriented and agitated. One of the tellers who had just been trained the night before was able to calm her down and then helped her get help.

This training has opened up the conversation for everyone.

In general, people are/were afraid of talking about this disease. Unless you’ve had personal experience—and even with that—people are uncomfortable. Jokes are made; people aren’t educated.

There is not as much stigma now. People of all ages 19 to 60+ are able to talk about this.

Q: What has worked well for you?

Having someone from SPN ACT with the training initially come to us—this was key. Also, having SPN ACT provide a monthly reminder and keep the communication going and giving us updates. As I’ve facilitated Dementia Friends sessions, I see that getting people to talk about this, to share their experiences, is so important.

Everything in the training worked well.

Q: What didn’t work?

While the training worked well, there was no follow-up information – for people to connect and to keep them involved. For example, a follow-up question to ask people who had been trained to ask “How are you using this?” is important. It could be sent to me and I would forward it on to the staff members. Something via email that they can respond to—we all have time to read one sentence. For example, having something like a “Tip to Remember” that is sent as a follow-up something short, but that keeps this in front of their eyes. Put it on a Facebook page.
Q: How would you measure the results/the impact of your effort? Do you see tangible results?

So many of the tellers are quite young. They are fresh to the working world. They don’t have much experience in interacting with the elderly. It is not something that is taught in school. The customer who has vision loss, hearing difficulties, or memory loss needs a different kind of service. The tellers need to go slower, write in large print, count out each dollar bill. We are trained, too, to make journal notes if there are concerns—to flag customers who seem to be making poor financial decisions. Older people tend to go to the bank and want to bank face-to-face—so this Dementia Friends training is very relevant. There are tangible results for customers and for tellers. There is less stress. There is less anxiety.

Q: Where is this headed? What’s next?

We are incorporating this into our regular employee training—our branch in St. Paul. Other bank managers in other locations would like to start up the training at their branches as well. We will be providing a presentation at the corporate headquarters in Green Bay, Wisconsin for the Executive Vice President of Consumer Banking.

Hopefully we can get an annual online refresher course. It would be great to have those one-line updates emailed directly.

For SPN Act, it needs to get its name out there more—there is an ACTion community in Brainerd developing—and in the other communities. It would be good to see partnerships develop across communities. Be part of a larger effort and brainstorm out to get the Dementia Communities to work together all across Minnesota and the region—to work together and share resources. We need to reach more people.
Q: What were the major activities this year for you/your organization related to SPN ACT and Dementia Friends?

In the fall of 2014, with the affirmation and blessing of our pastor, Fr. Patrick Hipwell, we kicked off an initiative to become a dementia-friendly, faith community in St. Paul.

To date, we have hosted one Dementia Champion (DC) and eleven Dementia Friends (DF) sessions for Nativity and community members. Over half of the parish staff and most of our parish Pastoral Council members have attended DF sessions in which they were encouraged to think about how the information was applicable to their specific role in the parish.

Currently, Nativity has approximately 100 Dementia Friends and 5 Dementia Champions. Even children have participated in DF sessions and found them helpful. Our youngest Friend is 9 years old. A 12-year-old Friend wears her “ACT on Alzheimer's” button everywhere, and has talked to local grocery store owners about hosting a Dementia session for their staff. A 15-year-old Boy Scout is making plans to share it with his Scout troop.

Certainly, parishioners of all ages have been touched by the need to respond with grace, sensitivity and love to those with dementia and their care givers.

Q: What has worked well for you/your organization?

• First, broad support of the initiative was critical to a successful launch. Both Fr. Patrick Hipwell, the parish leadership and the St. Paul Neighborhood Dementia Friends organization provided the underlying support for a strong launch.

• Second, working side-by-side with parishioners and parish leadership councils, provided important momentum. We focused on the dignity of the whole human person. The recognition that a soul resides in each human life resonated with our parishioners and also peeled back that layer of fear and silence, which frequently surrounds dementia. Emphasizing that the person with dementia and their care givers are vital components of our parish and are welcomed regardless of age, physical or mental functioning, or other dependencies.

• Next, developing a schedule and presentation strategy kept us on track. We focused on calendaring Dementia Friends sessions early and often in October. We also integrated training with other complementary events. For example, we kicked off Dementia Friends initiative and the sessions in October during the Church’s “Respect for Life” month, which dove-tailed nicely with DF themes. We also piggy-backed training onto other parish events for an automatic audience. Participants always appreciated our respect of their time and our scheduling with their convenience in mind.
Finally, as with all initiatives, communication was key. We utilized all of the communication resources available at our parish, from church bulletins, pulpit announcements, web calendars, and more. However, the most influential and successful form was by personal invitation. Even though it is almost a lost art, the personal invitation still works—the passion and excitement was contagious to others.

After establishing this framework, many were eager to attend a DF session and possibly expand their involvement.

**Q: What didn’t work?**

Meeting with the Parish Pastoral Council members after the kick off in October—we wished we had done that first—although Fr. Patrick and the Chair were very supportive and aware of the initiative all along.

For a variety of reasons, it was not possible to meet with council members until December. Hence, having primarily one person lead the kick off and the journey of becoming a Dementia Champion, while doing most of the Dementia Friends sessions, would not be advisable. Having a small core team and more Dementia Champions available to do the DF sessions would have helped greatly.

Also, doing Dementia Friends training sessions during certain parish events, for example during donut Sunday, didn’t work as expected. Because the initiative was new to the parish, it was challenging to encourage members to attend a DF session versus socializing. Better to build momentum first.

**Q: How would you measure the results and impact of your effort? Do you see tangible results?**

By noting that during conversations in the community, people feel more free to talk openly about how dementia has personally affected them or about their fears surrounding it. Although this is a new initiative, we’ve discovered that many people have been directly impacted by dementia. Parishioners and staff have verbalized the value of this initiative and in attending the Dementia Friends session, even if they were reluctant initially. Unfortunately, I don’t know who from Nativity who has attended a Dementia Friends session, since they are invited to attend DF sessions in the community as well as sessions we offer. If Nativity wants to collect that data in a tangible way, we will need to devise a system to collect the information.

**Q: Where is this headed for your organization—that is, what’s next?**

We will continue our journey in becoming a more fully integrated Dementia Friendly Faith Community. I am hoping to find a coordinator and form a small core team to work with parish leadership to continue this journey. We will resume hosting Dementia Friends sessions
in the spring and will encourage parishioners to creatively host DF sessions in their neighborhoods, for example at book clubs, block parties, etc. We will continue to have a solid and fruitful working relationship with the SPN ACT coordinator and team while working with our neighbors in promoting St. Paul to be a dementia-friendly community.

Q: How do you think this work can be sustained?

It’s going to depend on each one of us to continue spreading the word by inviting family, friends and those in the community from all sectors: business, government, and other sectors. We need to discuss the value of being a Dementia Friend, and living and working in a dementia-friendly community—encouraging people to attend a DF session.

While I celebrate the work the team has done over the past two years, I hope that the ACT on Alzheimer’s Leadership and other supporting organizations, for example Carondelet Village, will continue to provide support and resources for SPN ACT. I believe that it is imperative to have a program manager especially at this time in the SPN ACT process. It is very helpful to have a person to contact for support or questions.

Thankfully SPN ACT now has a variety of tools, including many on their website, to assist the community in promoting the initiative more broadly.

While I believe that a few “seeds have fallen from the dementia-friendly packet” in St. Paul, they are not widely scattered yet. It will take many hands to scatter the seeds to help those affected with dementia and to continue building the momentum in St. Paul.

It’s been an honor to work with the SPN ACT team and to serve those affected with dementia and their families. Thank you!
Survey of Coordinators/Leads (interviews December 2014-January 2015)

The lead ACTion Team Coordinators for SPN ACT who have shepherded the work, planned and facilitated group meetings, managed the project details, and communicated with all interested parties have been Georgia Lane and Meghan Constantini, both from Presbyterian Homes & Services (PHS) and Carondelet Village (which is a shared ministry between the Sisters of St. Joseph of Carondelet-St. Paul Province, and PHS). These key informants were interviewed at the end of 2014 to capture insights and lessons learned to date. The next section of this report provides their responses.

Q: What do you feel were the biggest accomplishments in Phase 4 within your community?

The incredible response of the community and even beyond -- to the Dementia Champions and Dementia Friends training opportunities. We’ve had over 650 individuals trained as Dementia Friends and 87 as Dementia Champions. Also the variety of organizations interested. We’ve also been responding to many calls and people interested outside our 5 neighborhood area. The interest is exciting, but it has stretched our capacity.

We also accomplished our goal of creating a St. Paul resource directory, our bookmark, and a brochure for our SPN ACT effort. We have distributed over 2,200 SPN ACT bookmarks and brochures. We did learn that it is difficult to keep a local resource directory up to date. We’ve let that go. The bookmarks are good for a quick awareness and take-away piece.
Q: What have you learned about what makes this type of engagement and coalition-building process work?

Organizational and individual commitment. Visibility and outreach through professional and personal networks.

We’ve needed a Coordinator who can dedicate a good amount of time (at least .25 but I am .5 and still could use more time during the week). Utilizing SPN ACT team members and Dementia Champions who are directly impacted by dementia is a strong start to getting people engaged in the implementation of this work, with either a personal connection to somebody with dementia or working for an organization that supports older adults. It takes the passion and drive from knowing firsthand how much of a struggle it is to have dementia or support somebody with dementia to stick with the meetings and follow up by becoming a trained Dementia Champion and leading Dementia Friends sessions.

We’ve also had several organizations that have been with us from the beginning and continue to be very engaged and others that stepped up—they are leaders in the community, including: Wilder Foundation, Lyngblomsten, Nativity of our Lord Catholic Church, Jewish Family Service of St. Paul, St. Paul Public Libraries (Merriam Park and Rondo), Fairmont Methodist Church, Keystone Community Center, Rakhma Homes, Immanuel Lutheran Church, West 7th community center, Highland Block Nurse Program, West 7th Community Reporter, Ramsey County Senior Services Consortium, Mac-Groveland District Council, Summit Hill District Council, Union Park District Council, Council Member Chris Tolbert, St. Paul Mayor’s Advisory Council on Aging, and more.

Q: What have you learned “works” in terms of implementation?

I think you have to have a partially-funded team Coordinator, or a highly committed volunteer, and that person must be skilled at facilitation, communication, and fostering collaboration. Capacity is expanded when we build on the relationships between organizations and individuals. Having a clearly defined action plan with objectives, actions, outcomes and specified timelines was essential in moving to implementation. This helped focus the group and define purpose and tangible next steps.

Supporting those who are highly engaged and interested—and helping them to become role models and mentors to others is what works. I learned that if I can fully support the volunteers who are highly engaged in hosting and leading Dementia Friends sessions, then they become role models for other people who have not been as motivated to actively be involved. For example, a SPN ACT team member from Nativity was pivotal in embedding Dementia Friends into her faith community, and now other faith communities (e.g. Lumen Christi) are now “ready” to host their own Dementia Friends sessions.

In addition, we have continued the format we started from the beginning—monthly meetings, followed by updates and meeting summaries. This keeps individuals aware and engaged and they can tell others. They are still part of the group even if they miss a meeting (See example, Appendix A).
SPN ACT was also able to effectively utilize additional administrative support from Carondelet Village through help from an AmeriCorps (St. Joseph Worker) volunteer, over the summer of 2014—through November 2014.

Finally, having organization support from involved organizations’ leaders, in addition to individual efforts is really important, and will help with our sustainability plan.

Q: What key supports did you receive from the Area Agency on Aging (AAA) and the Alzheimer’s Association?

Initially, the contacts from these technical support organizations participated in the meetings as a member of our working group. The Area Agency on Aging staff contact attended and participated in the meetings. The Alzheimer’s Association contact person provided the education on Alzheimer’s disease. Both organizations served as a resource when we were developing our Resource Directory and bookmark as well as our SPN ACT brochure. They helped ensure we were in alignment with existing statewide resource and education initiatives. In addition, we utilized the skills of ACT on Alzheimer’s staff at points in time (Emily, Olivia) especially around small or large group process. They also made the Dementia Friends curriculum available to us from the U.K.

As we launched the Phase 4 part of the project, interest exceeded our administrative capacity. For the DC and DF trainings we needed clarity on the scope of our role. For example, more and more people and organizations were calling us for training—well outside of our catchment area. ACT on Alzheimer’s and Alzheimer’s Association provided support and guidance on managing these inquiries and requests. We deferred their questions to the ACT on Alzheimer’s main website and contact person (Project Director) via her email address to keep our workload manageable. ACT on Alzheimer’s responded by making the decision to formally offer the Dementia Friends program through their website. This led to an agreement between SPN ACT and ACT on Alzheimer’s to align our efforts in refining the Dementia Friends curriculum and disseminating it statewide.

Also, as we collected the evaluations from the trainings and considered suggestions, we turned to ACT and the Alzheimer’s Association. They took on the task of making the necessary changes to the training—they streamlined and cleaned it up. The Alzheimer’s Association is now hosting online Dementia Champion trainings statewide to offer to other ACTion Communities or anyone with an interest. This takes pressure off of us to have to respond to so much interest. ACT now has the Dementia Champions guide and Dementia Friends workbook available online, and SPN ACT has aligned our work with ACT. See addendum for more details.

Q: Who or what organization(s) have stepped forward to help "carry the water" this year?

We’ve had great support from numerous local organizations. What really drove their involvement was dedication from individuals representing these organizations. These key
individuals promoted SPN ACT’s work by attending monthly SPN ACT meetings, and brought information back to their organizations. Numerous SPN ACT team members from the named organizations went on to become Dementia Champions (DCs). As DCs, they led numerous Dementia Friend (DF) sessions within their organizations, often times making their DF sessions “open to the public” to honor SPN ACT’s mission of making St. Paul a dementia friendly community.

Q: Any surprises regarding what engaged organizations or people --- and what didn't really work or get people interested/active?

We deal with bouts of volunteer fatigue as many of our highly involved volunteers are limited in their time as many of the folks who are passionate and engaged in their work also tend to have their hands on numerous other projects, so aligning schedules or asking them to commit to more activities beyond the basic commitment of attending the monthly SPN ACT meetings can be a challenge.

Q: How do you measure results? Is this being done?

SPN ACT continues to track the number of people who attend Dementia Champion trainings, number of Dementia Friends, and number of resources distributed. However, the process for tracking our data has evolved. To future streamline our dissemination plan we have decided:

- SPN ACT DCs have and will continue to be tracked by the SPN ACT team coordinator. SPN ACT DCs who utilize the online ACT trainings will be tracked through the ACT on Alzheimer’s tracking process as well.
- SPN ACT DFs were previously tracked by SPN ACT; now all of the SPN ACT DFs will be reported to ACT’s statewide reporting webpage by the DCs who lead their sessions ([http://www.actonalz.org/node/478](http://www.actonalz.org/node/478)).
- Bookmarks, brochures and other resources were previously tracked by having team members use a sign-out sheet to track what organizations and target audiences these resources were going to. These resources are also distributed at every DC training and DF session. We have revised this process, namely due to limited administrative support, by simply tracking quantity of bookmarks, brochures and resources distributed.

The promise of widespread community impact from SPN ACT and Dementia Friends continues to flourish which is a blessing, but a challenge all at the same time as SPN ACT has limited personnel and financial capacity to field all of the interest from our community and beyond.

We also feel that impact is demonstrated by the engagement of people and organizations that are from service sectors that we don’t traditionally associate with “caring for Alzheimer’s disease. Also these people and organizations creating new opportunities and programs, for example some of the achievements include:
1) **Associated Bank** is moving towards becoming a national role model for other businesses by training all employees to be Dementia Friends. Associated Bank will be incorporating the Dementia Friends training into new employee orientation. Their lead staff at headquarters in Green Bay, Wisconsin have been supportive.

2) A community leader, the parish nurse from **Nativity of our Lord Catholic Church**, has stepped up as a role model for others particularly within faith communities. This SPN ACT team member has secured support from the head priest—seeing this as an extension of their faith related to welcoming all and supporting those in need. She has provided/facilitated several Dementia Friends training sessions. In fact, between October 2014 and January 2015, she scheduled/facilitated eight Dementia Friends sessions. Nativity continues with monthly dementia trainings in 2015. Nativity invites the community to these training—this open invitation strengthens the community by bringing parishioners and community members from other neighborhoods and organizations together to bond over a common interest/concern.

3) A meeting was held in September 2014 with the executive director from the **Senior Services Consortium of Ramsey County** who collaborates with 7+ Area Agencies on Aging (four of which are represented on our SPN ACT team). She is very excited about Dementia Friends and wants to align our program with their 2,500+ Meals on Wheels volunteers (and other staff from aging services providers) as they work on restructuring their program into 2015 and beyond. She attended a Dementia Friends session at Nativity following our meeting and gave immediate feedback stating that Dementia Friends would be an incredible asset to their volunteers.

4) **Carondelet Village** has had a few action team members and Dementia Champions devise their own strategy for making Carondelet Village, a residential setting for seniors, “dementia friendly.” Carondelet Village has been hosting an average of 2-3 Dementia Friends sessions per month. Some of these are large group community meetings held in the auditorium or private family dining room with both residents and community members in attendance. Others are small group, “living room conversations, where our trained Dementia Champions/residents are inviting their neighbors and friends to Dementia Friends sessions held in their apartment unit living rooms. They personally invite the participants from residents and family members of residents. At the end of each session they ask, “who else might be interested in this to invite to future sessions?” This snowball method seems to be an effective approach to getting new participants on board—what seems to make a difference is extending a personal invitation and holding the session in an intimate, small-group setting where people seem more comfortable.

5) New resources were created and made available to the community, such as:

- **A Memory Café** for people with dementia and their loved ones is now being held monthly at Carondelet Village in St. Paul
- **The Minnesota Historical Society** began offering sensory-based tours utilizing trained Dementia Friends in September, 2014 for individuals with memory loss. The
goal was to “inspire guests to remember their own story, think about their past in new ways, and draw on personal lives to make connections.”

Q: Where does this go from here?

We continue to make sure that the scope of our work is manageable and sustainable. The momentum behind our efforts illustrates we are achieving our initial goals to: increase awareness, offer education, and reduce stigma about dementia.

It is exciting that our ACTion team has done such a fine job of promoting this initiative to make St. Paul (and beyond!) dementia friendly, and so we have been diligent about tracking our participants and their feedback.

While we are able measure attendees and evaluate their feedback on the Dementia Friends program, how to measure the impact that our Dementia Friends are having out in the community will be part of our next phase of action. This plan has not yet been devised.

Having the additional help of the evaluation from Phases 1 through 4, to capture and summarize progress and analyze our training data has supported our progress and fostered rich conversations surrounding the sustainability of SPN ACT into 2015.

A final plan for ongoing sustainability is being developed by Carondelet Village leadership. Carondelet Village is committed to continuing the work highlighted above through 2015 and beyond. SPN ACT will continue to work closely with the Alzheimer’s Association, Metro Area Agency on Aging, and ACT on Alzheimer’s to ensure the Dementia Friends work will continue beyond the scope of the SPN ACT pilot. (See Dissemination Plan, Appendix C).

Ongoing collaboration with active community partners, named above in this document, will drive this work past 2015. Champions and Friends sessions will continue to be hosted throughout the community in 2015, including at St. Paul Public Libraries, St. Paul Community Education, and local community Centers. Local District Councils are supportive and want to incorporate Dementia Friends into their neighborhood planning efforts. Additionally, collaborative efforts with new and existing partners in St. Paul will be pursued and nurtured to continue the growing momentum for making St. Paul dementia friendly.

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ST. PAUL, Minn., Aug. 13, 2014 -- The Minnesota Historical Society issued the following news release:

As the nation’s population ages, the number of people with Alzheimer's disease and related dementia is expected to grow. The Minnesota Historical Society is in a unique position to offer sensory-based tours that can help enrich the lives of people suffering memory loss. Beginning Sept. 2, the James J. Hill House will offer 45-minute guided tours designed to inspire guests to remember their own story, to think about their own past in new ways and to spark conversations with their loved ones. A guide, trained to work with people with memory loss and their caregivers, will draw on the guests’ personal lives to help them make connections. For example, the tour begins in a room with a painting of Mrs. Hill wearing a gown and pearls. The guide will pass around a string of pearls. As the guests handle the jewellery it might spark a memory in their own life, perhaps of their wedding day. As the group moves through each room, their confidence grows, increasing their sense of comfort. The tour finishes with a social time with coffee and cookies. The tours will take place on the first Tuesday of every month, a time when the building is otherwise closed to the general public. The tours are free but reservations are required and can be made by calling 651-259-3015. [See: www.mnhs.org/hillhousetours.]
Locally, we will continue to support businesses, faith communities, government, and community organizations to adopt the Dementia Champions and Friends trainings. Our hope is that Dementia Friends will become a household name as we achieve our goal to help St. Paul become a dementia friendly community.

Q: What do you feel it would take to sustain the effort and move this more deeply into building your community’s "dementia capability?"

We will continue to work on transitioning to where this is not so resource-intensive and also move some of this to the Alzheimer’s Association or AAAs going forward. The training, materials, calendar, communication templates, evaluation feedback, list of trained Dementia Champions etc. should be centralized and coordinated statewide now that we have concluded the pilot and initial roll-out which has been very successful.

With regard to our SPN ACT 5 neighborhood area, active conversations with organizational leaders are occurring to determine sustainability and how this transforms to the next phase. As one of the initial ACT pilot communities, we completed the four-phase Toolkit process quicker than those communities that started later—but they will need guidance and support as well. So tools, technical assistance, consultation, etc. will be helpful to have so that communities are prepared to embed what works and continue to foster and evaluate their dementia capability or dementia “friendliness.”

Ongoing collaboration with other ACTion communities to share learnings and sustainability strategies will be important. Also- having key team members and organizations who are truly passionate about the work is an important ingredient. Finally, having support from key organizational decision makers is essential to carrying the work forward.
Overall Findings

This 2-year evaluation of the St. Paul Neighborhoods Community Action Team provides information to support the following conclusions about progress, results, and impact:

- There is greater awareness within these 5 zip-code areas (700+ people trained) about Alzheimer’s disease and related dementias as well as caregivers
- There are stronger connections between sectors around this issue among people who have been involved in the initiative
- There has been and continues to be extensive grassroots outreach through both individuals and organizations
- There are community Dementia Friend training sessions available through several organizations and individuals which are continuing as a voluntary effort

The Dementia Friends dissemination has been impressive. Through the whole of SPN ACT, connections have been fostered across some organizations, usually through the efforts of an active, committed individual. These connections may be the catalysts for deeper partnerships across organizations. There seems to be a greater willingness among people within the organizations that have utilized Dementia Friends training to discuss the issue of Alzheimer’s disease. There are also some new programs that are continuing independently of the SPN ACT effort. These results are good. Research on coalitions that are focused on a public health or societal issue have found that coalitions contribute to changes in programs, services and practices, which can lead to larger system or community wide changes (Butterfoss and Francisco, 2004, Chervin, et al., 2005). The sustainability of the effort will be key.
Observations about Collective Action

- A voluntary community engagement effort, supported by organizational structure and community-embedded leadership, can be successful.
- Alzheimer’s disease, and the needs and issues that people with this disease and their family caregiver face—are compelling issues that resonate with individuals and with organizations. Many people felt a personal as well as a professional “connection” to these issues—which fostered voluntary action and engagement.
- The Toolkit helped enable a process that structured activity to reach out across sectors (business, health, faith, housing, social services, etc.) and connect individuals from these sectors and across neighborhoods—people who might otherwise not have met.
- To make this work, the effort needs a strong Coordinator who is supported by a leading organization that is willing to provide resources for the good of the whole.
- Specific skills and competencies, including group facilitation, communication (written, verbal, social network media, etc.), ability to be inclusive and encouraging involvement while also not getting derailed, and strong organizational skills are needed.
- Keeping the group focused on specific action items, while also connecting those actions to the larger vision, helps to avoid dissolution of effort on tangential activities or confusion.

**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
References


Appendix A - Monthly Update – November/December 2014 (distributed electronically)

Hello SPN ACT Community,

Happy Holidays! Please take a moment to read about progress made by the St. Paul Neighborhoods ACT on Alzheimer’s team and learn how to help make St. Paul dementia friendly. SPN ACT is stepping up technology efforts, so please look for next month’s update in a new format.

Community Impact:
SPN ACT Progress from April through December 2014:

- Nine Dementia Champions trainings have been held. 97 individuals have become Dementia Champions! More trainings to come in 2015.
- 39 Champions have run Dementia Friend sessions, 25 are actively engaged and wanting to host more Dementia Friend sessions.
- 58+ Friends Sessions have been held! 650+ individuals attended Dementia Friends sessions in 2014, more on the calendar for December, January and beyond.
- 2,250+ Brochures, bookmarks, and 350+ resource packet materials handed out, and more ready for dissemination
- List of what actions Dementia Friends are taking is attached, please read and respond to Meghan with your own observations and ideas!

Save the Dates:
December Dementia Friend Sessions (print and share attached flyer):
- Tuesday, December 10th, 2:00-3:30pm at Wilder, 650 Marshall Ave, 55104 (Tomorrow!! Space is still available!)
- Thursday, December 18th, 5:30-6:30pm at Rakhma Joy Homes, 123 S. Wheeler St, 55105
  Tip: Use attached flyer as a template to make your own flyers for future Dementia Friend sessions (change RSVP contact to your name).
- December Champions Luncheon: Tuesday, December 16th from 11:00-12:30pm in the auditorium at Carondelet Village, check-in and networking starts at 11am, lunch will be served at 11:30am. RSVP to Meghan by December 10th. You do not have to be a trained Champion to attend, but please be an active SPN ACT team member and driven to help recruit Dementia Friends in St. Paul to join this event.
- January SPN ACT Champions Networking Group: Thursday, January 29th from 3:00-4:00pm at Carondelet Village in the private family dining room. *Highly-engaged SPN ACT team members and newcomers are encouraged to attend.
- The next SPN ACT team meeting will be a celebration of our two year anniversary! Set for Thursday, February 26th from 3:00-4:30pm at Carondelet Village in the auditorium, with reception to follow. Official invitation to come.
Help Wanted:
ACT on Alzheimer’s Health Equity group is working hard to reduce and eliminate health disparities. Visit http://www.actonalz.org/health-equity to learn how and get involved.
- Health Equity “Call to Action” document: http://www.actonalz.org/sites/default/files/documents/HE-calltoaction-082714.pdf Print and share at your social and professional gatherings!
- Sign up to be on our SPN ACT and Dementia Champion directory (send us your name, email and phone number, this list will not be made public)
- Set dates for your 2015 Dementia Friend sessions. Contact Meghan Constantini if you are not a Champion but would like to host a Dementia Friends session in St. Paul.
- Disseminate St. Paul specific resources for people with dementia and their family. Contact Meghan to obtain free SPN ACT bookmarks, brochures and more!

Media and Event Updates:
SPN ACT in the news!!! Check out Page One of the Community Reporter’s December 2014 edition: http://www.communityreporter.org/
- Tip: Share this article and invite your local media connections to run similar stories

Listen to Senator Amy Klobuchar and Olivia Mastry from ACT on Alzheimer’s discussing federal and state responses to Alzheimer’s Disease: http://www.usagainstalzheimersnetwork.org/alzheimers-talks


Monthly Memory Café for people with dementia and their loved ones now up and running at Carondelet Village! Check out the attached flyer for info and to RSVP.

Please pass along information and dates in this update to help make St. Paul dementia friendly, including on social media! Tip: refer to heading of this email, or ACT on Alzheimer’s facebook page for SPN ACT or ACT logo.

Be well and have fun this holiday season, and remember to seek out your friends and family who tend to become more isolated during long winter months.

Kind Regards,

Meghan Constantini, LGSW
Carondelet Village
St. Paul Neighborhoods ACT on Alzheimer’s Team Coordinator
mconstantini@preshomes.org
651-695-5106
Appendix B - As a Dementia Friend, I will...

(from individuals trained by SPN ACT Dementia Champions in 2014):

- Keep in contact with my friends who develop dementia
- Be aware of needs and offer assistance for people with dementia
- Smile and say hello (instead of avoiding)
- Keep an eye out for people who have lost their car in a parking lot
- I will mow my neighbor’s lawn, or shovel their snow, to help with chores
- Honor what I can do to help people with dementia
- Build on strengths that people with dementia have
- Invite the person to help in kitchen, or set the table, at a party, instead of leaving them isolated in the living room (even if it is simply mixing flour in a bowl or setting napkins on the table). This is especially helpful for people who used to host parties.
- Play favorite songs and sing along
- Look at old photo albums or magazines
- Take them on a MN Historical Society tour for people with memory loss
- Volunteer at an adult day program for people with dementia
- Set a weekly date to walk around a local lake or path
- Deliver meals for Meals on Wheels
- Start conversations around the water cooler, at my child’s soccer game, and at church about Dementia Friends and how to become one
- Ask my book club to read “Still Alice” and become Dementia Friends
- Be inclusive and feel more comfortable inviting people with dementia to participate in meaningful activities
- Be a shopping buddy- not just transportation
- Make a holiday “stress relief” basket for caregivers of people with dementia
- Provide respite (one hour, overnight, or anything in-between) for a family member who is caring for a spouse or parent so they can rest, run an errand, or go out to dinner
- Go for a car ride to look at holiday lights and play holiday music in the car
- Give aromatherapy oils or bath salts as gifts for both people with dementia and their caregivers
- Be willing to help people who seem disoriented in stores or other public places
- Get emergency contact numbers for a neighbor who has dementia
- Give gift cards for Target or Cub to people who are caring for a loved one with dementia
- Share resources that can help connect people to services (e.g. Alzheimer’s Association, ACT on Alzheimer’s or Senior Linkage Line)
- I will share the message that “we are all affected by this disease.”
- I will ask how I can be more helpful to the person I know who has dementia
- I will invite my friends, neighbors and coworkers to become Dementia Friends
- I will plan a Dementia Friends session in my living room, at the local coffee shop, or at my place of business and ask a trained Champion to host
- I will become a Dementia Champion and host a Dementia Friends session (or many!)
Appendix C – Dissemination Plan

ST. PAUL NEIGHBORHOODS ACTION COMMUNITY TEAM
TARGET AUDIENCE & DISSEMINATION PLAN

St. Paul Neighborhoods ACT on Alzheimer’s (SPN ACT) is working to sustain efforts as we complete the final phase of the Dementia Friendly Communities pilot. Due to the growing interest in Dementia Friends, ACT on Alzheimer’s modified and adapted SPN ACT’s work to allow for broader dissemination in Minnesota. Timeline:

May 2014 – Fall 2014 SPN ACT, ACT on Alzheimer’s and the Alzheimer’s Association reviewed training materials and created a statewide dissemination plan.

January 2015-present Dementia Champion trainings and Dementia Friend curriculum now available to all 33 Minnesota ACT on Alzheimer’s communities.

- SPN ACT will continue to focus on training Dementia Champions and delivering Dementia Friends trainings to personal and professional networks in Highland Park, Mac-Groveland, West 7th, Summit Hill, Summit University/Hamline Midway, and Union Park (zip codes 55102, 55103, 55104, 55105, and 55116).
- Dementia Champions trained prior to January 2015 have received electronic versions of the revised Dementia Champions guide and revised Dementia Friends workbook and may immediately use at all Dementia Friends sessions from here on out.
  - Previously trained Dementia Champions are not required to retake the Dementia Champions training, but may do so if they would like.
- SPN ACT’s Dementia Champions targeting these 5 zips can continue to request hard copies of the Dementia Friend curriculum and SPN ACT’s bookmark, brochure and dementia-specific resource directory through SPN ACT’s team coordinator.
  - Dementia Champions who are able to print the Dementia Friend workbooks on their own are encouraged to do so.
  - SPN ACT will work within the parameters of funds allocated for our project through 2015 and will determine plan for funding team coordinator and necessary supplies into 2016.
- For registered Dementia Champions who are not delivering Dementia Friend sessions in SPN ACT’s 5 zip code area, Dementia Friends curriculum materials must be printed on their own.
- All Dementia Champions, including Champions offering Dementia Friends sessions in SPN ACT’s area, are required to fill out a reporting form that includes number of Dementia Friends in their session and demographics.
- Dementia Friend reporting form and curriculum is available at [http://www.actonalz.org/node/478](http://www.actonalz.org/node/478)
- SPN ACT will continue to work closely with ACT on Alzheimer’s, the Alzheimer’s Association and other ACT teams to continue to determine sustainability plan and longevity for Dementia Friends.
- Those interested in Dementia Friends and SPN ACT’s dementia-specific resources who live, work, or are a caregiver for a person with dementia in SPN ACT’s area can contact Meghan Constantini, SPN ACT team coordinator, at mconstantini@preshomes.org or 651-695-5106.
- Those interested in Dementia Friends outside of the SPN ACT area can email info@ACTonALZ.org to be contacted with more information and instructions on how to sign-up.

Paone & Associates, LLC