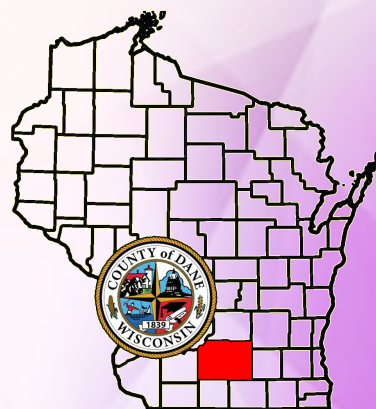


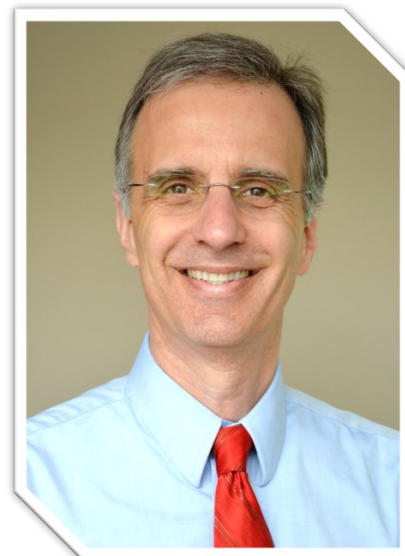
DANE COUNTY DEMENTIA FRIENDLY COMMUNITY IMPACT REPORT 2019

Championing the
**DEMENTIA FRIENDLY
INITIATIVE**

*throughout Dane County
Since 2013*



MESSAGE FROM JOE PARISI, DANE COUNTY EXECUTIVE



Dane County first championed the dementia friendly initiative in 2013. Since then, our area has worked hard to become a dementia friendly community. Whether it be through trainings and special events or memory care kits and meetings, we have dedicated ourselves to raising awareness about dementia and creating a network of resources to better our community.

A huge thank you goes out to ADRC staff, the Dementia Friendly Community Coalitions of Dane County, and the many volunteers who have helped make this initiative such a success.

Our dementia friendly initiative ties into the ADRC of Dane County's larger mission of supporting seniors, adults with disabilities, their families, and caregivers. We are committed to serving Dane County residents and operating as a one-stop shop for those in search of information or assistance.

The ADRC is a vital part of the Dane County Department of Human Services. Thanks to our staff, we have helped countless residents find resources and care when they weren't sure where else to turn. 2019 was an eventful year for the ADRC of Dane County, and I look forward to continuing our hard work as we kick off a new decade.



**MAKING
DANE COUNTY
DEMENTIA
FRIENDLY**

*Thank
you*

The information in this report came from submissions from organizations and community leaders involved. We apologize if we have left out any information.



2019 DEMENTIA STATISTICS



UNITED STATES

- **5.8 million** living with Alzheimer's. **By 2050**, this number is projected to rise to nearly **14 million**.
- **Every 65 seconds** someone in the US develops the disease
- **1 in 3 seniors** dies with Alzheimer's or another dementia
- Between 2000 and 2017 deaths from heart disease have decreased **9%** while deaths from Alzheimer's have increased **145%**

(Alzheimer's Association)



WISCONSIN

- **110,000** people 65 and older living with Alzheimer's
- **222,000,000 hours of unpaid care** by family caregivers
- **6th** leading cause of death







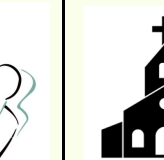
(Alzheimer's Association)



DANE COUNTY

- **Over 8,000 people** living with dementia
- **67,000 caregivers** of people over age 65
- **401 Businesses/Organizations trained to be dementia friendly**

A FEW EXAMPLES OF BUSINESSES/ORGANIZATIONS THAT HAVE BECOME DEMENTIA FRIENDLY

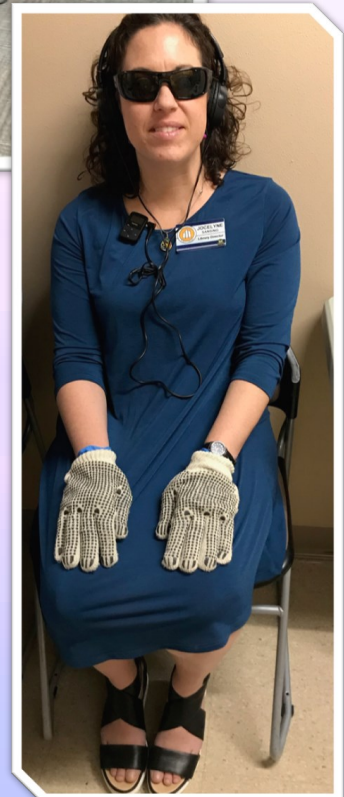
73 FINANCIAL INSTITUTIONS	27 PHARMACIES	13 LIBRARIES	17 RESTAURANTS	20 FIRST RESPONDER DEPARTMENTS	15 DENTAL OFFICES	27 CHURCHES
						



BUILDING UNDERSTANDING

Dementia Friendly communities, businesses & organizations are trained to understand and respond to:

- ⇒ Signs of dementia
- ⇒ Causes of dementia
- ⇒ Ways to better communicate with a person living with memory loss and dementia
- ⇒ Ways to support friends and neighbors living with or caring for someone with dementia
- ⇒ Resources available
- ⇒ How to get help



A dementia friendly community is one that has looked at its environment **through the eyes of a person with dementia**, then does everything it can to make it a place where they can continue to live as independently as possible. When memory changes begin, many become more isolated, which frequently hastens the cognitive decline. A community that understands dementia will be one that supports and cares for its neighbors who are struggling to deal with loss of memories, loss of the ability to do routine activities, loss of jobs, loss of independence, and loss of self.

DEMENTIA FRIENDLY COMMUNITIES COALITIONS

We celebrate the Dane County communities, businesses and organizations that have joined the initiative to make Dane County Dementia Friendly. We appreciate your continued efforts to provide consistent messaging about what it means to be Dementia Friendly and to implement new methods and procedures to facilitate this. During 2019 more businesses and organizations have been trained to increase awareness and better serve community members who are affected by dementia. There have also been numerous community outreach events.



FROM THE DESK OF THE DEMENTIA CARE SPECIALIST



Joy Schmidt—Dementia Care Specialist

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Aging & Disability Resource Center of Dane County
2865 N Sherman Ave. Madison

ROLE OF THE DEMENTIA CARE SPECIALIST

The Dementia Care Specialist (DCS) helps facilitate and encourage collaboration and sharing between Dementia Friendly Coalition Groups across Dane County. In addition, the DCS works with those who have concerns about memory loss or who care for someone with cognitive impairment due to Alzheimer's disease or other progressive neurocognitive diseases. This work is supported by the ADRC Dementia Team, which is made up of Information & Assistance Specialists, the Information Technology Associate, Stockley Clarke and the ADRC Manager, Jennifer Fischer.

2019 HIGHLIGHT:

The work with the First Lady of Wisconsin, Mrs. Kathy Evers, was the highlight of the year. We trained the staff and volunteers at the Executive Residence to be Dementia Friendly, helped coordinate the ornament decorations from the memory cafés across the county and toured the residence with a small group of caregivers and people living with memory loss.



2019 ACCOMPLISHMENTS:

- ⇒ Trained approximately 80 new Dementia Friendly Trainers at 4 training sessions.
- ⇒ Provided the Virtual Dementia Tour 14 times for the community, a high school, police, and the State Capitol.
- ⇒ Provided Comfort Bags to assist area police and emergency services when serving a person with dementia.
- ⇒ Provided educational programming for caregivers and community members that included the DICE program, Journeys, Boot Camp, Brain Health, Understanding Dementia and Communication and Dementia Friendly Training
- ⇒ Supported 2 sessions of Brain & Body Fitness in collaboration with the UW School of Nursing and MSCR. One 6 week class and one 10 week class served 50 people over age 55.
- ⇒ Provided 27 Memory Screening events in the community with support from the ADRC Dementia Team.
- ⇒ Collaborated with the Alzheimer's Association to provide community conversations about LGBT issues and dementia in the community.

FROM THE DESK OF THE DEMENTIA CARE SPECIALIST

- ⇒ Supported the Men's Caregiver Support Group with growth in participation.
- ⇒ Trained ADRC staff on dementia basics and communication.
- ⇒ Facilitated the 2nd annual Longest Day Super Hero Bike Ride with parade around the Capitol.
- ⇒ Threw out the first pitch at the Mallards game and kicked out the first ball at the Forward soccer game with the Alzheimer's Association.
- ⇒ Work was recognized by the Alzheimer's Association when recognized as the Professional of the Year at their May Conference.
- ⇒ Supported communities who participated in the Farmers Market booth on the Capitol Grounds.
- ⇒ Presented information about Dementia Friendly Communities to the Capitol Legislators and trained 4 of the policy makers' staff to be Dementia Friendly.
- ⇒ Provided a caregiver event – Make Time for Joy – at the Lussier Family Heritage Center. We served 120 people, both caregivers and those living with dementia. The day included speakers, massage therapy, lunch, nature experiences, pet therapy, art therapy, music and connections. Respite care and programming were provided for those living with dementia. It was a very positive experience and will be repeated.
- ⇒ Remain up to date on programs offered by the Alzheimer's Association and the Alzheimer's & Dementia Alliance so we can better connect people to their resources.
- ⇒ Increase awareness of the First Responder Tool.
- ⇒ With the support of the ADRC Dementia Team, help Dementia Friendly Community groups remain focused on their mission to increase awareness and help more businesses and organizations become Dementia Friendly.
- ⇒ Offer at least 20 Memory Screening events in the community.
- ⇒ Complete the 5th annual Impact Report.
- ⇒ Provide a caregiver event that also supports those living with dementia.
- ⇒ Offer at least four community education programs.
- ⇒ Provide the 5th annual Dementia Friendly Breakfast.
- ⇒ Offer Virtual Dementia Tours in the community.
- ⇒ Continue to support area first responders in their understanding of dementia.
- ⇒ Encourage area schools to become Dementia Friendly.

GOALS FOR 2020:

- ⇒ Provide four Train the Trainer sessions.
- ⇒ Offer two Financial Train the Trainer sessions.
- ⇒ Bring leaders of the Dementia Friendly Initiatives together monthly for sharing and collaboration.
- ⇒ Bring the memory café leaders together twice yearly to share ideas and resources.
- ⇒ Provide the Dementia Friendly Breakfast to celebrate and recognize accomplishments yearly.
- ⇒ Continue to support the male caregivers with the monthly support group.



FROM THE DESK OF THE DEMENTIA CARE SPECIALIST

This is a letter from a Caregiver sent at Thanksgiving. He gave permission for us to share it, but asked that their names be changed. He is providing loving care for his wife who was a teacher, a traveler, a mother, a friend and someone who had great impact on others.

I'm sorry for not having written much, much sooner about my wife's state of mind and health. There is so much to say and almost nothing to say. "Zen and the Art of Alzheimer's"... but here goes:

First, your friendship and concern for Sue is, I think, the absolute best medicine for her. I just didn't know there was a factory turning out kind, thoughtful and helpful humans around here, but I'm glad there is.

Sue is pretty much unable to keep her way in the world. She needs others (that's you and me) to guide her through a day. Her mood varies a lot; from laughter to tears, and despair and dejection ... but knowing there are those of us who care and can keep her connected to the outer world, works wonders.

Mostly her mind – and mouth – wander into gardens unknown to those of us. Her thoughts are seemingly held together with sealing wax and tape. Not necessarily things of beauty, but nonetheless...

One thing that has proven the hardest is Sue's hygiene and hair. She simply refuses to bathe and wash her hair. I don't think she is too odiferous, but she is not "presentable" in public. Her dress is idiosyncratic, to say the least. However, there is a certain dignity about her and the way she wears her illness. I've noticed when we do go out, people may take an extra half look at her, but I've never seen anyone flinch. Even children. It's obvious she is on edge, but very human.

When she goes for walks with her friends and our neighbors she is... shall I say... a good listener. She finds it difficult to make small talk of her own, but she often seems "there". Sometimes not.

People ask me how I'm doing and, honestly, I tell them "I have no idea." We have two wonderful neighborhood caretakers who come in for a total of eight hours a week. This, at least, allows me to work out, and occasionally have time for my friends. Of course, we also have our wonderful grandson, he's a great battery recharger!

So, Sue is still a wonderful human being, no matter how difficult things are for her. I just want to say "Thank you all so very much."

Joe 

This is the reminder of why we do what we do. People who are living with dementia are "very human". It is our job to help them feel supported, accepted and understood. This is humankind, this is human kindness. They are us, we are them. Let's keep fighting for a world that allows for cognitive diversity.

~Joy Schmidt, Dementia Care Specialist



Contact: Lesli Rumpf

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2019 HIGHLIGHT:

The Cambridge Wellness Collaborative is very proud of their work this year with the local banks who have become dementia friendly. Hometown Bank and Badger Bank in Cambridge now proudly display their purple angels.

2019 ACCOMPLISHMENTS:

- ⇒ One of the CWC's initiatives in 2019 was to host a dementia friendly training each quarter. This was successfully completed by hosting the following businesses and organizations throughout the year: Hometown Bank, Badger Bank, Cambridge Area Emergency Services, and the Cambridge Community Library.
- ⇒ The CWC also followed up with past businesses and organizations to ensure new employees and members were trained as well. This included the Cambridge Community Activities Program and the School District of Cambridge.

GOALS FOR 2020:

- ⇒ The CWC will continue to host one Dementia Friendly training each quarter in 2020.
- ⇒ To work with the local grocery store to assist them in becoming dementia friendly.



COTTAGE GROVE



Contact: Don Hagen

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We are the Dementia Friendly Community Team from the Village and Town of Cottage Grove. The Dementia Friendly Cottage Grove effort is sponsored by the Cottage Grove Triad. The team consists of volunteers and professionals. Currently, we have 7 community members on our team. Seven members were trained to be trainers, four of these facilitate the memory café.

2019 HIGHLIGHT:

We delivered purple balloons to all businesses in the community who continue to display the purple angel and consider themselves a dementia friendly business.

2019 ACCOMPLISHMENTS:

- ⇒ Continued dedication of a small number of volunteers to keep the Dementia Friendly Community initiative alive and recognized by the community with the support of the ADRC and the Alzheimer's & Dementia Alliance.
- ⇒ Participated in community events to further the understanding of the Dementia Friendly Community effort as well as to encourage Memory Café participation.
- ⇒ Received donations for the Dementia Friendly Community and our Memory Café from

memorials, gifts and donations from organizations.

- ⇒ Participated in Aster's Shop for a Cause with an information table.
- ⇒ Local EMS Service is actively involved in the Village with a Community Medic program and dementia awareness.
- ⇒ Assembled five caregiver kits for use by Memory Café participants.
- ⇒ To date, 50 businesses, churches and organizations will have been trained since our beginning in February, 2016. Provided re-training to 2 businesses and training to two civic organizations.
- ⇒ Contacted new businesses in the Village to gain interest in training employees on Dementia Friendly Community initiatives.
- ⇒ Continuing to contact businesses that have not been trained in the Village.
- ⇒ Memory Café celebrated another anniversary in April; it has continued to grow from two participants to more than 25 - 30 and continues to meet at Hope Lutheran Church.
- ⇒ Participated in the Walk to End Alzheimer's.
- ⇒ Participated in the RSVP Safety Conference.
- ⇒ Participate in the ADRC Dementia Friendly Community Leader's monthly meetings.



COTTAGE GROVE

2019 ACCOMPLISHMENTS [CONTINUED]:

- ⇒ Provided “File of Life” kits to people in the community.

GOALS FOR 2020:

- ⇒ Continue to train businesses, churches and in-home businesses and organizations.
- ⇒ Offer re-training to businesses as needed.
- ⇒ Work with local EMS and Law Enforcement to provide the First Responder Tool and the “File Of Life”.
- ⇒ Continue to train independent realtors.
- ⇒ Continue to reach out to corporate franchise businesses to provide training available to their employees.
- ⇒ Work with local businesses and community newspaper to keep community of Cottage Grove apprised of our successes in becoming more Dementia Friendly.
- ⇒ Encourage increased utilization of the Memory Care Kits by our Memory Café participants.
- ⇒ Add new volunteer trainers to our team.
- ⇒ Celebrate caregivers at Memory Cafés.
- ⇒ Participate in community events.



DEFOREST AREA



Contact: Natalie Raemisch

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2019 HIGHLIGHTS:

- ⇒ Training opportunity for new businesses and refreshers for previously trained groups.
- ⇒ Held six education programs at library.

2019 ACCOMPLISHMENTS

- ⇒ We became active on Facebook.
- ⇒ Offered six education programs on various topics at DeForest Area Public Library:
 - **Q & A with the Experts: Aging Resource**
 - **Brain Health**
 - **Declining with Dementia**
 - **Understanding Alzheimer's & Dementia**
 - **Aging at Home**
 - **Community Living Options**
 - **Move for your Body, Move for your Brain**
- ⇒ Did training/refresher training for Door Creek Church, DeForest Police Department, DMB Community Bank, TriCor Insurance, Norway Grove Church, and Tesar Law.
- ⇒ Acknowledged trained businesses/organizations with purple balloon bouquets.
- ⇒ Community outreach at Dragon Art Fair and Dane County Farmers Market.
- ⇒ Offered four memory screenings at the library with morning, afternoon, and evening time slots.



GOALS FOR 2020

- ⇒ Train five new business/organizations.
- ⇒ Continue referrals to Train the Trainer.
- ⇒ Offer one virtual dementia training .
- ⇒ Continue quarterly memory screenings at library.
- ⇒ Recruit more committee members and attendance at meetings.
- ⇒ Continue community outreach events.
- ⇒ Offer book and/or movie discussion at library.
- ⇒ Offer a Teepa Snow video training at library.



DOWNTOWN MADISON



Contact: Laura Hunt
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OUR COMMITTEE:

Our committee is young, and is currently comprised of representatives from the Madison Senior Center, the ADRC, Madison Public Library, the Alzheimer's and Dementia Alliance of Wisconsin, US Bank, and more. We are looking forward to going into 2020 with a sense of purpose; and are excited about expanding our membership to include community members and additional representatives of local businesses.

MISSION:

To educate the Downtown community about dementia and raise awareness about the challenges faced by people with dementia and their caregivers, through media, presentations, networking, and dementia friendly program opportunities.

VISION:

A welcoming, safe, and barrier-free dementia friendly downtown Madison, where those with dementia and their caregivers are engaged and not stigmatized.

2019 HIGHLIGHTS:

- ⇒ The Dementia Friendly Downtown Madison (DFD) group formed in early 2019.
- ⇒ Developed a mission and a vision statement.

2019 ACCOMPLISHMENTS:

- ⇒ Hosted a dementia friendly table at the Dane County Farmers Market in June.
- ⇒ Hosted a dementia friendly training and breakfast in November at the Madison Senior Center. It was for downtown businesses and nonprofits, and had over 20 attendees. The event was sponsored by AARP.
- ⇒ Members of DFD helped form a downtown Madison Memory Café at Festival Foods.
- ⇒ Members attended 'Train the Trainer' session at the ADRC.
- ⇒ Held a memory screening at the Central Library.
- ⇒ Continued the Music & Memory program at the Central Library.
- ⇒ Edward Jones (downtown location), and the City Clerk's Office became certified as Dementia Friendly.
- ⇒ Other businesses trained included: Alvarado Real Estate, The Arboretum, the Madison City Clerk's office and Meriter Outpatient Pharmacy.

GOALS FOR 2020

- ⇒ Continue offering dementia friendly training to more downtown businesses and nonprofits. Train at least 5 new businesses.
- ⇒ Continue to raise awareness and spread the word by doing outreach at the Dane County Farmers Market and other downtown-specific events
- ⇒ Build on our collaborations to offer more robust public programming at the Senior Center and Central Library around brain health, caregiving, etc.
- ⇒ Expand our committee to include a greater variety of businesses, caregivers and dedicated community members.
- ⇒ Develop a communications plan to keep community leaders apprised of the committee's efforts and accomplishments.

DOWNTOWN MADISON



MIDDLETON



Contact: Stacy Austin-Li
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Dementia Friendly Middleton started in 2014 as a community coalition made up of volunteers including citizens whose lives have been affected by dementia, members from the senior housing and care fields and other professionals. Our mission is to decrease stigma and isolation surrounding dementia through education. We accomplish this through training staff at area businesses, community outreach events, and community education programming.

2019 HIGHLIGHT:

Dementia Friendly Middleton marked the 5th anniversary of the City Proclamation stating its intention to become dementia friendly with a community celebration for all ages featuring a petting zoo, conservancy tours for those with limited mobility provided by Friends of Pheasant Branch Conservancy, refreshments, and visits from Mayor Gurdip Brar and State Representative Dianne Hesselbein of Middleton. A Commendation from the Wisconsin State Senate was presented to Dementia Friendly Middleton and the City.

2019 ACCOMPLISHMENTS:

BUSINESS OUTREACH:

⇒ Dementia Friendly Middleton surveyed trained businesses to better understand the impact of the training and future training needs. The results showed that all those that received the training found it valuable and helpful to their

staff and business.

- ⇒ We re-trained over a dozen businesses from the fall of 2018 through spring of 2019.
- ⇒ Five new businesses were trained as well as a training presented at the Chamber of Commerce Lunch and Learn session in October.
- ⇒ We celebrated June Brain Health Awareness month by thanking over 40 dementia friendly organizations with a delivery of purple popcorn.
- ⇒ Our member bank, River Valley Bank, now Incredible Bank, was honored nationally by the American Bankers Association for its dementia friendly work.

COMMUNITY OUTREACH:

- ⇒ Dementia Friendly Middleton supported Virtual Dementia Tours for the community at the Middleton Public Library, for all Middleton Police Officers, and at Clark Street Community School as part of their brain health curriculum.
- ⇒ Members were active in supporting “Make a Memory Day” at Pheasant Branch Conservancy, a facilitated outdoor experience with activities designed to stimulate all 5 senses.
- ⇒ They also supported the Music and Memory big band concert hosted by Friends of the Middleton Performing Arts Center.
- ⇒ The Good Neighbor Fest was trained in dementia friendly service.
- ⇒ Dementia Friendly Middleton group marched in the Good Neighbor Fest parade and provided an informational table at the festival.
- ⇒ We provided information at the National Night Out event at the park in August.
- ⇒ We have seen growing recognition of the dementia friendly movement from all of these efforts.
- ⇒ We have placed over two dozen "Please be patient" cardholders around Middleton. These are sponsored by Brookdale.

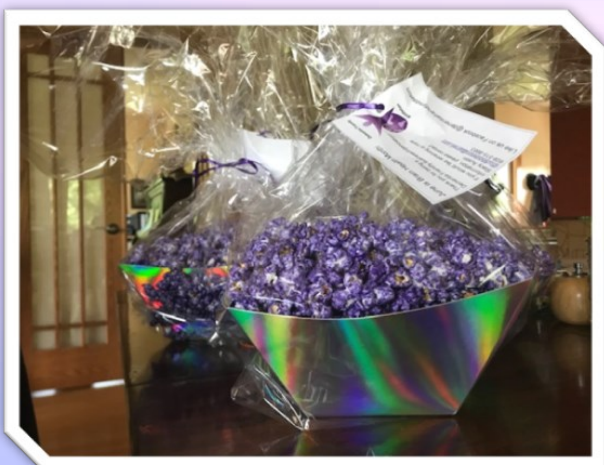
MIDDLETON

2019 ACCOMPLISHMENTS [CONTINUED]

- ⇒ The Middleton Library continues to host Adult educational programming around dementia provided by the Alzheimer's and Dementia Alliance.

GOALS FOR 2020:

- ⇒ To revitalize our business outreach and make community resources easier to access online.
- ⇒ We also plan to co-host a community resource fair in April.



MONONA



Contact: Diane Mikelbank

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The Monona Area Dementia Friendly Community Coalition is a group of community members and professionals in our area who meet monthly. Our mission is to collaborate with businesses, organizations and residents to offer education and information on resources to enhance the quality of life for persons with dementia as well as their families, friends and caregivers. Our overall goal is to encourage practices of hospitality and inclusion to those affected by dementia by promoting acceptance and engagement in our community.

2019 HIGHLIGHT:

Partnering with the Monona Police Department to offer the Virtual Dementia Tour to staff. Approximately 30 people participated in this experience which simulates what it might feel like to have dementia.

2019 ACCOMPLISHMENTS:

- ⇒ Four businesses and organizations have been trained.
- ⇒ New community leaders have been added to the committee.
- ⇒ Four Memory screenings were held on multiple occasions at the Monona library.
- ⇒ The Memory Café facilitated and hosted by Heritage Monona continued in 2019 and was

relocated to the Monona Public Library. Attendance numbers have increased.

- ⇒ Promoted the Dementia Friendly initiative at the Monona Farmers Market, National Night Out and the Dane County Farmers Market.
- ⇒ Two new Memory Kits were developed and promoted for check out through the Monona Public Library.
- ⇒ Four educational programs were offered to increase awareness and knowledge of dementia related issues and provide resources.
- ⇒ Partnered with the Monona Police Department to offer the Virtual Dementia Tour to staff.
- ⇒ Emergency Packets/Comfort Bags were provided to the Monona Police Department to help those in need.

GOALS FOR 2020:

Overall Goal: To encourage practices of hospitality and inclusion to those affected by dementia by promoting acceptance and engagement in our community.

- ⇒ Increase Memory Screening participation by improving marketing of four offered sessions.
- ⇒ Facilitate at least six trainings.
- ⇒ Offer at least three educational program and four memory screenings in 2020.
- ⇒ Recruit volunteers to serve as Community Outreach and Partners Coordinators.
- ⇒ Assist with growing the Memory Café participation in 2020 by increasing marketing of the event.

MONONA

GOALS FOR 2020 [CONTINUED]:

- ⇒ Offer Virtual Dementia Tour to at least two additional City of Monona departments in 2020.



NORTHWEST DANE



Contact: Paulette Glunn

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2019 ACCOMPLISHMENTS:

- ⇒ Case Manager intern trained and helped raise awareness in community as well as attend meetings.
- ⇒ Donated care kits and fidget blankets to area EMS and police departments.
- ⇒ Trained two new business in Cross Plains.
- ⇒ Monthly updates at Coffee with a Cop meetings in Black Earth.
- ⇒ After School Program and intergenerational programming held at Northwest Dane Senior Services (NWDSS).
- ⇒ Community activities and partnerships with NWDSS adult day program.

GOALS FOR 2020:

- ⇒ Develop an ongoing continuing education program.
- ⇒ Continue to recruit members to serve on committee to help further the initiative and expand training.



OREGON



OREGON *Wisconsin*

Contact: Rachel Brickner

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Anne Dellemann

(608) 669-8071 | anne.dellemann@hmcchurch.org

2019 HIGHLIGHT:

Offering a series of three presentations that were open to the public. The first addressed “Basics of Alzheimer’s”, the second was “Ten Signs of Alzheimer’s” and the third was called “Alzheimer’s: Having the Difficult Conversations”. These presentations were very well received by the attendees.

2019 ACCOMPLISHMENTS:

- ⇒ The Adult Day Program at the Oregon Area Senior Center continued to provide respite for caregivers and fun, safe activities for participants.
- ⇒ Enrollment in the Day Program continues to grow as more people become aware of its benefits.
- ⇒ Virtual Dementia Tours were offered to members of the public at the Oregon Area Senior Center.
- ⇒ Two businesses were trained and became dementia friendly in 2019.

- ⇒ The ADRC of Dane County offered free memory screens at the Senior Center three times in 2019.
- ⇒ The Village of Oregon declared October to be Dementia Friendly Month in Oregon, and information related to the dementia friendly initiative and training was available on the Village website, as well as at our local senior center and library.

GOALS FOR 2020:

- ⇒ To offer individual and small group Dementia Tours with training kits available at the Senior Center.
- ⇒ Senior Center staff will be working more closely with the local Police Department to improve officers' knowledge of dementia and how best to interact with people who live with dementia.



STOUGHTON



Established June, 2016

Contact: Heather Kleinbrook
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2019 HIGHLIGHT:

Collaborated with Dementia Friendly Stoughton Hospital to promote dementia awareness at the Governor's Mansion during the holiday season by decorating the drawing room of the Executive Residence, as well as a 10-foot tree. This event was enhanced by having Memory Café participants involved in making wreaths with the First Lady of Wisconsin, Mrs. Kathy Evers, and decorating the Christmas tree with framed photos of their favorite memories and the memories of many Memory Café participants across Dane County.

2019 ACCOMPLISHMENTS:

- ⇒ To date, over 34 businesses, organizations, churches, and service groups trained, including City of Stoughton employees, Law Enforcement, and First Responders.
- ⇒ Engaged Stoughton Mayor Tim Swadley in a meeting to discuss dementia friendly initiatives and get his support for ongoing efforts.
- ⇒ Attended Stoughton's Coffee Cup celebration to provide community education and resources.
- ⇒ Provided purple folders with dementia education and resources to clinics, physician offices, Stoughton Hospital, and the Stoughton Senior Center to provide to patients with dementia and their care partners.
- ⇒ Recruited new committee members.
- ⇒ Maintained a monthly Memory Café that continues to grow in participation.
- ⇒ Assembled and donated Busy Bags to local First Responders, EMS, Police Department, and Hospital Emergency Department and Inpatient Units.
- ⇒ Provided community Memory Screenings at the Stoughton Public Library.
- ⇒ Sent cards of Thanks and Appreciation to local businesses and service groups who are trained on dementia friendly initiatives.
- ⇒ Facilitated an intergenerational Memory Café with the Zoo to You Program. Memory Café guests and children from Martin Luther Preschool attended.
- ⇒ Continue to partner with the Stoughton Public Library in building a Music and Memory Program. Plan to pilot on Memory Café participants before going live in the community early next year.
- ⇒ Attended the Stoughton Business Expo to provide community education and resources.
- ⇒ Continued to maintain a Stoughton Dementia Friendly Coalition Facebook page that continues to gain popularity.
- ⇒ Representation at the annual Alzheimer's Advocacy Day at the Capitol.
- ⇒ Continued efforts to recruit and train new businesses.
- ⇒ Developed Caregiver Kits available for public use. Collaboration with the Stoughton Senior Center for disbursement.
- ⇒ Supported the Dane County Alzheimer's Walks.
- ⇒ Attended the Dane County Farmers Market to offer community education and resources.



STOUGHTON

GOALS FOR 2020:

- ⇒ Continue to encourage community participation in dementia friendly efforts through business training, educational events, and engagement.
- ⇒ Maintain a successful Memory Café that is meaningful for participants.
- ⇒ Continue to promote dementia friendly initiatives throughout Stoughton and Dane County.
- ⇒ Share our successes and support others wishing to partake in dementia friendly efforts.



SUN PRAIRIE



Contact: Melody Riedel

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2019 HIGHLIGHT:

Our Dementia Friendly Team recognized Dementia Awareness in our community by celebrating and delivering purple balloons and thank you cards to each of our trained businesses. The businesses were so excited and felt appreciated that day.

2019 ACCOMPLISHMENTS:

- ⇒ We have a total of 24 businesses trained in the City of Sun Prairie, including our public library, our public emergency personnel (EMS and Police), chiropractors, dentists, coffee shop, florists, banks, real estate agents, churches, pharmacies, and the YMCA. New to our list is Century 21, Old National Bank, McFarland State Bank, and Sun Prairie Media Center.
- ⇒ Sun Prairie Police and EMS were given Dementia Friendly Crisis Kits to be used for our community members. This was an incredible contribution for our residents in need. NBC 15 provided a story about these kits and included our community police officers and paramedics.
- ⇒ Participated in a Health and Wellness Fair located at Colonial Club. Many older adults came and learned about resources available in our area and participated in educational seminars throughout the day.
- ⇒ Information booth at the Strawberry Fest.
- ⇒ Alzheimer's Association participated in the Corn Fest Parade spreading Dementia Awareness.
- ⇒ Thanks to Hyland Campus/Capri Communities, Marty Schreiber gave a wonderfully caring presentation about "My Two Elaines" and was encouraging to other caregivers at the Colonial Club.
- ⇒ A free screening of the film *Gen Silent* which was then followed by a discussion about dementia and its effects on the aging LGBT+ community was held at Sun Prairie Public Library.
- ⇒ Local newspaper "The Star" published an article about Dementia Friendly in our community.
- ⇒ Relunched our Sun Prairie Dementia Friendly Facebook page.
- ⇒ A presentation was made to our local Business Improvement District to encourage businesses to become Dementia Friendly trained.
- ⇒ Memory screenings held at the Sun Prairie Public Library.
- ⇒ Created five Caregiver Activity Kits which are available to check out through the Colonial Club.

GOALS FOR 2020:

- ⇒ Continue Memory Screenings and offering two more opportunities in our community.
- ⇒ We would like to add five more trained businesses to our community.
- ⇒ Hold a community Dementia Friendly training event in the Spring.
- ⇒ We would like to add one more community event, including the Farmers Market of Sun Prairie.
- ⇒ Consistently offer our community newsletter.

SUN PRAIRIE



VERONA



Contacts:

Stephanie Ehle

(608) 845-7471 | stephanie.ehle@ci.verona.wi.us

Stephen Rudolph

(608) 845-7471 | rudy29449@gmail.com

The Verona Dementia Friendly Steering Committee is dedicated to making the Verona community more Dementia Friendly through training of individuals, businesses and government.

2019 ACCOMPLISHMENTS:

- ⇒ Thirty-three businesses/organizations have completed Dementia Friendly Training since Committee inception.
- ⇒ Verona Dementia Friendly Committee staffed four informational booths in 2019: Verona Hometown Days, Concerts in the Park (Harriet), National Night Out and Verona Farmers Market.
- ⇒ Verona Dementia Friendly Committee partnered with the Verona Public Library through a Brain Health Session and Memory Screenings.
- ⇒ Three individuals trained as Dementia Friendly Trainers through ADRC.
- ⇒ Verona Dementia Friendly Committee members acknowledged “June is Brain Health Month” by visiting each Verona Dementia Friendly business.
- ⇒ Verona Dementia Friendly Committee member participated in “The Longest Day” bike ride to Madison Capitol Square.
- ⇒ Verona Dementia Friendly Committee members participated in Virtual Dementia Tour held at Noel Manor.
- ⇒ Hosted monthly Triad educational events



through Verona Senior Center Outreach.

GOALS FOR 2020:

- ⇒ Continue educating Verona businesses/organizations with Dementia Friendly Training. Train minimum of one to two businesses/organizations per quarter or six per year.
- ⇒ Continue to develop a Community Education program series on dementia with the Verona Public Library.
- ⇒ Identify at least one additional person to receive “Train the Trainer” training from ADRC and the Alzheimer’s Association.
- ⇒ Verona Dementia Friendly Steering Committee will participate in events with informational booths/tables to increase dementia awareness – goal is four per year.
- ⇒ The leaders of each parish church/synagogue/mosque meet monthly. Goal is to secure an opportunity in 2020 to speak with this group in order to inform and educate them about dementia and offer training opportunities to their congregations.



WAUNAKEE



Contact: Cindy Mosiman

(608) 849-8385 | cmosiman@vil.waunakee.wi.us

2019 HIGHLIGHT:

We celebrated the fourth anniversary of our Memory Café which is growing in number of attendees.

2019 ACCOMPLISHMENTS:

- ⇒ Provided free memory screening to the community on three occasions.
- ⇒ Recognized dementia friendly businesses and organizations twice during the year through a newspaper advertisement as well as balloons, signage and purple plants.
- ⇒ Increased awareness of dementia related issues through participation in community events including the Health and Wellness Fair, National Night Out and the Waunakee Farmers Market.
- ⇒ Worked with the Friends of Pheasant Branch Conservancy to sponsor a Day at the Conservancy for Dane County Memory Café participants.
- ⇒ Worked with the State Music and Memory coordinator and Middleton PAC to sponsor a Music and Memory Matinee for local seniors.

GOALS FOR 2020:

- ⇒ Train four new businesses and or organizations to become dementia friendly.
- ⇒ Raise awareness of dementia and related issues by participating in community events including Health and Wellness Fair, National Night Out and the Waunakee Farmers Market.
- ⇒ Expand the number of individuals on the Waunakee Dementia Friendly Committee.
- ⇒ Offer dementia friendly follow up training to all previously trained businesses and organizations during 2020.
- ⇒ Recognize businesses and organizations already trained during November Alzheimer's Awareness month.
- ⇒ Work with the Middleton PAC to conduct a Music and Memory Matinee for local seniors.
- ⇒ Work with the Friends of Pheasant Branch Conservancy to sponsor a Make a Memory Day at the conservancy.
- ⇒ Provide free memory screenings to the community.



WEST MADISON



Contact: Tanya Sutton

(608) 729-5365 | tanyas@seniorhelpers.com

2019 HIGHLIGHT:

In 2019 we completed a Virtual Dementia Tour that was free and open to the public at Brookdale Senior Living. We had approximately 40 people participate in this experience.

2019 ACCOMPLISHMENTS:

- ⇒ We participated in the community awareness event at the Dane County Farmers Market.
- ⇒ Several of the members also went through the Train the Trainer program.

2020 GOALS:

- ⇒ We are planning a community event with the Middleton dementia friendly group in April. This event will offer informational speakers and a resource fair.
- ⇒ We plan to increase the number of businesses trained.
- ⇒ We hope to gain more members to assist with the mission of the group.
- ⇒ We are planning to have all volunteers attend the Dementia Friendly Train the Trainer course offered at the ADRC.



Spry Society - Alzheimer's Association - South Central Wisconsin



Contact: Shannon Wuensch - Community Outreach Coordinator, Dane & Green Counties

(608) 203-8500

2820 Walton Commons West, Suite 132

Madison, WI 53718

This free program offers a comfortable way to have fun and socialize with others who are living with mild cognitive impairment. Participants can enjoy the company of others while engaging in a variety of group activities ranging from a cooking demo, paint class, outdoor explorations, and many more fun adventures!

This program is intended for those experiencing early stage dementia, mild memory loss or cognitive impairment, and for family and friends of those affected.

2019 HIGHLIGHTS:

- ⇒ Rooftop cookout to celebrate The Longest Day in June.



- ⇒ Drum circle with Jeanne.
- ⇒ Chinese travel experience with Sue & Mike.
- ⇒ Holiday sing-along with Cindy.

- ⇒ Visit to the UW Geology Museum.



- ⇒ Fall Pumpkin Painting.



GOALS FOR 2020:

- ⇒ Grow group membership by inviting interested people from surrounding counties.
- ⇒ Continue to provide a safe and fun environment for our members and their families to socialize and engage in healthy brain experiences.

MEMORY CAFÉS

BUSINESS AS USUAL MEMORY CAFÉ

Contact: Heidi Forney

(608) 820-1010 | heidiforney@gmail.com

Location: Common Ground,
2644 Branch Street, Middleton

When: 2nd Tuesday, 10 AM - Noon

2019 HIGHLIGHTS:

⇒ 2019 was the year of music! We hosted many players and forms of instrumentation throughout the year, from Celtic Harp with Matt DeBlass to Marimba with Ben Ballweg. We held guitar sing-alongs with David Welo and Heidi Forney. We also hosted a Beatles Bash party featuring Nick Roberts (pictured below) playing all Beatles tunes and reminiscing about Beatles history with the group.



⇒ In May, our friend Kim Zumwalt took us on a virtual nature walk featuring her photos from the UW Arboretum and other local areas.



⇒ Common Ground staff members underwent another 1-hour Dementia Friendly Customer Service training in November and we now have a Dementia Friendly kit with items and a booklet of ideas on how to use them. The kit is always available and can be found among the games and puzzles area everyday (pictured below).



MEMORY CAFÉS

COTTAGE GROVE NEIGHBORHOOD MEMORY CAFÉ

Contact: Alzheimer's Association

(608) 203-8500 | www.alz.org

When: 4th Wednesday, 9:30 - 11 AM

Location: Hope Lutheran Church,
3702 County Hwy AB, McFarland, WI 53558

Facilitators: Pat Donovan, Camilla Farwell,
Carol Kelley, Georgia Punswick (Leader)

Volunteers: Julie Acker, Mary Ackerman,
Pam St. John

2019 HIGHLIGHT:

Our first summer picnic was great fun where we all enjoyed good food, great conversations about our memories of picnics from the past along with white elephant bingo with interesting prizes. We also enjoyed a bag of cookies as a take home treat (donated by Aster Assisted Living). It was a beautiful day!

Topics and Activities Enjoyed in 2019:

- ⇒ Travel ideas and tips with Joyce Butler.
- ⇒ Circus discussion – Zor Shrine Circus was in town.
- ⇒ A nature photographer joined us with beautiful nature photographs that we used to make greeting cards to take home.
- ⇒ Celebrated our second year anniversary!!
- ⇒ Celebrated EMS month by bringing a couple of EMT's to share their new program aimed at getting better acquainted with seniors and those living with dementia.
- ⇒ Celebrated June Dairy Month with a discussion of history and "Life on the Farm" experiences.
- ⇒ Picnic in the park with white elephant bingo.
- ⇒ Girl Scouts and 4-H members brought their projects to share.

- ⇒ Music therapist, Tammy Nordman, brought rhythm instruments for us to play and sing along. We were a lively group that day!
- ⇒ We participated in the decoration of tree ornaments for the Governor's mansion and we wrote memory stories to share.
- ⇒ We were also invited to make ornaments for the Cottage Grove Community Christmas tree.

From the Leader, Georgia Punswick:

Each Memory Café begins with wonderful homemade treats, renewing of friendships and conversations that include a personal anecdote or memory relating to the topic for the day. It is our hope that each person in attendance enjoys their time with us and goes home knowing they are supported, accepted and appreciated and that they will form many new friendships at our memory café.



MEMORY CAFÉS

EAST MADISON MEMORY CAFÉ

Contact: Tanya Sutton

(608) 729-5365 | tanyas@seniorhelpers.com

When: 1st Tuesday, 1 - 3 PM

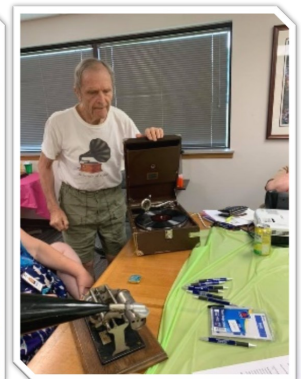
Where: BMO Harris Conference Room,
4726 East Towne Blvd., Madison, WI 53704

Our memory café started fall of 2018. Senior Helpers is doing the memory cafe as an affiliation of the Alzheimer's & Dementia Alliance of Wisconsin. The group has increased over 2019 and loves our time together. We have had presenters on topics of interest, music, and crafts.

2019 HIGHLIGHTED PROGRAMS:

- ⇒ Rosemaling presentation
- ⇒ Victrola machines displayed with music from the 1900s on record
- ⇒ The history of the postcard

We look forward to continuing the group in 2020!



MEMORY CAFÉS

OREGON MEMORY CAFÉ

Contacts:

Anne Dellemann

(608) 669-8071 | anne.dellemann@hmocchurch.org

Dawn Aschenbrenner

(608) 444-4543 | dmasch@charter.net

Location: 845 Market Street, Oregon, WI 53575

When: 1st Thursday, 9:30 - 11 AM

2019 HIGHLIGHT:

We celebrated our one year anniversary in October! We are enjoying the growth in participation as the community becomes more aware of this opportunity.

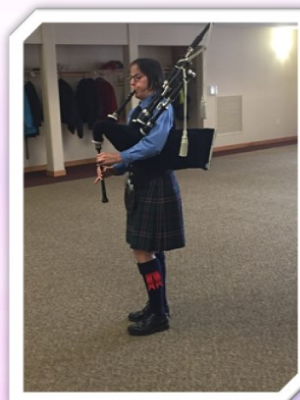
2019 ACCOMPLISHMENTS:

- ⇒ The Memory Café welcomed four new, very committed volunteers to its core group.
- ⇒ Their presence is much appreciated as the number of Café attendees has grown throughout the year.
- ⇒ The Café now has its programming planned several months in advance, which helps with promotion.
- ⇒ The Café changed locations in 2019, and was able to make that transition smoothly.
- ⇒ Finally, the Oregon Area Memory Café prides itself on having provided a comfortable, welcoming, safe and FUN environment for its guests.

GOALS FOR 2020:

- ⇒ The Memory Café volunteers hope to continue to raise awareness of the existence of the Café, and what role the Café plays.

- ⇒ The Café plans to continue to offer fun, engaging and educational programs, sourcing much of the programming from local people and businesses.



MEMORY CAFÉS

STOUGHTON MEMORY CAFÉ

Established: June 2017 by the Stoughton Dementia Friendly Coalition – Celebrated 2-year anniversary this past year.

Facilitators: Jen Erb and Kari Orn

Volunteers: Stephen Edmundson and Deb Weis

Gatherings: First Tuesday, 9:30 - 11:00 AM

Location: Stoughton Hospital Bryant Center, 125 Church Street, Stoughton, WI 53589

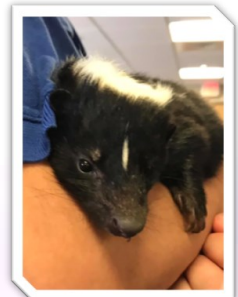
2019 HIGHLIGHTS:

- ⇒ Spreading Holiday Cheer at the Governor's Mansion! Collaborated with the Dementia Friendly Stoughton Hospital to decorate the Drawing Room of the Executive Residence, as well as a 10-foot tree. This event was enhanced by making wreaths with Mrs. Evers and decorating the Christmas tree with framed photos of favorite memories.
- ⇒ Continued laughter, fellowship, and positive interactions with others!

OTHER FUN TOPICS AND ACTIVITIES DURING 2019 INCLUDE:

- ⇒ Yahara Strummers Ukulele Music
- ⇒ Snowman Winter Craft
- ⇒ Oktoberfest Celebration with the Mike Schneider Polka Bank
- ⇒ Making Ornaments with Special Memories for the Governor's Mansion Tree
- ⇒ Pumpkin Bars and a Fall Craft
- ⇒ Beatles Mania with History and Music by Nick Roberts
- ⇒ Ice Cream Sundaes and Music with Dave Welo
- ⇒ July Picnic with Bingo
- ⇒ Zoo to You intergenerational event with local preschool students
- ⇒ Tie Pillows

- ⇒ Gus – Pet Therapy Dog
- ⇒ Wildlife Presentation by Kim Zumwalt
- ⇒ Easter Fun – Egg Decorating



MEMORY CAFÉS

SUN PRAIRIE MEMORY CAFÉ

Established: August 13, 2015

Facilitators: Melody Riedel and Kim Peterson

Gatherings: Second Thursday, 9:30 - 11:00 AM

Location: Colonial Club Senior Center,
301 Blankenheim Ln, Sun Prairie, WI 53590

2019 HIGHLIGHT:

New this year, we had access to Virtual Reality Equipment. There are several units that can be checked out for use by Focal Points. Our participants loved working with this equipment. They were amazed at how realistic it was and the adventure it offered.



2019 ACTIVITIES:

- ⇒ This year we had a speaker educate us on Therapeutic Oils and Aromatherapy.
- ⇒ The Bike Elves from Beloit came and spoke about their unique and giving program.
- ⇒ We invited the Sun Prairie Paramedics to give us an overview about the caring services they provide.
- ⇒ Our former Mayor and Historical Museum Director came and shared information about Groundhog Day in SP.
- ⇒ Heidi Forney and Dave Welo provided us with some wonderful guitar music and singing on two different occasions.
- ⇒ We also held our picnic in July, Halloween Candy Bar bingo and our holiday lunch off site.



MEMORY CAFÉS

VERONA SENIOR CENTER MEMORY CAFÉ - CLUB 108

Contact: Janice Paul

(608) 845-7471 | janice.paul@ci.verona.wi.us

Volunteer: Lou Slamar

Location: Verona Senior Center,
108 Paoli St., Verona

When: Every Wednesday, 10 - 11:30 AM and the 1st
and 3rd Tuesday of every month from 10 - 11:45 AM.

The Verona Senior Center hosts meetings/events through the Caregiver and Club 108 Memory Café. These meetings/events give caregivers an opportunity to exchange information. Memory Café participants are exposed to different activities that stimulate both social and cognitive skills in a fun environment.

2019 HIGHLIGHTS:

- ⇒ Trishaw rides for Memory Café participants
- ⇒ Virtual Reality Tours
- ⇒ Wildlife Photo presentation by Kim Zumwalt
- ⇒ Program by the Amazing Mr. Magic
- ⇒ Accordion playing/singing by The Blue Accordion
- ⇒ Planted vegetables and flowers in pots for the Verona Senior Center patio
- ⇒ Birthday celebration for each participant
- ⇒ Pizza luncheons
- ⇒ Celebrated Oktoberfest with root beer and pretzels

In February 2020 the Verona Senior Center Memory Café will celebrate its five year anniversary!



MEMORY CAFÉS

WAUNAKEE MEMORY CAFÉ

Contact: Cindy Mosiman

(608) 849-8385 | cmosiman@waunakee.com

Location: Steeplechase Clubhouse,
5636 Conway Glen, Waunakee, WI 53597

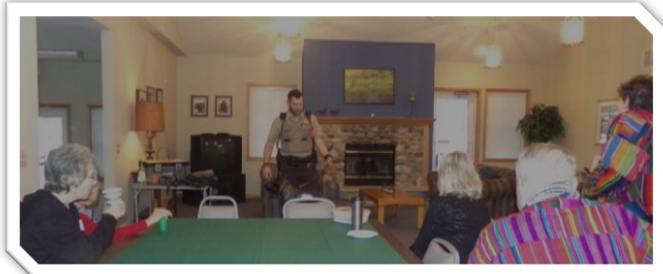
When: 1st Thursday , 9:30 - 11 AM

Waunakee's Memory Café celebrated its 4th anniversary in 2019 and during that time, our participation has grown. We now average 12-14 people at each café.

2019 HIGHLIGHTS:

- ⇒ Kaitlyn Shapiro from the Wisconsin Historical Society spoke about Wisconsin's lumbering industry.
- ⇒ Dane County Sheriff's Deputy Brian Grafton talked about his police K9 partner Kreed.
- ⇒ A presentation by a Dane County Extension Master Gardener.
- ⇒ Hy Miller and Pat Ronspiez talked about and played the accordion.
- ⇒ We offered programs on the Dog Days of Summer and Childhood Toys.
- ⇒ Maile Pa'Alani did a presentation on Hawaii.
- ⇒ Guitarist Dave Welo led a sing along that mixed old, folk and festive music.

⇒ A war veteran did a presentation on his Badger Honor Flight trip and we closed the year with a holiday brunch in December and a special visit from Santa.



AGRACE



Contact: Karen Wheelock
(608) 327-7065 | Karen.Wheelock@agrace.org

For more information about Agrace, please visit agrace.org.

2019 HIGHLIGHTS:

- ⇒ Agrace converted 12 of the 50 beds at its inpatient center in Fitchburg to a secure unit for people with dementia to meet a growing need for the service.
- ⇒ Approximately 22% of Agrace patients had a primary diagnosis of Alzheimer's disease or dementia last year, up from 10% in 2010.

2019 ACCOMPLISHMENTS:

- ⇒ Agrace features a story in its summer newsletter titled, "Volunteers Offer Tips for Visiting People Who Have Dementia."
- ⇒ Agrace hosted Dr. Tracy Schroepfer to provide Ethics and Boundaries training on Working with People with Dementia. This training was available to Agrace staff, social workers from long-term care facilities and other Agrace partners.
- ⇒ With the opening of the Hospice Memory Care Suites in December, 21 volunteers like Matt were trained to work with patients.



GOALS FOR 2020:

- ⇒ Continue conducting dementia-friendly training throughout the year as new volunteers and staff join our Thrift Stores.
- ⇒ Achieve "Dementia-Friendly" status for new Agrace Thrift Home Store, which opened at 1946 S. Stoughton Road, Madison in October 2019.
- ⇒ Support our dementia patients by offering continuing education to the Agrace staff that will be caring for them. This includes external and internal training opportunities.



After being trained we were more aware of the prevalence of dementia in our community and seek to create a welcoming atmosphere where visitors with dementia are treated with dignity and respect.

ALZHEIMER'S ASSOCIATION SOUTH CENTRAL WISCONSIN CHAPTER



The South Central Wisconsin chapter of the Alzheimer's Association has one main office serving Dane County. Multiple offices across the state, with over 50 staff of the Alzheimer's Association and just as many volunteers, help to serve all those in Wisconsin who are affected by Alzheimer's and related forms of dementia.

The Alzheimer's Association provides reliable information and care consultation; creates supportive services for families; increases funding for dementia research; and influences public policy changes. Our staff and volunteers enjoy being able to take Association services and use them to support area dementia friendly initiatives.

OUR MISSION: 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.

OUR VISION: A world without Alzheimer's disease.

2019 DEMENTIA FRIENDLY ACCOMPLISHMENTS:

- ⇒ Started downtown Madison Memory Café at Festival Foods.
- ⇒ Hosted Music & Memory Matinee available free to those in memory care and the general public. made possible by grants from Endres Manufacturing Company Foundation and Middleton Endowment.
- ⇒ Many education programs were held in conjunction with dementia friendly communities.
- ⇒ Resource tables available at Fitchburg Farmers Markets and Madison Night Markets.
- ⇒ Brought awareness to dementia through many public and private activities held in June for

Alzheimer's & Brain Awareness Month as well as The Longest Day events

OVERALL AGENCY ACCOMPLISHMENTS:

- ⇒ Spring Advocacy Day at the state capitol had the largest number of advocates to date, with over 200 registered.
- ⇒ Dementia awareness brought to Latinx community through outreach possible with a grant from Bader Philanthropies.
- ⇒ Community Forums held in Fitchburg, Madison and Sun Prairie.
- ⇒ Dementia awareness brought to the LGBTQ community through participation with Magic Fest and LGBT Chamber events.
- ⇒ Dane County Walk to End Alzheimer's had 1,200 participants in 2019 raising over \$203,000.



ALZHEIMER'S & DEMENTIA ALLIANCE OF WISCONSIN



MISSION: The Alzheimer's & Dementia Alliance of Wisconsin is dedicated to improving the lives of persons with Alzheimer's disease or related dementias and their families through education, support and individualized guidance through each stage of the disease.

GOAL: To help families affected by Alzheimer's or related dementias maintain the best quality of life possible.

THE ALZHEIMER'S & DEMENTIA ALLIANCE OF WISCONSIN (ADAW) EARLY STAGE PROGRAMS:

Memory Cafés are a social gathering place for people with memory loss, mild cognitive impairment, early Alzheimer's, or other dementia and their family and friends.

- ⇒ ADAW host four memory cafés in Dane County; Arts Café at MMOCA, Badger Rock, Middleton at Imperial gardens, and South Madison.
- ⇒ ADAW is affiliated with five more memory cafés in Dane County; DeForest, East Madison, Mount Horeb, Sun Prairie, and Waunakee.
- ⇒ Highlights; At the end of 2019 ADAW hosted Badger Rock Picnic and the Rooftop Poetry Training at Madison Museum of Contemporary Art with Gary Glazner, and the memory café training by Gary Glazner, founder of the Alzheimer's Poetry Project in Sun Prairie Colonial Club.

Crossing Bridges is an educational discussion group for people with mild memory loss, early stage Alzheimer's disease or related dementia, and their primary care partner. The program offers an opportunity to learn coping skills, enhance family communication, and provide guidance toward

developing future plans. Those who complete the program are invited to join a monthly early stage support group.

Meeting of Minds is a discussion group and memory enhancement program for people with mild memory loss. Participants meet for six consecutive weeks for cognitively stimulating activities like group storytelling around a theme, or discussion of a piece of artwork or a painting. Each session also consists of modified Tai Chi exercise or other relaxation activities.



New Friends, a companionship program, offered jointly by ADAW and Wisconsin Alzheimer's Institute, pairs UW-Madison students with individuals with memory loss. The group enjoys meetings, shared activities and often develop friendships. The mentors and person with dementia are given the opportunity to share their experiences while participating in meaningful activities. Students learn about Alzheimer's disease and other dementias outside of the classroom.



ALZHEIMER'S & DEMENTIA ALLIANCE OF WISCONSIN

Other Dane County Accomplishments

- ⇒ Partnered with the Wisconsin Alzheimer's Disease Research Center for the 9th annual Solomon Carter Fuller Memory Screening Day and Community discussion on Alzheimer's. Keynote Speaker Dr. Carl V. Hill of the National Institute of Health, who will present information on aging, brain health, and the Alzheimer's disease in the African American community.
- ⇒ ADAW facilitates three monthly caregiver support groups in Dane County, each with specific focus; Adult Children Caregivers, Male Caregivers, and Young Onset Caregivers. There are also five other ADAW affiliated dementia-specific and general monthly caregiver support groups.
- ⇒ Offered seventeen monthly family caregiver education programs in Dane County, covering topics from behavior changes to communication. We are in the process of implementing a new Creative Expression education program.
- ⇒ Additional caregiver education programs offered include: Crossing Bridges and free Legal and Financial Planning Seminars.



BASHFORD UNITED METHODIST CHURCH



Contact: Rev. Kory Douglass
(608) 249-9222 | bashfordkory@gmail.com
329 North Street, Madison, 53704

Bashford UMC was excited to become an officially dementia-friendly congregation in 2019! We had at least half of our active worshipping population learn about dementia and how to be dementia-friendly. It took some time to have enough congregants read over, watch, or experience the training materials, but it has been worth it. We're proud to have the decals on our doors, representing another way in which we strive to make our community one in which as many people as possible feel safe and welcome.

As other faith traditions do, our church's tradition teaches us to attend to the needs of the outsider and the overlooked. Being dementia-friendly is an important part of what this means to us. It is easy to be cynical about religious organizations and assume they don't practice what they preach. While we have work to do, we sincerely want to live out what we claim to. This extends to our efforts to be dementia-friendly, and we continue to explore what more we can do.

We have tried to live out our dementia-friendliness in different ways. We have preached about it on

Sundays. We brought in a neuroscientist to talk with our members about the science of dementia and aging. We state that we are dementia-friendly on our bulletins, our e-news, and our website. We continue to live into being a dementia-friendly congregation.

Bashford UMC so appreciates the work that the ADRC is doing to help Dane County become aware of, and respond compassionately to, the reality of dementia that so many people live with. It is so easy to forget these members of our community. We are pleased to play a small part in spreading awareness and knowledge about dementia.



DEMENTIA FRIENDLY FINANCIAL GROUP (DFFG)



MISSION OF DFCC:

To support and protect individuals with dementia and their caregivers from financial exploitation through outreach, education and advocacy.

GOALS OF DFFG:

- ⇒ To collaborate and share information and best practice as it relates to serving customers and clients with dementia.
- ⇒ To work towards a consistent approach across the industry.
- ⇒ To receive education about dementia, the signs and the best ways to support customers.
- ⇒ To have the opportunity to share obstacles and success stories.
- ⇒ To have a place to problem solve with peers.
- ⇒ To develop a simple resource that can be made available to customers.
- ⇒ To provide opportunities to learn what is available and what is required.
- ⇒ To become dementia champions within our own businesses / organizations.
- ⇒ To celebrate successes of financial businesses and organizations who become dementia friendly.
- ⇒ To advocate for change.

MEMBERS: Banks & Credit Unions, Attorneys, Department of Financial Institution Reps, Adult Protective Services, Money Managers, Accountants, Aging & Disability Resource Center (ADRC) and Dementia Friendly Leaders

MEETINGS: Bi-monthly at the ADRC

CONTACT: Joy Schmidt
(608) 240-7400 | Schmidt.Joy@countyofdane.com

2019 HIGHLIGHTS:

The Highlight of the year was the Power Of Attorney (POA) Clinic we provided at the CDA Triangle Apartments. This was a collaboration of our members along with the UW School of Law students. Our partner, Maureen Lokrantz, from US Bank, provided an informational program about creating POA documents and a group of students, their professor and many of the DFFG members returned to assist approximately 25 individuals with completing and signing these documents.



2019 ACCOMPLISHMENTS:

- ⇒ Offered a webinar about becoming a Dementia Friendly business for approximately 100 people across the State of Wisconsin in collaboration with the Wisconsin Bankers Association.
- ⇒ Provided two Dementia Friendly Financial Train the Trainer sessions – 55 participants were trained.

GOALS FOR 2020:

- ⇒ Provide two Train the Trainer sessions for the financial industry.
- ⇒ Provide a POA clinic in collaboration with the UW Law School and three churches who serve minority groups.
- ⇒ Increase the number of Dementia Friendly Banks & Credit Unions in Dane County.

Number of Banks/Credit Unions that are Dementia Friendly in Dane County: **57**
Other Financial Businesses: **30**

CENTER FOR AGING RESEARCH AND EDUCATION (CARE)



The UW-Madison School of Nursing's Center for Aging Research and Education (CARE) supports discoveries that improve aging, and builds the skills and capacity of those who care for older adults (<https://care.nursing.wisc.edu/>). CARE has worked with dementia friendly communities in Dane County and beyond since 2014.

Contact: Diane Farsetta
(608) 265-9542 | farsetta@wisc.edu

2019 HIGHLIGHTS:

- ⇒ CARE was able to make our evidence-based dementia friendly training materials freely available to community groups statewide, thanks to generous support from the Evjue Foundation. We sent our Dementia Friendly Toolkit and simulation equipment to groups in 52 of Wisconsin's counties, including public libraries, senior centers, dementia friendly community groups and Aging and Disability Resource Centers. The Toolkit includes six role-play scenarios based on barriers commonly experienced by people living with dementia and their family caregivers, plus all the information needed to lead groups through the scenarios.
- ⇒ CARE worked with the Respite Care Association of Wisconsin to organize and lead local workshops for family caregivers of people living with dementia and potential respite care providers. In 2019, we held workshops in La Crosse, Iowa, Dunn, Langlade, Pierce and Dane counties. Topics included how to communicate clearly and respectfully with people living with dementia, managing behaviors that challenge us and how to hire a respite care provider.

- ⇒ CARE supported the Summer 2019 offering of the service-learning course we helped develop, "Community supports for people living with dementia." Students volunteered with the Pheasant Branch Conservancy, Capitol Lakes Music and Memory Project, West Madison Dementia Friendly Group, Brookdale Senior Living, Dane County Dementia Care Specialist and Alzheimer's Association, in addition to doing course work on racial and ethnic disparities, person-centered care, communication skills and the role of family caregivers.

- ⇒ School of Nursing Assistant Professor Andrea Gilmore-Bykovskyi, PhD, RN, a CARE Affiliate, and her research team worked with Dane County Dementia Care Specialist Joy Schmidt and Madison School and Community Recreation (MSCR) to develop and offer an MSCR class for people age 50 and older called "Brain and Body Fitness." The ten-week class combines gentle exercise with information about brain health, plus "brain fitness exercises" that include word games and puzzles.



- ⇒ School of Nursing faculty and CARE Affiliates Andrea Gilmore-Bykovskyi, PhD, RN, and Lisa Bratzke, PhD, RN, ANP-BC, FAHA presented as part of an Evidence-Based Health Policy Project Capitol Briefing on "Communities as Caregivers: Policies for a Dementia-Friendly State."



CENTER FOR AGING RESEARCH AND EDUCATION (CARE)

GOALS FOR 2020

- ⇒ Organize eight more workshops statewide for family caregivers of people living with dementia and respite care providers, working with the Respite Care Association of Wisconsin.
- ⇒ Collaborate with the UW–Madison Religious Studies Program and others to organize an interdisciplinary summit for students on “Enhancing Aging and Memory Care: Religion/Spirituality and the Arts.”
- ⇒ Offer the “Community supports for people living with dementia” service-learning course at least once.
- ⇒ Explore opportunities to expand dementia friendly training materials for acute care settings and to foster interprofessional collaborations in research related to quality of life for people living with dementia and their family caregivers.



*This was
awesome! I would
highly recommend
to everyone.*

~Workshop Participant

*Content
was very good,
and very
understandable.*

~Workshop Participant

*I love the
Dementia Friendly Toolkit
and its unique approach to training.
It is very user friendly and allows
family caregivers, the general public,
professionals, everyone
an inside experience to what daily life may
be like with dementia.
This is exactly how to improve care
and the lives of people with dementia.*

~Dementia Care Specialist

FRIENDS OF PHEASANT BRANCH CONSERVANCY



The Friends of Pheasant Branch organized as a not-for-profit organization in 1995. The mission statement guides all of the work of the 15 member board of directors and that of the standing committees that include: Accessibility and Use, Education, Governance, Restoration and Management and Watershed. In 2020, the Friends will be celebrating the 25th Anniversary (1995 - 2020). Community members of all ages who enjoy the Pheasant Branch Conservancy are invited to join the celebration. There will be seasonal events and activities throughout 2020.

2019 HIGHLIGHTS:

In 2019, the Friends of Pheasant Branch Conservancy's Accessibility Committee continued to reach out to previously under-served adult populations. "Make a Memory" program events for individuals with memory challenges and those with limited mobility were planned and implemented with an emphasis on the health benefits of being outside and engaging the senses of hearing, scent, touch and vision.

This is the fourth year this committee has offered program events. Between June and September 2019 several different events actively engaged over 75 older adults. The "Make a Memory" program events included:

- ⇒ Memory Care Residents (Program focus on Sounds of Nature & Music)
- ⇒ Dementia Friendly Community Memory Cafés (Program focus on Slow Walks and the concept of Forest Bathing)
- ⇒ Independent Seniors (Program focus on the Effigy Mounds Hike)

- ⇒ Limited Mobility (Program focus on the Creek Corridor)

A grant from the Bader Philanthropies Inc. has allowed the Friends to provide this support. Several of these program events and other activities can be viewed on the Friends' website

www.pheasantbranch.org.

2019 ACCOMPLISHMENTS:

- ⇒ A goal of the Friends of Pheasant Branch Conservancy Board is to reach under-served populations in the community and surrounding areas. To achieve this goal we formed active partnerships with various organizations. The committee's accomplishments the past few years have been linked to the establishment of these collaborative partnerships. These partners have provided advice, guidance and volunteer hours to support the goals of the Accessibility and Use committee.
- ⇒ After many months of planning with the City of Middleton Parks and the Dane County Parks, new Wayfinding maps and signage will be posted along the trails of the Pheasant Branch Conservancy and made available on-line for printing.

GOALS FOR 2020 & BEYOND:

These goals are joint projects between the Friends of Pheasant Branch Conservancy and key government partners that include the City of Middleton and Dane County.

- ⇒ Mapping – The printing of maps with designated rest areas (existent and new benches or boulders) and the estimated distance between them.
- ⇒ Signage – modification of trail signage to include simplified and standard language; possible inclusion of QRC codes.
- ⇒ Dane County property acquisition.

FRIENDS OF PHEASANT BRANCH CONSERVANCY

- ⇒ “Slow Walks” – The planning continues to identify short walking loops for those with limited mobility “and/or dementia in the Conservancy and some other city and county parks.
- ⇒ The Accessibility and Use Committee will continue to collaborate with the city and the county to implement their improvement plans (2018-2023) and the goals and objectives of the Friends’ updated Strategic Plan (2020-2025).

*Huge
is the landscape,
it makes my troubles
small.*

*~Participant with dementia
in the Make a Memory Day
at the Common Ground*



METRO TRANSIT, CITY OF MADISON



Metro Transit Contacts:

Nancy Senn

(608) 267-8654 | nsenn@cityofmadison.com

Mick Rusch

(608) 266-6532 | mrusch@cityofmadison.com

WHO WE ARE:

The City of Madison - Metro Transit system provides bus and paratransit service throughout Madison, Middleton, Fitchburg, Verona, Sun Prairie and the Town of Madison. Complete information is available at mymetrobus.com.

2019 HIGHLIGHT:

Between the summers of 2018 and 2019, nearly all of Metro's 370 employees completed Dementia Friendly training. Employees from across the organization attended the course including drivers, customer service representatives, marketing staff, supervisors, and managers.

2019 ACCOMPLISHMENTS:

- ⇒ Training has helped staff think about how they can better serve people on buses, on the phone, and at Metro's office reception window.
- ⇒ Metro's graphic designer also has utilized what was learned in training to create schedule and

other information materials.

- ⇒ Metro has added the Dementia Friendly logo near the entryway of all buses and has featured it on our website.
- ⇒ Dementia Friendly information has also been printed on bus transfers and 1-day passes, which will be available throughout the coming year.

GOAL FOR 2020:

- ⇒ Continue to make Dementia Friendly training part of Metro's annual driver refresher courses.



MUSIC AND MEMORY



Wisconsin Chapter

2820 Walton Commons West, Suite 132

Madison, WI 53718

MUSIC & MEMORY MATINEE 2019 REPORT:

On June 12, 2019, the Music & Memory Matinee was held at the Middleton Performing Arts Center, providing an afternoon of musical entertainment for approximately 280 individuals from Dane County long-term care communities and the general public.

More than 20 volunteers assisted with the event allowing for a smooth flow both into, during, and after the matinee. The volunteers escorted the attendees as they arrived into the Performing Arts Center foyer and experienced ushers in the theatre assisted the attendees to their seats. One amazing volunteer documented the afternoon through his gift of photography, capturing moments that words can't describe.

The "Larry Busch Big Band" performed two sets of music running for an hour and a half. The fifteen-piece band included two vocalists who sang many popular songs from the 1930s, 40's and 50's. To encourage participation from attendees, song lyrics for six of the songs were displayed on a large projection screen above the stage. Throughout the performance, the planning committee observed many residents and staff singing along, as well as a few dancing!

In addition to the music, the planning committee arranged for community agencies to provide information and resources to attendees. The community agencies in attendance were:

- ⇒ ADRC of Dane County
- ⇒ Alzheimer's Association Wisconsin Chapter

- ⇒ The Alzheimer's & Dementia Alliance of Wisconsin
- ⇒ The Friends of Pheasant Branch Conservancy
- ⇒ Middleton Dementia Friendly Community Coalition
- ⇒ West Madison Dementia Friendly Community Coalition



EVENT FEEDBACK:

"Just like the Lawrence Welk show, only better!"

"Such wonderful music!"

"This reminds me of my wedding."

"Our residents loved it!"

"Positive and uplifting!"

STOUGHTON HOSPITAL



Stoughton Hospital was the first hospital in Dane County, and possibly Wisconsin, to become Dementia Friendly. We celebrated three years as a dementia friendly hospital in August 2019.

Contact: Heather Kleinbrook
(608) 873-2316 | hkleinbrook@stohosp.com

2019 HIGHLIGHTS:

- ⇒ Stoughton Hospital was asked to promote dementia awareness at the Governor's Mansion during the holiday season. We collaborated with the Dementia Friendly Coalition to decorate the Drawing Room of the Executive Residence, as well as a 10-foot tree. This event was enhanced by having Memory Café participants involved in making wreaths with Mrs. Evers and decorating the Christmas tree with framed photos of their favorite memories.
- ⇒ Met with Congressman Mark Pocan and Representatives from Senator Tammy Baldwin's Office to advocate for mental health and dementia friendly needs and initiatives.
- ⇒ Conducted an interview with Wall Street Journal Health Columnist, Sumathi Reddy, to share dementia friendly initiatives within the hospital and community for a potential upcoming Wall Street Journal article.
- ⇒ Offered Dementia Live! Experiences for over 75 hospital employees and community members. Provided this experience for upcoming healthcare workers at the University of Wisconsin-Madison and Blackhawk Technical Institute.

2019 ACCOMPLISHMENTS:

- ⇒ Worked in collaboration with the Stoughton Dementia Friendly Coalition to provide Comfort Kits to patients in the Emergency Department and Inpatient Units experiencing dementia.
- ⇒ Continued to serve as a resource for other hospitals throughout the state, and nation, who are looking to become dementia friendly.
- ⇒ Shared Stoughton Hospital's Music and Memory initiatives with other hospitals, including a hospital in the state of New Mexico.
- ⇒ Continued to host the Stoughton Memory Café each month in the Hospital Bryant Center.
- ⇒ Continued development of an internal and external hospital webpage on our website <https://stoughtonhospital.com> to share information, education, and resources with others.
- ⇒ Developed a Dementia Friendly Stoughton Hospital education and resource sheet for community members; sharing what a dementia friendly hospital is about, how to address people living with dementia, and information about the Stoughton Memory Café, Dementia Friendly Coalition, and Memory Loss Support Group.
- ⇒ Continued as Fiscal Intermediary for the Dementia Friendly Stoughton Coalition.
- ⇒ Supported fundraising efforts for the Alzheimer's Association Walk to End Alzheimer's, raising close to \$2000.



STOUGHTON HOSPITAL

2019 ACCOMPLISHMENTS [CONTINUED]:

- ⇒ Continued providing dementia education to all hospital employees and new hires.
- ⇒ Attended Alzheimer's Advocacy Day at the Capitol to advocate for dementia-related issues and needs.
- ⇒ Utilized hospital Facebook page to highlight dementia friendly events, initiatives, education, and resources within the hospital and community.
- ⇒ Promoted "Wear Purple" campaign within the hospital to raise dementia awareness on The Longest Day.
- ⇒ Collaborated with the Dementia Friendly Coalition to write and submit an article for the Wisconsin Law Enforcement Officers Association annual magazine providing dementia education for law enforcement and highlighting dementia initiatives in our community.
- ⇒ Participated in a caregiver expert workgroup in collaboration with the Rural Wisconsin Health Cooperative and AARP to develop caregiver tools and resources for those caring for loved ones with dementia.
- ⇒ Completed Hospital Signage Project with improved traffic flow and direction for patients and their families.
- ⇒ Worked with RSVP of Dane County to obtain twiddle muffs and fidget blankets for hospitalized patients with dementia.

GOALS FOR 2020:

Continue to:

- ⇒ share accomplishments with other hospitals looking to become dementia friendly.

- ⇒ provide meaningful education and training for hospital employees.
- ⇒ address environmental changes with a dementia friendly eye.
- ⇒ promote dementia friendly initiatives within the hospital and in the community, including offering Dementia Live! Experiences.

Maintain:

- ⇒ collaborative efforts with the Stoughton Dementia Friendly Coalition and Memory Café.

10 YEARS GOAL:

To remain strong with our dementia initiatives and efforts in order to be the hospital of choice for those with dementia and their care partners and to share our initiatives with others.

It has been so awesome having these Comfort Kits for our patients with dementia on the Medical floor! The items really keep people busy and engaged and help with their restlessness
~Staff Member

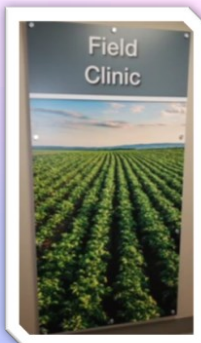


WILLIAM S. MIDDLETON MEMORIAL VETERANS HOSPITAL



2019 ACCOMPLISHMENTS:

- ⇒ We have trained almost 1200 VA clinical and non-clinical staff in Dementia Friendly to date.
- ⇒ We are getting ready to offer the Virtual Dementia Tour at our facility – staff is very excited about this training experience.
- ⇒ We are consulting with other VA hospitals around the country who want to become Dementia Friendly.
- ⇒ We created dementia resource folders for caregivers of inpatients and outpatients. These folders have patient education sheets to help with managing daily tasks, behavior issues, and home safety, and provide information on caregiver support and other resources.
- ⇒ Electronic pet therapy was introduced on inpatient unit for calming and engaging patients with memory loss during a prolonged hospital stay.
- ⇒ Dementia Friendly design principles were incorporated into all construction projects, and signage updates to assist with way-finding are ongoing.

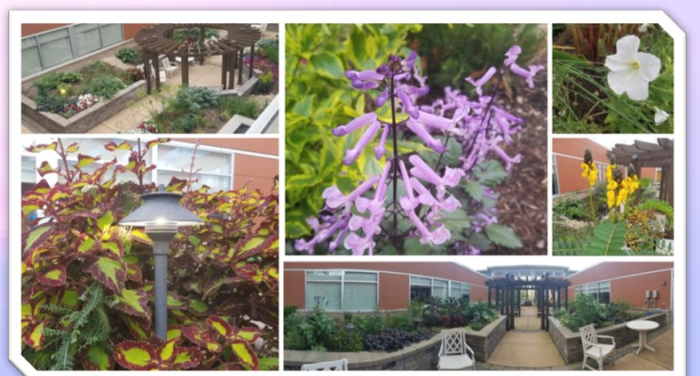


2019 HIGHLIGHTS:

- ⇒ Spring 2019: Roll-out of new wall murals as part of our nature-themed clinic naming scheme, to help with way-finding and appropriate stimulation.
- ⇒ June 2019: VA staff wear purple for the Longest Day. Coordinate with the Alzheimer's Association to get a picture with Veteran Bucky!



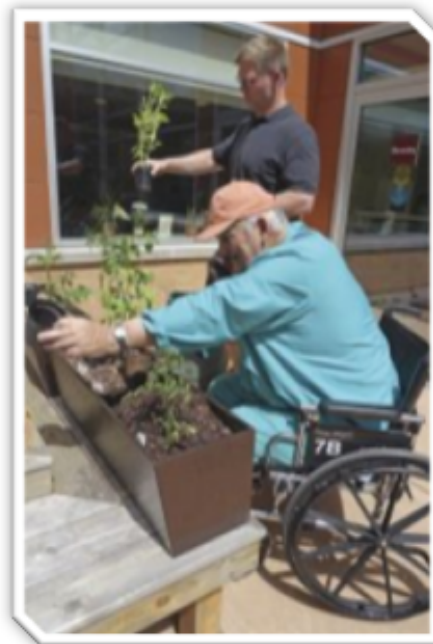
- ⇒ October 2019: Grand Opening of our Peace Garden, a safe, Dementia Friendly outdoor courtyard open to all Veterans and caregivers.



WILLIAM S. MIDDLETON MEMORIAL VETERANS HOSPITAL

GOALS FOR 2020:

- ⇒ Madison VA has been accepted to be part of a national research study implementing evidence-based caregiver training, and we are in preparation to offer classes starting April 2020.
- ⇒ Working with a UW-Madison nursing student, we aim to create fun and educational monthly activities for our 75 Dementia Friendly Champions.
- ⇒ We aim to continue implementing environmental improvements to help way-finding and reduce confusion, including educating staff and visitors about dementia-friendly spaces in our facility.
- ⇒ We strive to continue to develop innovative clinical and non-clinical staff education programs to address training needs of the approximately 2500 VA employees.



Mike Maddox, Master Gardener director, tending plants with a patient in the Peace Garden

