

IMPACT REPORT

A MESSAGE FROM JOE PARISI, DANE COUNTY EXECUTIVE:



Dane County is proud to have championed the dementia friendly initiative for more than a decade. Since 2013, our staff and partners have worked hard to raise awareness about dementia, create a network of community resources, and build a dementia friendly community through trainings, special events, memory care kits, and more.

My 2024 budget continues to invest in the ADRC by creating a fulltime Dementia Care Specialist for the purpose of Alzheimer's Family Caregiver Support Program administration. The program, which provides caregiver grant funding for dementia support, was previously administered by the Alzheimer's and Dementia Alliance of Wisconsin. This position allows the program to be brought into Dane County Human Services for internal administration and continued success.

I want to send a special thank you to ADRC staff, the Dementia Friendly Community Coalitions of Dane County, and the many volunteers who have helped make this initiative a success. The ADRC plays a pivotal role in the Dane County Department of Human Services, and I look forward to the work we will accomplish in 2024.

The information provided in this report was compiled from submissions by various organizations and community leaders and is not all-encompassing. We apologize if we have left any information out and appreciate the hard work of all our Dane County Dementia Friendly Communities.



A Note from the DANE COUNTY ADRC Dementia Care Specialists



SPARK program

As we begin 2024, we reflect on all of the achievements, small and large, accomplished in the last year. We recognize that while this edition of the impact report may not be as lengthy as it once was, or highlight **all** of the communities that make up Dane County, that doesn't discredit the content. Nor all of the hard work our Dementia

Friendly Community members and allies are putting forth day in and day out. Whether this be trying new

marketing techniques to increase their coalition and participant numbers, or doing more outreach to promote visibility, the effort is clearly there,

and should be acknowledged. Like most,

we have found that life post-pandemic is a bit different, and we are, in some ways,

still finding our "new norm." Regardless, our work persists, and the need for individuals, caregivers,

businesses, and communities to have an understanding around

dementia is increasing rapidly. The pictures highlighted on the left

only signify a small portion. of the types of advocacy and

educational programs that DCS were a part of this year. Please see

below for some of our other ADRC accomplishments and highlights

from 2023 and enjoy the samplings that follow, submitted by the

various dementia-friendly communities in Dane County.



Dementia-Capable ADRC



Dementia Friendly Business Training




Some 2023 Accomplishments:

*Ellen Taylor &
Kayla Olson*

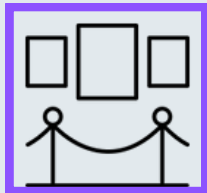
- Held 20 educational sessions about Dementia & Brain Health
- Hosted Timeslips 3 times in the community
- Trained 10 businesses to become Dementia Friendly
- Offered 4 Dementia Friendly Community Train the Trainer sessions.
- Provided the Virtual Dementia Tour in the community 7 times.
- Provided 3-7 week sessions of Boost Your Brain & Memory, at 3 different locations.
- Provided sensory kits to local memory cafes.
- Provided 33 Memory Screening events in the community, in collaboration with the ADRC Dementia Team.
- Continued to train ADRC staff on dementia basics and communication skills.
- Added a Dementia Support Specialist to the ADRC staff
- Gained an additional 0.5 Dementia Care Specialist



2023 Dementia Statistics

<p>Worldwide</p> 	<ul style="list-style-type: none"> • More than 55 million people worldwide have dementia. By 2030, this is expected to grow to 75 million, and by 2050, it is predicted to be at 132 million. • Every year, there are nearly 10 million new cases. <i>(World Health Organization)</i>
<p>United States</p> 	<ul style="list-style-type: none"> • 6.7 million Americans age 65 and older have Alzheimer's disease. 73% are age 75 or older. By 2050, this number is expected to grow to 12.7 million. • About 1 in 9 people age 65 and older (10.7 %) have Alzheimer's disease. An estimated 1.4 million Americans have Lewy Body Dementia. • 1 in 3 seniors dies with Alzheimer's or another dementia. • Between 2000 and 2019, deaths from Alzheimer's more than doubled, while deaths from heart disease decreased. <i>(Alzheimer's Association, Johns Hopkins Medicine)</i>
<p>In Wisconsin</p> 	<ul style="list-style-type: none"> • In 2020, the number of people aged 65 and older with Alzheimer's in WI was 120,000. By 2025, that number is predicted to raise to 130,000. • 213,000,000 hours of unpaid care by family caregivers • 7th leading cause of death <i>(Alzheimer's Association, Centers for Disease Control and Prevention)</i>

Types of Businesses trained to be dementia friendly in 2023



STOUGHTON

Stoughton's memory cafe is still going strong! Photos on the right feature Stoughton's Syttende Mai Royalty from 2022 – Queen Donna Strandlie and King Roger Strandlie visiting their group. They shared their experience as royalty, along with some history, with attendees.

The other photo on the right is featuring a Rosemaling (Norwegian Decorative painting) demonstration with Amy Jones. Don't forget their annual holiday Cafe, featuring the Yahara Strummers Ukelele Group -- always a hit!



MONONA

At left, Peggy Carroll, Information and Assistance Specialist at the ADRC, represents the Monona Dementia-Friendly Community at National Night Out in August. In addition to this, Monona DFC has continued to host memory screens throughout the year, as well as a monthly memory cafe. They also host a caregiver support group, in collaboration with the Alzheimer's Association.

MIDDLETON/WEST MADISON

These dementia-friendly communities advantageously completed their merger this year! Together, they have achieved much success in terms of outreach, business trainings, and dementia-friendly events. The Music & Memory Matinee at the Middleton Performing Arts Center was just one of the many that were enjoyed by all. By marketing to businesses involved with the Chamber of Commerce, they gained notoriety in their community and were able to host many business trainings and re-trainings, both virtual & in-person. As part of their merger, they also re-branded their website! See the link below, for specific businesses trained, and to learn more about them:
<https://www.dfmiddletton-westmadison.org/>



Middletton - West Madison
 Proud to be Dementia Friendly - 2023
<https://www.dfmiddletton-westmadison.org>

<p>Banking & Financial Associated Bank BMO Harris- Middleton Incredible Bank Lake Ridge Bank Monarch Insurance Northwestern Mutual</p> <p>Churches Middleton Community Church St. Bernard's Parish St. Luke's Lutheran Church</p> <p>Civic Organizations Dane County Buy Local Friends of the PAC Friends of Pheasant Branch Kiwanis Knights of Columbus Madison West Towne Middleton Rotary Madison Optimists Middleton Chamber of Commerce Way Forward Resources</p>	<p>City Of Middleton City Staff & Pool Inspectors EMS, Fire & Police Library Senior Center</p> <p>Health & Wellness Capitol Therapy Distinctive Dental Implants Dental Health Associates Golden Sole Massage Harbor Athletic LSM Athletic Lisa Lee @ Juno Wellness Madison No Fear Dentistry Madison Speech Therapy Middleton Music Therapy New Day Therapy Renu Massage Spine & Wellness Co. TMJ Sleep Center Walgreens</p>	<p>Retail & Service Ace Hardware Agrace Thrift Store Goodwill - Middleton Helping Hands at Home Homestead Tile Krueger Hernandez & Thompson Kylee's Gift Shop Lynn Holley Real Estate Keller Williams Middleton Veterinary Hospital Promises Floral Studio The UPS Store Studio 262 Salon</p> <p>Restaurants C's Bakery & Cafe Culver's Middleton Prairie Cafe</p>
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VERONA

The Verona Senior Center memory café, Club 108, has had an exciting 2023 and is growing in numbers. Club 108 meets every Wednesday, from 10-11:30 a.m. at the Verona Senior Center. It is optional for the caregiver to attend; the time can be used for respite if they so choose. Our motto is “we just want to have fun”, which you can see is happening in the pictures on the left! The Verona Dementia Friendly Committee focused on the 2023 Walk to End Alzheimer's this year. Our fundraising goal was \$250 and we surpassed that and raised \$360 for the event!

COTTAGE GROVE

It's a great day in the neighborhood when the Cottage Grove Neighborhood Memory Cafe meets! We gather the 4th Wed. of each month at Hope Lutheran Church, 9:30-11:00 a.m. This Cafe is a safe place for anyone experiencing memory loss, MCI, early Alzheimer's or another dementia. Accompanied by a caregiver or friend, it is an opportunity to connect with others and enjoy some social interaction, refreshments and various topics of interest in a caring, stress-free environment. This is a free social event...no reservations are necessary. Come and enjoy! In the past year, some of the topics of interest have been: Bees and honey-making, tasting, too! Peggy Weber - One Room School discussion by former one room school students. A horse trainer with her horse, Duke. Cindy Brosig and children - Singing and playing a variety of percussion instruments. Tammy Nordman - Hope Church Quilters shared their quilt-making process. A banjo player with stories to tell - Trainer Barry Irmen and his dog, Shiva. Shiva finds lost persons for the Dane County. Shiva and trainer are retired now. We also made valentines for Veterans and took them to the V. A. Hospital. 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 they will form many new friendships at our Neighborhood Memory Cafe.



W.S. MIDDLETON MEMORIAL VA HOSPITAL, MADISON

In 2017, in partnership with Dane Co. ADRC, Madison VA was recognized as the first Dementia Friendly Hospital (DFH) in the Veterans Affairs system. Since then, we have made lasting changes to staff education and continue to make environmental improvements – recently, even changing signage to make restrooms more caregiver-friendly and gender neutral. The DFH Task Force works closely with the highly-regarded Madison VA Caregiver Support Program and the Madison VA Dementia Care Coordinator on strategic planning and outreach, enabling greater growth and effectiveness for all programs. Some of the 2023 highlights included a highly sought-after presentation on the VA DFH model, an information fair for the Longest Day, and in November, we celebrated our 7th anniversary of being a DFH by collaborating with the VA Caregiver Support and the Wisconsin Alzheimer’s Association to host an informational session and resource fair with Former Governor Martin Schreiber.

ALZHEIMER’S TREES AT THE GOVERNOR’S MANSION

In support of Alzheimer’s Disease and other dementias, many memory cafe participants and members of Dane Counties’ Dementia Friendly Communities teamed up to make ornaments (pictured right) to don the Governor’s Mansion holiday trees. Each ornament was filled with a photo of a fond memory, and participants enjoyed reminiscing about the photos they chose, as they constructed them. Reminiscing is just one of the many activities incorporated in Memory Cafes.





Dementia Friendly Community

Consider joining your local Dementia Friendly Community to participate in community organizing, outreach, education, and other opportunities!

YOU CAN HELP

RAISE AWARENESS
OF DEMENTIA
AND REDUCE STIGMA

IMPROVE
COMMUNICATION

INCREASE ACCEPTANCE
AND COMPASSION

PROMOTE
INCLUSIVITY AND
ACCESSIBILITY

For more information, contact the **Dementia Care Specialist** at the **Aging & Disability Resource Center** at (608) 240-7400.



Facebook: [ADRC Dane Co](#)

Website: www.daneadrc.org

