

Alzheimer Society
BRITISH COLUMBIA

STRATEGIC PLAN

2023-2026



VISION AND MISSION



Our vision

Our vision is a world without Alzheimer's disease and other dementias, and that world begins with a society where people affected by dementia are welcomed, supported and included.



Our mission

Together with people with lived experience, we mobilize a broad community of care and support research into the disease to ensure people affected by dementia are not alone.



WHAT WE'RE HERE TO DO



CHANGE THE CONVERSATION about dementia,

to foster a deeper awareness and understanding of dementia and people affected by it, to reduce the stigma and sense of futility surrounding the disease, and to raise awareness among British Columbians about where they can go for help.



CHANGE THE EXPERIENCE of people affected by dementia,

by providing support to people affected by dementia and connecting them to the information and resources they need to live well at every stage of the dementia journey.



CHANGE THE FUTURE for people affected by dementia,

by championing the voices of people affected by dementia and inspiring British Columbians to take action so people affected by dementia are included, supported and engaged within their communities, in research and in policy decisions that impact them.



VALUES



Our values

We are committed to:



Accountability and transparency

We measure our performance, continually improve and are accountable for our actions.



Collaboration

We are dedicated to collaborating across our communities and working alongside people living with dementia and their families to maximize our impact.



Being person-centred

We put people at the centre of what we do – whether it's our team, the people we support or those with whom we collaborate.



Being courageous

We care deeply about our mission and the families we support, motivating us to have conversations that matter – through education, advocacy and storytelling – regardless of how difficult those conversations may be.



Integrity and respect

We are committed to creating an inclusive, barrier-free environment for our staff, volunteers and the families we support, respecting their diverse backgrounds and meeting them where they are.

STRATEGIC GOALS 2023-2026

Pillar #1

Increase awareness of dementia and its impact among British Columbians.

We will change the conversation about dementia, bringing the disease out into the open, instilling a sense of urgency about the issues, and challenging stereotypes and stigma.

★ Our priorities:

1. Explore how dementia is experienced and understood across cultures and contexts, including Indigenous communities.
2. Reduce stigma and discrimination related to dementia and challenge stereotypes within the general population.
3. Create a sense of urgency for the cause and why people should care.
4. Increase awareness of the Alzheimer Society of B.C. as the go-to resource for support and as a charity of choice.

✓ Anticipated impact:

1. People living with dementia experience less discrimination and are welcomed, included and acknowledged within society.
2. British Columbians understand the importance of supporting the cause and taking personal action.
3. The Society is better positioned to serve diverse communities.
4. People affected by dementia know they can turn to the Alzheimer Society of B.C. for support.
5. The Alzheimer Society of B.C. is well respected as a charity and seen as a worthy cause to support.



Pillar #2

Enhance the well-being of people affected by dementia.

We will change the experience of people affected by dementia by connecting them to resources, services and information so they can have the best possible quality of life at every stage of the dementia journey.

★ Priorities:

1. Enable better system navigation by connecting people affected by dementia to services and supports in their communities.
2. Deliver education to people affected by dementia and to the people working in the health-care system who support them.
3. Provide one-on-one support via First Link® calls and the First Link® Dementia Helpline to anyone affected by dementia – or anyone who has questions about how to better support people affected by dementia.
4. In partnership with like-minded groups, create spaces and places for social connection between people affected by dementia.

✓ Anticipated impact:

1. People affected by dementia have increased access to support and increased confidence in their abilities to navigate their dementia journey.
2. There are more opportunities for people affected by dementia to connect with others in their communities, leading to a greater sense of social connection and belonging among people affected by the disease.
3. The development of our programs and initiatives is grounded in the identified needs of people affected by dementia.



Pillar #3

Champion change.

Change is the cornerstone of our work. We're here to change how people affected by dementia are included, supported and engaged within their communities, in research and within the broader policy landscape. This is how we change the future for people affected by dementia.

★ Priorities:

1. In partnership with people affected by dementia, take a stance on issues that matter to them and champion their voices in legislation, policies and programs that affect them.
2. Build and support a diverse network of community-based, dementia-friendly organizations and groups that spans across age groups. This includes working with Indigenous, South Asian, Chinese and LGBTQ2S+ communities.
3. Foster and engage people affected by dementia to become advocates via a community development approach.
4. Influence the education current and prospective health-care workers receive.
5. Guided by those with lived experience, explore ways to engage and connect people affected by dementia to research and innovation opportunities – and make research relevant for people affected by dementia.

✓ Anticipated impact:

1. Policymakers and British Columbians alike are more aware of the need for dementia-related initiatives and there is a commitment at a policy level to prioritize these issues.
2. People affected by dementia see an improvement in their quality of life through accelerated system-level change and, more broadly, are represented and have their rights respected in policy decisions that affect them.
3. More people within the community understand what it means to be dementia friendly and they commit to adopting those practices.
4. British Columbians have increased access to dementia-friendly programs and services (including commercial services) within their communities.
5. Increasing numbers of health-care providers adopt person-centred practices, resulting in better experiences of care for people affected by dementia.
6. Across B.C., locally led action to foster change at a community level is occurring independent of Alzheimer Society of B.C.-led initiatives.
7. Research is more accessible and relevant to people affected by dementia.