

WELCOMING COMMUNITIES: SUCCESSES IN NEW SECTORS

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Moderator

Director of Community Engagement
Alzheimer's Association MA/NH Chapter

PANEL

◉ First Responders

- Ronda Randazzo, Alzheimer's Association & Chief Richard Ares from Gardner Fire

◉ Libraries

- Ellen Dolan, Shrewsbury Public Library

◉ Restaurants

- Jennifer Apazidis, Purple Tables/Red Raven Acton

◉ Acute Care

- Linda Pellegrini UMass Memorial Worcester & Alice Bonner, Secretary of Elder Affairs, MA

First Responders: Becoming Dementia Friendly



Chief Richard Ares, Gardner Fire Department
&
Ronda Randazzo MSW, LICSW, CDP
Manager, Education Programs

alzheimer's  association®

Understanding Training Needs

- National First Responder Advisory Group
- Ellison Research conducted focus groups

Findings:

- Most reported intervening with people with dementia on regular or daily basis
- Many generalized dementia as a mental illness
- Many reported if drugs or alcohol are not detected, they assume dementia
- Most reported wanting education on practical aspects rather than the science of the disease
- Key areas of noted focus: wandering, driving, abuse & neglect, firearms

First Responder: Law Enforcement

Catalyst: Silver Alert legislation

Identified gap in knowledge / training needs

- Curriculum creation: collaboration
- Municipal Police Training Committee: mandate training of approx 10,000 veteran officers

Challenge: How to train “the masses”

- Train the Trainer model
- Annual Police Chiefs Conference
- Academies: new cadet classes



First Responder: Fire & EMS

Identified need for training of all First Responders

- Requests for training on heels of success of Law Enforcement training
- Evidence informed curriculum development
- MA OEMS approval
- Program formats: Train the Trainer and Direct Training options
- Grant funding: Tufts Health Plan Foundation

Challenges: Job specific scheduling challenges

- Multiple shifts
- On call nature of the job

Success in Community Support

- Community support and “buy in” is important
- Dementia friendly communities
- Dementia Friendly and Age Friendly Initiatives
- Boston Alzheimer’s Initiative
- Search & Rescue, Disaster Response Team events
- Community Partnerships, TRIAD
- Annual specialized conferences



Chief Richard Ares, Gardner Fire Department



Good Day Memory Café @ SPL



GOOD DAY MEMORY CAFÉ

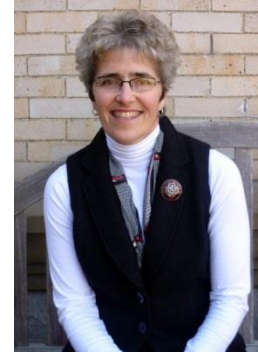
Details

- ▶ 1st and 3rd Friday of each month
- ▶ 2-4PM
- ▶ Free & open to all
- ▶ Fun activities, refreshments & good company



Project Team

- ▶ Priya Rathnam, Assistant Director and Head of Adult Services
- ▶ Ellen Dolan, Library Director
- ▶ Christina Zarobe, Project Coordinator



Why a Memory Café?

- ▶ Personal experience
 - ▶ Know the hardship of loss of socialization and support
- ▶ Professional Experience
 - ▶ Librarians serve people through all the stages of life.
 - ▶ SPL has well established Outreach Service
- ▶ Committee Experience
 - ▶ Participate in the Shrewsbury Council on Aging's Community Partnership,
 - ▶ Learned that socialization opportunities for the elderly, but especially persons with dementia and their caregivers, are vital.
 - ▶ Senior Center has a range of activities and programs, but limited space for additional programming
 - ▶ Newly expanded and renovated library set to open in August 2016



Why in a Library?

- ▶ Well Suited Space
- ▶ Open and free to all
- ▶ Existing lifelong relationships
- ▶ Experience in running age targeted programs
- ▶ Identified community need
- ▶ Memory Café Model well established and flexible
 - ▶ Suitable staff skills/resources
 - ▶ Programming experience
 - ▶ Confident we can sustain the program post grant period through corporate or foundation funding.



How to Fund?

- ▶ Launched project with Library Services and Technology Act Grant
 - ▶ \$10,000 grant for two years (thru October 2018)
 - ▶ Funds coordinator position, PR, performers, supplies, etc.
- ▶ Seeking corporate support post grant period

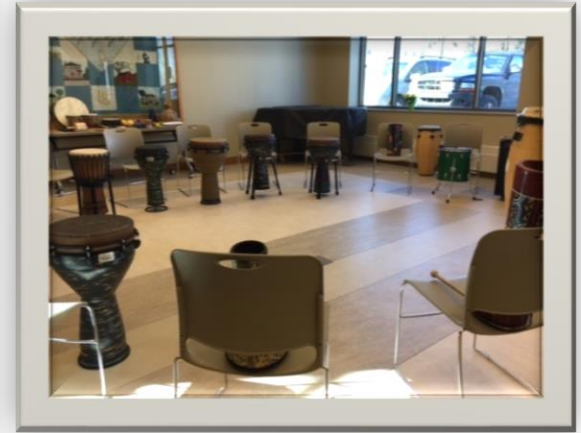
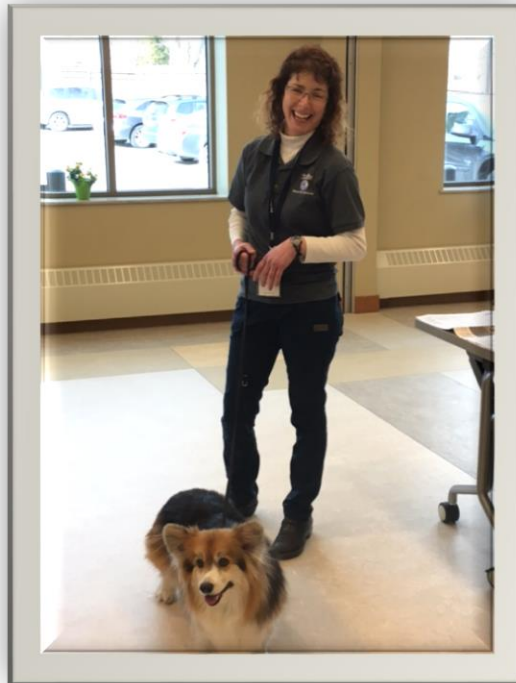


How's it going after one year?

- ▶ Incredibly rewarding for participants and project team
- ▶ Strong relationships being built
- ▶ Attendance growth is slow but steady
- ▶ Informal friendly atmosphere, with plenty of time for participants to interact is essential
- ▶ Interest from other libraries
- ▶ Need to focus on promotions now



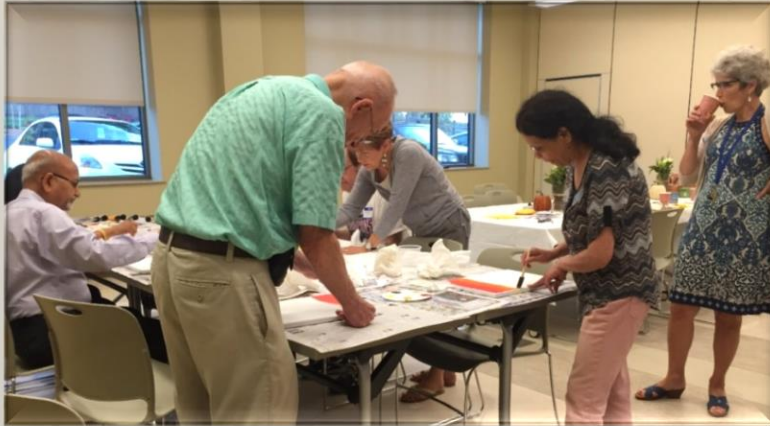
All sorts of fun, but emphasis is on conversation and connection



Exercise is good for body & soul!



Crafts & hands-on work encourage conversation & relaxation !



Music is King!



Food & conversation round out each day!





PURPLE TABLE RESERVATIONS

A Seat for Everyone.

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WHAT IS A PURPLE TABLE RESERVATION?

A Purple Table Reservation is a reservation flag and training system for restaurants designed to help them better serve those who are living with Dementia (Alzheimer's), Autism, PTSD, a hearing or vision impairment, or other physical or cognitive condition that may benefit from additional accommodations and a more predictable experience when dining out.

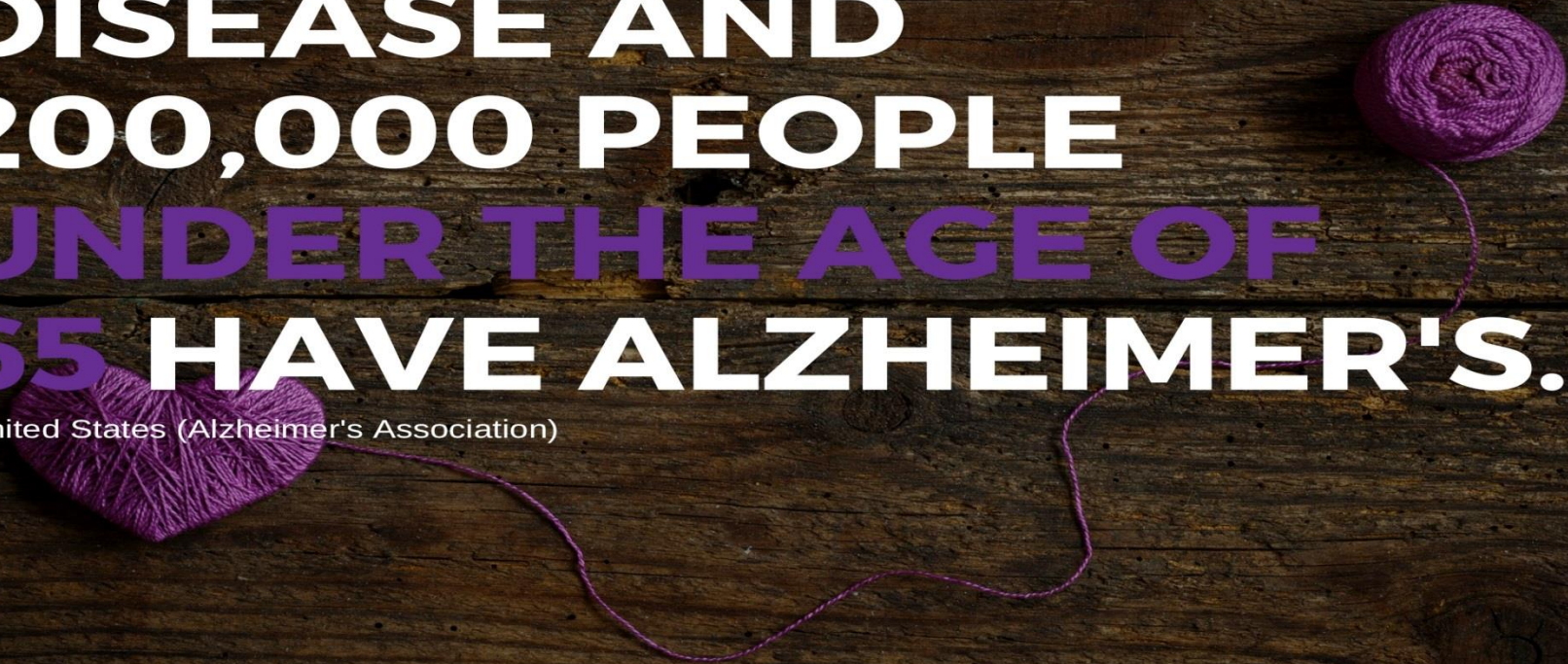
THE PROBLEM

Most of us take the enjoyable experience of dining out for granted. The restaurant community needs to acknowledge that there is a large segment in each of our communities that choose not to go out to eat. This is because for themselves or someone they love, it can be a challenging, unpredictable and often disappointing experience.



**1 IN 10 PEOPLE OVER 65
HAVE ALZHEIMER'S
DISEASE AND
200,000 PEOPLE
UNDER THE AGE OF
65 HAVE ALZHEIMER'S.**

-United States (Alzheimer's Association)



The Facts. The Benefits. The Pricing.

- There is no physical "Purple Table" needed, each restaurant will choose what works best for their restaurant and guests.
- It will take about 2 hours to implement this program and on average about 5-10 minutes per meal period to manage it.
- Very little overhead, easy integration into the restaurant's existing reservation platform, online training resources for management and waitstaff.
- The Purple Table Reservation training will educate their staff heightening their awareness and empathy for all customers.
- By tapping into this underserved segment, each restaurant can increase it's new customer base and drive more referrals by providing accommodations unlike anywhere else in their communities.
- **The first six months the listing is FREE,** then it is \$180/yr or \$15/month. On average, one reservation per month will pay for the program. Price includes all training resources, welcome kit with marketing postcards, window decals and online/mobile app directory listing.
- Each restaurant will manage their listing, they can update photos, hours, and information regarding Purple Table Reservations at their establishment.
- In the first three months accepting Purple Table Reservations at The Red Raven, 50 of 60 people who requested a "Purple Table" were first time customers to this restaurant, simply because of Purple Table accommodating the needs of their friend/family member.

Community Ambassador Program

We have developed a Community Ambassador program for those that want to volunteer their time to educate their communities. There are three categories of volunteers at this time:

1. **Feet to the pavement!** Using resources we provide, these volunteers will educate restaurants face to face in their communities.
2. **Social Media Guru!** For those who love Social Media, these volunteers will spread the word online using articles, videos, hashtags and direct tagging in their communities.
3. **Media!** For those in the communications world, or with great communication skills, these volunteers will help create a buzz and articles to distribute to media channels.

REGISTRATION for volunteers who want to become Community Ambassadors is done via the PurpleTables.com website.



**"WE CANNOT CHANGE WHAT WE ARE NOT
AWARE OF, AND ONCE WE ARE AWARE, WE
CANNOT HELP BUT CHANGE." — SHERYL
SANDBERG**

**IN THE UNITED STATES THERE ARE
ONE MILLION RESTAURANTS.**

IMAGINE THE IMPACT WE COULD MAKE.

**LET'S POSITIVELY DISRUPT THE
SYSTEM TOGETHER.**



THANK YOU

Please email us with questions or sign up to be a
Community Ambassador today!

Jenifer Apazidis, Founder
Purple Table Reservations
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Jen@PurpleTables.com
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ACUTE CARE

- Acute Care Care Advisory Committee
 - Alice Bonner - Secretary of Elder Affairs
 - Linda Pellegrini - Umass Memorial Hospital Worcester
- Recommendations:
 - www.mass.gov/dph/alzdementia