

# Dementia Is Everyone's Business



## Become a Dementia Friendly Business, Church, or Organization

Approximately **115,000** people in Wisconsin are living with Alzheimer's disease and related dementias. This number is projected to increase by **68%** in 2035. In addition, **81%** of dementia caregivers under age 65 are employed. These numbers will touch us all because they represent family members, friends, neighbors, co-workers, colleagues, clients, and customers.

## Making it Easier for People with Dementia to do Business has Clear Benefits:

- **70%** of people with dementia live at home. They and their family caregivers will use businesses that are easy to navigate and have helpful, aware staff.
- A dementia friendly business, church, or organization receives recognition and increased visibility in the community.

## What is Dementia Friendly Training?

A **free**, 45 minute to one-hour training for management, staff, and/or volunteers to understand dementia and take action to create an environment that is safe, respectful, and welcoming for people living with dementia. In addition upon request, the training can include a real life simulation experience that immerses participants into life with dementia.

## Training Objectives:

- Learn what dementia is.
- Get some facts about Alzheimer's disease and other dementias.
- Recognize the signs.
- Learn tips for communicating and interacting with a person who may have dementia.
- Get ideas for creating a dementia friendly physical space.
- Become familiar with resources in your community.

**To learn more** about this **free** training and schedule a flexible session on site, contact the *Aging & Disability Resource Center of Eau Claire County* at 715-839-4735 or [adrc@co.eau-claire.wi.us](mailto:adrc@co.eau-claire.wi.us).

