

What is Dementia?

Dementia is a broad category of brain diseases that cause a long-term and gradual decrease in the ability to think and remember and affect a person's daily functioning. Symptoms can include emotional difficulties, problems with language or planning and a decrease in motivation.

Signs of Dementia	Typical aging
Repeated confusion or bad decisions	Sometimes make bad decisions
Cannot manage a budget	Sometimes make money mistakes
Losing track of the season or month	Temporarily forget the date
Difficulty having a conversation	Sometimes forget a word
Often lose things or get lost	Sometimes misplace things
Dramatic personality change	Occasional bad mood

More Resources

Alzheimer's Association Minnesota-North Dakota

7900 West 78th Street, Suite 100,
Minneapolis, MN 55439
24/7 Helpline: 1.800.272.3900

MN Senior LinkAGE Line

800-333-2433

Act on Alzheimer's-MN

actonalz.org

Printing compliments of the
South Robert Street Business Association

Serving People with Dementia



West St. Paul
Working to become
Dementia Friendly

The business case

- 70% of people with dementia live at home and shop in their own community.
- They and their family choose businesses that are easy to navigate and have helpful, aware staff.
- Dementia-friendly business will help retain existing customers and attract new ones.
- Businesses that also support care-giving employees are not just benevolent, they are smart: every \$1 companies spend on eldercare support reaps a \$3 to \$14 return

Tips for success

- Treat all customers with dignity and respect
- Listen patiently
- Approach customers from the front
- Offer reassurance if person is confused or struggling to communicate
- Speak calmly with a friendly attitude
- Avoid arguing, criticizing or correcting
- If appropriate, contact family or caregiver for assistance
- Offer quiet place to sit and relax



Where to learn more

Training at your site:

Phone (651) 554-6104
jess.luce@co.dakota.mn.us

Off-site training options:

<http://www.actonalz.org/dementia-friends-information-sessions>

Online training options:

"How local businesses help a family"
<https://goo.gl/iA1CTU>

"Small changes help make a dementia friendly community"
<https://goo.gl/yvGQFa>

"Understanding Dementia"
<https://goo.gl/XTsPCG>

"Tips on Serving People with Dementia"
<https://goo.gl/rNqq3U>