



HERITAGE HOMES

A MINISTRY OF THE LUTHERAN
HOME ASSOCIATION

INDEPENDENT LIVING | ASSISTED LIVING | MEMORY CARE

Dementia Initiatives

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5/15/15: Heritage Homes Expands Dementia Care Initiatives

By: Laurie Rehm

Jan Zimmerman, Administrator and Director of Nursing of Heritage Homes Assisted Living, will be taking on a new position as the Director of Dementia Ministry for The Lutheran Home Association, Heritage Homes' parent company, in June of 2015. Zimmerman has been with Heritage Homes since the opening of the Assisted Living in 2010.

With the expansion of the Watertown Dementia Awareness Coalition and through the help of several grants, The Lutheran Home Association has added a focused dementia ministry to meet the needs of our older population.

Zimmerman's new position will:

- Provide dementia education to staff and communities in Wisconsin, Minnesota and other parts of the nation.
- Assist communities to become dementia aware and dementia friendly.
- Help expand technology in the community so people can remain in their homes.
- Develop programs and services for those living with dementia.
- Provide support and services to care partners and family members of those living with dementia.

Heritage Homes is actively looking for Zimmerman's replacement as Assisted Living Administrator. She will remain in her current position until the right person is found and will assist with the transition.

"I am very excited about this new position as raising dementia awareness has long been a passion of mine," states Zimmerman. "Heritage Homes and The Lutheran Home Association are becoming leaders in dementia care and I am blessed to be a part of this growing ministry."

About Heritage Homes

Heritage Homes offers independent living, assisted living and memory care and is located at 700 Welsh Road in Watertown. For more information about Heritage Homes, please contact Heritage Homes at (920) 567-2001 or visit www.MyHeritageHomes.org.

3/23/15: Amerinet Announces 2015 Member Achievement Awards

By: Evan Danis with Amerinet

St. Louis (March 23, 2015) – Amerinet, a leading national healthcare solutions organization, today announced the winners of its seventh annual Amerinet Healthcare Achievement Awards. All Amerinet members, acute and non-acute, were eligible to submit entries for this awards program, which recognizes providers' outstanding and innovative contributions to their patients, community and business partners in reducing healthcare costs and improving healthcare quality.

"In 2015 and beyond, hospitals, health systems and non-acute care providers will need to continually monitor performance and manage costs while maintaining high levels of quality," said Todd Ebert, Amerinet president and CEO. "Whether it be supply chain efficiency, enhanced clinical or financial outcomes or population management solutions, our awards program is an opportunity for Amerinet to recognize our members for their success in taking on and meeting these challenges in new and innovative ways."

Each winning facility will receive two complimentary trips to the 2015 Amerinet Member Conference which will be held May 17-20 at the Walt Disney World Swan and Dolphin in Orlando, Fla. In addition to being honored at a special awards dinner, the winning projects will be highlighted in a professional banner session, video features and a best practices compendium.

The honorees in each category are:

Community Impact and/or Innovation

- Community Hospital, Munster, Ind.
- Gundersen Health System, La Crosse, Wis.
- Heritage Homes (The Lutheran Home Association), Watertown, Wis.

Quality/Patient Care Delivery and/or Patient Satisfaction

- Summit Pacific Medical Center, Elma, Wash.
- Terrebonne General Medical Center, Houma, La.
- The Baptist Home, Rhinebeck, N.Y.

Financial and Operational Improvement

- Fairfield Medical Center, Lancaster, Ohio
- Parkview Health, Fort Wayne, Ind.
- Sea View Hospital Rehabilitation Center & Home, Staten Island, N.Y.

Supply Chain/Data Management or Supply Cost Efficiencies

- Hospice of Dayton, Inc., Dayton, Ohio
- Intermountain Healthcare, Murray, Utah
- Northern Arizona Healthcare, Flagstaff, Ariz.

About Amerinet

As a leading national healthcare solutions organization, Amerinet collaborates with acute and non-acute care providers to create and deliver unique solutions through performance improvement resources, guidance and ongoing support. With better product standardization and utilization, new financial tools beyond contracting and alliances that help lower costs, raise revenue and champion quality, Amerinet enriches healthcare delivery for its members and the communities they serve. To learn more about how Amerinet can help you successfully navigate the future of healthcare reform, visit www.amerinet-gpo.com.

3/2/15: EDITORIAL Friendly Communities for Dementia Sufferers are Great Initiatives

By: The Janesville Gazette, Wis.

The number of Rock County families affected by Alzheimer's and other dementias is growing rapidly.

Cori Marsh, dementia care specialist with the Aging & Disability Resource Center of Rock County, says the number has doubled in the last 15 years. State data from 2014 say Rock County has more than 4,000 people living with the disease.

It's about to get worse--much worse. Harry Johns is president and CEO of the Alzheimer's Association, which advocates for care, support and research. Writing for CQ-Roll Call, he says those living with Alzheimer's will triple over the next generation.

With no current way to slow or stop the disease, Americans will pay \$20.8 trillion in the next 36 years unless policymakers change projections by funding research that finds treatments. That cost estimate is more than \$3 trillion greater than the total federal debt accrued over the last 36 years.

Those afflicted, notes Johns, will lose their ability to eat, bathe and manage bodily functions. They will require constant care for years until the disease kills them.

Besides caregivers, Johns notes that Medicare will bear the greatest burden, "so much that Alzheimer's could bankrupt the federal insurance program."

Aren't those skyrocketing costs in America's aging population what Janesville Congressman Paul Ryan has been warning about for years?

While Washington debates funding for research, here at home, more and more people are struggling with the disease and with helping affected loved ones. Most of us probably know someone battling memory issues. In coming years, nearly all of us will.

That makes efforts to establish "dementia friendly" communities crucial. A new Rock County task force met Feb. 10. The goal: to improve the quality of life for those living with dementia and their caregivers. A dozen people who attended the meeting agreed to join the task force. It will partner with residents, businesses and health care providers. One likely outcome would be free "dementia friendly" training for businesses and employees. Such businesses would get decals to display that show workers know how to recognize and help those with dementia.

Watertown might have been the nation's first Dementia Friendly Community. Starting in 2013, bank employees learned to look for signs that customers were scammed. A café encouraged patrons with memory loss to just point to the sizes of coffee they want.

In Rock County, three Memory Cafés have already been set up. These provide socialization, learning and some physical

activities in safe environments. They are at 10:30 a.m. the third Monday of each month at Basics Co-op, 1171 Lodge Drive, Janesville; 10 a.m. the second Friday of each month at The Gathering Place, 715 Campus Lane, Milton; and 9:30 a.m. the first Thursday of the month at Rotary River Center, 1160 Riverside Drive, Beloit.

Jan Zimmerman, administrator at Watertown's Heritage Homes Assisted Living, leads the Watertown Dementia Awareness Coalition. "We have to get rid of this fear of admitting that 'I've got dementia,' or 'My loved one has dementia,'" Zimmerman told AARP. "We're hoping to raise awareness so this is not something that hides in the closet."

Zimmerman told Gazette reporter Shelly Birkelo: "When we started this, we had no idea it was going to grow the way it did."

As the number of afflicted people likewise grows rapidly, this Rock County task force deserves applause and support. For many families, its initiatives cannot come soon enough.

March 2015: Dementia Presentation

By: Watertown, Wis. Fire Department

<https://www.youtube.com/watch?v=i9U-PoPf2IY>

2/26/15: Dementia task force, Memory Café start in Rock County

By: Shelly Birkelo with GazetteXtra



Cori Marsh, dementia care specialist for the Aging and Disability Resource Center of Rock County in Janesville, conducts a Presidents' Day quiz Monday, Feb. 16. The quiz was part of the center's first Memory Café at Basics Cooperative, 1711 Lodge Drive, Janesville. The cafes are designed to provide socialization, learning and some physical activity for those struggling with memory. Cafes are scheduled once a month in Janesville, Milton and Beloit.

JANESVILLE—Nearly 200,000 family members provided more than \$215 million in unpaid care to those with Alzheimer's disease or a related dementia last year in Wisconsin, according to the 2014 Alzheimer's Association's annual report.

Among those receiving care were more than 4,000 Rock County residents, including many supported by unpaid caregivers, the report stated.

To improve the quality of life for those with dementia and to increase access to resources, the Aging & Disability Resource Center of Rock County has established a task force aimed at creating dementia-friendly communities.

The task force's first meeting was Feb. 10.

“Out of 28 participants, there were 12 willing to be part of an ongoing task force that will start discussing specifically what we think dementia friendly in Rock County will look like,” said Cori Marsh, dementia care specialist. “We are looking for those impacted by dementia and their care partners, community members, businesses and health care agencies to come together, make a plan and implement some strategies.”

Part of that initiative includes free training for local businesses and their employees to become "dementia friendly". Those who complete training will receive a decal to display at their place of business showing that employees know how to recognize and help customers with dementia, she said.

“People with dementia want to do the things they've always done in a safe, secure environment so they can find their way around and stay socially connected to the people they were connected to,” Marsh said.

Jan Zimmerman leads the Watertown Dementia Awareness Coalition and is administrator and director of nursing at Heritage Homes Assisted Living in Watertown. She is excited about increased efforts toward improving quality of life for those with dementia and their caregivers.

“When we started this, we had no idea it was going to grow the way it did,” she said.

Within a week of launching the Watertown coalition, Zimmerman learned the State of Wisconsin was organizing a task force to change the approach of working with those living with dementia.

Today, there are 16 ADRCs statewide, and each has a specialist that provides dementia specific activities, Marsh said.

Zimmerman said efforts made by the Watertown group are helping, as 15 city businesses have become approved as dementia friendly.

The Watertown coalition also has partnered with the city's public library to create a section focusing strictly on dementia. The group also is working with the local hospital, hospice, assisted living and EMS to create a seamless referral process.

Town hall meetings also are in the works.

"There are a lot of uninformed people out there, including those who are working in the field," Zimmerman said. "It's a crisis. The numbers are growing and at this point it doesn't look like there's going to be an end to it.

"As the population is aging faster with baby boomers, we are going to have a lot of people needing additional help. We're not going to have the caregivers to meet those needs."

Marsh agreed, saying the number of people with dementia is rising every day. This includes the number of people in Rock County which she said, "has doubled in the last 15 years."

Dementia-friendly communities typically include Memory Cafés, increased civic awareness of dementia issues and dementia-capable emergency response efforts.

Memory Cafés provide socialization, learning and some physical activity in a safe environment, Marsh said.

Many Memory Cafés exist in Wisconsin, but more were established in Rock County after the ADRC partnered with Basics Cooperative for the first one held Feb. 16. Memory Cafés also have been established in Milton and Beloit.

"They (Memory Cafés) differ from support groups because they are socially based and include activities and educational programs that those with the disease and their caregivers can do together," Marsh said.

For more information about creating a dementia-friendly community, call or email Cori Marsh at 608-741-3615, marsh@co.rock.wi.us or visit www.co.rock.wi.us/adrc.

2015: State Dementia Friendly Community Efforts Draw Nursing School's Interest

By: Dennis Chaptman with University of Wisconsin-Madison School of Nursing



On the streets of Watertown, University of Wisconsin-Madison nursing student Kathryn Gerber is learning about dementia and how a community can help remove the stigma that follows people with memory loss.

“It’s taught me about how dementia is perceived in the community,” says Gerber, a junior interested in geriatric care.

Gerber joined with a social work student and one from human development and family studies to help promote a series of mid-April town hall meetings sponsored by the

Watertown Dementia Awareness Coalition to examine how the community, which straddles Dodge and Jefferson counties, can respond to the needs of those with dementia.

Gerber and the other students have worked since September, leafletting and reaching out to local businesses, nursing homes and others to encourage attendance at the meetings.

“Before this experience, I knew what dementia was, but I wasn’t aware of the wider community aspects,” Gerber says. “For example, if a person with dementia goes into a business, it’s important not to overwhelm them with choices. It’s all about how you interact with them.”

The coalition’s goal is to make Watertown one of the first cities in the nation that is dementia friendly and aware by educating residents and businesses about dementia and how to support those with memory loss. Gerber says the community-based effort works to engage people with dementia in innovative ways, such as a monthly “Memory Café,” at a local restaurant that enables dementia patients in the community to get together.

“I love how interactive it is with dementia patients,” Gerber says. “Most communities don’t make those efforts, and dementia patients feel socially isolated.”

Jan Zimmerman, administrator and nursing director at Heritage Homes Assisted Living and coordinator of the Watertown effort, says the students have been instrumental in the effort to create a community conversation.

“It’s excellent,” she says. “They’ve gone to the vast majority of businesses and got the word out among physicians and the health-care community.”

Diane Farsetta, outreach specialist for the UW-Madison School of Nursing’s Center for Aging Research and Education (CARE), is coordinating student involvement in the project and helping to craft a new seminar class on the topic.

“The rates of dementia are increasing in Wisconsin. By 2035, there will be more than 200,000 people living with the disease,” says Farsetta. “It’s very devastating to the families involved. And, it never helps to have a stigma attached to dementia – the disease is bad enough.”

Farsetta says that because of that stigma, those with the disease are often isolated, which can lead to further cognitive decline.

“There’s a compelling health reason to make people feel safe and welcomed in the community that they are a part of,” Farsetta says. “Two-thirds of the people living with dementia are living in the community. They’re not in a nursing home or memory care units.”

Farsetta says the growing student interest in issues surrounding dementia led to the creation of a service-learning seminar called Community Supports for People with Dementia. The 15-student seminar, which Gerber helped to create, will debut next spring.

The class will cut across disciplines, affording students in medicine, business, nursing, social work, public health, human ecology and pharmacy to work on dementia-related issues. CARE will facilitate independent study opportunities for students interested in dementia friendly community efforts in the lead-up to the class.

Zimmerman says the class and the students' volunteer efforts are important to spreading the understanding of dementia and how to care for those who live with it.

"Education is so important. There are even health care workers who are afraid to work with dementia patients, because they don't understand them and the disease," Zimmerman says. "Maybe by taking that one class, students will be inspired to create important care-giving innovations."

The Watertown project is similar to efforts in other Wisconsin communities, notably in Appleton and Middleton.

"It's great to see that there are multiple efforts across the state, and I hope it can continue to spread," Gerber says. "Because the prevalence of dementia and Alzheimer's is growing, too."

2/15/14: Dementia-friendly Community Program Founded by Wisconsin RN

By: E' Louise Ondash

Henry, a man in his late 60s, was, by his son's description, living somewhere between early- and mid-stage dementia.

His short-term memory was gone, but he was still physically capable--and that was the problem. Henry (not his real name) still thought he could drive, but his children knew better. They had taken away the car after their father had several episodes of getting lost and running red lights.

Forgetting that his children had confiscated his car, Henry somehow made his way to an auto dealer in Southern California and quickly bought a car. Henry even asked the salesman for a ride to the bank; the salesman didn't hesitate, nor did the teller when Henry asked for nearly \$25,000 in cash.

When Henry's son discovered what his father had done, he returned the car and appealed several times for a refund. The dealership refused, so the son called the local newspaper. The pressure of public outrage forced the auto dealer to return the \$25,000.

This story might have ended at the bank teller's window if the employees at Henry's bank had been trained under a dementia awareness program like the one in Watertown, Wis. (population 24,000). The 25 employees at the State Bank of Reeseville have learned how to recognize and serve people with dementia and their caregivers.

"The reasons we got involved were personal," said Justin Pratt, 25, consumer lending officer. "All of us have had experience with a family member or a friend who has gone through Alzheimer's disease, so it struck a personal chord."

Jan Zimmerman, RN, started the Watertown Dementia Awareness Coalition to help the memory-impaired continue a normal life as long as possible in an environment where they can stay safe and feel that they belong.

Pratt said bank employees saw a feature in the *Wisconsin State Journal* about the Watertown Dementia Awareness Coalition started by Jan Zimmerman, RN. She is administrator and director of nursing at Heritage Homes, a nearby senior residential community.

"I called [Zimmerman] and she came to a staff training day," Pratt explained. "Now we are a part of the coalition of businesses in Watertown that meets monthly."

The goals of a dementia-friendly community, according to Zimmerman and the coalition, are to enable memory-impaired or brain-injured people to continue a normal life as long as possible, to stay in touch with family and friends, and to feel that they are safe and that they belong.

Zimmerman, a veteran nurse who has worked with the elderly for more than 20 years, learned about the dementia-awareness program when a speaker from the United Kingdom made a presentation at Heritage Homes. After hearing it, “I thought it would be a good idea if our local businesses could become more dementia-aware,” she said. “I talked to Michael Klatt, CEO of the Lutheran Homes Association, and he was extremely supportive. He has allowed us to use marketing funds to do printing and mailing, and to bring in speakers and set up a website.”

Zimmerman has worked on several fronts to make life in Watertown easier for those with dementia. She also has developed pocket-sized cards that people with memory loss can present at retail establishments. They indicate that the customer may have a problem communicating or may need extra time to complete a transaction.

And then there is the purple angel logo.

“When a business decides that they wish to participate, they sign a pledge to become dementia-aware,” Zimmerman said. “When their staff has obtained training related to dementia and how they can better provide service to those with dementia, they get a purple angel for their window.”

A purple angel adorns the window at the Connection Café near Heritage Homes. Owners Mike and Tammi Cederberg and their four employees took the awareness training. They learned, for instance, that if a customer who ordered coffee doesn’t remember doing so when served, the approach is to not to try to convince the customer otherwise.

“The employee will just say, ‘Here, this is for you,’” and leave it at that, Cederberg explained. This generally pleases customers.

The café also has become the monthly meeting place for people with dementia and their caregivers. Besides being with those who have a similar problem, the meeting also serves to eliminate the isolation often felt by people with dementia and their caregivers, Zimmerman said.

As for the banking industry, Pratt said, the dementia-awareness program actually serves its clients better than the elder financial abuse policies because it is more inclusive. “Elder abuse policies leave out people who are younger but who also can be victims of Alzheimer’s. We recognize this as an important issue because we are in an industry that sees people of all ages and walks of life.”

As a result of the dementia-awareness program, another program in Watertown has come to light. Called Premise Alert, it registers community residents with dementia, mental illnesses and brain injuries. Firefighters and police check the roster when called out for emergencies, and if their victim or suspect is on the list, “they go in prepared,” Zimmerman said. “In talking with others, no one knew about this program [until we started the dementia-awareness program]. Now my goal is getting this information out to others.”

For more information, visit dementia-aware.com.

Publication: Nursezone.com (article picked up by ANA American Nursing Association Smart Brief)

Link: http://www.nursezone.com/Nursing-News-Events/more-news/Dementia-friendly-Community-Program-Founded-by-Wisconsin-RN_42009.aspx

2/20/14: Wisconsin town aims to become dementia-friendly city

By The Associated Press

A southeastern Wisconsin city is aiming to become a dementia-friendly community.

The effort for Watertown is being initiated by Jan Zimmerman, a nurse and administrator of a local assisted living center, according to the Wisconsin State Journal.

She wants Watertown, a city of about 24,000 people 40 miles east of Madison, to be a community where residents are educated about dementia, business owners are trained to assist customers with memory loss, and people with dementia remain independent for as long as possible.

The designation doesn't have a precise definition, said Lori La Bey, executive director of Alzheimer's Speaks, an advocacy group in St. Paul, Minn. But she said it typically refers to a community that takes deliberate, coordinated and ongoing action to enable people with memory loss to feel safe in a community.

That means everything from easy access to local facilities such as banks and shops to ensuring that social networks can be maintained. The concept has taken off in the United Kingdom, she said.

"This is massive, absolutely massive," La Bey said. "Watertown, to our knowledge, is going to be the first dementia-friendly community in the U.S."

About 40 community members attended a meeting Tuesday to hear about the initiative. Zimmerman hopes it will lead to a formal coalition that meets regularly and puts forth detailed proposals. The first coalition meeting is Nov. 14.

At the meeting, attendees could pick up pocket-sized cards intended to be carried by people with memory loss and presented at retail establishments. The cards read: "Thank you for your patience. I am memory impaired and may require a few extra moments. Your cooperation and understanding is much appreciated."

The cards are a subtle way people can signal their situation without having to announce it publicly, Zimmerman said. Also, businesses are being offered free, on-site training for their employees, and those that complete training can display a purple angel in their window.

Publication: InfoForum North Dakota's #1 News Website

Link: <http://www.inforum.com/event/article/id/415842/group/Life/>

2/11/14: Downtown Dementia News Story

By: NBC15 News - Madison

<http://www.nbc15.com/video?videoid=2776561>

Jan/Feb 2014: Making a Town Dementia-Friendly

By Elizabeth Agnvall

In Watertown, Wis., the windows of nine businesses display small purple angels. The decals indicate that the employees inside have been trained in how to recognize customers with dementia and how to best assist them and their caregivers.

In the Connection Cafe, for example, baristas might encourage patrons with memory loss to simply point to which size of coffee they want. And employees at the State Bank of Reeseville have been trained to look for signs that customers have been scammed.

It's part of a broader effort to educate the town's 24,000 residents about dementia and to keep those who have the condition engaged in the community by providing the services they need.

The concept of making communities dementia-friendly is spreading in Europe but is just beginning to take hold in the United States, notably in Minnesota. AARP Minnesota has joined more than 50 groups in the ACT on Alzheimer's collaboration to help communities prepare for growing numbers of residents with dementia. (The AARP online Caregiving Resource Center is one of the resources recommended on the ACT on Alzheimer's website.)

"We have to get rid of this fear of admitting that 'I've got dementia' or 'My loved one has dementia,' " says Jan Zimmerman, a nurse and administrator at the Heritage Homes senior living community who initiated the effort in Watertown last year. "We're hoping to raise awareness so this is not something that hides in the closet."

Lori La Bey, executive director of Alzheimer's Speaks, an advocacy group in St. Paul, Minn., helped launch the Watertown movement. At the Connection Cafe she asked people with dementia and their caregivers to share their "blessings and bummers." One sweet, shy resident of the Heritage Homes memory care wing was the first to answer. "I hate this disease and what it's done to my family," she said, choking back tears. "And my blessing is my daughter here. She's my lifeline." La Bey calls the Watertown effort "phenomenal."

"I think it's going to continue to expand," she says. "People are seeing the need, and this does not have to cost a lot of money or take a lot of time.

Publication: AARP Bulletin

Link: <http://www.aarp.org/health/conditions-treatments/info-01-2014/dementia-friendly-neighborhood.html>

Jan/Feb 2014: Tell the Story of your Innovations

By Jane Sherwin

Not-for-profit aging-services providers are always innovating in senior care, and part of that process should be spreading the word about what they are doing. Telling the world about their innovations not only raises providers' profiles; it improves practices within the field as others emulate the best new ideas.

Here is a look at a few providers that are engaging their larger communities in dementia education, launching cutting-edge models for skilled nursing, and using the latest in marketing concepts to engage seniors and their families. While publicity for these innovations includes making use of an online presence, it also reflects a good understanding of how traditional media works.

Making a City "Dementia-Aware"

Jan Zimmerman is the administrator/director of nursing at [Heritage Homes](#) in Watertown, WI, which opened its dedicated memory services in 2010. Heritage Homes is affiliated with the [Lutheran Home Association](#), based in Belle Plaine, MN. Her organization has taken the usual public-education efforts to another level by trying to make Watertown a "dementia-aware and dementia-friendly" city.

"There is a lot of stigma to dementia," says Zimmerman. "There are families who don't want to admit their loved one is ill. In the larger community, people are uncertain how to behave around those who are disabled." Starting in 2011, and learning from the national organization [Alzheimer's Speaks](#), Heritage Homes has been offering workshops and conferences to educate the Watertown community about ways to make life easier for both dementia patients and those who serve them.



Heritage Homes residents being creative at an Alzheimer's Association Memories in the Making® session at Heritage Homes' Winterfest. The organization has spearheaded a unique effort to make Watertown, WI, a "dementia-friendly" community.

"One of our biggest advocates is Watertown's Reesville Bank, one of the first businesses to approach us for employee training on how to approach people with dementia, what to do if they think a client is being scammed, or needs more help with managing their money.

"But even a coffee shop may benefit from some training on how to help a customer who forgets to pay for their coffee. There's also a lot of educating we can do for public services. We can help them register people with dementia, so that when they go out on call, they'll know what approach to use. What do you do, for example, when someone is terrified and hiding under the bed when there's a fire alarm?"

“We can also help families, who may be asking, ‘If my loved one has dementia, what changes will I see, and how can I keep her independent as long as possible?’ And a patient may want to know, ‘If I have dementia, how can I go outside, and can I trust that people will be more patient with me?’”

Heritage Homes and its community partners have established a “Memory Café” at a local coffee shop. “This is a safe and welcoming environment, where dementia patients and their families can relax and talk about their lives.” There is also the Watertown Dementia Awareness coalition, a mix of business, caregivers, and patients. The town mayor has also provided significant support.

Once an organization has completed its training with the Heritage Homes team, they are given a decal, a purple angel with a globe, symbolic of their awareness and new skills. “If you see the purple angel in a window,” says Zimmerman, you know you’ve found a safe place to go.”

This [blog post from Alzheimer’s Speaks](#) points to articles that tell more about Heritage Homes’ efforts.

Zimmerman and Heritage Homes have used a steady flow of familiar techniques for getting the word out about making Watertown a dementia-friendly community.

“At the beginning, we sent out letters about the coalition, inviting everyone to attend a meeting and hear a talk. The letters were to our own personal contacts, along with names from the Chamber of Commerce,” says Zimmerman. “We also made our presence known at the Chamber’s ‘Wakeup Watertown’ monthly networking event. And we’ve had a lot of support from the mayor.”

Publication: LeadingAge

Publicity also included the website and press releases to local and state newspapers, cable TV and Facebook.

Link: http://www.leadingage.org/Tell_the_Story_of_Your_Innovations_V4N1.aspx

10/25/13: Wisconsin Takes Innovative Steps to Increase Dementia Awareness

By Margo Karsten



This is one of the most inspiring things I've seen in a long time. As the numbers of people with dementia increase, creative caregivers are looking for and finding brilliant solutions for including and accommodating people with dementia rather than isolating them!

Our colleague in Watertown has been an bold, appreciative leader on this front:

"I just want to add how proud I am of Watertown for going forward with this. We have several businesses who have already set up training for their employees and are excited about how they can help increase dementia awareness and a number who have pledged to become dementia aware. The response to this has been overwhelming, across Wisconsin and from other states. This lets me know that people are looking for support and tools to have this conversation grow. It is all so exciting." Said Jan Zimmerman, RN, Administrator/Director of Nursing of Assisted Living at Heritage Homes.

Publication: Dementia There is Hope Blog

Link: <http://dementiathereishope.com/wisconsin-takes-innovative-steps-to-increase-dementia-awareness/>

10/24/13: Wisconsin City Aims to Become Dementia-Friendly

By The Associated Press

A southeastern Wisconsin city is aiming to become a dementia-friendly community.

The effort for Watertown is being initiated by Jan Zimmerman, a nurse and administrator of a local assisted living center, according to the Wisconsin State Journal.

She wants Watertown, a city of about 24,000 people 40 miles east of Madison, to be a community where residents are educated about dementia, business owners are trained to assist customers with memory loss, and people with dementia remain independent for as long as possible.

The designation doesn't have a precise definition, said Lori La Bey, executive director of Alzheimer's Speaks, an advocacy group in St. Paul, Minn. But she said it typically refers to a community that takes deliberate, coordinated, and ongoing action to enable people with memory loss to feel safe in a community.

That means everything from easy access to local facilities, such as banks and shops, to ensuring that social networks can be maintained. The concept has taken off in the United Kingdom, she said.

"This is massive, absolutely massive," La Bey said. "Watertown, to our knowledge, is going to be the first dementia-friendly community in the U.S."

About 40 community members attended a meeting Tuesday to hear about the initiative. Zimmerman hopes it will lead to a formal coalition that meets regularly and puts forth detailed proposals. The first coalition meeting is Nov. 14.

At the meeting, attendees could pick up pocket-sized cards intended to be carried by people with memory loss and presented at retail establishments. The cards read: "Thank you for your patience. I am memory impaired and may require a few extra moments. Your cooperation and understanding is much appreciated."

The cards are a subtle way people can signal their situation without having to announce it publicly, Zimmerman said. Also, businesses are being offered free, on-site training for their employees, and those that complete training can display a purple angel in their window.

Publication: The Epoch Times.com

Link: <http://www.theepochtimes.com/n3/327441-wisconsin-city-aims-to-become-dementia-friendly/>

10/22/13: Watertown aims to become first dementia-friendly community

By The Associated Press

"At 88, Shirley Strysick shows no signs of physical decline, but her memory isn't as crisp as it once was, and she's very aware of the change. That's why she no longer cooks.

"'I could burn this joint down,' she said last week as she gave a tour of her apartment at an assisted living complex in Watertown. 'I forget things.'

"Strysick, a retired nurse, began noticing memory problems about five years ago and has been diagnosed with early-stage dementia. On a hook above her kitchen counter hangs a notebook where visitors log in, a step family members took a few months ago because Strysick sometimes couldn't recall who had dropped by.

"Strysick may be among the more fortunate of those with memory loss because of where she lives. Watertown, a city of about 24,000 people 45 minutes east of Madison, has embarked on an effort to become a dementia-friendly community, perhaps the first in the country."

That's good to know. Maybe I should move there before I forget.

Publication: JT IRREGULARS.com

<http://www.jtirregulars.com/2013/10/watertown-aims-to-become-first-dementia.html>

10/21/13: Watertown aims to become dementia-friendly city

By The Associated Press

A southeastern Wisconsin city is aiming to become a dementia-friendly community.

The Wisconsin State Journal reports the effort for Watertown is being initiated by Jan Zimmerman, is a nurse and administrator of a local assisted living center.

She wants Watertown to be a community where residents are educated about dementia, business owners are trained to assist customers with memory loss, and people with dementia remain independent for as long as possible.

Lori La Bey, executive director of Alzheimer's Speaks, an advocacy group in St. Paul, Minn., says she thinks Watertown would be the first dementia-friendly community in the nation. She says the concept has taken off in the United Kingdom.

The effort's first meeting is set for Nov. 14. Zimmerman hopes to make it a regularly meeting.

Publication: Today's TMJ4

Link: <http://www.jrn.com/tmj4/news/Watertown-aims-to-become-dementia-friendly-city-228609701.html>

10/20/13: Watertown aims to become first dementia friendly community

By Doug Erickson

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"I could burn this joint down," she said last week as she gave a tour of her apartment at an assisted living complex in Watertown. "I forget things."

Strysick, a retired nurse, began noticing memory problems about five years ago and has been diagnosed with early-stage dementia. On a hook above her kitchen counter hangs a notebook where visitors log in, a step family members took a few months ago because Strysick sometimes couldn't recall who had dropped by.

Strysick may be among the more fortunate of those with memory loss because of where she lives. Watertown, a city of about 24,000 people 45 minutes east of Madison, has embarked on an effort to become a dementia-friendly community, perhaps the first in the country.

"This is massive, absolutely massive," said Lori La Bey, executive director of Alzheimer's Speaks, an advocacy group in St. Paul, Minn. "Watertown, to our knowledge, is going to be the first dementia-friendly community in the U.S."

The designation doesn't have a precise definition, La Bey said, but typically refers to a community that takes deliberate, coordinated and ongoing action to enable people with memory loss to feel safe in a community. That means everything from easy access to local facilities such as banks and shops to ensuring that social networks can be maintained. The concept has taken off in the United Kingdom but is just beginning here, she said.

Jan Zimmerman initiated the effort in Watertown and envisions a community where residents are fully educated about dementia, business owners are trained on how to assist customers with memory loss, and people with dementia remain independent for as long as possible.

Zimmerman is a nurse and administrator of Heritage Homes, a residential community in Watertown operated by the Lutheran Home Association. It includes assisted living apartments and a memory care wing. Zimmerman has worked closely with dementia patients for decades and became frustrated that those with memory loss often become isolated from the community, she said.

Tuesday, about 40 community members attended a meeting to hear about the initiative — a first step Zimmerman hopes will lead to a formal coalition that meets regularly and puts forth detailed proposals. The first coalition meeting is Nov. 14.

Already, Zimmerman and others have moved forward on several fronts. At the meeting, attendees could pick up pocket-sized cards intended to be carried by people with memory loss and presented at retail establishments. The cards read: “Thank you for your patience. I am memory impaired and may require a few extra moments. Your cooperation and understanding is much appreciated.”

The cards are a subtle way people can signal their situation without having to announce it publicly, Zimmerman said. Also, businesses are being offered free, on-site training for their employees, and those that complete training can display a purple angel in their window.

On Wednesday, the first monthly “Memory Cafe” was held at Connection Cafe, a coffee shop near Heritage Homes. The concept, now prevalent in many communities, provides a laid-back social setting where people with memory loss and their caregivers can share tips and support each other. Twenty people attended the first one.

“I’m absolutely proud of our town and what we’re doing,” said Mayor John David, who attended Tuesday’s event and is encouraging community members to get involved. Both his mother and mother-in-law died of Alzheimer’s, he said.

As the large Baby Boomer generation ages, experts say memory loss will become an increasingly familiar part of society. Already today, one in nine Americans over age 65 has Alzheimer’s, the most common form of dementia. By age 85, one in three people has it, according to the Alzheimer’s Association.

“The statistics are not on any of our sides,” said La Bey, who spoke at Tuesday’s meeting. Dementia differs from normal forgetfulness in that it interferes with daily life, she told the crowd, giving examples.

“Have you ever walked into a room in your house and not known where you are?” asked La Bey, who said her mother has had dementia for more than 30 years and is in the final stages of Alzheimer’s. “Have you ever looked into a loved one’s eyes and not known who they are?”

In an interview, La Bey said restaurants, in particular, can be overwhelming to someone with memory loss due to the sheer number of decisions a diner must make quickly. A trained waiter can break down the options into manageable chunks, she said. For instance, instead of reeling off a long list of beverages, a waiter can first ask whether the diner wants a hot or cold beverage, then gradually get more specific, such as coffee or tea, she said.

Strysick, whose assisted living apartment is at Heritage Homes, no longer drives or leaves the premises alone. Even with a family member, she has become increasingly reluctant to go out because of a fear of becoming disoriented, said her daughter-in-law, Carol Strysick.

The two had coffee Tuesday at Connection Cafe. The owners, Mike and Tami Cederberg, are among Watertown business owners who have embraced the concept of a dementia-friendly community. In addition to serving a regular clientele

from Heritage Homes, they have a family member with a dementia-related disorder, so they've been educating themselves, Tami Cederberg said.

As Shirley Stryck ordered, Cederberg maintained eye contact with her, a tactic advocates say helps reduce anxiety. Cederberg kept questions simple and showed Stryck both a small coffee cup and a large one so that she could point to the one she wanted.

Stryck did not yet have one of the pocket-sized cards but said she would not be opposed to carrying one.

"It's OK if everyone knows I need help," she said.



Publication: Wisconsin State Journal

http://host.madison.com/wsj/news/local/health_med_fit/watertown-aims-to-become-first-dementia-friendly-community/article_7f2e53c9-5305-5ae8-bc7c-9c604223cd60.html

10/20/13: Watertown Aims to become Dementia Friendly

By The Associated Press

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Publication: Beaver Dam Daily Citizen

Link: http://www.wiscnews.com/bdc/news/local/article_3d7f4a20-b0c6-5132-af31-b835f074ef8b.html

10/20/13: Nurse pushes to make Watertown dementia-friendly city

By The Associated Press

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Publication: Milwaukee Journal Sentinel

<http://www.jsonline.com/news/wisconsin/nurse-pushes-to-make-watertown-dementia-friendly-city-b99124192z1-228540331.html>

10/17/13: City poised to become 1st dementia-friendly community

By Samantha Christianson

Publication: Watertown Daily Times

http://www.wdtimes.com/news/article_9afd5658-3747-11e3-8ced-001a4bcf887a.html

10/17/13: Memory café group launched in Watertown

By: Sara Weihert

Publication: Watertown Daily Times

Link: http://www.wdtimes.com/news/local/article_741cb5c8-3748-11e3-b71c-001a4bcf887a.html

10/2/13: Businesses go dementia friendly

Submitted by Heritage Homes

What would you do if you were diagnosed with a disease that would eventually rob you of your memory? What if there was no cure and no timetable for how long you would live with the disease? The friends and family you know and love would become strangers. Simple tasks such as going to the grocery store, the bank or even out to a restaurant would become an ordeal and frustrating, maybe even humiliating.

Two local women are doing something to help, under the philosophy that we can sit idly by or we change the way society views those who have dementia. Leading the way are registered nurse Jan Zimmerman, administrator of Heritage Homes Assisted Living and Memory Care in Watertown, and Lori La Bey of Alzheimer's Speaks.

Zimmerman and La Bey will kick off a Dementia Friendly Campaign with a free educational session at 6:30 p.m. Tuesday, Oct. 15, at Madison College, 1300 W. Main St., Watertown.

Le Bey will attend the grand opening of the Memory Cafe at Connections Cafe in Watertown at 10 a.m. Oct. 16. The Cafe is an informal social gathering where those with dementia and those who support them can gather to enjoy the camaraderie of others with dementia.

"Our goal is to create awareness among business owners and employees that people who have dementia are still a vital part of community," Zimmerman said. "The only thing that is unique is that they may have to be approached in a more sensitive manner."

Helping the community

Zimmerman and her staff will provide education to Watertown's business community to give business owners and employees the tools to effectively assist those with dementia. For example, Zimmerman will educate restaurant workers to limit the number of choices that are presented to a guest.

"Think about what the average person goes through at a restaurant," Zimmerman said. "The server introduces him or herself, asks if we want a glass of wine or perhaps a beer or soft drink, then they might tell us about that day's specials. That's a lot of information to take in even if you don't have dementia. If you do have dementia, it's way too much to process."

"Employees in the food industry, financial services or banking — really any business that has a high number of transactions that take place rapidly — need to recognize someone with dementia, slow down, and limit that number of questions and choices."

Zimmerman added that part of her vision is to have identification cards available for those with dementia or their support people, which can be presented when at a restaurant or bank, for example, so employees will instantly know

they need to change their service approach. It is a more subtle way to let people know that additional help is needed should the person wish to share that information.

La Bey explained, "Changing how communities and businesses approach and work with someone with dementia will have a huge impact not only for the person with dementia, but family caregivers and employees as well. Better service is good for everyone involved.

"Imagine being limited as to where you can go because of a disease. We have built ramps for those with mobility issues; now it is time to build ramps on an emotional and psychological basis to allow those with dementia to engage in their communities," she said.

Heightening awareness

To help businesses start the journey to becoming one of the first dementia-aware communities in the United States, Heritage Homes is asking businesses to:

- Sign a pledge committing the business to learning more about how to help employees become more dementia aware.
- Assess their business environment to see how it can be made more dementia friendly and easier to navigate for a person with memory loss.
- Join the Watertown Dementia Awareness Coalition.
- Display the purple angel in the business windows to let people know that the business is dementia aware and dementia friendly.
- Encourage employees to attend training sessions and read informational material by the Watertown Dementia Awareness Coalition.

Publication: Jefferson County Advertiser

Link: <http://www.livinglakecountry.com/jeffersonadvertiser/news/businesses-go-dementia-friendly-b99111123z1-226200541.html>

Media Sources

- AARP
Circulation: 22,407,421
- Beaver Dam Daily Citizen
- Dementia: There is Hope Blog
- Epoch Times
Circulation: 1,314,375
- Fond Du Lac Between The Lines Radio Program
- Green Bay Press Gazette
- Green Bay Fox 11
- Jefferson County Advertiser
Circulation: 22,127
- Kansas City Star
- LaCrosse Tribune
- LeadingAge
Circulation: estimate that about 28,000 people see each issue online
- Milwaukee Journal Sentinel
Circulation: 217,755 Daily 384,539 Sunday
- NBC15 Madison
- North Dakota InfoForum
- Nursezone.com
- Ohio 10TV
- Oregon: The Register Guard
- TMJ4 Milwaukee
- University of Wisconsin-Madison School of Nursing
- Watertown Daily Times
Circulation: 7500
- Watertown, Wis. Fire Department
- Wisconsin State Journal
Circulation: average weekday circulation of 83,000 and an average Sunday circulation of 118,000