



Balsam Lake Office

Polk Co. Govt. Center, 100 Polk Co. Plaza #60, Balsam Lake, WI 54810

Phone: 715-485-8449 Fax: 715-485-8460

Siren Office

Burnett Co. Govt. Center, 7410 Co. Road K #180, Siren, WI 54872

Phone: 715-349-2100 Fax: 715-349-8644

Why Become A Dementia Friendly Business?

More and more businesses are beginning to respond to the impact of dementia on both customers and employees. Customer service and human resource strategies have begun to address the questions of how to meet the needs of customers with dementia and their care partners, as well as the needs of employees who are caring for someone with the disease.

- With 70-90% of people with dementia living at home, they and their family care partners will choose businesses that are easy to navigate and that have helpful, aware staff.
- Dementia friendly business is good business that will help retain existing customers and employees and attract new ones.
- Magnitude: 15 million people care for someone with Alzheimer's or other dementia and 6.6 million of those people are employed.
- Lost productivity and time off costs (i.e. replacing caregiving employees, workday interruptions, absenteeism, and shifts from full-time to part-time work) are estimated to be as high as \$34 billion annually.
- Businesses that support their caregiving employees are not just benevolent - they are smart: every \$1 companies spend on eldercare support reaps a \$3 to \$14 return.

To Become A Dementia Friendly Business:

- Have at least 50% of frontline and customer service staff, supervisors and management complete ½ hour training(s), scheduled on-site and at your convenience.
- Training includes recognizing signs/symptoms of dementia, how to communicate, is your environment dementia friendly, and knowledge of local resources.
- Designate a team leader to be liaison between employees and the dementia care specialist at the ADRC of Northwest Wisconsin.
- Include the free, 20 minute online overview of dementia for community members as part of new employee orientation:
https://wss.ccdet.uwosh.edu/stc/dhsdementia/psciis.dll?linkid=339455&mainmenu=DHSDEMENTIA&top_frame=1
- Receive a purple window cling that states **"We Are Dementia Friendly"** for your business.

Contact the ADRC of Northwest Wisconsin to schedule training at 877-485-2372.