



# Making Businesses Dementia Friendly

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VENTURA COUNTY AREA AGENCY ON AGING



# Ventura County Senior Population Growth

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2019 – **196,588** Seniors Age 60+

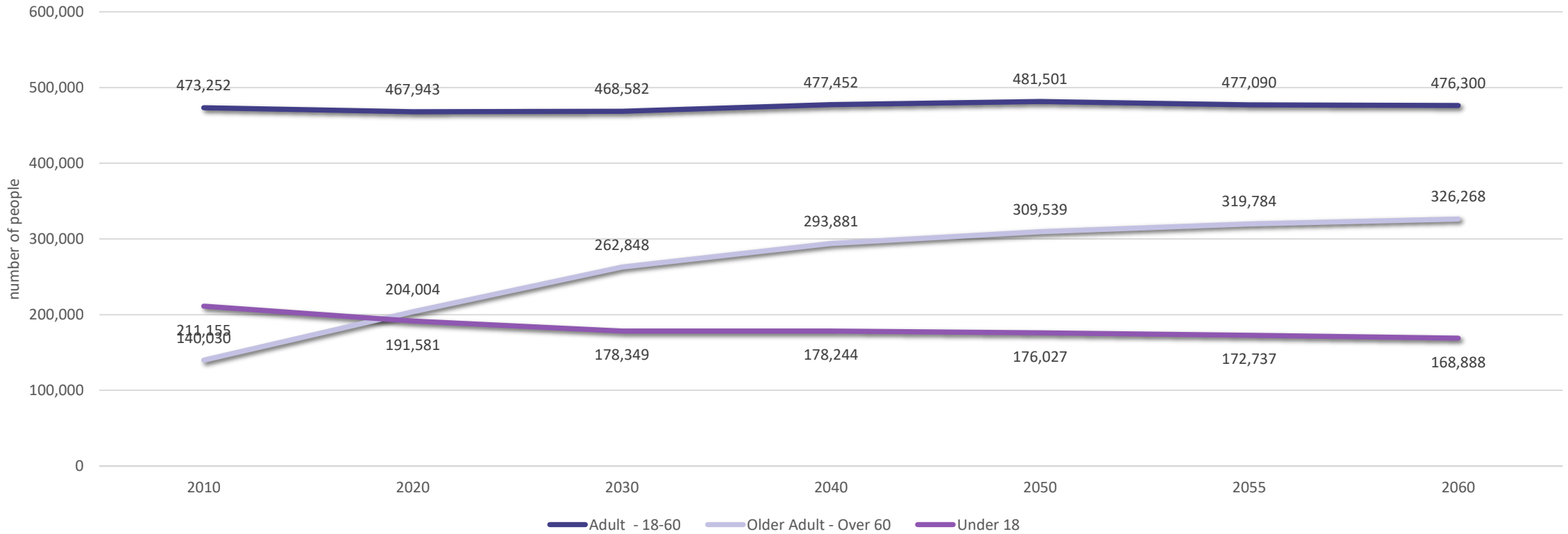
2023 – **224,812** Seniors Age 60+

**14% increase**

Total Population Growth: 2% increase

*Projections Prepared by Demographic Research Unit, California Department of Finance, retrieved February 2019.*

## Growth in Older Adult Population



By 2020, more people over 60 than under 18

By 2020, older adults = 24% of population, by 2030 = 29%, 2060 = 34%

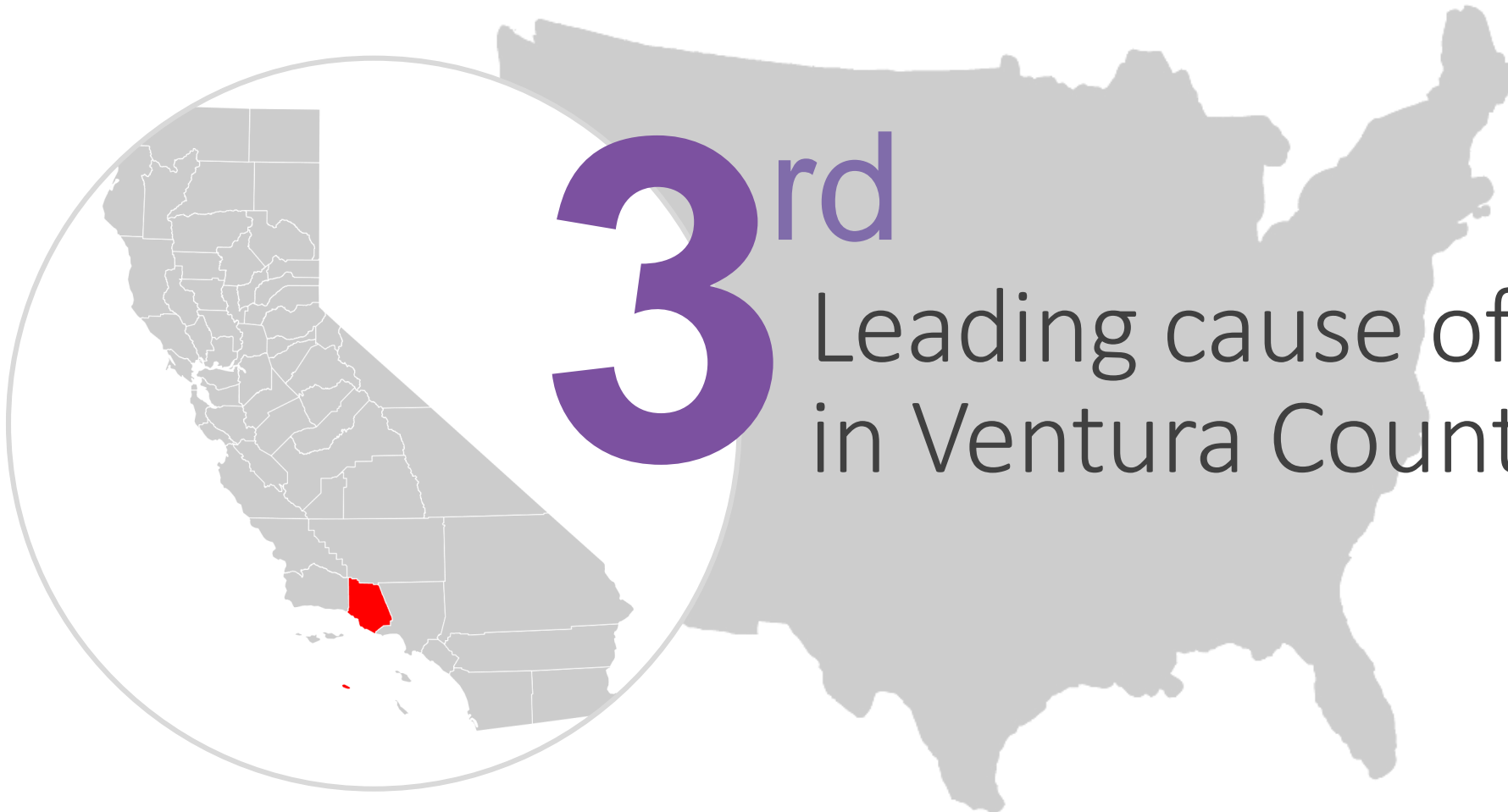
Alzheimer's Disease is the



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3<sup>rd</sup>

Leading cause of death  
in Ventura County

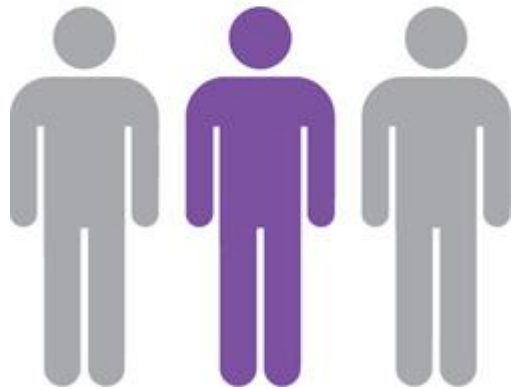


# Alzheimer's Statistics

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**1 in 3**

seniors dies with  
Alzheimer's or  
another dementia



# Multi-Faceted Response



1. Training businesses to be dementia friendly



2. Educating public to recognize the signs



3. Early and accurate diagnosis



4. Increasing rates of diagnosis and connection to community resources



5. Allowing individuals with ADRD that live alone to remain in community



6. Addressing the impact of ADRD to individuals with IDD/DD and their caregivers

# Dementia Friendly Movement

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Although there's no cure for dementia,  
we can make a difference as a community.

**Dementia Friendly Ventura County**

**[www.vcaaa.org/dfvc](http://www.vcaaa.org/dfvc)**



# Experience of people with Dementia in UK

- Less than ½ of people with dementia feel part of their community
- 73% of adults surveyed don't feel that society including businesses and organizations are geared up to deal with dementia
- 80% of people with dementia listed shopping as their favorite activity, 63% of people surveyed didn't think that shops were doing enough
- People with dementia said that they had to give up activities such as getting out of the house (28%), Shopping (23%), exercise (22%) and using transportation (16%)

# What Challenges do People with Dementia Face?

69% - a lack of confidence

68% - being worried about becoming confused

60% - worried about getting lost

59% - Mobility issues

59% - physical health issues

44% - not wanting to be a burden to others

33% - lack of appropriate transportation

# Business Benefits of Becoming Dementia Friendly

- Competitive advantage – retaining customers and attracting new ones
- Increased revenue – businesses will retain and attract new customers
  - Silver economy – older adults own 63% of all American financial assets, spending \$3.2 trillion annually
- Improved customer service
- Enhanced brand reputation – social responsible
- Impact to caregivers
- Opportunities for new businesses in response to growing need

## DEMENTIA FRIENDLY VENTURA COUNTY

Alzheimer's Disease accounts for 60-80 percent of dementia cases and currently impacts an estimated 610,000 Californians, a number projected to grow to 840,000 by 2025. To help educate the public about having understanding, tolerance, and patience and to advocate for the growing number of older adults with this disease, VCAAA recently launched Dementia Friendly Ventura County (DFVC). The goals of DFVC are:

- To create** a county where persons with dementia and Alzheimer's disease are valued and respected, feel safe, and their caregivers are supported.
- To educate** and inform all entities that serve the public about the unique needs of this population to better serve and support them.
- To promote** community awareness of the condition and how individuals and businesses can make a positive difference.

VCAAA is one of four organizations in California to be certified by Dementia Friendly America®, an initiative borne out of the 2015 White House Conference on Aging to address the national and global epidemic of Alzheimer's disease and dementia.

Visit our [Facebook](#) page to engage with us in a Dementia Friendly Ventura County conversation.

Video from the Alzheimer's Society: [Small changes help make a dementia friendly community](#). This short video shows Mary, as she encounters people in her community, and how a little bit of time and consideration for people living with dementia can make all the difference to their daily lives.

### Search for a DFVC Business

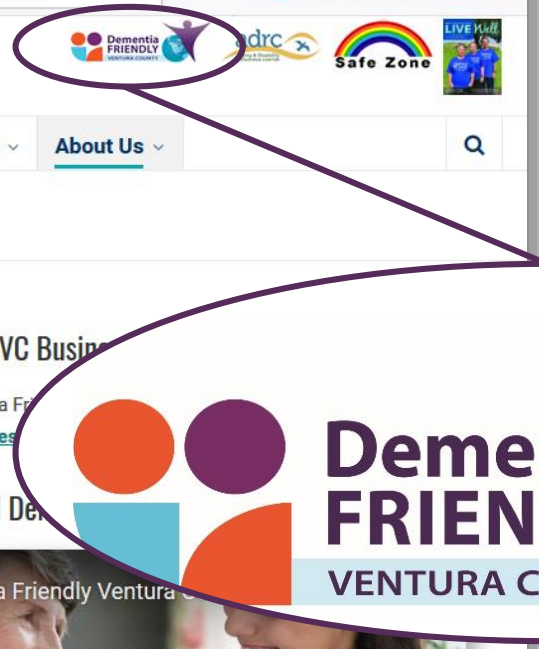
To locate a Dementia Friendly Ventura County Business, use our [DFVC Business Search](#).

### Become a Local Dementia Friendly Business



Dementia Friendly Ventura County @ Work Training is an educational session for staff of business and service organizations and all other community settings. This training helps organizations heighten their awareness of dementia and equips them to respond warmly and effectively when serving people living with dementia and their families.

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## DEMENTIA FRIENDLY BUSINESS LOCATOR

Your location

93060

Search radius

50 mi ▾

Results

100 ▾

Category filter

Any ▾

Search

### Santa Clara Valley Hospice – The Home Support Group Inc.

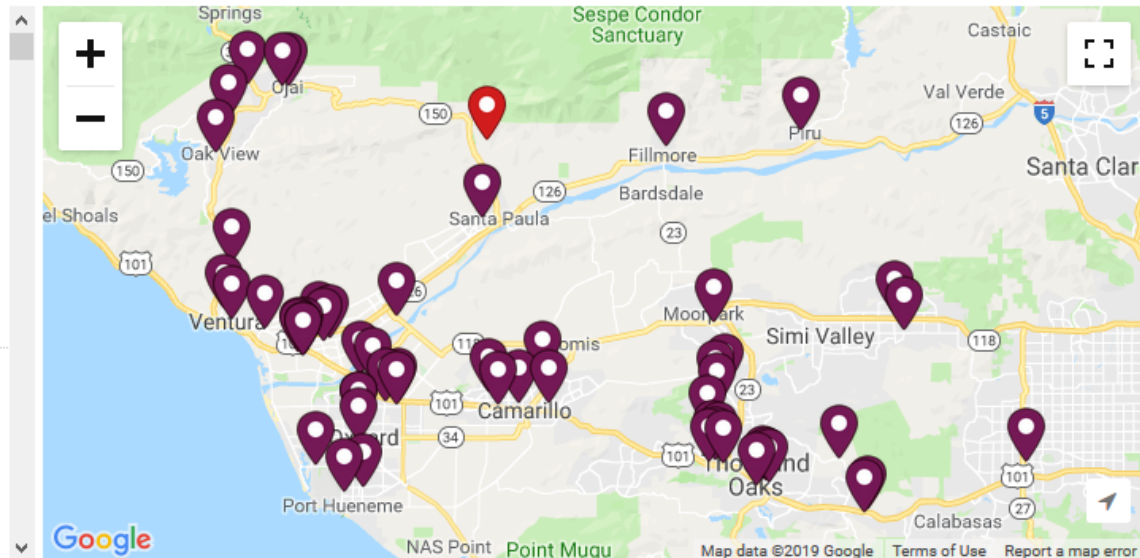
240 N. Palm Ave.  
Santa Paula California 93060  
United States

3.8 mi

Directions

### Fillmore Library

502 Second Street  
Fillmore California 93015  
United States



Dementia Friendly Ventura County X +

https://www.vcaaa.org/dfvc

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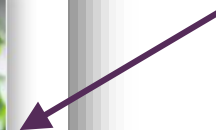
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Watch  
20-minute  
training  
video





Dementia Friendly Ventura County X +

https://www.vcaaa.org/dfvc

VAAA VENTURA COUNTY AREA AGENCY ON AGING To Serve. To Guide. To Envision.

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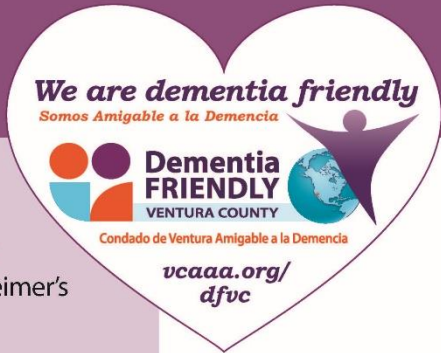
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# WHAT IS Dementia?

Dementia is a general term for a decline in mental ability severe enough to interfere with daily life and includes diseases such as Alzheimer's disease and Vascular dementia.



*People with Dementia experience the world differently.*

**THEY MAY HAVE:**

- Memory loss that disrupts daily life
- Changes in mood or personality
- Challenges in planning or solving problems
- Difficulty completing familiar tasks
- Trouble understanding images and spatial relationships
- Confusion with time or place
- New problems with speaking or writing
- Withdrawal from work or social activities
- Decreased or poor judgement
- Misplacing items and losing the ability to retrace steps

**We understand these differences and will:**

- Speak clearly, be patient, and repeat as needed
- Help you find what you need
- Communicate with you as a friend
- Provide a little extra time for you to complete your visit
- Treat you with compassion and empathy

**Welcome, we look forward to serving you.**

For more information, call **1-800-272-3900**



# Questions