Alzheimer Society
MANITOBA
Dementia Care & Brain Health

April 24, 2023
12:00pm

To whom it may concern,

On behalf of the Alzheimer Society of Manitoba, we would like to propose the inclusion and recognition of Dementia-Friendly Community efforts in Council's Strategic Priorities Action Plan.

These efforts will fall into the categories of "A livable, safe, healthy, happy city" and "A city that works for residents through improved customer service".

We would like to introduce dementia-friendly communities as part of the City's initiatives within the strategic action plan, in conjunction with efforts we are working towards in the Age-Friendly Manitoba Initiative. This would promote the ability to live at home and thrive in your community for as long as it is safe to do so, for the current 18, 400 Manitobans living with dementia.

Recognition of dementia efforts and dementia-friendly communities in the City of Winnipeg could also strengthen the relationship between the First Link program and other Alzheimer of Manitoba resources to the existing health and social services teams. It could also fill gaps, if any exist.

The goal would be to provide outreach, community and Minds in Motion program partnerships, training, and presentations to a variety of businesses, groups, and organizations in the City of Winnipeg, with the hope that each of these communities and groups would introduce dementia-friendly programming or make small changes to their business to support the idea of a dementia-friendly community. Recognizing that there is still stigma attached to dementia, the growth in attendance or interest from the public will likely increase slowly in the first year as we step into communities for the first time and begin these conversations and program partnerships. The support from the City of Winnipeg and inclusion of dementia-friendly efforts in the strategic plan would provide us more access to educate the public and expand these efforts.

Thank you,

The Alzheimer Society of Manitoba