

# **City of Redondo Beach**

## **Becoming a Dementia Friendly Community**

### **Vision:**

To help people with dementia feel included and supported by reducing the stigma associated with cognitive decline.

### **Mission:**

To create a community that is informed, safe and respectful of people living with dementia and their families, and has supportive features across all community groups to foster quality of life for everyone.

### **Why is this important?**

More than five million people nationally are diagnosed with Alzheimer's, and that number is expected to grow by 40% percent the next decade. These numbers don't even include those affected by other types of dementia. Individuals affected include our friends, families and neighbors. We have an opportunity to address it first hand in our own community. Further affected are family caregivers, who tirelessly care for their loved ones and deserve added support from through the community. Alzheimer's takes a devastating toll on caregivers. Nearly 60 percent of Alzheimer's and dementia caregivers rate the emotional stress of caregiving as high or very high; about 40 percent suffer from depression. Due to the physical and emotional toll of caregiving, Alzheimer's and dementia caregivers had \$9.7 billion in additional health care costs of their own in 2014.

Becoming a Dementia Friendly Community can address this. In fact, after the White House Conference on Aging in 2015, its members called on all state and local government to consider ways to address the growing dementia population. The city of Redondo Beach has an opportunity to lead the way to become one of the first Dementia Friendly Communities in Southern California, and to inspire other cities in LA County to follow suit.

### **What does this mean?**

It means getting various community groups involved, including government, fire and police departments, Chamber of Commerce and local businesses, Healthcare providers, Educational organizations, nonprofits, faith-based community, public utilities, and local citizens. The first step is to form a committee, with representatives throughout the Redondo Beach community. The committee is responsible for determining and delegating action items, meeting regularly to assess progress, and oversee planning of community events related to the Dementia Friendly Community effort.

\*Silverado Support: Silverado's role is to help establish the committee, provide expert guidance, supply training resources, ideate, and support new ideas. Silverado will also drive the PR effort behind this initiative.

## Proposed Goals

The committee's initial goal is to plan a community-wide kick-off event with food, information booths, speakers and other interactive elements to begin educating the public and to announce elements of the initiatives. Below is a proposed list of actions each community group can take as part of this initiative:

<b>Community Group</b>	<b>Action Item</b>	<b>Recommended Lead</b>
<b>Government Administration</b>	City planning commission brings a "Consider Dementia" resource guide to all meetings regarding new projects	Planning Dept.
	Create a webpage to house resources, support groups, sign a pledge of support, and to see a list of participating businesses and organizations	Mayor's Office
	All city employees complete at least the Dementia 101 online training from Silverado	Mayor's Office
	The public transportation system to add a "dementia" or "cognitive impairment" notation to disability signage	Dept. of Transportation
<b>Fire Department</b>	All first responders complete online dementia training, plus a Virtual Dementia Tour	Fire Dept.
<b>Police Department</b>	All first responders complete online dementia training, plus a Virtual Dementia Tour	Redondo PD
<b>Businesses</b>	Businesses train all managers, and cascade the learnings to all employees	Chamber of Commerce
	Brain Fitness poster designed and distributed to local gyms and other businesses "Grants"	BCHD/ Silverado
	Private transportation system to add a "dementia" or "cognitive impairment" notation to disability signage	Chamber of Commerce
<b>Healthcare Providers</b>	Workshop day where Virtual Dementia Tours are scheduled, social workers attend, learn how to screen for dementia	Silverado
	Ongoing Support Group events for various subsets of individuals and families affected by memory loss	Silverado, Other Providers
	Create a toolkit with guides and other dementia resources that can be given out free of charge by doctors and by the city	Subcommittee
<b>Education/University</b>	Team up Social Workers with Nursing Students, and do home visits with the elderly	USC, Long Beach State, Stanbridge, El Camino College
	Administer the community questionnaire to gather information regarding the "state of dementia awareness" in the community	USC, Long Beach State, Stanbridge, El Camino College
<b>Nonprofits</b>	Team up Social Workers with Nursing Students, and do home visits with the elderly	USC, Long Beach State, Stanbridge, El Camino College

	Ongoing Support Group events for various subsets of individuals and families affected by memory loss	Silverado, Other Providers
	All nonprofits complete at least the Dementia 101 online training from Silverado	Nonprofit Committee Member
	Formal program that links people with dementia to volunteering at local nonprofits	Nonprofit Committee Member
<b>Families/Citizens</b>	PSA's (Public Service Announcement) runs regularly on public access television	Subcommittee
	"10 Warning Signs of Dementia" collateral sent to all members of the community, with info on Silverado Learning	Mayor's Office
<b>Legal/Finance</b>	Develop and schedule "financial abuse" workshops aimed at helping the elderly	Finance Committee Member
	All bankers to receive Dementia 101 training, as well as how to look for out of the ordinary requests	Finance Committee Member
<b>Faith Community</b>	Churches train leadership, and cascade the learnings to all staff members	Pastoral Member, Silverado (Vic) Support?
<b>Utilities</b>	Provide dementia training to all employees - with a variation of training: wandering, notice that trash isn't taken out, bills paid	Public Utilities

### Potential Costs:

While the bulk of this initiative will be volunteer-driven, certain elements will require a cost, such as printing, mailers, web content and events. The committee's intent is to apply for a grant to fund these items. The estimated range of resources needed is: \$50,000 - \$150,000 in year one, and then potentially reduced costs to maintain. Another method of fundraising could be to charge local organizations for a booth at the kick-off event and use those dollars to fund the initiative.

### Next Steps:

- ✓ Gain city council approval
- ✓ Add new members to the committee
- ✓ Develop a timeline for the initiative
- ✓ Plan a kick-off event