

Dementia Friendly America Grant Request Template

The Challenge:

Families and communities in every city, town, and rural area in the U.S. are feeling the impact of dementia. Over five million Americans--one in eight people age 65 and older and one in three age 85 and older--is living with dementia and they are supported by 15.5 million family members and friends.

- By 2025, the number of people age 65 and older with Alzheimer's disease is estimated to reach 7.1 million — a 40 percent increase from the 5.1 million age 65 and older affected in 2015.ⁱ
- Nearly 60% of people with dementia live in their own community homes and 1 in 7 live alone
- In 2014 caregivers provided 17.9 billion hours of unpaid care, averaging 22 hours per week valued at \$217.7 billion annually
- \$34 billion annually is lost in revenue/productivity due to caregiving responsibilitiesⁱⁱ
- Total estimated payments in 2015 for Alzheimer's disease and related dementias: \$226 billion

(Find facts for your state and more national facts at the Alzheimer's Association Latest Facts and Figures webpage: <http://www.alz.org/facts/>)

The Response:

In response to this surmounting challenge, _____ is partnering with Dementia Friendly America to work towards becoming a dementia friendly community to support those living with dementia and their care partners to help foster quality of life and a thriving community for all.

What is Dementia Friendly America?

The Dementia Friendly America initiative is a multi-sector, national collaborative of over 35 leading organizationsⁱⁱⁱ that are catalyzing a movement and set of best practices to foster "dementia friendly" communities across the United States to improve opportunities and outcomes for a growing number of people with dementia, their families and care partners.

A dementia friendly community 1) raises awareness of and develops respect and inclusion for people with dementia, 2) has services and resources embedded in all areas of community to ensure meaningful access to community and promote quality of life, 3) supports and educates people with dementia, their care partners and families from diagnosis through disease progression and 4) promotes meaningful engagement in community life.

Who is involved?

Every part of the community plays a role and can work together to take steps to create a dementia friendly culture.

- **Businesses**, such as **banks** and **financial and legal services** support customers with dementia and **employers** support employees who are caregivers
- **Health care systems** promote early diagnosis and options for ongoing care and support
- **Communities of faith** welcome and engage
- **Local governments** plan and implement housing, transportation, public spaces, and emergency response that enable people with dementia to thrive in the community
- **Neighbors and community members** understand and support

- **Residential care and community based supports** offer a range of services to maximize independence and support ongoing community engagement with a variety of options adapted to cognitive decline.

Goals

The Dementia Friendly America initiative provides a system of technical assistance and tools and resources to assist communities and individuals take action to improve community and system capabilities, optimize the health, well being and involvement of people with dementia and their care partners, and support them to continue in their roles.

Indicators

- Increased quality of life for people with dementia and their care partners
- Increased community awareness of dementia
- Increased dementia friendly business and financial practices
- Increased access to and inclusion in community life and meaningful engagement through dementia friendly services and supports
- Increased rates of detection/diagnosis and participation in clinical trials
- Increased rates of advance planning
- Increased options that will help people pay for their care and support needs
- Reduced fraud and abuse
- Increased coordination among sectors / collaboration across sectors to create a synergy of efforts - partnerships between parts of the community that have not traditionally worked together

Based upon success in Minnesota

The Dementia Friendly America initiative is based on ACT on Alzheimer's, a successful statewide, volunteer-driven collaboration of medical, academic, community, government, business and nonprofit stakeholders across Minnesota. Developmental evaluation of these communities has shown an increase in services and resources that are supportive of people living with dementia, an increased awareness of dementia and effective responses from those living in communities undertaking this effort, and a greater sense of confidence for those living with dementia and/or their care partners.

Since 2011, 34 communities have come together to prepare for the personal, social, and budget impacts of Alzheimer's disease by addressing community needs and increasing support for people impacted by Alzheimer's disease and dementia. The contributions of over 150 participants, including over 60 nonprofit, 500+ community members, governmental and private sector organizations are helping to transform the State's communities and care systems to better support people with Alzheimer's disease and their families.

Resources for communities

Communities across the nation are using resources and tools for communities provided by the Dementia Friendly America initiative. The tools are designed to be flexible and adapt to fit a community's unique needs and complement other project management processes.

The **Dementia Friendly Community Toolkit** guides communities through a research-informed process that fosters adoption of dementia friendly practices in all parts of the community. It provides tools and processes that have proven to aid success in convening and engaging the community, analyzing data, developing and moving forward with a plan of action.

Dementia Friendly Sector Guides include specific dementia friendly action steps drawn from national and international best practices. There are sector guides for businesses, financial and legal services, health care systems, faith communities, local government services and planning, community based services and supports, and residential care settings and specialty services.



ⁱ Unless otherwise indicated, information source Alzheimer’s Association: 2015 Alzheimer’s Facts and Figures.

ⁱⁱ MetLife Mature Market Institute and National Alliance for Caregiving (NAC), MetLife Caregiving Study: Productivity Losses to U.S. Business (Westport, CT: MetLife Mature Market Institute, and Bethesda, MD: NAC, 2006).

ⁱⁱⁱ AARP, Administration for Community Living (ACL) (federal liaison agency), Advocate Living with Alzheimer’s, Care Partner, AMDA – The Society for Post-Acute and Long-Term Care Medicine, American Bar Association, Assisted Living Federation of America (ALFA), Bank of America, Banner Health, Blue Cross Blue Shield Association and Blue Cross Blue Shield Minnesota, BrightFocus, Centers for Disease Control and Prevention, Connected Living, Inc., Consumer Financial Protection Bureau, CVS Health, Dementia Action Alliance, Eli Lilly, Global CEO Initiative, Health Resources and Services Administration (HRSA) (federal liaison agency), Leaders Engaged on Alzheimer’s Disease (LEAD) (federal liaison agency), LeadingAge, Metropolitan Area Agency on Aging-Minnesota, National Alliance for Caregiving, National Alzheimer’s Association, National Asian Pacific Center on Aging, National Association of Areas Agencies on Aging (n4a), National Association of Counties (NACo), National Community Reinvestment Coalition (NCRC), National League of Cities, Otsuka Pharmaceutical Companies, The International Association of Chiefs of Police (IACP), US Against Alzheimer’s (USA2), including the African American, Clergy Network, Women’s and Latino Network, Volunteers of America, Young Leaders in Dementia

