

You CAN Do It ... Starting for Success!!

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What if they ask ?

What is a dementia friendly community?

“A dementia friendly community is informed, safe and respectful of individuals with the disease, their families and caregivers and provides supportive options that foster quality of life”.



But what they really may be
asking is

“WIIFM”

Start at the Beginning

- Identify your community ... whole town? One zip code? Faith organization? One neighborhood?
- Get before your Selectboard / Mayor – enlist their support
- Talk it up! Find a champion!
- Approach the Council on Aging ... ASAP ... Faith Organizations ... Businesses ... First responders ... Chamber of Commerce ...



Don't forget to ...

- Use media ... social media, newspapers, cable stations, programs at faith organizations, flyer at the supermarket .. Be creative!
- Meet with people face to face ... use anecdotes that demonstrate the need
- Make your case using data
- Look to local business
- Look to the schools
- Connect with caregivers and people with cognitive challenges



And ...

- Remember the importance of what you are doing. Even if you change the landscape for one person, there will be immense benefit.
- Change takes time.
- You have to do it “one bite at a time”.