



**Dementia-inclusive
Community**

Promoting dementia-inclusive communities

A strategic communications toolkit



**World Health
Organization**

Western Pacific Region



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Contents

About this toolkit	01
Introduction	02
Strategic foundations	08
Communication framework	12
Communication activities	15
Creative materials	25
Campaign video	35
Monitoring and evaluation	37



About this toolkit



Why this toolkit?

This toolkit aims to support the planning of a communication campaign to support dementia-inclusive initiatives at the community level.

A dementia-inclusive community comprises groups, families and individuals who are able to:

- (a) identify people at risk for and with dementia;
- (b) provide support to people with dementia;
- (c) organize or provide dementia-related activities.



Who is this toolkit for?

This toolkit was designed for community leaders and organizers, programme managers, health advocates, and health promotion, education and communication specialists.

How to get started?



MAKE A PLAN

Set your goals and vision to promote a dementia-inclusive community.



MAKE A TEAM

Build a team and look for partners.



MAKE IT HAPPEN

Apply relevant toolkit strategies to your community context.



MAKE IT SPREAD

Establish partnerships with other organizations in the community (religious groups, nongovernmental organizations, neighbourhood associations, etc.) and encourage different members of the community to join.



MAKE IT LAST

Promote sustainability by measuring progress, evolving the programme and sharing success with others.

01 Introduction

Introduction

What is healthy ageing?

As individuals age, they may undergo changes that impact their ability to perform normal daily activities. Healthy ageing refers to maintaining functional ability to support well-being into older age.

For older adults, a healthy and fulfilling life is characterized by the following:

- independence and autonomy;
- sense of identity and role in their community;
- sense of belonging to their community;
- feeling of safety;
- sense of being respected; and
- potential for personal growth.

What is dementia?

Dementia is a syndrome characterized by deterioration in memory, thinking, behaviour and the ability to perform everyday activities. It is a major cause of disability and dependency among older people worldwide, affecting individuals, carer, families, communities and societies.

It is important to note that dementia is not a normal part of ageing. People with dementia often live for many years after their symptoms begin, requiring long-term care and support.

Source: <https://iris.wpro.who.int/handle/10665.1/14014>

Introduction

How many people are affected by dementia?

50M

Around 50 million people have dementia worldwide.

10M

There are nearly 10 million new cases every year.

82M

The number of people with dementia is projected to reach 82 million in 2030.



For every person with dementia, there are loved ones affected as well.

With the growth of ageing populations around the world, the number of people with dementia is rising rapidly.

Dementia can be overwhelming not only for those who have it, but also for their carers and families. When resources are limited, especially in low- and middle-income countries, supporting carers and delegating tasks and responsibilities to community workers can improve the quality of life of people with dementia, their carers and families.

Source: <https://www.who.int/news-room/fact-sheets/detail/dementia>

Introduction

How can we help people with dementia?

There is no treatment currently available to cure dementia or to alter its progressive course. However, support can be given to improve the lives of people with dementia and their carers and families.

Dementia care involves:



Getting an early diagnosis in order to promote early and optimal management.



Identifying and treating accompanying physical illness.



Optimizing physical health, cognition, activity and well-being.



Detecting and treating challenging behavioural and psychological symptoms.



Providing information and long-term support to carers.

Source: <https://www.who.int/news-room/fact-sheets/detail/dementia>

Introduction

What is a dementia-inclusive community?

A person's quality of life is influenced by a sense of their self-worth, which includes feeling connected to their community. However, people with dementia may feel they are a burden to their communities.

A dementia-inclusive community (or dementia-friendly community) possesses an inclusive and accessible community environment that optimizes opportunities for health, participation and security for all people, in order to ensure quality of life and dignity for people with dementia, their carers and families. Dementia-inclusive communities are vital in helping people live well with dementia and remain a part of their community.

Source: <https://www.alzheimers.org.uk/get-involved/dementia-friendly-communities>

A community comes together to support its seniors

The town of York in Western Australia was one of the first dementia-friendly communities in Australia.

Together with various members of the community, the city established the following initiatives:

- Elder home visit programme for high school students.
- "Memory cafés", regular informal social gatherings in coffee shops across the city for people with dementia.
- Redesigned public toilets to be more dementia and age friendly.
- Training programme for dementia-friendly services for staff in local businesses.
- Community-wide information campaign to raise awareness about dementia and how their community can be dementia friendly.

Residents of York completely embraced the initiatives and now feel more confident and more empowered to support and involve people with dementia. People with dementia also feel a greater sense of inclusion and support from their community.



The campaign



Trained staff



Memory café



Dementia-friendly toilets

For more information:

<https://www.alzheimerswa.org.au/consultancy-services/dementia-friendly-communities/>

<https://www.alzheimerswa.org.au/consultancy-services/dementia-friendly-communities/dementia-friendly-towns/dementia-friendly-towns-case-studies/>

https://www.youtube.com/watch?time_continue=331&v=Dpa2RUlxsLM&feature=emb_title

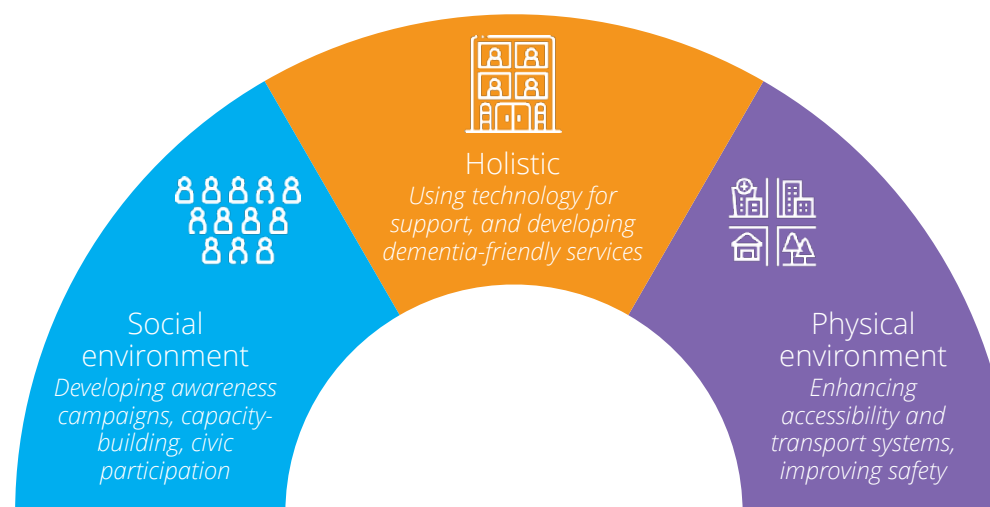
<https://www.perthnow.com.au/community-news/hills-avon-valley-gazette/york-embraces-dementia-friendly-town-initiative-c-854942>

Introduction

What is a dementia-inclusive community?

A dementia-inclusive community (or society) is one where people with dementia and their carers and families experience no stigma and discrimination and fully enjoy participation, inclusion, empowerment, respect, dignity, equality, freedom, accessibility, independent living, and quality of life. The World Health Organization (WHO) is committed to helping individuals and communities empower people with dementia to remain in, and be a significant part of, society. The WHO framework offers a structure to carrying out, integrating, evaluating and scaling dementia-inclusive initiatives.

Among the three focus areas of the framework, this toolkit will zoom in on initiatives targeting the social environment.



Focus areas of dementia-friendly initiatives

Source: <https://worlddementiacouncil.org/sites/default/files/2019-10/DFI%20EXECUTIVE%20%20SUMMARY-1015501910-03b.pdf>

02 Strategic foundations

Strategic communications supports the establishment of dementia-inclusive communities.

Communication reinforces bonds within the community and enables action through the exchange of information and the articulation of shared values, goals and aspirations. Communication can help change behaviour, rally support around a cause, and promote services.

Using communication interventions at the community level, older people and people with dementia can experience the care and support they need.



Communication outcomes

To support the establishment of a dementia-inclusive community, communication interventions should contribute to the following outcomes:



Members of the community can accurately recognize the common signs and symptoms of dementia.



People within the community who are living with dementia receive appropriate services (e.g. screening and referral).



Community leaders and decision-makers signal their support for dementia-friendly activities and initiatives.

Communication objectives:

- Raise awareness and understanding of the common signs and symptoms of dementia.
- Enhance community health literacy to support appropriate health-seeking behaviour.
- Mobilize community support and participation in dementia-friendly activities and initiatives.

Intended audience segments



Key population refers to older people, aged 60 years and above, both male and female, living in the community.

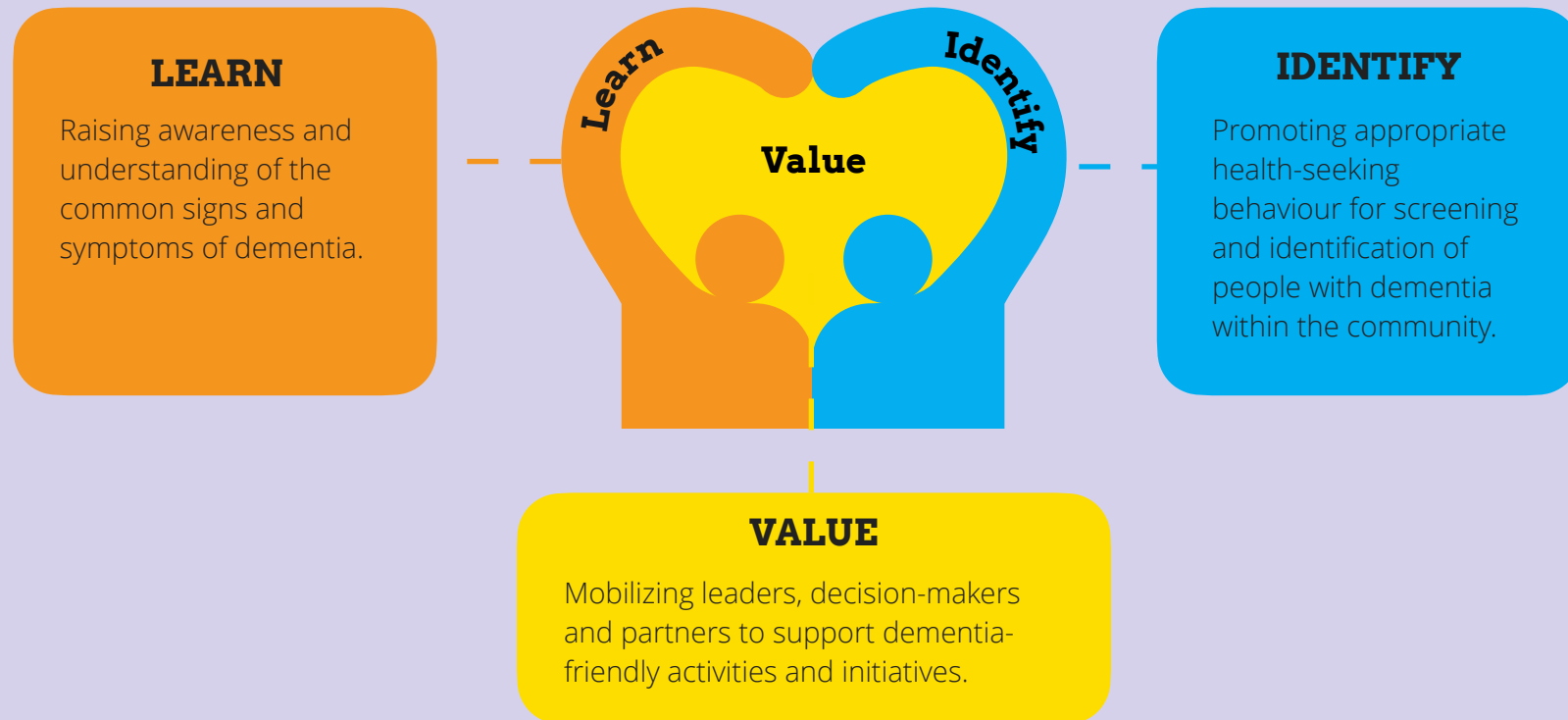
Social support refers to families, carers, friends and neighbours of older people in the community. They play an active role in providing direct support to older people.

Community actors refer to leaders and decision-makers, health workers, first responders, business owners, media personalities and health advocates in the community. They play a role in providing support for people with dementia and their families, mobilizing the community, and creating programmes for the community.

03 Communication framework

Communication framework

The **L.I.V.E. Framework** is a three-part framework created to promote dementia-inclusive communities.



Key messages

L **Learn**

Everyone can help older people in the community. Knowing the signs and symptoms of dementia is the first step in providing the care and support needed by people with dementia. Signs and symptoms of dementia include: forgetfulness, confusion, and losing track of the time and space.

I **Identify**

Screening and identifying dementia in older people in the community enables the timely provision of services, which promotes good quality of life and dignity for people with dementia and their carers and families.

VE **Value**

Together we can create a dementia-inclusive community. Establishing programmes and services for older adults will help your community thrive while protecting and promoting the health of people with dementia.

04 Communication approach

Communication activities



Public information drive

Mount a public information drive that includes information on dementia such as signs and symptoms of dementia, how to identify someone with dementia, and how to offer support to someone with dementia. Provide materials such as leaflets and flyers to community members. Tap local channels such as radios, bulletin boards, and billboards.

Seniors' Day social media event

Hold an online event on National Seniors' Day for older people and their families. Incorporate an information session through a webinar on dementia. Invite speakers such as people with dementia or families living with a person with dementia to talk about their experiences. Encourage interaction through a live question-and-answer portion.

School curriculum inclusion

Integrate dementia in educational curricula in schools and universities. Debunk myths and misconceptions through school activities.

Communication activities



Public awareness campaigns

Raising public awareness promotes a deeper understanding of dementia, the needs of people afflicted with the disease and how the community can offer support. Creating campaigns is key to raising public awareness and understanding of the disease. Campaigns can be done on a small scale through local channels such as local bulletins and posters. They can also be larger in scale via mass media such as television and radio or digital media such as social media.



An online campaign hinging on Christmas to create awareness on dementia.



Television ad created by the United Kingdom Department of Health and Social Care for dementia awareness.

For more information:

<https://www.youtube.com/watch?v=Y9pd6F7Wojk>
<https://www.youtube.com/watch?v=iR-cn1j7BVw>

Commemorative days

Many public health issues have designated days for their commemoration. Creating activities hinging on these days have the potential to increase awareness and educate intended audiences regarding important public health issues. Mounting activities during designated health days or months is also an opportunity to bring together various partners and stakeholders.

World Alzheimer's Day is celebrated annually on 21 September.

For more information:

<https://missingpersons.gov.au/about/national-events/national-missing-persons-week>
https://act.alz.org/site/TR?fr_id=13035&pg=entry
<https://www.worldalzmonth.org/>
<https://www.alz.co.uk/sites/default/files/pdfs/national-plans-examples-2017.pdf>



Missing Persons Day is an opportunity to raise awareness on the link between dementia and missing persons.



The Longest Day is a campaign hinging on summer solstice to raise awareness for Alzheimer's disease.



World Alzheimer's Month is a month-long celebration in September to encourage discussion on dementia.

Communication activities



Reminders for seniors

Create a campaign that regularly reminds seniors to get checked regularly for dementia. Activities can include providing a short checklist for dementia signs and symptoms in senior cards or speciality cards, or placing casual prompts in specialized senior lanes or locations older people frequent.

Dementia kit

Provide a kit for people with dementia. Include an “invisible illness marker” that acts as a symbol for others to identify people with dementia. Offer support pamphlets for carers to know how to give care to people with dementia and find support for themselves as well.

Online community screening drive

In partnership with local telemedicine health-care workers, mount an online screening drive for members of the community. This allows the regularly screening of older people for signs and symptoms of dementia, while maintaining physical distance.

Communication activities



Telehealth for dementia

Telehealth has allowed patients to be seen by specialists miles away, without the need to travel. Digital tools such as videoconferencing have allowed early diagnosis of dementia, especially for mild to moderate cases. Telehealth tools can also be used to provide support for both people with dementia and their carers and families.



For more information:

<https://www.nextavenue.org/telemedicine-lifeline-rural-residents/>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5970283/>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5654345/>
<https://www.healthrecoveryolutions.com/blog/telehealth-alzheimers-disease>

Invisible illness marker

Not all health conditions are visible to the eye, including dementia. Invisible illness markers are small items that communicate important medical information to others. Markers can also help others understand one's situation, and offer help and support.



Medical ID in the United States.



"Help mark" badge in Japan.

For more information:

<https://kidneyhi.org/medical-id-jewelry>
<https://roomsbooms.com/what-is-help-mark/>
<https://www.facebook.com/AmericanMedicalID/>
<https://www3.nhk.or.jp/nhkworld/en/news/backstories/217/>

Communication activities



Symbol for public support

Create a symbol for public support for dementia in the community. Encourage use of the symbol among individuals through pins, stickers, and social media badges. The symbol can also be used for business establishments to signal dementia-friendly locations.

Dementia-friendly map of the community

Design low-cost city map handouts that contain important information pertinent to people with dementia. Integrate the map with local wayfinding systems (e.g. street signs and environmental design nudges) that can help people with dementia navigate through their surroundings.

Front-liner capacity-building

Equip front-line health-care workers, first responders, shop owners, religious leaders, and the like with skills necessary to interact with people with dementia. Offer online classes that educate front-line workers on dementia and what help can be given.

Communication activities



Social network and messaging app groups

Set up community-wide groups on social media and messaging platforms. Promote use of these virtual communities as a platform for information dissemination and community mobilization.

Volunteer programme

Partner with local schools to develop a volunteer programme for people with dementia. Encourage youth to correspond with people with dementia through online messaging platforms and apps. Recommend a volunteer drive among youth to deliver practical help to people with dementia.

Dementia wayfinding

Improve ease of navigation around the community through wayfinding systems (e.g. street signs and markers) that are easy to spot and interpret.

Communication activities

VE
Value

Memory café

Memory or dementia cafés aim to be a safe and caring space for older people and their carers and families. It is a place for older people and carers to discuss their dementia diagnosis and learn from others' experiences. Activities can include a question-and-answer portion with a health-care provider, exercise classes, social activities and educational talks. Memory cafés have been found effective in providing useful information and social interaction.



Dementia café in Victoria, Australia



Memories café in Singapore

For more information:

<https://www.macs.org.au/reap-health-benefits-macs-memory-lane-cafe/>

<https://www.raflesmedicalgroup.com/asian-medical-foundation/our-work/2018>

<https://www.alzheimers.org.uk/get-support/your-support-services/dementia-cafe>

Wayfinding and signs

People with dementia often suffer wayfinding problems, which causes anxiety, distress, and decreased interaction. Research has shown that properly designed environments and signs can help with wayfinding among people with dementia, ultimately offering support.



Wayfinding sign in a hospital in the United Kingdom



Dementia-friendly facility support in Singapore

For more information:

<https://pictosign.co.uk/project/haven-court/>

<https://www.straitstimes.com/singapore/yishun-set-to-be-first-dementia-friendly-town>

<https://www.cbc.ca/radio/spark/how-urban-design-can-help-people-with-dementia-navigate-neighbourhoods-and-public-spaces-1.5298810>

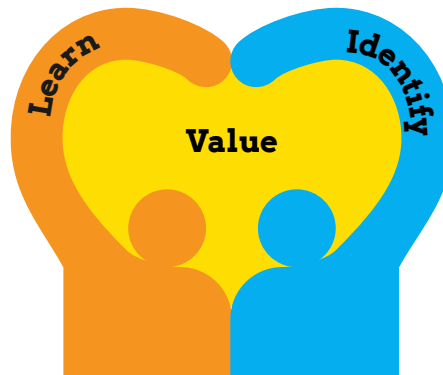
Sample activities

Seniors' Day Social Media Event

Mount an online information session on dementia both for older people and their carers and families.

Link with a telehealth provider to allow online consultations and screening during the event.

Enable bannerering of support through sharing of online materials, stickers and pledges.



Dementia-friendly Businesses

Provide posters to be displayed by local businesses. These posters can provide information on dementia.

Offer training for businesses to identify and provide support for people with dementia.

Encourage businesses to regularly mount memory cafés. Provide them with tools necessary to mount one.

Sample programmes

Use these resources to guide you in developing your own online event.

Seniors' Day Social Media Event

Activity	Duration	Description
Webinar sessions	1 hour <i>(per session)</i>	Discuss dementia, signs and symptoms, care, and support strategies.
Live Q&A	30 minutes	Engage online users through a question-and-answer portion.
Telehealth consultation	All day	Link online users to medical professionals for consultation and screening.
Support link	All day	Provide a support link with details on how to show support for dementia.

Volunteer activities

Sample activity	Description
Online correspondence	Regular socialization with people with dementia through messaging platforms and videoconferencing.
Errands drive	Provide practical help to people with dementia, such as running errands or delivering groceries.
Play time	Engage people with dementia through multiplayer games and puzzles available online.

05 Creative materials

Key visuals

Campaign logo
and branding

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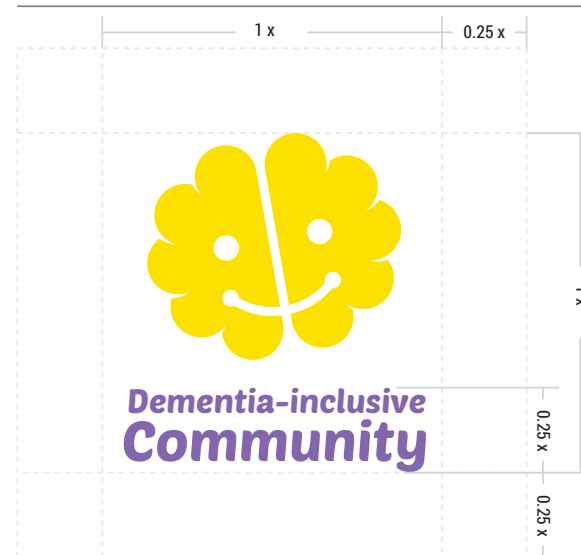
Key visuals

Campaign logo
and branding

© 2019 Dementia Inclusive Community

Brand Guide

Logo spacing



Logo variants



Rationale

The image is a simplified graphic representation of the human brain. The hemispheres are used to visually communicate two people facing each other and seemingly connected with a suggestive line formed by their smiles and gives the illusion of a singular smiling face. The image is then tilted 10° counter-clockwise to symbolize the imbalance brought about by dementia. The roundness of the image is then continued on to the typeface to convey the feeling of care and friendliness.

Typography

Poetsen One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#%&*()-_+=[]\|;:',./<>?

Rockwell regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#%&*()-_+=[]\|;:',./<>?

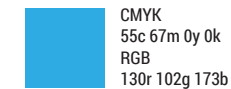
Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#%&*()-_+=[]\|;:',./<>?

Roboto Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#%&*()-_+=[]\|;:',./<>?

Colors



Key visuals

Campaign
branding

www.dementiafriendly.org.uk



Key visuals

Campaign posters



Key visuals

Social media cards



Wayfinding and out-of-home signs

(Sample materials only)



Campaign materials

(Sample materials only)



Brochure



Checklist

Campaign materials

(Sample materials only)



Branded merchandise



Branded merchandise and medical ID

Using the Dementia-Inclusive Community creative materials

For more information about these creative resources, including requests for adaptation, please write to:

Mental Health and Substance Abuse Unit
Division of Programmes for Disease Control
WHO Regional Office for the Western Pacific
wpromhs@who.int

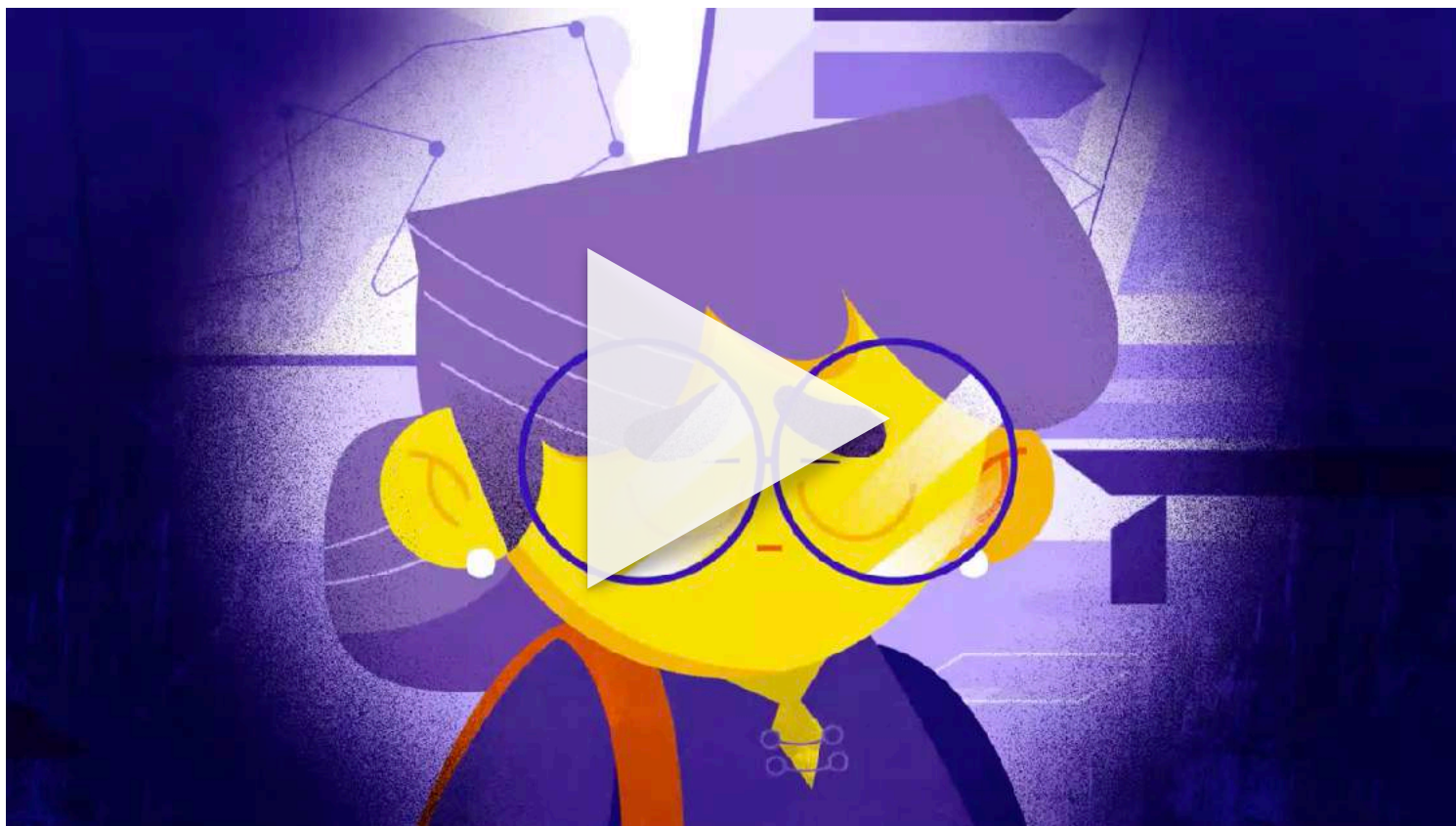
Visit <https://www.who.int/westernpacific/> and search for “dementia” for more information and resources.



**Dementia-inclusive
Community**

06 Campaign video

Campaign video



Visit <https://www.facebook.com/whowpro/posts/1671161819721573> to watch the full video.

07 Monitoring and evaluation

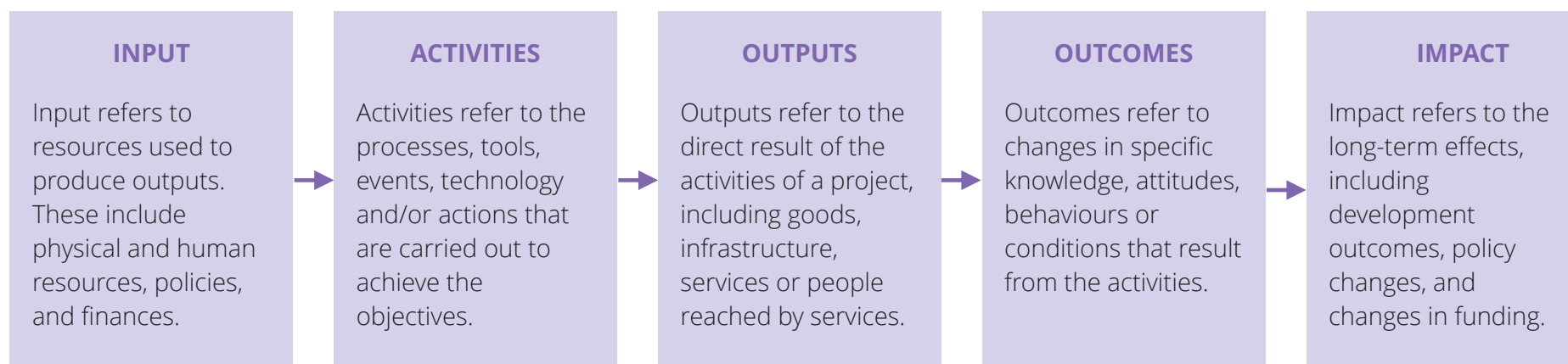
Monitoring and evaluation

Why do we need to monitor and evaluate communication?

Measurements allow us to determine the short-term and long-term effects of our communication efforts. With a monitoring and evaluation (M&E) framework, we will be able to assess our communication efforts, from the inputs to their impact. It is important to note that overall impact is often a result of multiple strategies working together, with contribution from communication.

What framework do we use to monitor and evaluate communication?

An impact framework can be used to guide M&E of communication activities.



Monitoring and evaluation

What tools do we use to monitor and evaluate communication?

A wide range of tools can be used to set metrics and measure communication activities and effects. The following are some examples of tools that can be used for M&E.

OUTPUTS

Media monitoring tools and services, digital analytics, trend and sentiment analysis, event recording and official documentation

OUTCOMES

Rapid assessment, audience panels, stakeholder surveys and consultations, trend and sentiment analysis

IMPACT

Health service research, KAP (knowledge, attitude, practice) research

M&E framework

Main goal: Support the establishment of dementia-inclusive communities



Communication outcome 1: Members of the community can accurately recognize the common signs and symptoms of dementia.



Communication outcome 2: People within the community who are living with dementia receive appropriate services (e.g. screening and referral).

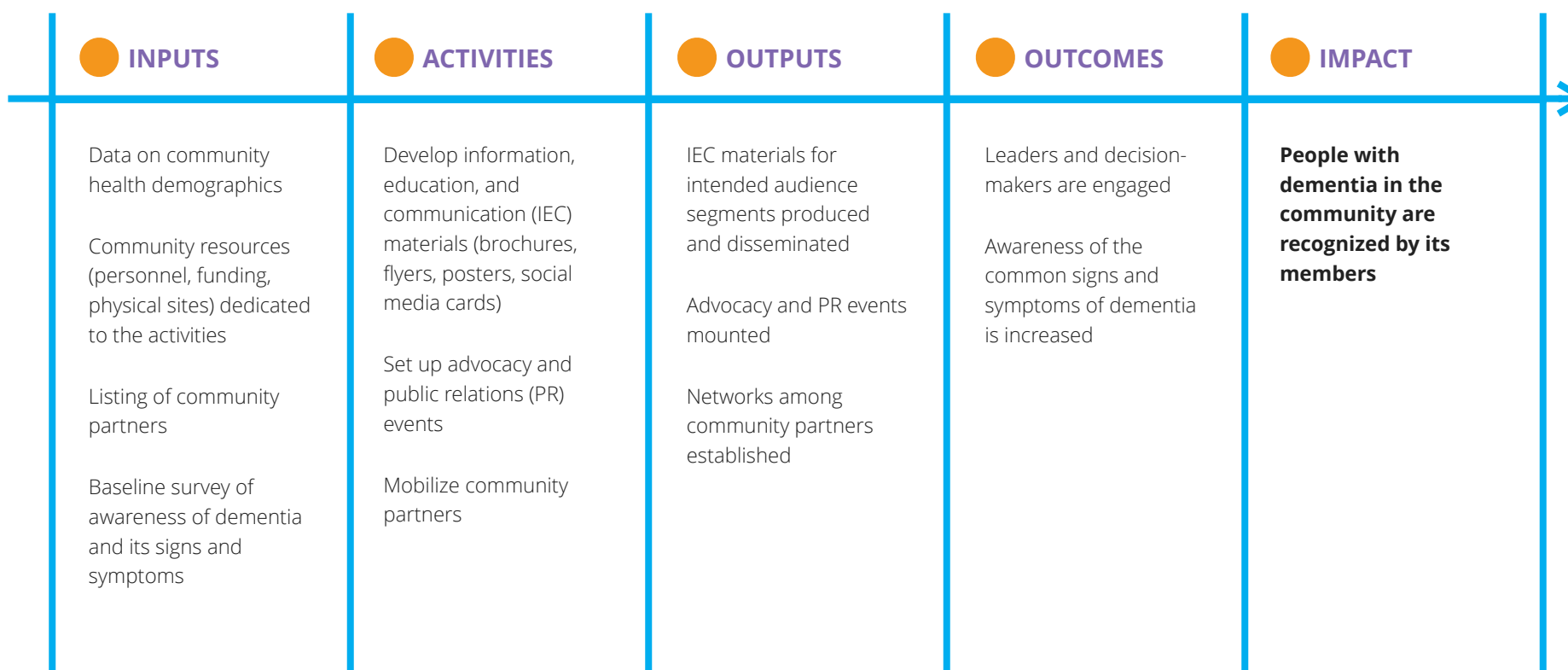


Communication outcome 3: Community leaders and decision-makers signal their support for dementia-friendly activities and initiatives.



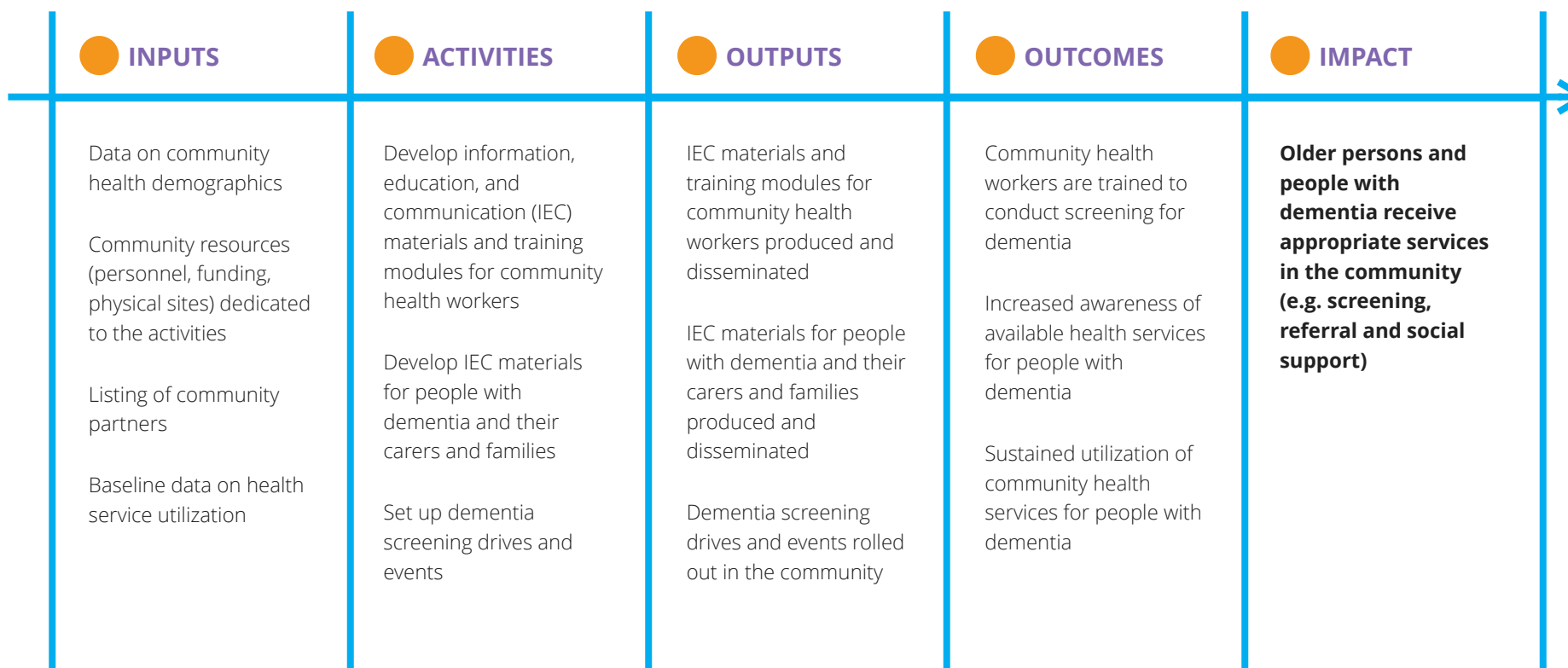
M&E framework

(Sample framework)



M&E framework

(Sample framework)



M&E framework

(Sample framework)

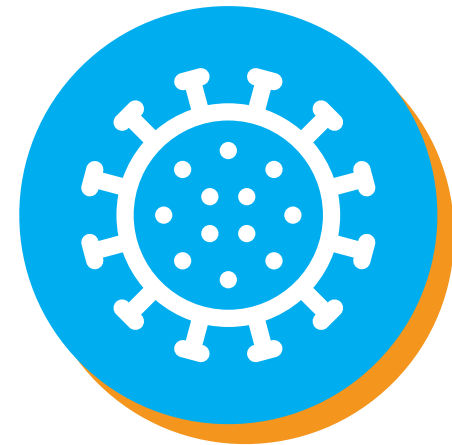


Note on COVID-19 and older people

In the context of COVID-19, older people face considerable health challenges. Older people are at a significantly increased risk of severe disease following infection from COVID-19. They may also face mental and physical health risks from social isolation during this time. Campaigns promoting dementia inclusiveness should consider how they can contribute to promoting the health of older people during this time, while protecting them from the risks of the disease.

For all communication activities, it is important to remember and emphasize six simple preventive measures for COVID-19:

- Clean your hands often.
- Cough or sneeze into your bent elbow – not your hands!
- Avoid touching your eyes, nose and mouth.
- Limit social gatherings and time spent in crowded places.
- Avoid close contact with someone who is sick.
- Clean and disinfect frequently touched objects and surfaces.



For more information, visit: <https://www.who.int/westernpacific/emergencies/covid-19/information/high-risk-groups>

Source: <https://www.who.int/news-room/feature-stories/detail/who-delivers-advice-and-support-for-older-people-during-covid-19>
<https://www.un.org/development/desa/ageing/wp-content/uploads/sites/24/2020/05/COVID-Older-persons.pdf>

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