

How the Alzheimer's Association is helping a Dementia Friendly Massachusetts



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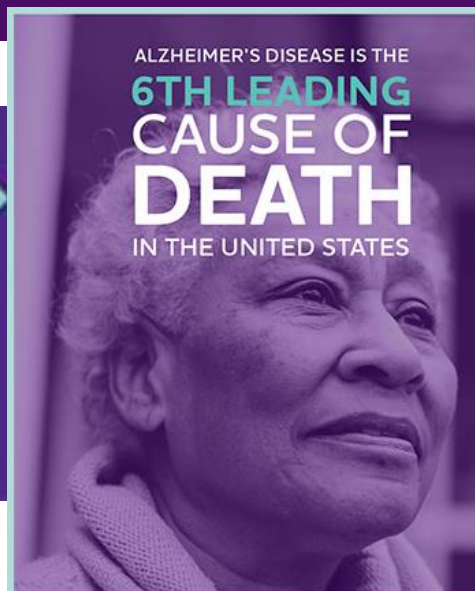
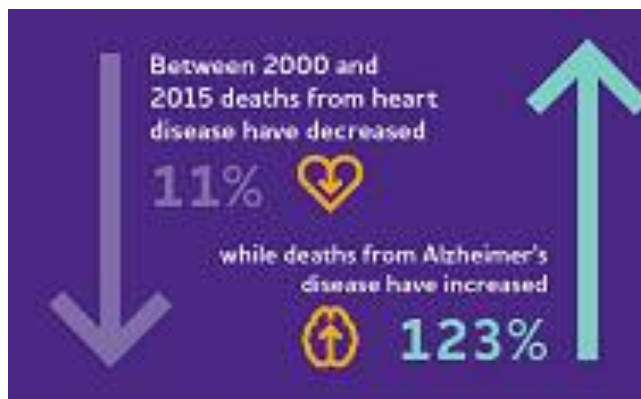
Dementia
Friendly
America
Massachusetts

There is much work to be done...



**EVERY 65 SECONDS
SOMEONE IN THE
UNITED STATES DEVELOPS
ALZHEIMER'S DISEASE.**

SHARE THE FACTS AND JOIN THE FIGHT. #ENDALZ



MORE THAN 5 MILLION AMERICANS ARE LIVING WITH ALZHEIMER'S

1 IN 3 SENIORS DIES WITH ALZHEIMER'S OR ANOTHER DEMENTIA

IN 2015, MORE THAN 15 MILLION CAREGIVERS PROVIDED AN ESTIMATED **18.1 BILLION HOURS OF UNPAID CARE**



Dementia Friendly Massachusetts fits with our

Mission Statement:

To eliminate **Alzheimer's** disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Dementia Friendly Massachusetts is a great opportunity for the Alzheimer's Association to:

- Raise awareness in all levels of community
- Provide avenues for communities to take action
- Educate the community, family, and persons living with dementia
- Train Workforce in all sectors
- Provide local opportunities for support & engagement

And more...





Raising Awareness

- Gets the community talking about dementia prevalence as a public health conversation
- Ensures a Community can recognize some of the 10 signs of dementia
- Educates diverse communities where prevalence can be 2x more likely
- Awareness is critical to finding a cure



Taking Action

We provide Dementia Friendly communities way to take action and be part of the bigger cause.

- Participate in Research

- Trial Match

- Volunteer

- Outreach, Educator, Family Support

Volunteers, Ambassadors, Fundraiser, etc

- Advocate





Educate

- Community
 - Know the Ten Signs
 - Understanding Alz & dementia
 - Healthy Living for your Brain and Body
- Persons living with memory loss
 - Living with Alzheimer's
 - Coping with Early Memory Loss;
- Family
 - Caregiver topics
 - Dementia Conversations
 - Legal & Financial

Train

- Municipal staff

- Town Offices
- Libraries
- First Responders



- Dementia Friendly Sector Trainings

- Neighborhood Businesses
- Retail & Food Service
- Banking & Finance
- Faith Organizations
- Call Centers



- Healthcare Professionals





Support

- 24/7 Helpline 
- Support Groups
 - Persons with dementia & Care Partner
 - Caregiver
 - Spanish
- Alz Meetups
- Memory Cafes 



We are here to help...

Start with Your Regional Manager..

Central MA Julie McMurray jmcmurray@alz.org

NorthEast Christine Bunnell cbunnell@alz.org

SouthEast Jen Hoadley jhoadley@alz.org

Western MA Meghan Lemay mlemay@alz.org

Join a local Community Partnership!

Visit www.alzmassnh.org/ourtown

Helpline 800-272-3900