

Canada's Oldest Town takes steps towards becoming a Dementia Friendly Community

Laura Booi

Budapest, Hungary

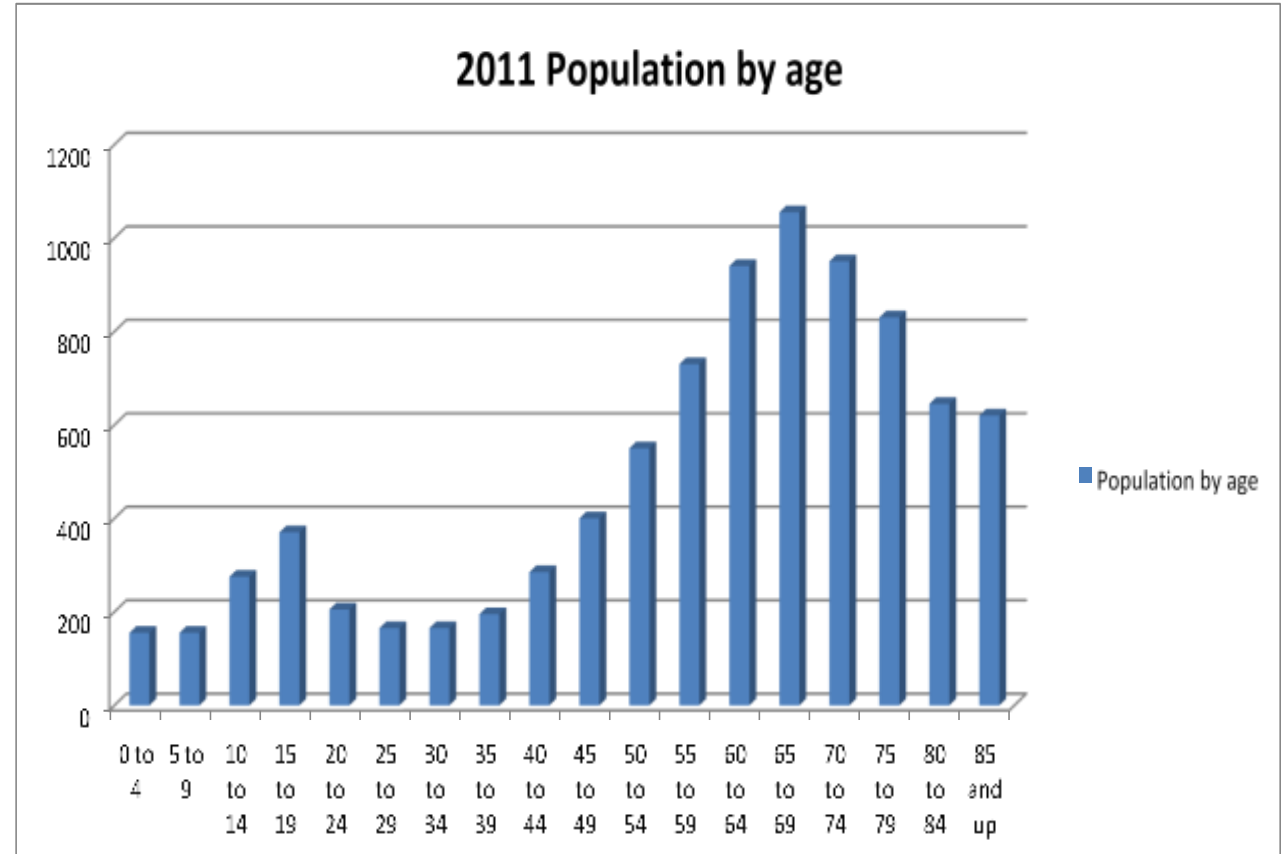
Alzheimer's Disease International Conference

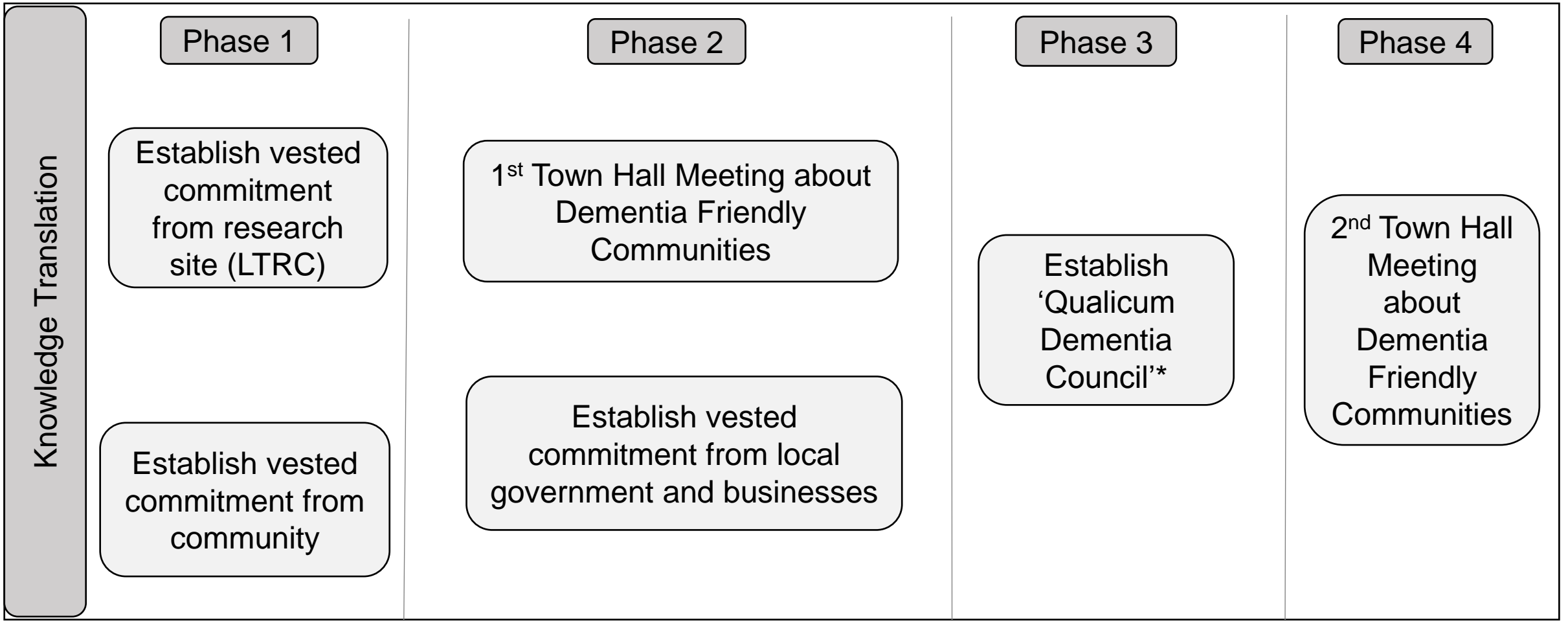
April 22nd 2016



Qualicum Beach

- Oldest average population in Canada (mean age 65)
- Population: 8'900
- Project conducted alongside dissertation (P140)





* 'Qualicum Dementia Council' will include community members and advisors from outside the community

Phase 1: Establish Vested Interest

Research site:

- Long-term Care Facilities 300 residents: 90 moderate- later stage dementia
- Largest Employer in Town
- Campus of Care
- 300 residents: 90 moderate- later stage dementia
- Micro-example of larger society

Phase 1: Establish Vested Interest

Community:

- Meeting with Mayor
- Small Business Association
- Senior Centre
- Individual community members

Phase 2: First Town Hall Meeting

- Key speakers at this event were Elena and Nico Bins from Bruges, Belgium
- Local Dementia resources and Alzheimer's societies
- Attended by:
 - 150 community members
 - Mayor of Qualicum Beach
 - All Members of Town Council
 - Members of Qualicum Downtown Business Association

Age Re-Imagined
Dementia Friendly Communities
A Community Engagement Initiative

FREE EVENT

December 1st 2015
4:30-6:00 pm
Civic Centre Main Hall
Qualicum Beach

World Renowned Speakers
Information Booths
Community Connections

WHY?

INSIGHT
QB has the oldest (and therefore wisest) population in Canada

AUTONOMY
You can reimagine and advocate for your own positive aging community experience

INFORMATION
You will hear the latest research from world renown leaders and local friends

DISCUSSION
You will be able to participate in important, open discussions about your needs

AGENDA
Welcome - Malasia Young R.N. - The Gardens at Qualicum Beach
Opening remarks - Mayor Teunis Westbrook
Marc Wortmann - Communities and Dementia
Elena & Nico Bins - Dementia Friendly Communities - How Bruges works
Panel Discussion
Summary next steps
Goodbye and thank you

Mary Wortmann Executive Director of Alzheimer's Disease International London UK
Laura Bost Executive Director of Dementia UK Cambridge UK
Elena & Nico Bins London, Dementia Friendly Communities, Bruges, Belgium

More Information Event Details • 250.642.5147 • Email: qualicumcares@gmail.com

Phase 3: Establish Qualicum Dementia Council

- Based off the formation of the World Dementia Council
- Advocacy Group with Key Stakeholders in the Community:
 - Health Care Professionals
 - Senior Centre Members
 - Small Business Board Members
 - Engaged Youth from Community
 - Members of First Nation's Band

Current Outcomes

- After 1st Town Hall Meeting Town Council voted and passed a motion put forward for the town committing both staff and resources to becoming a Dementia Friendly Community 😊
- Town Council is concerned that the label “Dementia Friendly Community” will steer young families from moving to community
- Concerns over economic impact of the Dementia Friendly Label
- Proposes ‘Everyone Friendly Community’

Qualicum is Running Out of Time...

- In February a community member of Qualicum Beach, living with dementia, walked into the forest...
- 2 week long extensive search for individual
- He was never found



Stigma

- This community is arguably ALREADY age friendly based on the population it caters too
- The Label of ‘Dementia Friendly’ is a HUGE hurdle



Next Steps...

- 2nd Town Hall Meeting
 - Requesting person living with dementia or their care-partner to speak
- Practice Patience



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