

LOOKING FOR DEMENTIA FRIENDLY COMMUNITY CHAMPIONS



Looking for volunteers interested in helping to create Dementia Friendly (DF) Communities within Dane County. A DF Community is one where those living with dementia are understood, respected, and supported so that they can live a higher quality life by staying engaged with other community members, local businesses, and resources.

The role of a **DEMENTIA FRIENDLY COMMUNITY CHAMPION** includes:

- **BUSINESS OUTREACH.** Make initial contact with local businesses. Explain the DF Community initiative and how it not only benefits those living with dementia, but also the businesses themselves through free customer service education, community recognition, and increased customer loyalty.
- **BUSINESS TRAINING.** Provide training to front-line staff on how to communicate with, relate to, and support customers with dementia.
- **COMMUNITY OUTREACH.** Raise profile of the DF Community initiative through targeted information sessions to the community, distribution of pamphlets/literature, and use of local and/or social media.

Training will be provided to interested volunteers. If you have the desire to increase your understanding of dementia and its impact on families/communities, and you would like to participate in the Dane County Dementia Friendly Communities initiative, please contact:

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