

DEMENTIA FRIENDLY BALTIMORE COUNTY

GROWING DEMENTIA FRIENDLY
COMMUNITIES



TODAY'S AGENDA

- ***Welcome*** - Dementia Friendly Baltimore County – Growing Resiliency
- ***The Need*** – Dementia Affects Us All
- ***The Opportunity*** - Dementia Friendly Model: Growing Dementia Awareness
- ***The Resources*** – Dementia Friendly America and Other Dementia Friendly Communities
- ***Join Us!*** – Ways to Get Involved at EVERY Community Corner: Start Where You Stand



INTRODUCING DEMENTIA FRIENDLY

- [Becoming Dementia Friendly - the video](#)

NO ONE IS AN ISLAND: RESILIENCY REQUIRES COMMUNITY



DEMENTIAPHOBIA

Dominant Messaging = Fear and the “tragedy narrative”

- Still Alice (movie) – the suicide instructions she writes
- Documentaries – sad, end-of-life images
- Interviews w boomer caregivers – installation project findings

Despite public awareness about Alzheimer’s, fears have increased.

“The very word dementia inspires a degree of fear that ‘heart attack,’ ‘stroke’ or even ‘kidney failure’ do not. Any of these conditions can kill. Yet somehow, to many of us, the idea of dementia seems more horrifying. Perhaps we fear the idea of losing who we are – becoming a stranger in an unfamiliar body.”

(Source: Psychology Today May 2013)

FEAR – OF BEING LEFT BEHIND?

- Thomas Friedman's, *Thank You for Being Late*
 - Time of Accelerations – Who is left behind
- A Day in a Life - Inaccessible Touchpoints = technology mediating lives
 - Parking
 - Banking – ATMs; online
 - Online Shopping
 - Zoom, FaceTime
 - Meaningful Work, Leisure



National Facts and Figures: 2021

6.2 million Americans are living w Alzheimer's

1 in 9, 65+ years old

2/3 Americans living w Alzheimer's are women

By 2050; 12.7 million Americans 65+ will be living w Alzheimer's



MARYLAND

ALZHEIMER'S STATISTICS



PREVALENCE

65+ NUMBER OF PEOPLE AGED 65 AND OLDER WITH ALZHEIMER'S

Year	TOTAL	ESTIMATED % CHANGE
2020	110,000	18.2%
2025	130,000	



HOSPICE (2017)

4,072

of people in hospice with a primary diagnosis of dementia

17%

% in hospice with a primary diagnosis of dementia



HOSPITALS (2018)

1,524

of emergency department visits per 1,000 people with dementia

24.4%

dementia patient hospital readmission rate



MORTALITY

DEMENTIA DEATHS DURING THE COVID-19 PANDEMIC

780 more deaths than expected from dementia in 2020

17.7% higher than average

OF DEATHS FROM ALZHEIMER'S DISEASE (2019)

1,012



MEDICAID

\$ 1.231
BILLION

Medicaid costs of caring for people with Alzheimer's (2020)

24.7%

projected change in costs from 2020 to 2025



MEDICARE

\$31,669

per capita Medicare spending on people with dementia (in 2020 dollars)



CAREGIVING (2020)

238,000
Number of Caregivers

68.8%
% of caregivers with chronic health conditions

364,000,000
Total Hours of Unpaid Care

27.7%
% of caregivers with depression

\$6,560,000,000
Total Value of Unpaid Care

13.6%
% of caregivers in poor physical health

3rd highest percentage of adults who are dementia caregivers

More than **6 million Americans** are living with Alzheimer's. The cost of caring for those with Alzheimer's and other dementias is estimated to total **\$355 billion** in 2021, increasing to more than **\$1.1 trillion** (in today's dollars) by mid-century. Dementia caregivers today are providing **20% more care** than in 2009.





POLL #1 – TOUCHING OUR LIVES

HEALTH - GENETICS VS. ENVIRONMENT

Healthy People 2020 Approach

A “place-based” organizing framework, reflecting five (5) key areas of social determinants of health (SDOH) include:

- Economic Stability
- Education
- Social and Community Context
- Health and Health Care
- Neighborhood and Built Environment



POLL #2 – WHERE IS MOST CHALLENGING?



CREATING DEMENTIA FRIENDLY BALTIMORE COUNTY

Dementia-friendly communities:

- Help people with dementia feel included and supported in the places they work, live and play.
- Focus on stigma reduction and the inclusion of people with dementia.
- Ensure that people living with dementia feel supported by their community members whether they are at post offices, retail outlets, using transportation or enjoying hobbies out in the community.
- “Community” can mean a location like a neighborhood or city, but can also include groups of people with shared interests or features, such as professional groups, religious organizations or businesses....even your book club, a faith group or your business, a local coffee shop or grocery store.

DEMENTIA FRIENDLY AMERICA - MODEL

Dementia Friendly America's four-stage model:

- **Convene** – Leadership Team – diverse culturally; and persons living w dementia and care partners
- **Engage** – Grass-roots, community-based, cross-sector
- **Analyze** – Ongoing assessing need and resources
- **Act** - events, information and training
 - leveraging existing resources, attracting new resources (partnerships, grants, corporate sponsorship, and more)

ALIGNING WITH AGE-FRIENDLY

- Better Together – a road map (AARP and USAging – formerly n4a)
- Introducing Mary Wontrop, Age-Friendly Baltimore County Coordinator
- Exs: Friendly Forest Meetups with Towson University – AF and DF

POLL #3 – WHAT WOULD YOU PRIORITIZE?



REFRAMING DEMENTIA: INCLUSION AND ACCESSIBILITY

World Health Organization's Action Plan – April 2017

Dementia Action Alliance – First Annual Conference June 2017

- Dementia as living with a disability with rights to access resources – supported by cognitive ramps
- Dementia as a public health issue
- Culture change – disabilities rights movement
 - “Nothing about me without me”
 - Inclusion, accessibility, being seen as a resource
 - People living with dementia, like all of us, need and deserve to live with purpose and choice
 - Ex. Mentoring and advocacy – Dementia Action Alliance

DEMENTIA FRIENDLY AMERICA RESOURCES

VISIT: WWW.DFAMERICA.ORG

- Sector Guides: how to start where you stand (ex. Faith communities, hospitals, parks and recreation, and more)
- Portal Support: meet other communities across the nation
- Dementia Friends – videos and more
- Technical Support: national coordinator, evaluation toolkit, and more
 - Now includes the person who started this movement!

Visit: www.dfamerica.org

WAYS TO GET INVOLVED

Start Where We Stand – what can we do?

- Leadership Team - roles and responsibilities
- Presenters – become a Dementia Friends Champion (2-hour training; then your presentations are only 1-hour; commitment is 1 presentation/year)
- Programs – create memory cafes and others – creative living, etc. (evidence-based and – supported models exist)
- Assessment – community needs assessment - surveys, focus groups, etc. (States: MA, WI, WY)
- Training – respond to needs with trainings
- Resources – share resources
- Other Interests?



POLL#4: WHAT MIGHT YOU DO?

NEXT STEPS

Follow Up: Tell us your interest - contact me directly (email or phone)

Next Meetings: Action Teams - virtual

- Leadership – monthly (ongoing, First Mondays, 2 to 3 PM, ET – Feb. 7th)
- Sectors: faith, business, parks, medical care, other – monthly (ongoing)
- Needs Assessment – monthly for 6 months
- Other?

For more information:

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