

Building Dementia-Friendly Communities



JEREMY HUGHES

Chief Executive Officer, Alzheimer Society UK

Learning from UK Successes

Tuesday, June 17, 2014

Ramada Inn & Conference Centre
Registration required 613-932-4914
alzheimeredcoord@one-mail.on.ca

7:30am –Continental Breakfast

8:00am –Keynote

Jeremy Hughes, Chief Executive Officer, Alzheimer Society UK

Cities, towns and villages across the UK are leading the way on a new path to becoming dementia-friendly communities. Alzheimer's Society working with others have set out on an ambitious agenda to make living well with dementia a reality, starting with one community at a time.

The dementia-friendly movement hinges on the growing recognition that health and social care alone cannot tackle the dementia challenge. Across the UK, 800,000 people have dementia and within the next ten years this number will be over one million. Two thirds of people living with dementia currently live in the community and the demands of the condition are putting unprecedented financial pressure on the health care system. Dementia costs the UK economy £23 billion per year and a third of these costs are born by informal or family carers. The international urgency to act on dementia cannot be ignored either. New estimates from Alzheimer's Disease International suggest the number of people with dementia will increase from 115 to 135 million by 2050. Doing nothing is not an option.

Alzheimer's Society's new report, *[Building dementia-friendly communities: A priority for everyone](#)*, (2013) found that too many people with dementia do not feel part of their community nor do they think society is geared up to help them live well. People with dementia want to live in communities that support them achieve the things that matter to them. Yet, often just being able to keep doing the everyday tasks, such as shopping or visiting the library, tend to stretch beyond their reach.

Our Annual General Meeting is sponsored in part by The Community Network for the Prevention of Elder Abuse for the Eastern Counties & Akwesasne

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Cornwall, ON
K6J 1G5 613-932-4914

250 Main St. East, Suite 210
Hawkesbury, ON
K6A 1A5 613-632-4349

Communities are now being invited to sign up to a formal recognition process to demonstrate their commitment and actions to become dementia friendly. This provides a framework and flexibility to enable communities to provide what matters for people with dementia in their community. A set of foundation criteria has been developed for local areas to work towards and by registering online, communities can use and display the 'Working to become dementia friendly' recognition symbol and ensures consistency and quality in the Programme.

Alzheimer's Society is also supporting an ambitious programme to create a dementia-friendly generation. Twenty-two schools and colleges in England have committed to raise awareness and understanding of dementia with young people. A Dementia Resource Suite is now available for all schools, providing guidance on dementia learning across the curriculum.

Supporting all of this work, Alzheimer's Society is also running a national initiative to create a network of one million Dementia Friends across England by 2015, with parallel programmes under development in Wales and Northern Ireland. Businesses are getting involved too, from the local level to the national. National examples include work in the banking sector who have developed a financial services charter to help staff recognise, understand and respond to customers with dementia.

Addressing dementia will require a concerted and collaborative effort from all sectors of society. Individuals, businesses, community and civic organisations can all take action on dementia to improve the lives of quality of life for people with dementia. However, a dementia-friendly community cannot exist in the absence of a high quality and integrated health and social care system. It is only through working together towards the creation of dementia-friendly communities, that people with dementia will be able to live well with the condition.



Intergenerational Choir

The Alzheimer Society of Cornwall & District is proud to announce the receipt of a "Come Sing With Me" grant from the New Horizons for Seniors Program. We are attempting to build on the success of our London-Middlesex colleagues who partnered with their community to create an intergenerational choir project. Their pilot program was very successful and inspirational.

What we hear often is that people living at home become increasingly isolated, keeping up with regular hobbies becomes more challenging. What we also hear is that seniors want to help but are not sure how to visit with friends who are living with dementia. In addition, to bring in another generation, students are often reaching out to earn their 40 hours of mandatory community involvement. So we are blending all of the above to create the Come Sing With Me intergenerational choir program.

We are looking for 10 seniors, 10 students and 10 individuals living at home with dementia who love to sing.

The Alzheimer Society will provide 2 hours of information on Alzheimer's disease and related dementia and on communication strategies. Once assembled, the group of 30 will meet 2 hours per week with the choir director for 10 weeks to choose the songs, to participate in the choir, and to perform at the end of the 10 week program.

We hope to offer 5 of these 10 week programs throughout our five county community and to offer both English and French opportunities. We invite you to take the time to be inspired.

Look at the success that London-Middlesex achieved:

www.youtube.com/watch?v=L5o3Nh6ydbo

Then, we invite you to become a part of the success in our community. Anyone interested should contact the Alzheimer Society at 613-932-4914.

Laurie Kennedy

Family Support Caseworker

(celebrating 20 years of service)

Do any of you recall the advertisement where, at first glance, a nurse is bandaging the hands of a patient sitting on the edge of a hospital bed? And as she stands back you noticed that she has wrapped his hands like a boxer, preparing for the fight of his life (Cancer Society). Well, in this case, the contender knows who their opponent is.

With Alzheimer's disease and related dementia, you have a sneaky, clever sparring partner that may present itself like stress, fatigue or depression. Dementia, left undiagnosed, may have you feeling like you are lazy, unmotivated or even "stupid". To others, dementia may have you appearing selfish, withdrawn, uncaring at times or absent-minded. Once you get a diagnosis, once you know what you are up against, you can help alleviate these misconceptions. You can prepare, you can be better equipped to take on your opponent. My husband is a bit of a Mixed

Martial Arts fan. You know –George St-Pierre. At times, the sports Network is on at our house and two fighters are gearing up for their big match. These individuals have teams of specialists finding out about the other party's weaknesses and strengths. They are on a mission to better their guy's change of coming out on top.

We need to think of Alzheimer's disease much in the same way. Preparation and risk reduction are key. Diets rich in omega 3 fatty acids, high in antioxidants, and exercise regimes that lowers your risk of heart disease and diabetes are all strategies.

The same way we see athletes in training, doing push ups and skipping rope –We need to exercise our brains and challenge our minds to continue to learn, to help fend off the enemy longer.

We need to know what we are fighting so we stop the inner struggle. Get our affairs in order; communicate with our loved ones about our wishes and preferences. Investigate available treatments to lessen symptoms and improve quality of life. And as each prize fighter has their fans and their camp rooting and cheering for them. We need to learn from other Countries and build dementia-friendly communities. Create our own circles of care –the folks that will have our back and be in our corner. Through the Alzheimer Society support groups, educational opportunities, Adult Day Program, individual support and advocacy –we are on your team. We are in your corner. We are here to support you through all the rounds.

Person-centred care helps make long-term care homes a better place to live: A look at our Culture Change Initiative

While most Canadians with dementia prefer to remain in their own homes for as long as possible, the reality is that 57 per cent of seniors living in a residential care home have a diagnosis of dementia. For people living with dementia and their caregivers, this reality means making good decisions about long-term care all the more important.

Changing the culture of care

In 2008, the Alzheimer Society of Canada decided it was time to start changing the conversation about long-term care. Instead of talking about the number of beds and their cost, we asked:

- How can we work with others to make the experience of long-term care better for people with dementia?
- How can we make the transition to long-term care easier and less frightening for their families?
- And, how can we support staff to provide care that is centred on the needs of people with dementia and their families rather than those of the home?

With these questions in mind, we set out on a “*culture change initiative*” to advance person-centred care in the way people with dementia, their families and long-term care staff work together and support each other.

In 2011, we developed [*Guidelines for Care: Person-centred care of people with dementia living in care homes*](#), which helped us understand what we know theoretically about

person-centred care, but not necessarily how to put this approach into practice.

In order to address this gap, we assembled a committee of long-term care representatives and experts in person-centred care to help us select six homes that are known to be practicing a person-centred approach to care, representing the diversity of the long-term care sector in Canada.

The good news is that these represent just a sample of homes embracing person-centred care in Canada. More and more homes are learning about a “person-centred” approach to care, and staff are using this approach to find creative solutions to better meet the complex and unique needs of their residents. They’re continually trying different methods, seeing what works and changing their practices. In the homes visited, we found there were seven common key elements underpinning person-centred care, known as the **PC P.E.A.R.L.S.TM** and ways that these elements can be implemented in long-term care.

Understanding the lifelong values, wishes and personality of each individual opens the door to innovative approaches that can make each day the best day possible for people with dementia, no matter the stage of their disease.

Homes practicing person-centred care recognize that family members are integral members of the care team because they provide important information to help guide the care of the person with dementia.

By changing the time of day for showering, the resident might be more comfortable, calm and happier. Staff may have an easier time if he doesn't push them away. Families feel reassured that their father or husband is more content while he gets the physical care he needs. Even though it means accommodating many different schedules, this change in care can benefit everyone.

A step in the right direction

At the core of culture change is shifting our way of thinking. A diagnosis of dementia doesn't automatically mean life is over for people with the disease. They can still live meaningfully in an environment that respects them as whole individuals, emphasizes autonomy, dignity and choice, while promoting their strengths and abilities through tailored activities. Switching from a "one-size-fits-all" to an individualized approach is a giant leap forward. We know it won't solve all of the challenges that come with our changing demographics. But it's a much-needed step in the right direction.

PC P.E.A.R.L.S.™

Here are the seven key elements identified for person-centred care for people with dementia living in long-term care:



To learn more about culture change, visit www.alzheimer.ca/culturechange

1

Person and Family Engagement

Families and friends are involved, supported and engaged in the life of the person with dementia.

2

Care

Effective care planning focuses on each resident's abilities, experimenting with various options to avoid inappropriate use of restraints. It includes routine pain assessment and management to help the person enjoy an improved quality of life.

3

Processes

Person-centred care principles are embedded into the strategic plan and operational processes to begin and sustain culture change.

4

Environment

Working within current regulations and legislation, a physical and social environment is promoted to support the resident's abilities, strengths and personal interests and enhance the daily life of people with dementia.

5

Activity & Recreation

Each resident is engaged in stimulating and meaningful activities, with recreational plans tailored to the person's interests, preferences and abilities. Continuous assessment, review and revision of these plans is done as the person's abilities and interests change.

6

Leadership

Person-centred care can only happen with strong leaders who are champions of person-centred care, ingrain it in their organizational philosophy and values, and model the actions expected of staff in their own interactions with residents, families and staff.

7

Staffing

Staff training and support, continuity of care, and the fostering of intimate and trusting relationships between families, residents and staff are key factors in optimizing person-centred care and the well-being of residents.

Peer Support Meetings

Peer support meetings are available for caregivers and families of persons with dementia. We also offer groups for persons in the early stage of Alzheimer's disease or a related dementia.

Peer support meetings are scheduled across Stormont, Dundas, Glengarry and Prescott & Russell. Our groups run from September until June. During the months of July and August, we encourage you to register for the group of your choosing scheduled to begin in September.

If you are interested in joining one of our groups, please view the [Alzheimer Journey Module 4](#) (available on our website and in our office library), prior to the first meeting. Contact Joelle Perras, Education Coordinator, in order to register (613-932-4914 ext. 202).

Age of Aquarius Dinner & Cabaret

It is with great pleasure that we will be hosting another Cabaret evening. The doors of the Knights of Columbus Hall on Amelia St. will be open to The Age of Aquarius. The evening will include a great show and a full chicken dinner. Tickets can be purchased at the Alzheimer Society (106B Second St. W.), or at the Knights of Columbus (205 Amelia St.).

**A big thank you to
the Cabaret Band and Chorus**

**Friday, April 25th, 2014
Tickets \$30/person
Knights of Columbus Hall**



Paddle Poker Run



Join us in celebrating the **5th Annual Paddle Poker Run** hosted by Hybrid Marine in Summerstown.

Saturday, July 19th, 2014

This event welcomes kayakers and canoers onto the St. Lawrence River to find their best poker hand.

Contact Hybrid Marine for more information or to register for the event 613-360-6501

Golf Tournament

—sponsored by Investors Group
Friday, August 15th, 2014
Summerheights Golf Links

Cost: **\$125** for non members (\$45 tax receipt)
\$100 for Summerheights members

*Includes: Golf,
cart, BBQ
lunch and
steak dinner
Silent auction
to be held
during dinner*



**WALK
FOR
MEMORIES**
Alzheimer Society



Over \$46,000 raised!

Thank you to all of the sponsors, walkers and those who donated pledges to our **Annual Walk for Memories**.

Alexandria

Top Team –Roger Dodger \$7,032

Top Individuals –Barbara Lehtiniemi \$564
& Diane McMillan \$340

Cornwall

Top Team –The Shaver Family \$2,745

Top Long Term Care Home Team

–Glen Stor Dun Lodge \$3,573

Top Individuals –Cathy Conway \$2,555,
Brenda Barnett \$1,075 & Terry Brouillet \$1,055

Rockland

Top Team –Team Nonni \$3,885

Top Individuals –Lucille \$725, Julie \$326
& Joanne \$165

Thank you to everyone who contributed to the success of these events!

A special mention to Scotia Bank Alexandria, Giant Tiger Embrun, Giant Tiger Rockland, Hugo, Royal Bank Cornwall (Mall Branch), Ontario Power Generation, Jean Coutu Rockland, Résidence Simon, Caisse Populaire Alexandria and Alexandria Moulding.

Thank you to our entertainers and information booths:

In Alexandria: Fridge Full of Empties for music, Jamie MacDonald (Deputy Mayor), Katherine McCormick Fitness, Louise Dufresne Hearing, Alyson Graham from Cedarwood Services and Zengarry Kitchen.

In Cornwall: Bob & Ducky for music, Marilyn Parisien for the warm up, the Chess Club, the Encore Group and Woodland Family Services.

In Rockland: Derrick and Christina from the Jewel 92.5.

Zumbathon in Williamstown

We are thankful to Sarah Millar for leading a Zumba class with proceeds benefiting the Alzheimer Society. There were 16 energetic ladies on hand to support our cause.

Hockey Game –Char Lan Rebels

The Char Lan Junior B Rebels hockey club played their home game in honour of Alzheimer Awareness month in January. Special guests, Angèle & Peter Selley, were invited to drop the puck.

Celebrity Serve Night –Rockland

A big thank you to Boston Pizza Rockland for organizing their Celebrity Serve Night where a portion of the sales were donated to the Alzheimer Society. Derrick and Christina from the Jewel 92.5 volunteered their time to help the servers as well.

Maxville Breakfast –Lions Club

Thank you to the Maxville Lions Club for their breakfast raising \$500 to support our local services.

Membership

Membership

The Walk-in Counselling Clinic



OPEN

Counselling and Support Services of
Stormont, Dundas & Glengarry

26 Montreal Road
Cornwall, ON
613-932-4610

Do you need
someone to talk to?

Thursdays 1:00-8:00pm
last session at 6:30pm

We offer:

Everyone is welcome!

- Support for Life's Challenges
- Trained, Professional Counsellors
- No Appointment Necessary
- Free Counselling Services

*This service offers
counselling to
individuals, couples,
and families on a first
come, first served basis.*



Please mail or fax the form below to:

The Alzheimer Society of Cornwall & District, P.O. Box 1852, Cornwall, ON K6H 6N6

Friends of the Society 2014

Help Support

- \$20.00 General
- \$15.00 Seniors (over 60)
- General donation \$ _____

- Education
- Individual Support
- Peer Support Meetings
- Training
- Day Support Program
- Support to Research
- Advocacy

Name: _____

Address: _____

City _____ Postal Code _____

Phone # _____ E-mail _____

Visa / Mastercard _____

Expiry _____