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# EDEN

## Tips & Tricks Posters

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## Tips & Tricks Posters

### Collaboration and support around and with a person living with dementia

Within health the health and social care sector, it is increasingly acknowledged, that good and high quality care should be developed and implemented around the concrete needs and wishes of the person who needs care. How the person manages their health and disease themselves and how their environment (family, neighbours and friends) is involved.

Relatives and other (professional) caregivers offer care and support in all sorts of ways and have a lot of knowledge about the person living with dementia, which needs to be taken into considering on a continuous basis. Working together is therefore a logical step.

Connecting in cooperating with the person with dementia and his/her family provides more involvement, more possibilities for care and support and more job satisfaction for health care professionals, civil society organizations and volunteers.

In the needs analysis, relatives expressed their wish for more recognition in their caregiver role but also for the PwD: Getting to know this person and having eye for personal needs. Knowledge about local support options and information about dementia in general were also wanted.

Based on these wishes, the following pages show useful tips on how to engage the community and to improve interaction and collaboration with involved parties around the PwD.

- ❖ Practical tips for HSCPs in their daily interaction with informal caregivers to enhance good collaboration.
- ❖ How to help a caregiver of a PwD. Practical tips on providing help and support to prevent the caregiver from becoming overburdened.
- ❖ Volunteers are essential for the support and care of PwD and their caregivers. Practical tips on how to attract volunteers.
- ❖ Keeping your volunteers happy and committed so they will stay with your organization is a constant cycle. Practical tips on how to retain volunteers.
- ❖ Today's students are the caregivers and health professionals of the future. How to prepare them? Practical tips on how to motivate and educate students to work with dementia.
- ❖ Engaging your community. Practical tips to support encourage and inspire people to create positive changes in their community.
- ❖ Information about what embracing dementia in a community means and what points and actions to think of to achieve this.
- ❖ Social Plan: who is who in your community and for the person with dementia? Create your own social plan for your network and support.

# HEALTH CARE PROFESSIONALS IN THEIR DAILY INTERACTION WITH INFORMAL CAREGIVERS

## 8 PRACTICAL TIPS



Suppose your parent, partner, child or close friend needs care. Then you would like healthcare professionals to listen carefully to you and match your wishes. Are you such a healthcare professional who talks with caregivers?

Below are 8 practical tips that a professional caregiver or nurse can use right away in their daily work. Good cooperation with the informal caregiver delivers a lot. For "your" client, for the informal caregiver and for yourself as a healthcare professional.

### What would you like yourself?

1

Fun: many differences

Not everyone is the same: have an eye for diversity, social background and connect with the relationship and habits that the client and caregiver have.

2

Valuable track info

Take advantage of the valuable information that the caregiver can provide about the client from his own experience.

3

Customization: first ask, then offer

Ask what is needed and provide more information, for example. Or discuss what volunteers can do so that the caregiver can take a breather.

4

Handy: one contact person

Make sure you have a permanent contact person in the family. The caregiver also likes to have one permanent healthcare professional who is easily accessible by phone or e-mail.

5

Pitfall: avoid misunderstandings

Note agreements with the family in the care plan and regularly coordinate whether the agreements are still mutually satisfactory.

6

Clarity: be open

Offer a lot of room for personal wishes and be open about what everyone's role can be.

7

One to one contact

Ask caregivers regularly how they are doing. And don't do that in the 'pass by', take your time.

8

Show the way

Make sure you are aware of the support options for informal caregivers, at the institution where you work or at local society organizations in the neighborhood.



# HOW TO HELP A DEMENTIA CAREGIVER

## 11 PRACTICAL TIPS



Caregivers take care of someone with dementia in addition to all their other daily activities and obligations. Social contacts can become less and they often find it difficult to ask for help. It is nice if someone occasionally takes over something. This can be practical matters, but also just being there regularly, listening and thinking along can be valuable. If a friend or family member is caring for someone with dementia, it's important to offer all the help and support you can.

1

### Not alone

Let them know that they are not alone. That you sympathize, think of them and are there when needed.

3

### Be a friend

Caregivers will often distance themselves from family and friends but they do need contact with the outside world. Phone calls, texts or emails are fine, but nothing beats a personal visit to lift a caregiver's mood.

5

### Take dementia seriously

Dementia is a serious disease, but not always clear to the outside world. People with dementia can often disguise or deny their illness. So take the words of the caregiver seriously and offer your support.

7

### Don't judge too hard

Be careful with criticism or well-intended tips and advice. Dementia is a difficult disease which is different for everyone. It will lead to many changes over time.

9

### Expand the network

See if you can expand the network of people who want to help the relative to take care of the person living with dementia. Maybe with the help of family, friends, neighbours or volunteers.

2

### Recognize the signs

Recognize the signs of caregivers stress and encourage the caregiver to focus more on their own health & well-being.

4

### Be a good listener

Venting frustrations about caregiving can be a great stress reliever. Listen to the caregiver's story and concerns without judging. They are losing someone and this is a slow and difficult process.

6

### Understanding

The situation is often more complex than you think. Find information and videos that show what it is like to have dementia. By increasing your knowledge you will understand the situation better.

8

### Practical tasks

Sometimes it is difficult to hand over personal care (like showering or dressing). So take over practical or time-consuming tasks like finances, cleaning, walking the dog or doing groceries.

10

### Show your gratitude

The caregiver may be a sibling looking after your parent. It is important to express gratitude and recognition of their hard work and sacrifice. A card or a simple "Thank you" can go a long way.

11

### Offer a helping hand

Many caregivers find it difficult to ask for help, no matter how much they may need it. So make the offer. When you do, be specific. Helping out with even the most simple chores can give the caregiver more quality time with their partner or take a break.





# HOW TO ATTRACT VOLUNTEERS

## 9 PRACTICAL TIPS



Volunteers are essential for the support and care of people living with dementia and their caregivers. Volunteering for them is a fantastic way to support a dementia-friendly environment and it will make an impact in the community. Finding and keeping great volunteers however, can be a constant effort and challenge. **So how to attract volunteers?**

### 1 Spread the word

Let everyone know that you are recruiting volunteers and be clear about the reasons why and for what you are recruiting. The reason why also determines mostly who you want to recruit. If you want to recruit everyone, you will not reach anyone!

### 2 Be concrete

State clearly why you are looking for a specific volunteer, why it is important to the organization and what you have to offer. Give a concrete description of the task/expectations so the volunteer knows what they are signing up for.

### 3 Treat is as if it is a regular job

Potential volunteers might look at the title of the position as if it was an employment opportunity. Even "retirees" like to be recognized with a named role. Create a contract for the volunteer with their rights and mutual agreements.

### 4 Be creative

Make your description and job title fun, a little flair gets people's attention. Don't forget that volunteers choose to help during their spare time, so make the volunteer opportunity special and about making a difference.

### 5 Advertise effectively

Create simple, catchy flyers to spread in high traffic locations like schools and on social media. Social media is the most efficient and effective way to spread your announcement. Use correct information and keep your website up to date.

### 6 The right match

Match volunteers with tasks that fit their skills or something that they enjoy. By doing so you give value to their effort making their experience worthwhile. A volunteer who feels truly needed, is much more likely to stay.

### 7 Don't forget students

Especially students from care related studies are often interested in the subject dementia. Volunteering is a great opportunity to learn about people with dementia in practice. Talk to school coordinators, create flyers and hand them out in strategic student locations.

### 8 Be welcoming

Every new volunteer is an asset to the organization. Take good care of them! Give them a warm welcome, take the time to get acquainted and discuss the tasks and expectations.

### 9 Engage the community

Recruiting volunteers has changed the last years to something far more dynamic. Your image can determine whether volunteers would like to work for you or not. Think about creating something fun to engage the community like an open house or contest and get the word out.



# HOW TO RETAIN VOLUNTEERS

## 10 PRACTICAL TIPS



You found the right volunteer for the job! But what you don't want, is having volunteers today and none tomorrow. Getting volunteers to sign up is not the final step, it is a constant cycle. Keeping them motivated and engaged is a big challenge.

**So how to keep your volunteers happy and committed?**

### 1 Be flexible

Be flexible while creating tasks. Allow your volunteers' own schedules and create opportunities for those who want to volunteer temporarily or less frequently.

### 3 Share experiences

Every person is unique, every person with dementia is therefore their own individual with their own behavior. Make time for your volunteers to share experiences to get a better understanding and create new ideas.

### 5 Making a difference

Show volunteers how their work makes a difference. This makes them feel connected to the cause, which is vital for volunteer satisfaction. Let people with dementia and their caregivers talk about how meaningful the support is to them.

### 7 Communicate

To feel part of the team, keep your volunteers in the loop about the organization and upcoming events and initiatives. Encourage questions and feedback.

### 9 Help them grow

Treat volunteers as seriously as you would a paid employee. Manage them with respect and empower them to have a rewarding experience. Stimulate development and let them meet other people with common goals.

### 2 Training

Ensure your volunteers are well equipped by giving adequate training and materials. Don't make them feel like they've been thrown into the deep or don't fully understand.

### 4 Build a connection

Give your volunteer time and space to gain trust and build a connection. A person with dementia sometimes needs time to adjust to the new situation and to the volunteer.

### 6 Get to know them

Volunteers devote their time and want to build a relationship with the organization and cause. Pay attention to your new but also existing volunteers. Strengthen your relationship, express your appreciation (remember their birthday!) and talk individually once in a while.

### 8 Share successes

Show your volunteers the difference they make and highlight their contributions and successes. No motivation is greater than making a positive contribution to society.

### 10 Thank you!

It might sound like a no-brainer but appreciation matters! A simple heartfelt "thank you" can boost confidence and make volunteers feel good. Without their efforts your organization will not be able to achieve its goals.

If you invest time and energy into making volunteers feel invaluable, they're likely to make a long-term investment in you.



# HOW TO MOTIVATE AND EDUCATE STUDENTS TO WORK WITH DEMENTIA

## 6 PRACTICAL TIPS



Today's students will be facing a large amount of people with dementia in the future. Whether or not these students enter the healthcare field, they will certainly encounter forms of Alzheimer and dementia in their surroundings. Lack of knowledge and mistaken beliefs will only increase the sense of stigma about dementia.

To educate students and to positively shape their attitudes about dementia they will understand dementia from the point of view of those affected. As well as to respect not only what has been taken away by the illness, but also what remains.

**So how to educate and stimulate our students and how can they make a difference?**

1

Encourage  
volunteering

Students **do their best work** in the community **when it is relevant** to their academic skills and interests. To encourage more students to volunteer, we need to appeal to these skills and interests.

2

Dementia-friendly  
e-learning

In some **places and schools**, specific dementia-friendly e-learning are developed to ensure that students already learn during their education how to cope with people with dementia. This could enhance the awareness and will prepare them for a future of working or dealing with dementia.

3

Professional  
for a day

Offer the **opportunity** to spend a day with a **professional** who works with people with dementia. This way they experience first-hand the challenges of dementia but also the rewards you get from working with people affected by dementia.

4

Contact study  
coordinators

Connect **social issues** with students of relevant studies. Contact local coordinators at schools for possibilities. Perhaps a specific issue can be linked to a learning assignment. Involve the students (where possible) with the description of the assignment. This makes them feel involved and responsible. If this proves to be successful, it may become a structural part of the study.

5

Young teaching  
old

Students **giving interactive** lectures to elderly with dementia can be a stimulus for both. Students learn from the elderly and can improve their presentation skills. The elderly can share their knowledge and might learn something new, which increases their sense of well-being. Encourage participants and students to engage in a conversation with each other, it's a win-win situation! The people with dementia may not all know what they did afterwards, but they did enjoy it. Possible topics: biology (the human body or nature) or history (local traditions or art).

6

Buddy projects

Linking a **student as a companion** for a person living with dementia and their caregiver can be interesting for students. To make or maintain the connection with the outside world by taking a walk or work in the garden. Or just by drinking coffee together. Educational for students and the caregiver is relieved for a while. But make sure there is a positive connection between both!





# TIPS ON ENGAGING YOUR COMMUNITY

## 10 PRACTICAL TIPS



Connected communities where people work together, are more resilient against local and global issues and better equipped to tackle challenges and bring about positive change. Supporting, encouraging and inspiring people to create positive changes in their community is important, but how to do so?

### 1 Get a variety of perspectives

A neighbourhood is full of people with all sorts of skills and knowledge, get them involved! Community engagement is a great way to tap into local knowledge and solve problems. Not everyone will participate to the same degree, but everyone should have the opportunity to take part in some way, even just to share your thoughts.

### 3 Back up funding bids

Most funders will only take a community project serious if you can prove that there is a 'need' for it. Be able to show that people support the project, and ideally that they've taken part in its design. Show funders how successful it is through positive feedback from the wider community.

### 2 Get local help

It doesn't matter how big or small the project or idea is; if it's going to make a difference to your neighbourhood you'll need some help and probably volunteers. Holding a community engagement event will give you the chance to sound out people about how they think about the neighbourhood and find out who is interested in helping.

### 4 Inspire local people

Community engagement isn't just about asking people what they want — it's also a chance to inspire them with new ideas and ways of doing things. Show people the variety of possibilities and let them use their imagination.

Communication is the art of connecting with people and vital for community engagement. Using the following tips for successful communication will increase chances of people joining in.

### 1 Be inclusive

Create opportunities for people to participate in a meaningful way. Let them share their stories, ideas and opinions. Powerful and memorable experiences happen when people get involved in something together.

### 3 Be sociable

Create moments for people to be sociable and open for conversation. Encourage people of all ages and backgrounds to work together, because there is a lot to learn from one another.

### 5 Be playful

Break through cynicism and make humour a key part of it all. Go outside, play games and find creative ways to find out what people in your neighbourhood really want without using survey forms and taking meeting minutes.

### 2 Be optimistic

Focus on the positive and believe in success. It's no fun joining in if you are going to be preached at, so make sure you encourage people, use positive language and celebrate the good things that are happening.

### 4 Be open

People are individuals and as such, have differing needs and approaches. Be open to this by providing a variety of ways for people to find out more, get involved and understand the project and where it's heading.

### 6 Be imaginative

Encourage people to navigate their own way, make their own discoveries and identify their own connections. Try to appeal to all the senses by making use of art, storytelling or even puppetry to add a different dimensions.

Read more on [edenprojectcommunities.com](https://edenprojectcommunities.com)



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# Embracing dementia in a community means:

Focus on the inclusion of people living with dementia (and their caregivers).  
**Embrace dementia!**

Maintaining independent living as long as possible by providing supportive and meaningful community engagement.

Businesses, local government services and emergency responses are dementia educated and able to respond effectively to customers with dementia.

Empowering people with dementia and recognizing their contribution.

Ensuring that (local) activities include people with dementia.

Specialized memory loss support and services.

Health care that ensures early diagnosis and the best quality care; patient and caregiver support.

Challenging stigma and building awareness.

Easy to navigate physical environments and accessible public transportation.

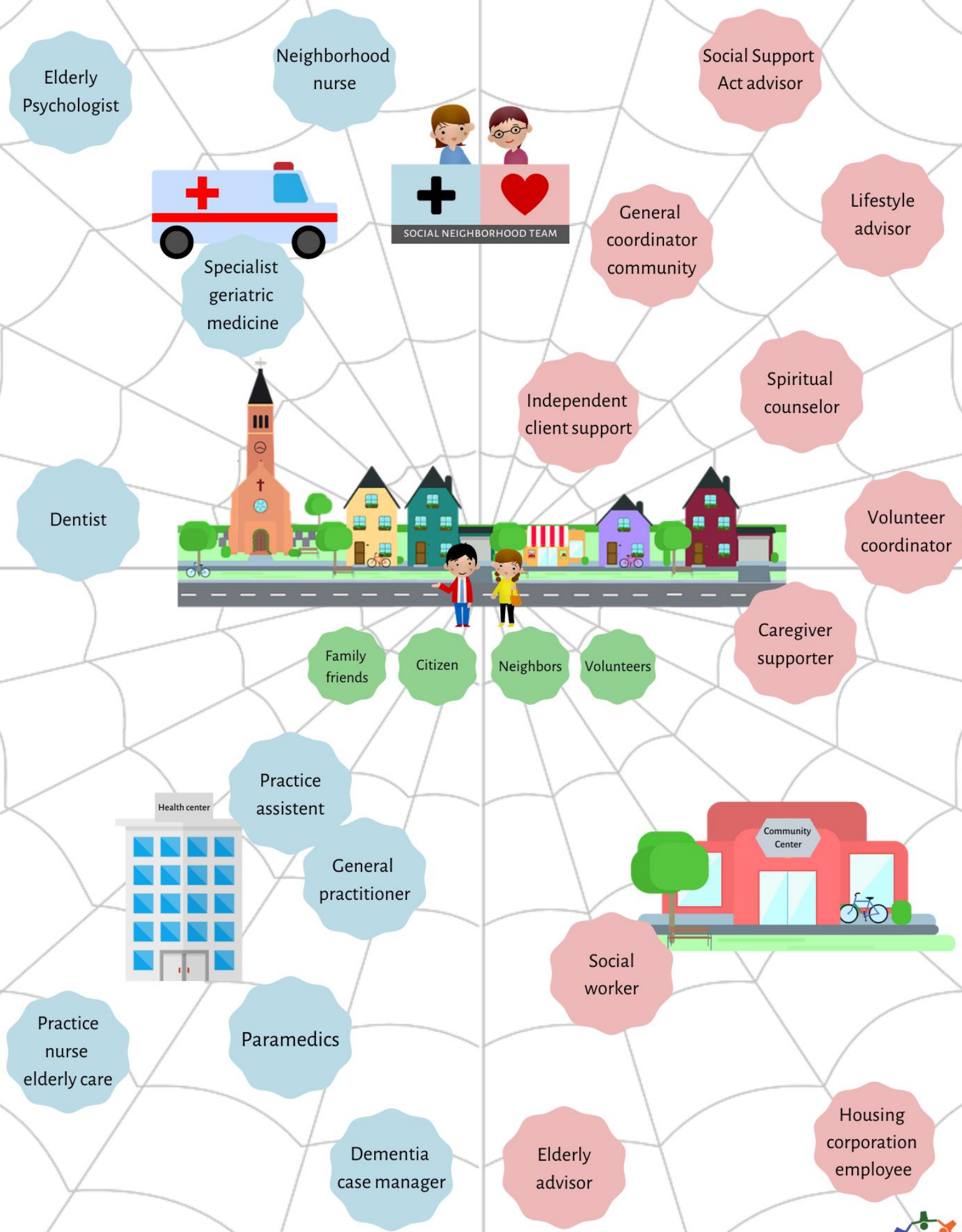
People living with dementia feel supported by individuals, businesses and local governments. Community members are educated and understand that a person with dementia may sometimes experience the world differently.



# WHO'S WHO IN YOUR COMMUNITY?

## MEDICAL

## SOCIAL





## 1. LEARN FROM WHAT WORKS

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### Share information & good practices, work together and learn from each other!

The next pages show some examples of initiatives on a local or regional level from all project partners.

#### Good practices The Netherlands

##### Alzheimer café

The concept of the Alzheimer Café was established in the Netherlands as a vehicle for providing a welcoming atmosphere in an accessible location for all people with or affected by dementia.

The first Alzheimer Café took place in 1997 in a collaboration between Dr Bère Miesen and the regional branch of Alzheimer Nederland in north Zuid-Holland. There are now 230 Alzheimer Cafes run by volunteers in the Netherlands with around 35,000 unique visitors each year.

Although people with dementia and their families, friends or carers are core attendees, others with an interest in dementia, such as students, local politicians, the media and those who want to find out more about dementia can attend an Alzheimer Café.

The event usually begins with a discussion or presentation on a particular theme followed by a less structured period where those attending can share their experiences, thoughts and ideas with others. To support various communities in the country, Alzheimer Tea Houses were introduced for those whose first language is Moroccan or Turkish.

Due to their success in the Netherlands, Alzheimer Cafes have been adopted in more than 15 countries around the world, sometimes as part of a wider dementia friendly community initiative. The concept has been introduced in countries such as Argentina, Aruba and Curaçao where broader dementia friendly community projects do not currently exist.

To support this international implementation, Alzheimer Nederland has developed a guide for setting up an Alzheimer Café.

##### Manual Alzheimer Café







## **DemenTalent**

DemenTalent aims to build upon the talents of people with dementia, offering them a voluntary role within their community based on their abilities.

It is all about empowering people with dementia. Look at their talents and what they can do, every person is different and has his or her own preferences and wishes.

The focus is on what a person can and wants to do, not on what they no longer can do. Make use of these talents in society by deploying PwD as a volunteer. This makes PwD feel useful and valuable, the connection with society is maintained and they can continue to function independently for longer.

The benefits of this project, which was originally launched in 2012, are two-fold as PwD benefit emotionally and communities are presented with images of PwD as capable and talented individuals. This volunteer work can be individual but also in groups. Examples are working in a garden, a nursery, sports club, museum, school or a football club.

### Website of DemenTalent



## **Stichting Kameraad**

Kameraad offers support through a "buddy" to PwD and their caregivers.

Participants are visited and supported by students from the HBO Social Work study program and creative-agogic support is offered. The students of Kameraad look at the individual wishes and needs of the PwD and their caregivers and work with possibilities instead of impossibilities.

Kameraad works together with the social network and, where possible, connects to strengthened this. This so that the caregiver has a wider support group at his or her disposal. Activities are always tailor-made and in close coordination with those involved.

Their aim is to make the life of the PwD and their loved ones a little more fun and easier.

### Website of Stichting Kameraad





## Good practices – Spain

### Age Friendly Basque Country

Euskadi Lagunkoia or AF Basque Country project is an initiative which is being carried out from the Department of Employment and Social Policies of the Basque Country and Matia Institute since 2012. It is based on the "Age friendly cities and communities" program and enables older people to live in "age-friendly" villages and cities, by removing physical obstacles and barriers as well as by tapping their potential as protagonists and leaders of the project. So far, more than 60 municipalities in this region joined Euskadi Lagunkoia to improve the quality of life of their citizens.

Recently, different institutions have included the concept dementia in the friendly paradigm, transferring the age-friendly theory to dementia issue. In doing this, it becomes a key strategy to facilitate the inclusion of PwD in society. It enables PwD to actively participate in community activities by facilitating them to remain connected to people important for them as well as it helps to provide appropriate support to those who can no longer look after themselves.

Dementia friendly approach was included in Euskadi Lagunkoia in 2015 in order to promote dementia friendly communities. After a comprehensive study, in which professionals, PwD and relatives participated, some action programmes were developed: the Dementia Friendly Community Guide and the Dementia Friendly Housing Guide. The Dementia Friendly Guide aims at citizen awareness and provides guidelines about how to help PwD in their daily life.

Additionally, the Dementia Friendly Housing Guide aims to provide guidelines for adapting housing to the needs of PwD and their caregivers. The main idea is to help people to identify which elements that can be changed in the environment to generate changes in behaviour and make day-to-day life easier. This broad initiative aims at helping both by understanding dementia and provided people information to cope with dementia. This to help social inclusion of PwD and to support people to be able to cope with the future.

### [Website Age Friendly Basque Country](#)





### **Age Friendly Business Program**

The Age Friendly Business Program was developed under the Dementia friendly approach to promote dementia friendly communities. Specifically, this is an action program oriented to help businesses, shops and establishments.

For this, educational, training and self-assessment materials to participating businesses are provided to make the environment and services friendlier with older people, including PwD.

In this sense, it is about to understand and cope with dementia. Information about how businesses can provide quality services for older adults affected by loss of mobility, vision and hearing impairments and dementia was included.

Regarding dementia, the program is specially focused on helping those business owners and managers to detect, address and promote the autonomy of those clients with mild cognitive impairment.

### **Website Age Friendly Business Program**





## Good Practices - the UK

### Dementia Adventure

Dementia Adventure is a charity dedicated to supporting PwD to get outdoors, connect with nature, themselves and their community, and retain a sense of adventure in their lives. By raising funds, they reduce the cost of the fully supported dementia holidays and can make a holiday possible for somebody who might otherwise not be able to afford to take a break.

They can also provide free dementia training for family carers and do research into the benefits of outdoor activity.

Through their training and consultancy services they work with other organizations to help equip them with the evidence, skills and confidence to give people greater choices and live better with dementia.

Their work is grounded in research and they collaborate with academic institutions and the public sector to advance and contribute to the growing evidence-base for being physically active within nature and the benefits it brings to PwD.

Since 2009 they have trained thousands of individuals and organized many supported dementia holidays—making a huge difference to people with dementia and their carers.

#### [Website Dementia Adventure](#)



### Touchstone's BME Dementia Service

Touchstone's BME Dementia Service aims to raise awareness of dementia in BME (black and minority ethnic) communities and to ensure that all PwD are properly supported. The idea behind this initiative is to break down the barriers that exist about dementia and bring it out into the open so that people can access the help they need.

What they do?

- Visiting day centers, community groups and religious centers to talk about dementia and tackle the stigma that surrounds dementia.
- Speaking to people in their own languages and offering culturally appropriate information in different languages.
- Running a monthly dementia café in Harehills, called Hamari Yaadain.

Since 2013, when it has been founded the BME Dementia Forum, they have led a group of BME dementia workers in Leeds to improve services for people with dementia and their carer's, specifically for people from BME communities.

#### [Website Touchstone](#)







## Rainbow Café

Based in Brighton, the Rainbow Café is new initiative for Lesbian, Gay, Bisexual, Transgender or Queer (LGBTQ) PwD or memory loss and their friends, families and carers.

LGBTQ people face additional barriers when it comes to dementia, with settings making the wrong assumptions about someone sexuality or gender identity. On its own this can be upsetting, but when someone is also faced with a dementia diagnosis it can really make things worse. Rainbow Café offers a safe space for LGBTQ people living with dementia and through it they also work with others to ensure that the needs of LGBTQ people are really understood.

The Rainbow Café was opened by the Mayor Councilor Mo Marsh and with a performance of the awarding winning play 'The Purple List: A Gay Dementia Venture'. The play captured the story of a same sex couple, whose life is interrupted with a diagnosis of dementia. The performance was followed by a question and answer session with a panel made up of services supporting dementia. The panel acknowledged that there is still work to do in terms of supporting LGBTQ people living with the condition and Switchboard were praised for their efforts in responding to the need.

[Website Rainbow Café](#)





## Good practices – Italy

### Casa Viola

Casa Viola is a multidimensional project aimed at offering meeting opportunities, information and training programs, psychological support and specific meetings with specialized nurses, as well as promoting scientific activities, tailored for PwD and their caregivers.

Casa Viola services are free and they are focused on:

- 1) Avoiding caregivers' isolation offering a place where caregivers can meet each other; participate in aid groups, activities and workshops; receive the support of volunteers and psychologist.
- 2) Promoting training activities tailored for caregivers in order to enhance their well-being. Examples of proposed activities are: courses to learn relaxation and body awareness techniques; workshops dedicated to good, healthy and protective nutrition; art-therapy workshops; and creative workshops.
- 3) Offering counselling services; legal and social assistance.
- 4) Promoting the "Caregiver Academy" project: a specific training program tailored for caregivers of PwD organized in 12 meetings. During the meetings caregivers are educated about the dementia syndrome-characteristics; how coping with the disease; how to develop communication, care and stress management strategies; how promoting the legal protection of the elderly and their families.

Promoting the "Dementia-Friendly Community" in the Municipality of Muggia (Trieste, Italy). The De Banfield Association, the Municipality of Muggia and the "Azienda Sanitaria Univesitaria Giuliano-Isontina" are working together in order to train the community (e.g. retailers, public employees, associations, health care professionals and police) to include PwD in the social activities and life.

[Website of Casa Viola](#)

CASA  VIOLA  
DE BANFIELD



## Mind in Training

Mind in Training is a Cognitive Stimulation Project and an example of networking among different stakeholders, formal and informal services (hospitals, social services, students, teachers, civil society associations), in order to enhance the quality of life of people living with an early stage of dementia and that of their relatives.

It shows that it is possible to promote the intergenerational exchange and communication, as well as increasing the education and information of new generation about dementia and its characteristics.

The project involves:

1. 10 people in the pre-clinical phase of mild cognitive impairment.
2. A group of high school students from the “Istituto Tecnico Industriale Statale J.F. Kennedy” (ITIS J.F. Kennedy) of Pordenone who collaborated in the creation of an Application Program or “APP” based on cognitive exercises tailored for people affected by dementia.
3. Relatives/caregivers of the 10 people selected for the study.
4. The Associazione Familiari Alzheimer-Onlus of Pordenone members who promoted the cognitive stimulation exercises and relatives/caregivers support.
5. Professionals of Azienda Sanitaria Friuli Occidentale (AS FO) (previous “Azienda per i Servizi Sanitari n.5” – ASS 5) who selected participants and monitored the cognitive stimulation effects.

Once the APP was created, it was installed in 10 tablets and a group of high school students from the ITIS J.F. Kennedy trained the selected participants and their relatives to use it during 10 meetings. Participants were invited performing the cognitive exercises daily at home using the APP; twice a week they also received a specific cognitive stimulation at the AFAP association. During these sections of activities, the relatives were involved in aid group meetings. All cognitive exercises performed by participants were recorded in a specific database, and all data was monitored and analysed by the professionals of AS FO (previous ASS 5). Overall, the cognitive stimulation period lasted 40 weeks. Preliminary results of the project showed that, through the use of innovative information technologies, various skills have been stimulated and participants’ memory abilities and socialization improved. Across the different stakeholders and they all working together, a new effective collaboration emerged. Furthermore, the use of this new technology allowed to create a sort of bridge between generations in a mutual exchange of knowledge and collaboration. A way of bringing the young generation closer to health and social issues that could involve them in the future. Relatives /caregivers reported satisfying improvements in memory abilities of participants, as well as improved information and knowledge in coping with the disease.

### Website Mind in Training





## Good practices – Denmark

### Dementia Friendly Odense – Focus area 1 in Dementia Strategy

The Municipality of Odense, the third largest city in Denmark (+200.000 inhabitants), has a strong focus on developing the dementia friendliness throughout the city. At the same time, Alzheimer Society Denmark initiated a nationwide initiative to ‘educate’ dementia friends everywhere.

Inspired by Dementia Friendly Crawley in the UK, the subcommittee for older persons decided on an ambitious plan to raise general knowledge and awareness and facilitate dementia friendly activities such as dementia friend courses, articles and public events.

There are specific initiatives for libraries, bus drivers or sports and leisure centers, where a combination of awareness campaigns and changes in physical surroundings and services aims to make accessibility easier. There are also network activities, aiming to connect services for all people with knowledge on dementia, and with the experts and staff, who in later stages meet PwD, when they need more help and support to cope and manage their everyday life.

To facilitate the initiative, a project manager was appointed with the responsibility for developing activities, facilitating cooperation between public, private and civil society, and educating dementia friends with courses and dementia friendly instructors.

This has resulted in more than 3000 dementia friends now, in all types of jobs, businesses and ages. The aim was to spread knowledge wherever PwD meet other kinds of service or cultural staff, but also spread knowledge of dementia to everyone, for instance middle school children have been receiving dementia friend-courses. There are dementia-friendly bus drivers, sports instructors, all staff members at libraries, and a number of other businesses in Odense.

There is also an annual Dementia Awareness day, where over 120 persons with dementia, spouses and relatives etc. participates and learn about coping with dementia, and still having a good quality of life.

The aim is to make changes, big and small, that makes it easier to participate in activities, in life and social, cultural and commerce for people living with dementia. This is very much a process of co-creation, or “untidy conversations” as the Dementia Friendly Crawley calls it. Different perspectives, needs and organizations get together and discuss how to improve inclusion and general quality of life for persons with dementia.

From this, initiatives to make access and inclusion easier have been developed in sports centers and swimming courts. Finding your way and getting help can quite easily be more understandable. There are also dementia-friendly initiatives with libraries, churches, music halls and more, ‘normal’ services.

An example is the continuing dialogue with the management in the bus companies, on how to make both services, webpages and the actual experience of riding busses more flexible and understandable.

[Website Dementia-friendly Odense](#)







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## 2. RESOURCES AND WEB LINKS

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[www.alz.co.uk](http://www.alz.co.uk)  
[www.alzheimers.org.uk](http://www.alzheimers.org.uk)  
[www.dementiaallianceinternational.org](http://www.dementiaallianceinternational.org)  
[www.samendementievriendelijk.nl](http://www.samendementievriendelijk.nl)  
[www.alz.org](http://www.alz.org)  
[www.nhs.uk](http://www.nhs.uk)  
[www.mantelzorg.nl](http://www.mantelzorg.nl)  
[www.thoughtfarmer.com](http://www.thoughtfarmer.com)  
[www.helpguide.org](http://www.helpguide.org)  
<http://scott.london/articles>  
[www.edenprojectcommunities.com](http://www.edenprojectcommunities.com)  
[www.rikwilliams.net/digital-guidelines](http://www.rikwilliams.net/digital-guidelines)

# MAP YOUR OWN COMMUNITY

## MEDICAL

## SOCIAL

Elderly Psychologist

Neighborhood nurse

Social Support  
Act advisor

Lifestyle  
advisor

General coordinator  
community



Specialist geriatric  
medicine

Spiritual counselor

Independent  
client support

Volunteer  
coordinator

Dentist



Caregiver support

Family  
friends

Citizen

Neighbors

Volunteers

Practice nurse  
elderly care

Practice assistant

Health center

General practitioner

Community  
Center

Social worker

Paramedics

Housing corporation  
employee

Dementia  
case manager

Elderly advisor

