

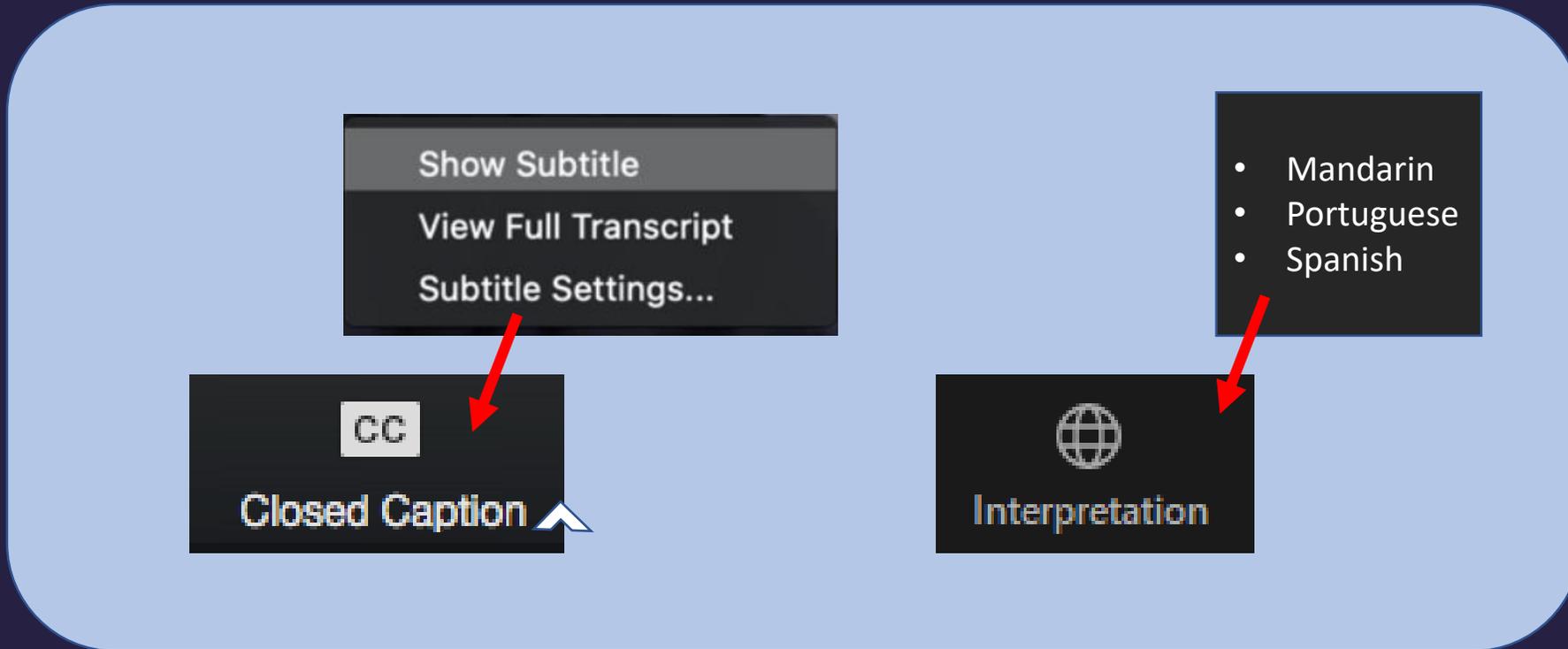
WELCOME TO

**Let's Talk About  
Dementia and Culture:**

*How We Talk and Teach About Dementia  
in Cultural and Linguistic Communities*

Tuesday, November 10, 2020

# Captions and Language Interpretation



# Thank you

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- Tufts Health Plan Foundation
- Lebovitz Family Charitable Trust
- Dementia Friends USA and Global
- Alzheimer's Association Massachusetts/New Hampshire Chapter
- **Our speakers:** Brian Van Buren, Arnetta and Carl Baty, Frances Ortiz, Jacyra Carvalho, Alana Dundon, Kun Chang, Irene Belozersky, Jonathan Jackson, Stephanie Monroe, Jason Resendez

# Housekeeping

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- This meeting is being recorded.
- Please keep yourself on mute.
- Please submit any questions or comments for the speakers into the chat box.
- Having problems with your Zoom connection? Chat “Ask Tech Help” directly.

# Housekeeping

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Continuing Education: You must attend the whole event and complete the evaluation survey (to be emailed after the event).

- Social Work: This program has been approved for 3.0 Social Work Continuing Education hours for relicensure, in accordance with 258 CMR. NASW-MA Chapter CE Approving Program, Authorization Number D 81727.
- Nursing, and Other Professions: A certificate of attendance is available.

**¡Hola!**

**Hi!**

**你好！**

**Let's see who's here today!**

**Olá!**

**Hello!**

**Здравствуйте!**

# Our plan for today

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- 1:00 p.m. Set the scene: Nora Moreno Cargie, Brian Van Buren, Beth Soltzberg
- 1:45 p.m. Conversation with Dementia Friends educators
- 3:00 p.m. Music & stretch break
- 3:10 p.m. Panel discussion with Jonathan Jackson, Stephanie Monroe and Jason Resendez

# What is Dementia?

- Alzheimer's Disease
- Vascular Dementia
- Dementia with Lewy Bodies
- Frontotemporal Degeneration
- Parkinson's Dementia
- Huntington's Disease
- Traumatic Brain Injury
- And many other brain conditions

# 2020 Alzheimer's Disease Facts and Figures



More than  
**5 million**  
Americans  
are living with  
Alzheimer's



**1 in 3**  
seniors  
dies with  
Alzheimer's  
or another  
dementia

It kills more  
than breast  
cancer and  
prostate  
cancer  
combined



**16 million**  
Americans provide  
unpaid care for people  
with Alzheimer's or  
other dementias

These caregivers provided  
an estimated 18.6 billion  
hours valued at nearly

**\$244 billion**



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**Nora Moreno Cargie**

President – Tufts Health Plan Foundation

Vice President, Corporate Citizenship –  
Tufts Health Plan



**Brian Van Buren**  
Alzheimer's Advocate  
Board Member – Western Carolina  
Chapter, Alzheimer's Association  
Advisory Council Member – Dementia  
Action Alliance

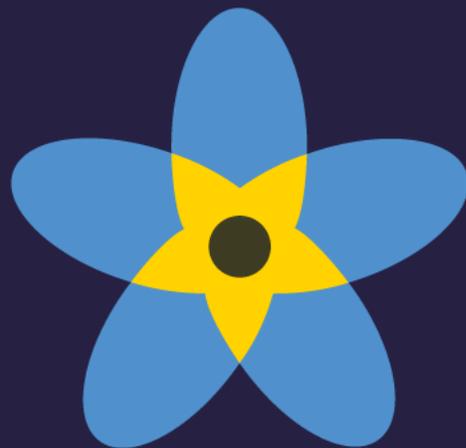












# Dementia Friends Massachusetts



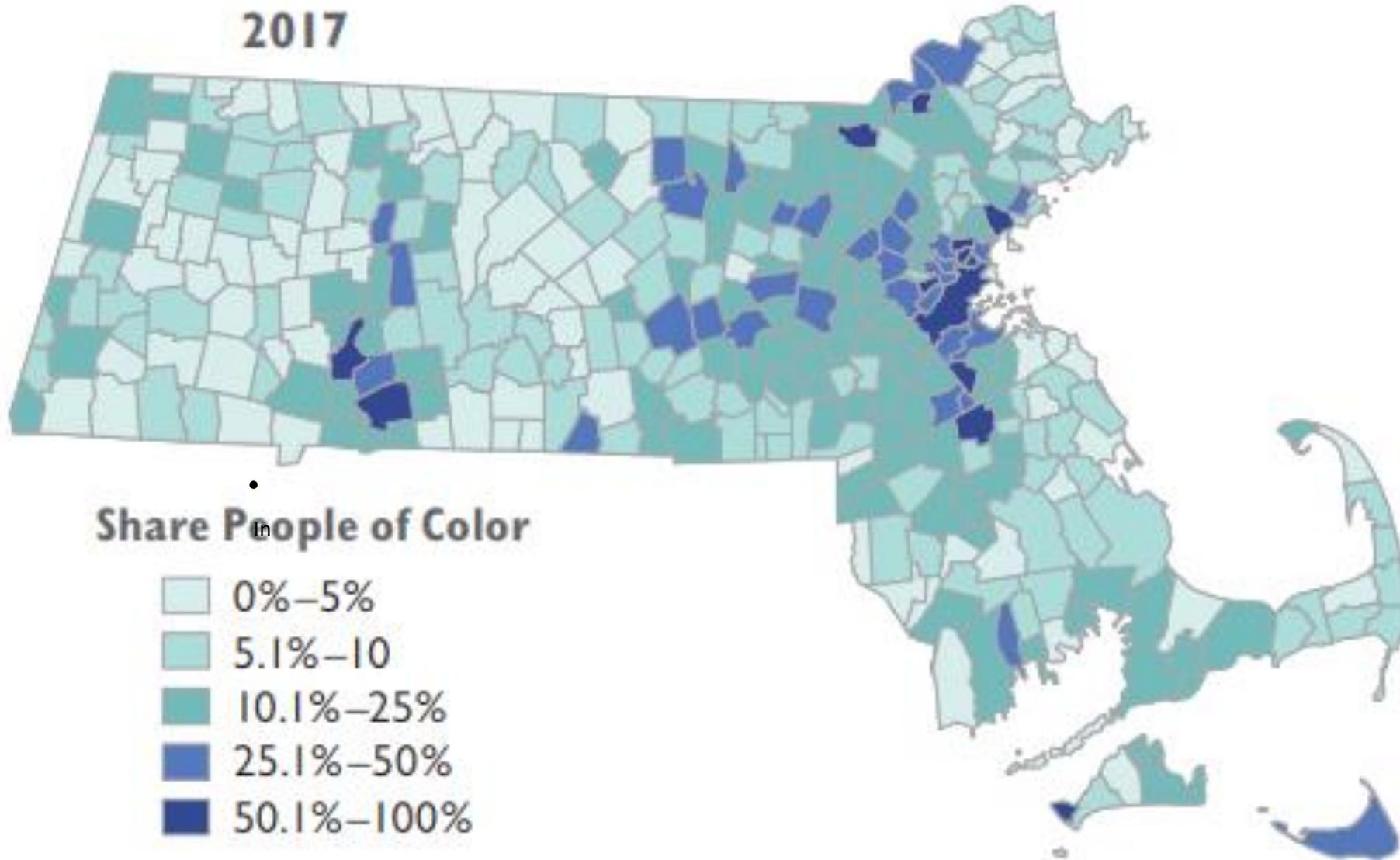
A Dementia Friendly America initiative







2017



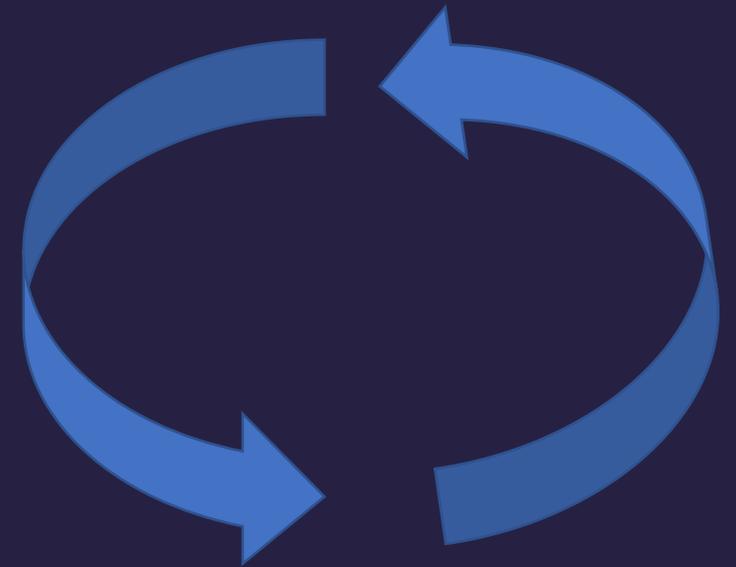
**Share People of Color**

- 0%–5%
- 5.1%–10
- 10.1%–25%
- 25.1%–50%
- 50.1%–100%

# Two-Year Project

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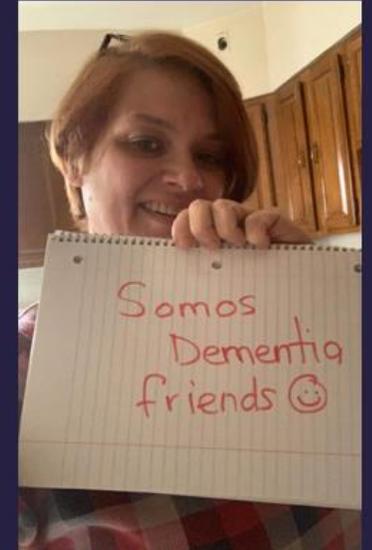
- Partner with community educators in Black/African American, Spanish-speaking, Portuguese-speaking, Chinese-speaking, and Russian-speaking communities
- Learn from each other: provide Dementia Friends sessions to community members, and help Dementia Friends Massachusetts learn how to educate about dementia in these communities



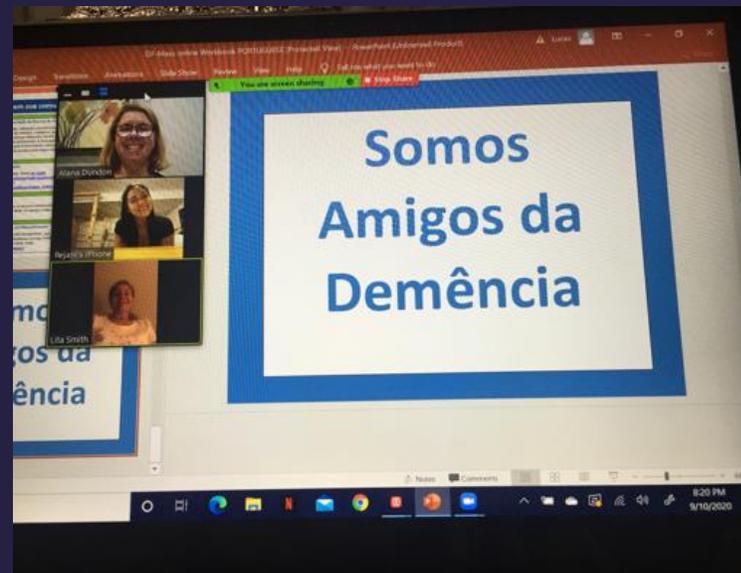
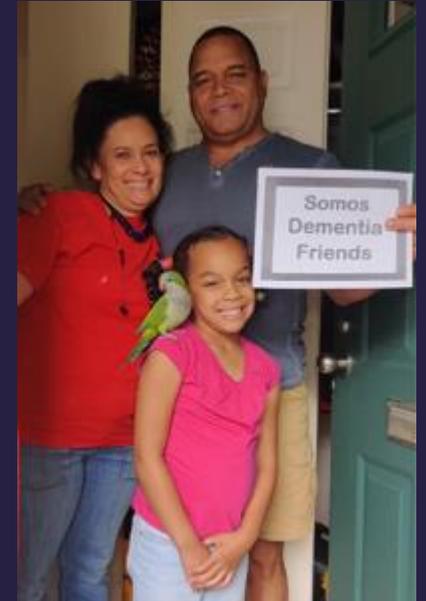
# Progress so far

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- Five community partner teams have led 61 Dementia Friends information sessions, resulting in 655 new Dementia Friends so far
- Pandemic required conversion of all materials and experimenting with platforms including telephone, WhatsApp, Skype, FaceTime, Messenger, and Zoom, as well as organizing physically distant outdoor gatherings



# Images from Dementia Friends sessions



# Dementia Friends Session Evaluation results (n = 436)

99% Strongly Agreed or Agreed: “My awareness has increased about Alzheimer's and related dementias.”

99% Strongly Agreed or Agreed: “I feel more confident/equipped as a community member to recognize the signs and offer support to the needs of a person living with dementia trying to navigate in the community.”

100% Strongly Agreed or Agreed: “I am inspired to offer support and to be a friend to people living with dementia in my community.”

98% Strongly Agreed or Agreed: “I am likely to adopt dementia friendly practices in my personal or professional life.”

# Participant quotes from evaluation

“We should have more get togethers and talk about it with others. This workshop has truly been an eyeopener and helped me to better understand how to help my dad with dementia.”

” – Participant, 3/13/20, African American community session

“I [have learned to] use simple phrases, speak slowly and listen with patience.”

– Participant, 2/21/20, Russian session

“I feel inspired to continue sharing this information with others to reduce the stigma related to dementia.” – Participant, 8/8/20, Portuguese session

“I know more now, and I can provide support in the community.” – Participant, 9/22/20, Chinese session

“The session was useful to put ourselves in someone's shoes that is living with dementia. The tips about communication and how to act really helped.” – Participant, 10-21-20, Spanish session

# To make your dementia friendly initiative more representative of your community: Realization, Resources, Relationships

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1. Realize that this is an essential goal.
2. Put resources toward it: time, compensation for community partners.
3. Practice cultural humility.
4. Learn! There is a treasure trove of books, videos, podcasts, etc. to help you do your work.
5. Build relationships. Go to where the people you want to connect with are doing their work, and support it. Building trust takes time. “Go slow to go fast.”
6. Don’t give up. Keep going.
7. Expect this to be a lifelong, joyful road.