

## Dementia Impacts All of Us...

Over 5 million Americans have dementia according to the Alzheimer's Association figures reported in 2018.

Wisconsin's Department of Health Services estimates 2,005 people are living with dementia right here in Dodge County. It is expected to reach 3,648 by the year 2040.

### *Positive Words*

"I have chosen to shop at your store because you are dementia friendly."  
~ person with dementia

"I want to join your church because this shows the compassion you have for all people."  
~ new church members

"I like coming here because you accept him for who he is and understand how to communicate with him."  
~ caregiver



6/27/18 JW

YOUR INVOLVEMENT CAN  
MAKE AN ENORMOUS  
DIFFERENCE IN YOUR  
COMMUNITY

### For More Information

Contact Rob Griesel for  
more information

**Phone:**

920-386-4308

**Email:**

dementiafriendlydodge@gmail.com



Find us on  
**Facebook**

Dementia Friendly Dodge

Become a  
**DEMENTIA FRIENDLY**  
**Business/Organization**



WORKING TOGETHER  
TO CREATE  
DEMENTIA FRIENDLY  
COMMUNITIES  
THROUGHOUT  
DODGE COUNTY



# BECOME A DEMENTIA FRIENDLY BUSINESS/ORGANIZATION!

## What is Dementia?

Dementia is a term used to describe a set of symptoms resulting from diseases such as Alzheimer's as well as other conditions such as strokes. The damage to the brain interferes with a person's ability to carry out daily activities.



**Learn more about what it is like to live with dementia and turn that understanding into action.**

Businesses and organizations that become **Dementia Friendly** will have access to resources and information about dementia and how it may affect their customers, clients, or participants.



## Benefits to You and Your Business/Organization

- ✓ Recognized as a community partner
- ✓ Increased customer satisfaction
- ✓ Opportunities for publicity
- ✓ Increased employee satisfaction

*It is estimated to cost U.S. companies \$34 billion a year due to lost productivity, absenteeism, disengagement, turn over, and increased healthcare cost of full time employees who are also caregivers.*

## Criteria to Be a Dementia Friendly Business/Organization

- ✓ 50% or more of your staff trained
- ✓ Management trained
- ✓ Incorporate into ongoing training
- ✓ Consider future environmental improvements



## Cost to be Dementia Friendly?



## What's Included

- ✓ 30-45 minute training by volunteers
- ✓ Online and printed materials
- ✓ FREE tools and resources
- ✓ New dementia friendly culture
- ✓ **Collaboration...the key component** in the battle plan against dementia

