

Creating a Community

To create a sustainable Dementia Capable Waukesha County we need to engage communities in the support of persons with dementia and their loved ones. Businesses are a cornerstone of the community frequented by individuals with dementia, their caregivers and families. Becoming a dementia friendly business is an initial step in helping to create a dementia friendly and capable community. Join other businesses in Waukesha County in taking this first step.



“A flourishing community seeks to honor, value, and include all of its members in a common life. It actively seeks creative improvements in a shared life because it understands that meeting the needs of the most vulnerable and dependent members cannot be separated from its own.”

*The Reverend John McFadden
Fox Valley Memory Project*

Types of Businesses and Organizations that receive Dementia Friendly Business Training

- Banks and Credit Unions
- Grocery Stores
- Restaurants
- Libraries
- Churches
- Hospitals and Clinics
- Home Health Care
- Pharmacists
- Law Enforcement and EMS
- City Government
- YMCA's
- Non-profit Service Organizations

If you are interested in becoming a Dementia Friendly Business please contact:

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Waukesha County Aging and
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Waukesha County Dementia Friendly Business Training



Dementia - Alzheimer's Disease

Alzheimer's disease is the most common form of dementia. It is a disease that causes memory loss and affects other cognitive abilities serious enough to interfere with daily life.



Every 67 seconds, someone in the United States develops Alzheimer's disease. By mid-century that number is estimated to increase to one person every 33 seconds.

Alzheimer's disease is the 6th leading cause of death in the United States. There is no known treatment or cure for Alzheimer's.

70% of people with Alzheimer's disease live at home and 22% live at home alone.

Over 8,500 people in Waukesha County have Alzheimer's disease.

"Dementia does not rob someone of dignity. It is our reaction to them that does."

Teepa Snow
Nationally recognized Dementia Care
Education Specialist

Dementia Friendly Businesses

It is important for businesses, service organizations, and employers to begin to prepare for the demand. The number of people with dementia is growing rapidly as the population ages.



A Dementia Friendly Business is a business that is able to recognize signs of dementia, can communicate effectively with individuals with disabilities, and know how to locate resources and assistance for themselves and for individuals with dementia.

Why Should a Business Become Dementia Friendly?

You may have:

- ✿ Customers with dementia
- ✿ Customers that are caregivers of those with dementia
- ✿ Employees with the beginning stages of dementia
- ✿ Employees that are caregivers of those with dementia

What is a Dementia Friendly Business Training?

- ✿ A free 30 minute educational presentation at your business
 - ◆ Dementia Awareness
 - ◆ Communication
 - ◆ Challenging Behaviors
- ✿ Dementia related resources
- ✿ Ideas on ways your business environment could be more dementia friendly