



## **Why is it important for businesses to be trained in being dementia friendly?**

The Alzheimer's Association estimates that 1783 people in Manitowoc County have some form of dementia....120,000 in Wisconsin. Less than 26% live in a nursing home or assisted living facility – the vast majority live at home. 22 % live alone.

Many of your associates may have or will have dementia or will know someone who does.

By becoming trained in being a dementia friendly business, employees will be able to recognize the signs of dementia, learn how to effectively communicate with individuals with dementia, and be aware of resources and assistance available within the community.

Businesses will also be able to evaluate their physical environment for safety and ease of navigation for individuals with dementia.

Once trained, your business will receive the universal dementia friendly symbol to be placed for people to see, promoting that you are a dementia friendly business.

Thank you for your interest in this initiative, we look forward to providing training to your company.

**For further information contact: Kim Jacquart Franzen, Dementia Care Specialist at the ADRC of the Lakeshore – 920-683-4180 or toll free at 1-877-416-7083**



Dementia Friendly Business Training is a Program of the Dementia Friendly Community Committee, facilitated by the Dementia Care Specialist of the Aging and Disability Resource Center of the Lakeshore