



Dementia Friendly America is a national network of communities, organizations and individuals seeking to ensure that communities across the U.S. are equipped to support people living with dementia and their care partners. Our mission is to increase dementia awareness, reduce stigma, and provide quality dementia-friendly resources, education and support that fosters the creation of communities where people living with dementia and their care partners can live, engage and thrive in community, no matter where they live.

We value:

- Diversity, Equity, Inclusion and Belonging
- Meaningful Engagement
- Collaboration
- Partnerships and Knowledge
- Quality resources and support for creating dementia-friendly environments

Dementia Friends USA is a global movement that is changing the way people think, act, and talk about dementia. By helping everyone in a community understand what dementia is and how it affects people, each of us can make a difference for people touched by dementia.



The Dementia Friends program focuses on five key messages that we believe everyone should know about dementia:

- Dementia is not a normal part of aging.
- Dementia is caused by diseases of the brain.
- It is not just about losing your memory.
- It's possible to live well with dementia.
- There is more to a person than their dementia.

Dementia Friendly America Resources

To help communities work toward becoming dementia friendly, DFA offers:

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- Technical assistance packages that offer tailored support
- Sector-specific tools and guidance
- @Work Training materials to engage and inform local businesses and health care providers on the benefits and importance of dementia-friendly service and care
- Provider Tools that incorporate the expertise of community collaborators
- A Community Toolkit to guide communities through a research-informed process that fosters the adoption of dementia friendly practices



Visit dfamerica.org

Join the DFA Movement by Taking Action Today!

Individual Action

As an **individual** you can make a major impact on your community!

- **Become a Dementia Friend!** Visit the [Dementia Friends Directory](#) and contact a Dementia Friends state lead who can connect you to an in-person Dementia Friends session or become a [Dementia Friend online!](#) Consider volunteering as a Dementia Friends Champion and lead Dementia Friends sessions in your community.
- **Join your local dementia friendly community action team!** Visit our [community directory](#) to find an active community in your area and connect with the community lead to see how you can get involved!

Community Action

Here are a few examples of actions your community can take to become more dementia-friendly:

- **Offer dementia friendly training to sectors in your community.** DFA sector guides provide information, resources and specific actions sectors can take to become more dementia friendly. For example, a local faith community can learn about dementia friendly communication skills and simple practices like wearing name tags, displaying signs that clearly identify areas such as restrooms and offering an option of a simple, shorter service.
- **Collaborate with community organizations to support residents living with dementia during adverse weather or other emergencies.** Connect with your local AAA or other community-based organizations to develop emergency preparedness plans and resource kits for vulnerable adults, including people living with dementia, especially those living in more rural areas.
- **Host a Memory Café.** Memory Cafés provide an accepting and accessible environment that welcomes people living with dementia at any stage and caring family members, friends and professional caregivers to socialize and participate in meaningful and joyful programming. Attendees can learn about opportunities, services, and ways to navigate living with dementia by sharing experiences with others.
- **Raise dementia awareness by hosting Dementia Friends sessions.** People living with dementia sometimes need a helping hand to go about their daily lives and feel included in their local community. To provide this helping hand, Dementia Friends aims to give people an understanding of dementia and the small things that they can do to make a difference. From helping someone to find the right bus, to spreading the word about dementia on social media – every action counts!

