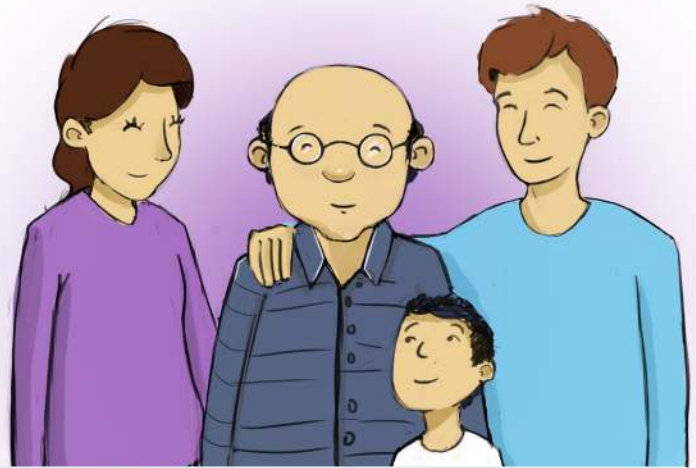


dementia friendly *Communities*

In Partnership with Senior Living Residences

understanding dementia



Senior Living Residences envisions towns and cities where residents are educated about dementia, organizations, business owners and municipal employees are trained on how to assist customers with memory loss, and people with dementia can feel safer and remain independent for as long as possible.

Diseases such as Alzheimer's and Parkinson's do not affect someone suddenly; it happens gradually over many years. Someone who has dementia may understand that they are slipping and are very likely terrified by it. They may feel shame because it is not well understood. They may feel embarrassed when they exhibit confusion in public places. Many of those who live alone with dementia stop going out because they feel less confident and are less likely to be social, a crucial element in coping with dementia.

If we can help promote a "dementia friendly" community where we support those living with dementia, we can help them maintain their community connections. Being Dementia Friendly depends on recognizing the signs of dementia and learning to help and communicate in a way that helps those affected feel valued and comfortable so that they live better, more fulfilled lives.

what is Dementia?

DEMENTIA is not a specific disease, it is an overall term that describes a wide range of symptoms associated with a decline in memory or other thinking skills severe enough to reduce a person's ability to perform everyday activities. Alzheimer's disease accounts for 60 to 80 percent of cases of dementia. Vascular dementia, which occurs after a stroke, is the second most common dementia type. But there are many other conditions that can cause symptoms of dementia like Dementia with Lewy Bodies, Dementia from Parkinson's or Huntington's disease.

**In Massachusetts,
120,000 individuals
age 65 and older
have Alzheimer's
disease.**

This number does not include the maybe thousands more with related dementias.

Dementia Friendly Massachusetts is a public education campaign by Senior Living Residences.
DementiaFriendlyMass.org | SeniorLivingResidences.com

