



Promoting Dementia-Friendliness in Manhattan, Kansas

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MPH Candidate

Dementia Friendly Manhattan
Flint Hills Wellness Coalition
May 2023 – October 2023

About Me

- Hometown: Rossville, Kansas
- Undergraduate studies: received a Bachelor of Science from Kansas State University in May 2022
 - Majored in human health biology, minored in leadership studies
- Started in the MPH program in spring 2022
 - Dual enrollment
 - Emphasis in Infectious Diseases and Zoonoses



Project Overview

- Assisted Flint Hills Wellness Coalition (FHWC) with their Dementia Friendly Manhattan (DFM) initiative
 - Project of former MPH student, Anna Biggins
- Worked with Debbie Nuss, FHWC Chair
- Development of a training program for being “dementia-friendly”
 - Focus on local business employees



Dementia Friendly Manhattan

A Flint Hills Wellness Coalition Project

Project Timeline

- **February 2023:** Met with Dr. Rensing and Debbie Nuss to outline project with Flint Hills Wellness Coalition, began attending Dementia Friendly Manhattan (DFM) meetings
- **May 2023:** Collected resources for the creation of the training program and survey
- **June to July 2023:** Developed training program and survey
- **August 2023:** Presented to DFM members, finalized training program and survey
- **September 2023:** Created marketing/promotional materials
 - Training handout, certificate of completion, window cling design, fall kick-off flyer
- **October 2023:** Assist in hosting fall kick-off event **RESCHEDULED**
- **November 2023:** Test run of training presentation with FHWC members

Dementia Friendly Manhattan

- **2015:** Dementia Friendly America initiative announced
- **2020:** Anna Biggins conducts community needs assessment in Manhattan, Kansas
- **2021:** FHWC launches Dementia Friendly Manhattan initiative



2015 WHITE HOUSE
CONFERENCE
on **AGING**



Dementia-Friendly Communities



- “A dementia friendly community is a village, town, city or county that is informed, safe and respectful of individuals living with dementia, their families and caregivers and provides supportive options that foster **quality of life.**” – Dementia Friendly America
- “Dementia friendly communities foster the ability of people living with dementia to **remain in community** and **engage** and **thrive** in day to day living”. – Dementia Friendly America
- “The mission of Dementia Friendly Manhattan is to make Manhattan, KS a more inclusive, supportive, and engaging community for people with dementia and their care partners.” – Dementia Friendly Manhattan

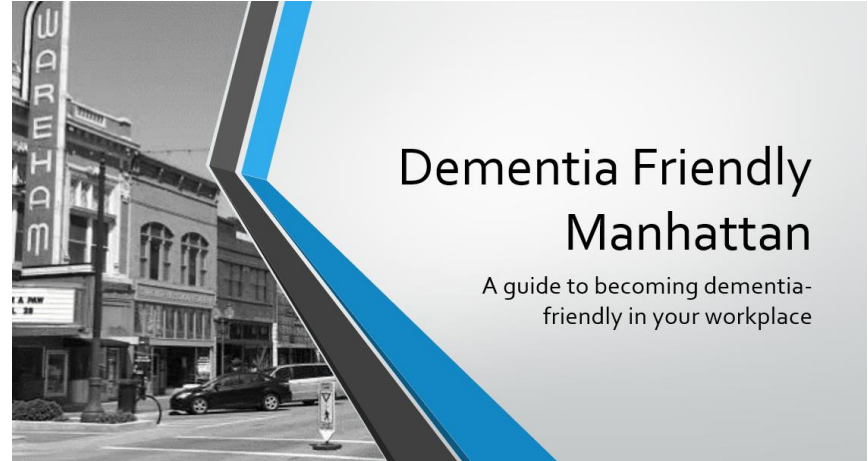
Who is involved in dementia-friendly communities?

- **Businesses**
 - Banks, grocery stores, restaurants, hair salons
- **Law enforcement, first responders**
 - Emergency medical services
- **Healthcare systems**
 - Residential care
- **Faith communities**
- **Local government**
 - Dementia-friendly infrastructure (transportation, housing, public spaces)
 - Post offices, libraries
- **Employers**
 - Caregiver-friendly policies
- **All community members**



Training Program: learning objectives

- Become familiar with the goals Dementia Friendly Manhattan and the importance of having a dementia-friendly community
- Understand the definition of dementia and common types of dementia
- Recognize common signs and indications of dementia
- Identify the situational factors that could cause a dementia-associated reaction
- Utilize communication strategies for responding to dementia-associated reactions



Training program: fulfilling competencies

- **Competency 9:** Design a population-based policy, program, or intervention

Training Program: education

- Definition of dementia
- Types of dementia
- Dementia vs. Alzheimer's
- Prevalence of dementia
- Dementia-friendly communities
- Dementia Friendly Manhattan

Introduction to Dementia

“Dementia is the loss of cognitive functioning — thinking, remembering, and reasoning — to such an extent that it interferes with a person's daily life and activities.”

From The National Institute on Aging

Training program: fulfilling competencies

- **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation

Training program: education

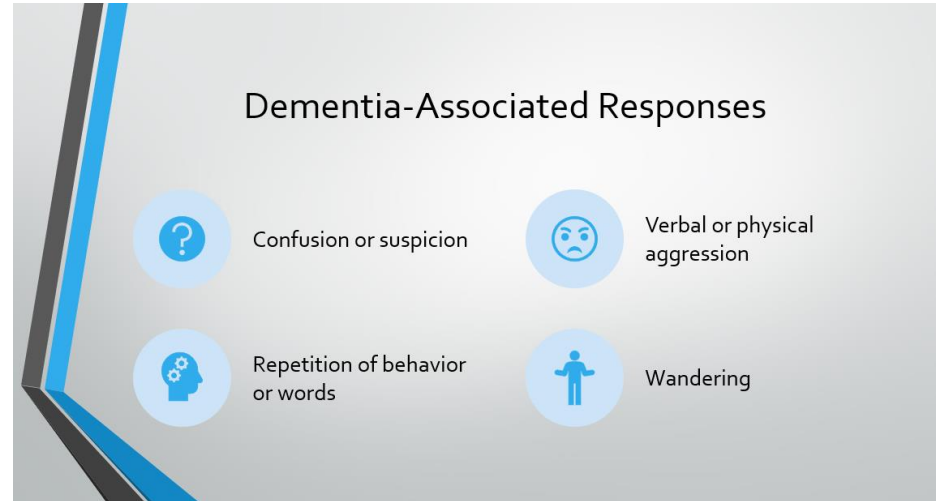
- Calculating the estimated number of people aged 65 and older living with Alzheimer's in Riley County
 - Riley County population: 72,000
 - US Census Bureau
 - Percent of Riley County population aged 65 and over: 10.7%
 - US Census Bureau
 - Percent of those aged 65 and older who have Alzheimer's: 10.8%
 - 2023 Alzheimer's Association facts and figures
 - **Estimated number of people aged 65 and over with Alzheimer's disease in Riley County: $(72,000 * .107 * .108) = 825$**

Training Program: signs of dementia

- Utilized Alzheimer’s Association “10 Warning Signs of Alzheimer’s Disease”
 - Changed to “10 Potential Signs of Dementia”
- Provided examples for each sign
 - Emphasized that mild cognitive decline is normal with age
 - “The first sign is memory loss that disrupts daily life. We need to remember that some slight cognitive decline occurs in normal aging. Let’s compare an example of memory loss that could indicate dementia and an example of memory loss that is “normal” when aging. If someone forgot the name of an acquaintance they ran into at the store and couldn’t remember it until later that day, that would be pretty normal. If someone ran into a friend at the store and did not recognize who they were, that could be an indication of dementia” – Dementia Friendly Manhattan training presentation
- Emphasized that we are not encouraging the audience to “diagnose” others

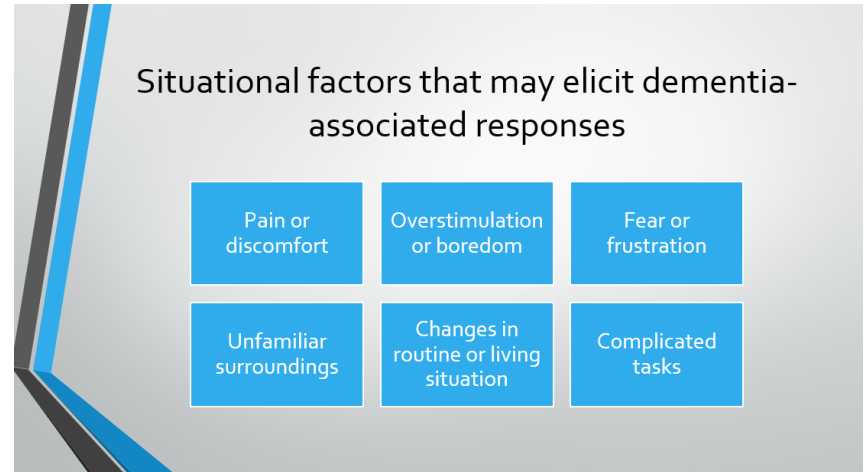
Training Program: communication strategies

- Dementia-associated responses
- An alternative method of communication to words
- **Responses to an unmet need**



Training Program: communication strategies

- Causes of dementia-associated responses
- Emotion
 - Boredom
- Physical sensation
 - Pain, too hot/cold
- Environment
 - Unfamiliar, too loud, too many people

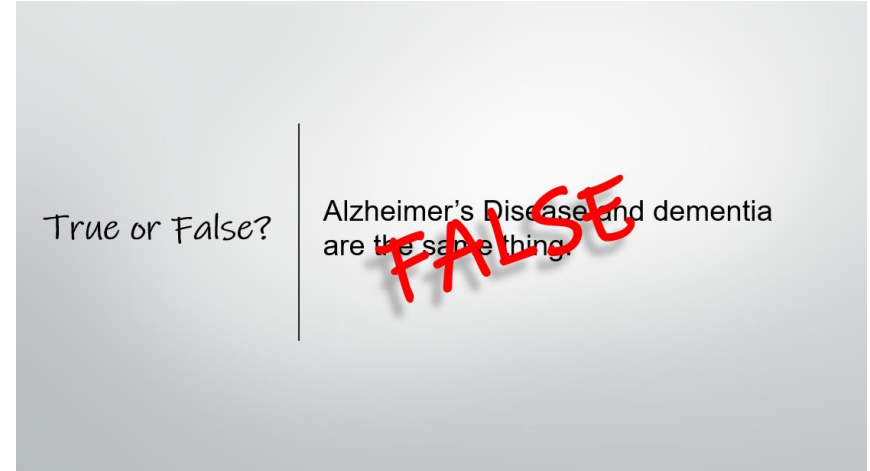


Training Program: communication strategies

- Adapted from Alzheimer's Association
- “Tools” for workplace utilization



- True/False Questions



Training Program: engaging the audience

- Scenarios

Scenario #1

You are the cashier at a retail store. A customer appears to be having a difficult time selecting an item. When they do select the item, they turn and walk slowly to the exit. You approach this person before they leave the business. What do you say/do? If they argue with you or become agitated, what strategies can you use to calm the situation?



Training Program: evaluation

- Pre- and post-training survey
- **Competency 11:** Select methods to evaluate public health programs

Dementia Friendly Manhattan: How to be “dementia-friendly” in your workplace

Please read the following statements and circle the option that most accurately reflects your level of agreement.

1. I am familiar with the concept of “dementia-friendly communities”.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

2. I understand what dementia is and who it affects.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

3. I can identify signs and behaviors that are associated with dementia.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

4. I can list situational factors that may contribute to someone with dementia exhibiting dementia-related behavior.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

5. I would feel confident approaching someone in my workplace or community who was exhibiting signs of dementia and may be in need of assistance.

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Other comments:

Training Program: evaluation

- Five-point Likert-type scale
 - Quantitative
- Comments section
 - Qualitative
- **Competency 2:** Select quantitative and qualitative data collection methods appropriate for a given public health context

Training Program: evaluation



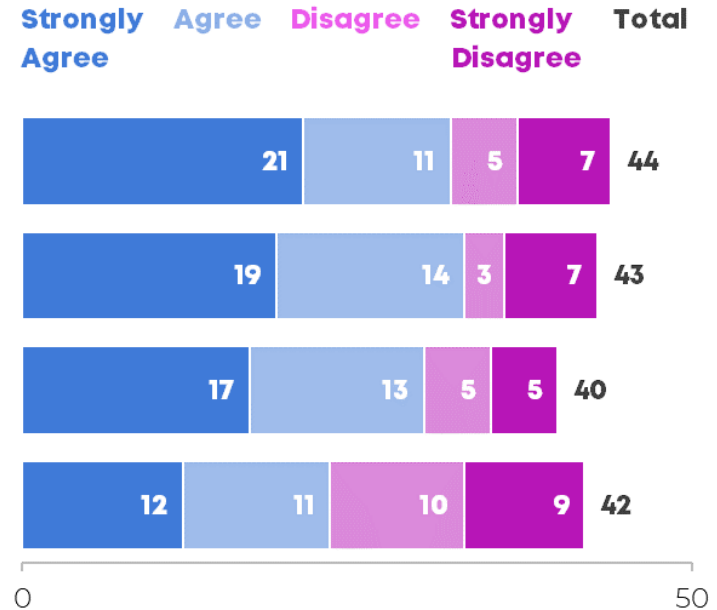
- Each survey question corresponded to a learning objective

Learning objective	Survey question
Become familiar with the goals Dementia Friendly Manhattan and the importance of having a dementia-friendly community	I am familiar with the concept of “dementia-friendly communities”.
Understand the definition of dementia and common types of dementia	I understand what dementia is and who it affects.
Recognize common signs and indications of dementia	I can identify signs and behaviors that are associated with dementia.
Identify the situational factors that could cause a dementia-associated reaction	I can list situational factors that may contribute to someone with dementia exhibiting dementia-related behavior.
Utilize communication strategies for responding to dementia-associated reaction	I would feel confident approaching someone in my workplace or community who was exhibiting signs of dementia and may be in need of assistance.

Training Program: evaluation



- Data will be displayed in a stacked bar chart (example shown)
- Presentation will be revised to meet learning objectives if any learning objectives were not met
- **Competency 4:** Interpret results of data analysis for public health research, policy, or practice



Training Program: supplemental products

- Handout

Who are we?

Dementia Friendly Manhattan (DFM) is an initiative of the Flint Hills Wellness Coalition. DFM is part of a nationwide network of dementia friendly communities under Dementia Friendly America.

The mission of Dementia Friendly Manhattan is to make Manhattan, Kansas a more inclusive, supportive, and engaging community for people with dementia and their care partners.

What is dementia?

"Dementia is the loss of cognitive functioning – thinking, remembering, and reasoning – to such an extent that it interferes with a person's daily life and activities."

— National Institute on Aging

What is a dementia friendly community?

"A dementia friendly community is a village, town, city or county that is informed, safe and respectful of individuals living with dementia, their families and caregivers and provides supportive options that foster quality of life"

— Dementia Friendly America

Contact Us

Email us:
fhwcdementiafriendly@gmail.com

Call us:
Phone: (785) 341-1143

Resources

Visit us at
www.dfmanhattanks.org or
scan the QR code below





Dementia Friendly Manhattan
A Flint Hills Wellness Coalition Project

Dementia Friendly Manhattan

A guide to becoming dementia friendly in your workplace

Training Program: supplemental products

- **Competency 19:**
Communicate audience-appropriate public health content, both in writing and through oral presentation

10 Signs of Dementia

- 1 Memory loss that disrupts daily life
- 2 Challenges in planning or solving problems
- 3 Difficulty completing familiar tasks
- 4 Confusion in time or place
- 5 Trouble understanding visual images or spatial relationships
- 6 New problems with speaking or writing
- 7 Misplacing things and losing the ability to retrace steps
- 8 Decreased or poor judgement
- 9 Withdrawal from work or social activities
- 10 Changes in mood or personality

Four Steps for Improving Dementia-Related Interactions

1. DETECT AND CONNECT
2. ADDRESS PHYSICAL NEEDS
3. ADDRESS EMOTIONAL NEEDS
4. REASSES AND PLAN FOR NEXT TIME

Tips for Effective Communication

- Identify yourself
- Use positive tone and body language
- Make eye contact
- Give them time to respond
- Ask one question at a time
- Avoid open-ended questions

Training program: supplemental products

- Certificate of completion



Training program: supplemental products

- Window cling
- **Competency 16:** Apply principles of leadership, governance and management, which include creating a vision, empowering others, fostering collaboration and guiding decision making



Everybody Counts

- Annual event since 2014
- Connects community members in need to community-based services
- Tabled for Dementia Friendly Manhattan




Kick-off Event

- Learn about Dementia Friendly Manhattan
- Introduction to training program
- Guest speaker Dr. Susan McFadden
- Monday, October 30 at Rockin K's
– 5:30-6:30 pm

RESCHEDULED

Scan the code to register by
October 23 at 12:00 pm



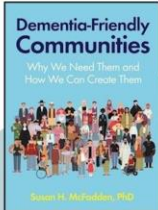
Kick-off Event
**Dementia
Friendly
Manhattan**

Join us to learn why
your business should
be dementia friendly

Where: Rockin K's
Meeting Room
1880 Kimball Ave Ste 100
Manhattan, Kansas 66502


When: Monday, October 30
5:30-6:30pm

Light refreshments will be served



Featuring guest speaker
Susan H. McFadden, PhD

Author of "Dementia-Friendly
Communities: Why We Need Them and
How We Can Create Them"



Dementia Friendly Manhattan
A Flint Hills Wellness Coalition Project

Next Steps

- **November 2:** test run of the presentation with FHWC members
 - Revise presentation according to survey results
- **February 1 (2024):** Kick-off event
 - Sign businesses up for training
- **Spring 2024:** full launch of training program
 - Certificates of completion and window clings
 - Continue to refine presentation according to survey results

Acknowledgements

- Major professor and MPH program director: Ellyn Mulcahy, Ph.D., MPH
- Committee members: Susan Rensing, Ph.D. and Erin Martinez, Ph.D., CFLE
- Preceptor: Debbie Nuss
- MPH program coordinator: Becky Burks

THANK YOU!

Sources

What is DFA. Dementia Friendly America. (n.d.). <https://www.dfamerica.org/what-is-dfa>

Home: Dementia Friendly Manhattan. Dementia Friendly Manhattan. (n.d.). <https://www.dfmanhattanks.org/>

U.S. Census Bureau quickfacts: Riley County, Kansas; Morris County, Kansas. United States Census Bureau . (n.d.). <https://www.census.gov/quickfacts/fact/table/rileycountykansas,morriscountykansas/PST045222>

2023 Alzheimer's Disease Facts and Figures. Alzheimer's Association. *Alzheimers Dement* 2023;19(4). DOI 10.1002/alz.13016



Questions?