




# *wisconsin specific* community program resources

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## Memory Cafés

Memory cafés are unique structured social gatherings that provide opportunities for individuals with dementia, along with their family, friends and caregivers, to enjoy interactions with others in a setting free from awkwardness and stigma. They are not intended as support groups.

The cafés provide a safe environment for individuals living with dementia to meet others experiencing the same challenges and to talk openly about issues. For caregivers, a community of support is established to help with the feelings of isolation, powerlessness, disorganization and stress.

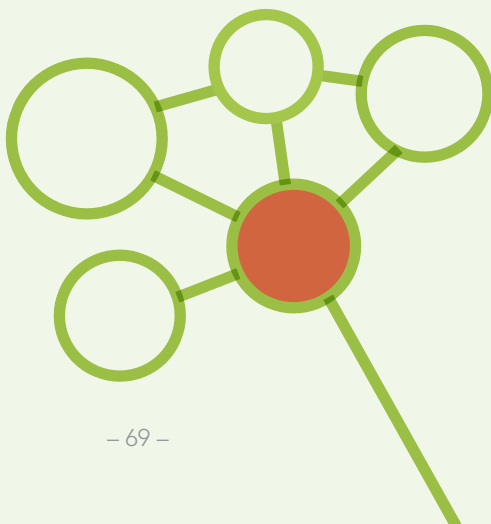


Generally, memory cafés meet for an average of two hours once or twice a month in coffee shops, libraries, restaurants, museums, churches or any other place that participants feel comfortable gathering in public. Participants are welcomed by volunteers who help them with nametags, refreshments and meeting others. At least one professional with specialized dementia knowledge is present for consultation.

Often, memory cafés are created in partnership with the Alzheimer's Association and other agencies with resources and expertise. Local dementia networks or coalitions may be able to secure funding to support memory cafés as part of a collaborative, multifaceted approach to creating a dementia-friendly community. The funding can be used to support a program coordinator to establish and oversee multiple café sites. The coordinator recruits and trains memory café volunteers, manages a small budget for supplies, publishes the monthly list of activities, updates website schedules, meets with volunteer café facilitators, and leads outings for participants.

*We have argued that supportive social  
interaction in a non-stigmatizing environment  
meets a basic human need and promotes  
physical and mental well-being.*

— Susan H. McFadden,  
Research and Development Consultant  
for Fox Valley Memory Project



# THE FOX VALLEY MEMORY PROJECT



The Fox Valley Memory Project began in Fall 2012 with support from the Basic Needs Giving Partnership of the Community Foundation for the Fox Valley Region (CFFVR) and the Helen Bader Foundation (HBF). A part-time program director was hired to organize the launch of memory cafés, recruit café facilitators and train volunteers. The director plans and leads quarterly outings that attract over 50 memory café participants. The outings are funded in part by donor-advised funds at the CFFVR.

Both the CFFVR and HBF have continued to support the Project through small grants. These funds allowed the project to hire a chorus director for the "On a Positive Note" chorus and to provide training in creative arts programs for long-term care staff. Many programs have been requested by individuals with dementia and their caregivers, such as a men's group at the Memory Loss Resource Center that meets once a month to work on projects that support the work of the FVMP. The group constructed and painted bird houses and bird feeders (in Green Bay Packer colors) to raise funds for FVMP programs. Currently, the group is building drums to be used by staff in long-term care residences to use in leading drum circles for residents with dementia.

The Project has community celebrations with residents who come to the Thompson Community Center. These events for families and community members showcase the imagination and creativity of individuals with dementia who live in long-term care facilities. The Project offers many community education programs at the Memory Loss Resource Center, a place where people can drop in to get information and to talk with a professional memory loss care coordinator. Large-scale community education programs are also offered.

Members of the Executive Coordinating Committee present at conferences in the Fox Valley region and throughout the state. The Project identified an acute need for holistic, person-centered cognitive assessments and teamed up with the Fox Valley Family Medicine Residency Program to offer assessments and follow-up with family physicians. The Project is working with Goodwill Industries of North Central Wisconsin to educate employers about the needs of employees with cognitive difficulties as well as employees who are providing care for individuals with dementia.

The Project's memory cafés continue to be popular and are now offered in seven locations in the service region. In the memory cafés, people enjoy two hours of fun and camaraderie. Friendships are formed, and groups often meet at other programs sponsored by the FVMP or programs like the SPARK! Alliance of arts and cultural institutions that provide engaging offerings for individuals living with dementia. The Purple Angel Project, which is linked with the international Purple Angel Dementia Awareness project, educates local businesses about providing hospitality to people with memory loss. Many memory café participants are now nominating restaurants and stores where they have noted exceptional service, patience and understanding.

More information: <http://foxvalleymemoryproject.org>

Additional information on memory cafés is available on the following websites:

- [www.agingtogether.blogspot.com](http://www.agingtogether.blogspot.com)  
(Popular Memory Cafés in Wisconsin's Fox Valley Battle Social Isolation)
- [www.thirdageservices.com/MemoryCafe.html](http://www.thirdageservices.com/MemoryCafe.html)  
(Neighborhood Memory Café Tool Kit)
- [www.alz.org](http://www.alz.org)  
(for local chapter information)
- [www.alz.org/sewi](http://www.alz.org/sewi)  
(for the Southeastern Wisconsin Chapter)
- [www.alz.org/scwisc](http://www.alz.org/scwisc)  
(for the South Central Wisconsin Chapter, serving Columbia, Dane, Green, Grant, Iowa, Lafayette, Richland, Rock and Sauk counties)
- [www.alz.org/gwwi](http://www.alz.org/gwwi)  
(for the Greater Wisconsin Chapter, serving Chippewa Valley, Fox Valley, Green Bay, La Crosse, Rhinelander, Spooner, Superior and Wausau)

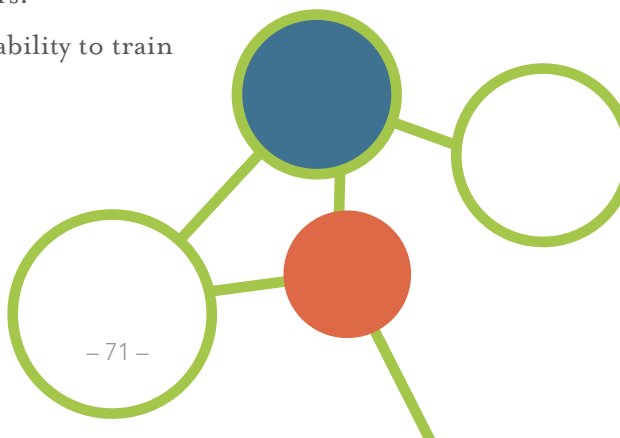
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## Volunteers: The Backbone of Community

Volunteers are a key component of dementia-friendly community initiatives. Volunteers can participate in activities ranging from companions for those individuals with dementia to leadership and advocacy efforts within a coalition.

The benefits for the community of engaging volunteers in dementia-related activities include:

- A positive impact on the mood and functioning of someone in early stages of dementia.
- A respite for caregivers.
- Expanded reach and ability to train businesses.





When developing a dementia-friendly community, finding volunteers may be a challenge. Places to connect with individuals who may be potential volunteers include the following:

- Schools (both high schools and colleges)
- Local hospitals
- Civic groups
- United Way
- VolunteerMatch.org
- RSVPs
- Personal contacts
- Churches and faith-based organizations



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## Wisconsin Music & Memory Program

The Wisconsin Music & Memory Program is part of a national program designed to assist individuals with Alzheimer's disease and related dementias in finding renewed meaning and connection in their lives through the gift of personalized music.

The program's goals include the following:

- Reduce reliance on anti-psychotic and anti-anxiety medications.
- Reduce agitation and wandering.
- Enhance engagement and socialization, fostering a calmer social environment.
- Provide enjoyment through personalized music to persons with dementia.
- Offer an enjoyable, fulfilling activity.
- Increase cooperation and attention and reduce resistance to care.
- Increase fulfilling engagement between people with dementia, staff, family, friends and their community.

Additional information on the Music & Memory Program can be obtained by sending an email to [DHSMusicMemory@dhs.wisconsin.gov](mailto:DHSMusicMemory@dhs.wisconsin.gov) or at the following websites:

- [www.dhs.wisconsin.gov/music-memory](http://www.dhs.wisconsin.gov/music-memory)
- [www.aliveinside.us](http://www.aliveinside.us)



## FORT ATKINSON WISCONSIN DEMENTIA-FRIENDLY COMMUNITY



Currently, the Fort Atkinson community has six dementia-friendly businesses that were started in 2013 by the Jefferson County dementia care specialist (DCS), as part of creating a dementia-capable county. The initial in-person contact with businesses was made by the DCS. Each business owner or person in charge was provided with a folder that included a letter explaining the initiative, a brochure specific to Fort Atkinson that defined a dementia-friendly community, a letter detailing why it is important for a business to be prepared to serve individuals with dementia, a brief description of a dementia-friendly business environment, an employee education outline, the DCS's business card and a brochure from the Aging and Disability Resource Center.

The DCS provided businesses with training that lasted 30 minutes or less and a Purple Angel logo to display. Each business learned how to identify someone who might have dementia, how to interact with the individual, how to connect with resources if they or the individual with dementia needed them, and how to assess their physical environment for safer and easier access for those with dementia.

The Jefferson County Sheriff's Department collaborated with the DCS on a form that can be voluntarily filled out by an individual with dementia or their caregiver for the purpose of including them in a dementia registry. First responders can then access important information if they receive a call about this person or find them wandering. The form includes a section with helpful suggestions on how to approach the individual so they won't be frightened and provides information on how to reach the caregiver or family members.

Jefferson County also utilizes Project Lifesaver, in which an individual with dementia wears a bracelet that can be tracked by trained members of the Jefferson County Sheriff's Department to find the individual if they become lost.

For information, contact the Jefferson County dementia care specialist at 920-675-4035.





## Silver Alert

The Silver Alert Program was signed into law in Wisconsin on April 11, 2014, as a notification program for older adults with cognitive impairments who go missing (similar to Amber Alerts for children). This program enables law enforcement throughout the state to use the existing Crime Alert Network to promptly send statewide notices when a senior citizen with Alzheimer's disease or other dementia is missing. To use this alert system, individuals should call 911 to report a missing older adult.

## Project Lifesaver

Thirty-three Wisconsin counties have teamed up with the Project Lifesaver national organization to help bring peace of mind to residents whose loved ones have cognitive disorders.

Project Lifesaver is a system that helps locate and rescue individuals with cognitive disorders who are at risk of wandering, including those individuals with Alzheimer's disease, Autism, Down's syndrome or other cognitive disabilities.

Project Lifesaver provides equipment, training, certification and support to law enforcement, public safety organizations and community groups. The program consists of a tamper-resistant locator worn on the individual's wrist or ankle that is set to broadcast a specific frequency. If the individual is lost, trained law enforcement officers can dial into that frequency to locate the person. The system has helped reduce the average search time from hours to approximately 30 minutes.

Additional information can be found by contacting a local sheriff's office or [www.projectlifesaver.org](http://www.projectlifesaver.org).





## Safety Services

Alzheimer's Association Comfort Zone® is a web-based GPS location management service. MedicAlert® + Alzheimer's Association Safe Return® is a 24-hour nationwide emergency response service for individuals with Alzheimer's disease or a related dementia who wander or have a medical emergency. The service provides 24-hour assistance, no matter when or where the person is reported missing.

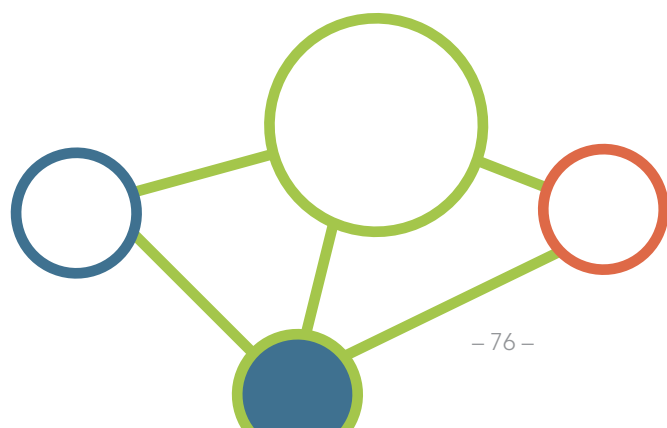
Additional information regarding these services and programs can be found at: [www.alz.org](http://www.alz.org) (Alzheimer's Association)

## Transportation

Transportation is an important element in planning a dementia-friendly community initiative. Individuals with dementia need access to engage in opportunities within the community. In areas that have public transportation options, such as bus and cab drivers, transportation agency staff should receive the same training as businesses on how to assist an individual with dementia.

## Assisted Living

Assisted living facilities provide living and care arrangements for individuals with dementia. Assisted living facilities vary greatly in appearance, services offered, and cost and generally offer a home-like setting. Assisted living facilities are able to care for a variety of individuals who need assistance with daily activities, such as housekeeping, meal preparation, medication management, bathing, grooming, dressing and other daily needs.



## WATERTOWN DEMENTIA AWARENESS COALITION



*A community that supports a safe and independent quality of life for people living with dementia.*

When Heritage Homes, a senior community offering independent living, assisted living and memory care, had the idea to implement dementia education with the businesses in Watertown, they had no idea they would create so much momentum. They knew that there was a need for more education and awareness but didn't realize just how eager the community was for this information.

The Watertown Dementia Awareness Coalition (WDAC) was launched in November 2013 and is very active in promoting dementia-friendly communities throughout Wisconsin. To launch the initiative, Heritage Homes sponsored a community event to introduce the idea of Watertown becoming dementia-friendly. Businesses were canvassed and personally invited to the event. Pledge sheets were handed out, and businesses were able to share information to request education and/or become a part of the coalition. An evening of education was provided by Alzheimer's Speaks and included networking by local businesses. Local and state media were invited, and the resulting coverage helped WDAC share their experiences and suggestions with communities in Wisconsin and nationally that wanted to start their own dementia-friendly communities.

Currently, the coalition has 27 businesses represented; all have very motivated and passionate volunteers. Watertown has 10 businesses proudly displaying the Purple Angel dementia-friendly symbol. A business earns a Purple Angel symbol when they receive education for their staff on basic dementia information, communication skills, the signs that an individual may have dementia and environmental design elements that can make it easier for an individual with dementia and their caregivers to frequent their business. WDAC is proud to be collaborating with other dementia-friendly initiatives to help individuals living with dementia provide input in their communities.

For information, contact the Wisconsin Dementia Awareness Coalition President Jan Zimmerman, RN, Heritage Homes, at [jjzimmerman@tlha.org](mailto:jjzimmerman@tlha.org) or 920-567-2001.

In Wisconsin, there are three types of assisted living settings:

- Adult Family Home (AFH)
- Residential Care Apartment Complex (RCAC).
- Community-Based Residential Facility (CBRF)

Additional information regarding assisted living facilities can be found at the following links:

- [www.dhs.wisconsin.gov/guide/afh.htm](http://www.dhs.wisconsin.gov/guide/afh.htm)
- [www.dhs.wisconsin.gov/guide/rcac.htm](http://www.dhs.wisconsin.gov/guide/rcac.htm)
- [www.dhs.wisconsin.gov/guide/cbrf.htm](http://www.dhs.wisconsin.gov/guide/cbrf.htm)



## Adult Day Centers

Adult day centers offer respite for caregivers of individuals with dementia by providing planned program activities to promote well-being through social and health-related services. The centers are designed for those who can no longer manage independently at home and promote socialization while providing needed care services. Adult day centers can be public or private, non-profit or for profit.

Adult day centers operate during daytime hours, and some in Europe are adding night hours to accommodate the individual with Alzheimer's disease and other dementia clients whose awake cycle occurs during the nighttime hours.

Additional information regarding adult day centers can be found at:

- [www.dhs.wisconsin.gov/regulations/adultdaycare/introduction.htm](http://www.dhs.wisconsin.gov/regulations/adultdaycare/introduction.htm)
- [www.dementiacareaustralia.com](http://www.dementiacareaustralia.com)
- [www.youtube.com/watch?v=vZCPpMy7Jd4&feature=playerembedded](https://www.youtube.com/watch?v=vZCPpMy7Jd4&feature=playerembedded)

(Rekindling the Spark of Life video, Dementia Care Australia)