

Alzheimer Society

ALBERTA AND
NORTHWEST TERRITORIES

Supporting People with Dementia in Their Communities

Alberta Employers Dementia Awareness Project

FINAL EVALUATION REPORT | DECEMBER 2022

Executive Summary

An environmental scan leading into this project (i.e., in 2019) highlighted for the Alzheimer Society of Alberta and Northwest Territories (the Society) that Alberta had no dementia awareness toolkit or materials related to dementia in the workplace. The Society recognized that Alberta employers are in the best position to support employees impacted by dementia in the workforce, and are also the most likely audience to benefit from a dementia-inclusive workplace – both to ensure inclusivity and positive experiences for employees and clients/ customers impacted by dementia. In response it created the Alberta Employers Dementia Awareness Project to achieve three outcomes:

ALBERTA EMPLOYERS DEMENTIA AWARENESS PROJECT OUTCOMES

Outcome 1:

Dementia in the workplace awareness materials are available to Alberta employers

Outcome 2:

Employers have access to materials describing the importance of brain health and dementia risk reduction

Outcome 3:

Employers have access to sample policies, guidelines, and practices to promote and support dementia-inclusive workplaces

With the support of an Employers Advisory Committee and broad groups of stakeholders (e.g., subject matter experts in dementia, dementia-inclusion, employment laws, and labour standards, Alberta employers who have supported people impacted by dementia, and Alberta employees impacted by dementia, the Society determined that both employers and their employees would benefit most from a set of dementia-inclusive materials and resources tailored for workplace settings and made available via a website. The website and its resulting launch and promotion were approached with the outcomes of the project in mind. All three project outcomes were achieved, as exemplified by the following achievements:

OUTCOMES	ACHIEVEMENTS
<p>Dementia in the workplace awareness materials are available to Alberta employers</p>	<ul style="list-style-type: none"> • DementiaAlberta.ca and all of the material and resources that it features are publicly available to all Alberta employers and their employees at DementiaAlberta.ca and via the Society website. The Employer Advisory Committee strongly recommended that the website leverage the Society’s credibility and be promoted through Alzheimer.ab.ca. This has demonstrated to be effective as one of the top three ways that people access DementiaAlberta.ca is via the Society’s website. • DementiaAlberta.ca is searchable via popular search engines (e.g., Google) using anticipated search terms (e.g., dementia-inclusive workplace). • DementiaAlberta.ca has also been and will continue to be promoted to specific Alberta employers; the Society started with adoption by its Employer Advisory Committee organizations and is actively promoting the site to additional Alberta employers, HR professionals, DEI professionals, and labour standard professionals.
<p>Employers have access to materials describing the importance of brain health and dementia risk reduction.</p>	<ul style="list-style-type: none"> • The Society has addressed the importance of brain health and dementia risk reduction explicitly in the DementiaAlberta.ca content. The content: <ul style="list-style-type: none"> - Identifies 10% of people diagnosed with dementia in Alberta are between the ages of 40 and 65 and are likely to be in the workforce. - Notes that doctors are able to diagnosis dementia at earlier stages. - Provides information and resources about how to actively increase brain health and reduce dementia risk.
<p>Employers have access to sample policies, guidelines, and practices to promote and support dementia-inclusive workplaces.</p>	<ul style="list-style-type: none"> • DementiaAlberta.ca offers a wide number and range of practical facts, tips, guidance, and scenarios applicable to both Alberta employers and their employees.

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Strategic Intent

An environmental scan leading into this project (i.e., in 2019) highlighted for the Alzheimer Society of Alberta and Northwest Territories (the Society) that Alberta had no dementia awareness toolkit or materials related to dementia in the workplace.

At the time, the Society was:

- Anecdotally aware that working Albertans living with dementia were not always in a financial position to leave their employment and that not all of them wanted to leave their employment.
- Anecdotally aware that many of its clients living with dementia were uncertain about whether they could or should remain working.
- Anecdotally aware that many of its clients living with dementia leave the workplace and/or experienced challenges navigating their experience with dementia while employed (e.g., pre-diagnosis, after diagnoses, experiences with their superiors or colleagues).
- Evidence-informed that employers lack awareness of how to support employees with dementia, their legal obligations to employees living with dementia, and the fact that, depending on the individual's situation, people living with dementia can – at least for a period of time – continue working.¹
- Evidence-informed that the number of workers over the age of 65 is increasing and the risk of dementia doubles every five years over the age of 65.²

- Evidence-informed that over three quarters of Canadian care partners are employed in the labour market and a third of them have children under the age of 18 living at home.³
- Evidence-informed that more than 1/3 of Albertans – and therefore a significant portion of Alberta's workforce – are impacted by dementia, meaning they live with dementia or care for someone with dementia.

The Society recognized that Alberta employers are in the best position to support employees impacted by dementia in the workforce, and are also the most likely audience to benefit from a dementia-inclusive workplace – both to ensure inclusivity and positive experiences for employees and clients/customers impacted by dementia.

The Alberta Employers Dementia Awareness Project was created to help employers:

- Become aware of the presence and impact of dementia in Alberta workplaces, including their workplace.
- Promote the implementation of policies and practices to support employees dealing with dementia and promote dementia-inclusive workplaces.
- Better equip dementia-compassionate employers to play their part in making the lives of those affected directly or indirectly by dementia more dignified and less isolated.

1 According to research of Egdell, V., et al. (2021) Dementia in the workplace: are employers supporting employees living with dementia? *Aging & Mental Health*, 25(1), 134 – 141.

2 According to the Government of Alberta's 2019 Alberta Labour Force Profiles Aged 45 and Older, Albertans aged 65 and over accounted for 15.9% of the working age population in 2019 compared to 12.3% in 2009.

3 Retrieved from the Ministry of Health and Long-Term Care, 2009; VON Canada, 2011; Cranswick & Dosman, 2008.

The project aimed to support two outcomes in the Alberta Dementia Strategy and Action Plan and contribute to their corresponding actions, and achieve three project-specific outcomes:

ALIGNMENT TO ALBERTA DEMENTIA STRATEGY AND ACTION PLAN OUTCOMES AND ACTIONS		
<p>Outcome 1:</p> <p>Albertans understand the impact of dementia and actively work towards optimal brain health</p>	<p>Outcome 2:</p> <p>Albertans living with dementia and their caregivers are supported in communities</p>	
<p>ACTIONS:</p> <p>Develop a dementia awareness program for Albertan employers</p>	<p>ACTION:</p> <p>Promote an age- and dementia-friendly Alberta</p>	
ALBERTA EMPLOYERS DEMENTIA AWARENESS PROJECT OUTCOMES		
<p>Outcome 1:</p> <p>Dementia in the workplace awareness materials are available to Alberta employers</p>	<p>Outcome 2:</p> <p>Employers have access to materials describing the importance of brain health and dementia risk reduction</p>	<p>Outcome 3:</p> <p>Employers have access to sample policies, guidelines, and practices to promote and support dementia-inclusive workplaces</p>



Project Approach

In order to achieve the Alberta Employers Dementia Awareness Project outcomes, a project delivery model, five-phase supporting project delivery process, and project work plan were developed.

Project Delivery Model

The project delivery model identified the three types of work that were required to achieve the project outcomes. These include:

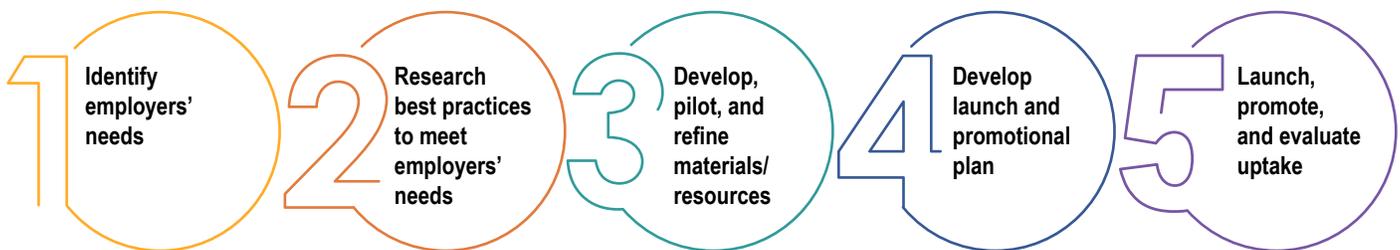
- **Define employers' awareness and information needs**, including who should own/update the materials and resources, what form materials and resources should be made available, and how employers should be made aware of and supported to use the materials and resources.
- **Develop the materials and resources** that will be provided to Alberta employers, and ensure they include information about the importance of brain health and dementia risk reduction.

- **Develop a promotional plan** that ensures that the materials and resources are available to Alberta employers, recognizing that the goal is to make the materials and resources as easily and readily accessible to as many employers (e.g., different sizes, different geographic locations) as possible.



Five-Phase Project Process

The five-phase project process outlined the sequence of work required to effectively and efficiently create, make available, and evaluate the uptake of dementia awareness materials and resources that are appreciated, valued, and used by Alberta employers and fulfill the strategic intent of the project.





Project Work Plan

The Project Work Plan describes the core actions that were completed beginning in Q1 2019 and, through staggered execution, completed by Q4 2022. The Project Work Plan also provides a high level visual of how the Five-Phase Project Process was executed through the project, including where there was overlap in phases and the creation of project deliverables. The Project Work Plan helped to keep the Society on track with its project delivery timeline.

Phase	Core Actions	Deliverables	2019				2020				2021				2022			
			Q1	Q2	Q3	Q4												
Identify Employers' Needs	Develop project approach	<ul style="list-style-type: none"> Project delivery model Project delivery process 																
	Solicit and confirm Alberta employers to work with the Society as advisors	<ul style="list-style-type: none"> Project briefing Advisory Committee invitations Advisory Committee Terms of Reference 																
	Establish employers' needs and interests	<ul style="list-style-type: none"> Advisory Committee input SWOT and gap analysis interviews with employer representatives, employment lawyer, dementia in the workplace subject matter experts, and people with lived experience 																
	Develop work plan and evaluation framework	<ul style="list-style-type: none"> Work plan Evaluation framework 																
	Initiate project evaluation and reporting	<ul style="list-style-type: none"> Quarterly reports Final report 																
Research best practices to meet employers' needs	Conduct global jurisdictional scan for quality dementia-inclusive workplace materials	<ul style="list-style-type: none"> Jurisdictional review Aggregated collection of model materials/resources 																
	Conduct research into key topics (e.g., employers' rights, employees' rights, brain health resources)	<ul style="list-style-type: none"> Alberta-based research into employers and employees' rights Best practice research into key topics (e.g., supporting your employee, managing stigma, dementia-inclusive practices) 																

Phase	Core Actions	Deliverables	2019				2020				2021				2022				
			Q1	Q2	Q3	Q4													
Develop, pilot, and refine materials/ resources	Develop a content strategy (purpose, format, key topics)	<ul style="list-style-type: none"> Content strategy 																	
	Engage with Advisory Committee, subject matter experts, and people with lived experience (i.e., supervisors with lived experience, people living with dementia, care partners) to understand their information and resource needs and interests	<ul style="list-style-type: none"> Stakeholder map Interview guide Interview notes Interview analysis Project insights and recommendations, including feedback on content strategy 																	
	Develop draft content	<ul style="list-style-type: none"> Materials Resources Case studies 																	
	Develop RFP of Interest to onboard a resource development specialist	<ul style="list-style-type: none"> Expression of Interest Project contract 																	
	Develop draft resources to host content	<ul style="list-style-type: none"> Web domain Web hosting Web platform Visual design Website development (i.e., content into the web platform) Web analytics SEO 																	
	Seek feedback from all project stakeholders	<ul style="list-style-type: none"> Interview guide Interview notes Interview analysis Project insights and recommendations, including feedback on web content, navigation, and experience 																	
	Iterate draft content and resources	<ul style="list-style-type: none"> Final content Final digital materials/ resources 																	
Develop launch & promotional plan	Develop a launch & promotional plan	<ul style="list-style-type: none"> Launch plan News release Social media and digital promotion franchise package, with digital assets Launch announcements to funder and all stakeholders Spring through fall promotional plan 																	
Launch, promote & evaluate uptake	Launch & promote resources	<ul style="list-style-type: none"> Live materials/resources Media, social media, and digital assets uptake data 																	

Project Results

To evaluate the results – and therefore success – of the Alberta Employers Dementia Awareness Project, three types of evaluation and reporting were managed through the life of the project—project implementation, employer use of the materials and resources, and promotional reach.

For the first three years and three months of the project (January 2019 – March 2022), project evaluation and reporting primarily focused on project implementation. On March 23, 2022, the project materials and resources were launched and made available to Alberta employers, allowing the Society to collect data related to employer use of the materials and resources and reach of its promotional efforts.



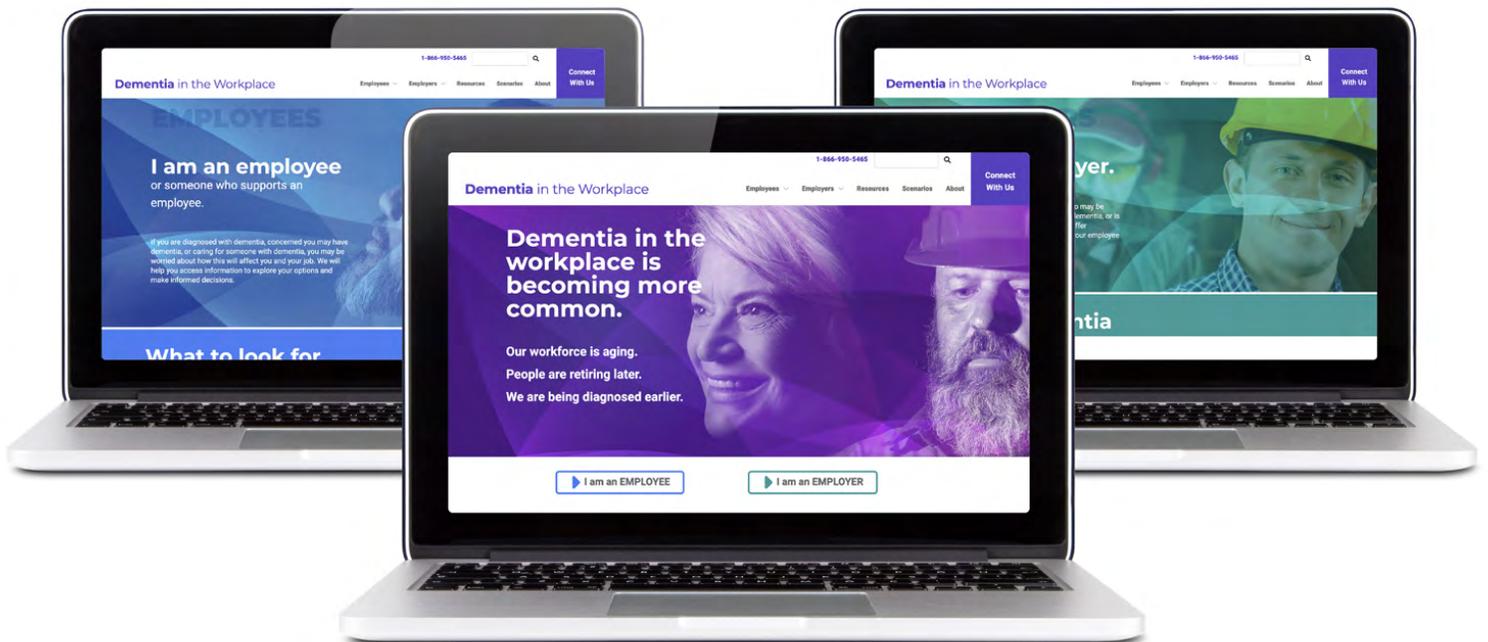
Project Implementation Results

PROJECT PHASES	RESULTS
<p>Identify employers' needs</p>	<p>The Society created an Employer Advisory Committee that included eight multi-disciplinary public sector organizations of various sizes, including four province-wide organizations, one with multiple sites in central Alberta, and three municipal organizations and engaged a variety of organizations with experience developing resources for Alberta employers to understand employers' needs.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <p>Employers identified that it would be valuable to have access to a Society-hosted digital resource in the public domain (e.g., website) where Alberta employers and their employees could access information about dementia and dementia-inclusive workplaces on an as-needed basis. Employers identified the primary benefits of this approach as:</p> <ul style="list-style-type: none"> • Allowing employers to benefit from the name recognition and credibility of the Society. • Make it possible for Alberta employees, and not just employers, to access relevant materials and resources. • Allowing the Society to refresh/update the materials and resources without needing to reissue them to employers, and allowing employers and their employees to always have access to the most recent version of the materials and resources. • Allowing the Society to expand the use of the digital resource over time, as funding allows it, to include additional and inclusionary means of sharing information (e.g., video, audio).
<p>Research best practices to meet employers' needs</p>	<p>The Society completed a globally-focused literature and jurisdictional review of dementia-inclusive materials and resources for employers and employees as well as interviews with Alberta-based subject matter experts to develop a SWOT (i.e., strengths, weaknesses, opportunities, and threats) Analysis and gap analysis. The interviews included representatives from public sector organizations, dementia-friendly and support organizations, Alberta employees who received a dementia diagnosis while in the workplace, employers and caregivers who supported an Alberta with a dementia diagnosis while in the workplace, an employment lawyer, representatives from the Alberta Human Rights Commission, public sector human resource representatives, and Society Client Services staff. The literature and jurisdictional reviews and SWOT and gap analyses informed the content strategy to develop easy to use, effectively designed (e.g., font size, colour, navigation), and high value content (e.g., topics for employers and employees, best practice guidance, Alberta-specific relevance, scenarios), including awareness materials, materials describing the importance of brain health and dementia risk reduction, and policies, guidelines, and practices to promote and support dementia-inclusive workplaces.</p>

PROJECT PHASES	RESULTS
<p>Develop, pilot, and refine materials/resources</p>	<p>Working with experts in digital resource development, the Society led the development of a website (DementiaAlberta.ca) tailored to Alberta employers and employees, including those concerned they or a loved one may be showing signs of dementia, those living with dementia, and care partners of people living with dementia. The website is owned and managed by the Society and readily available to all Albertans. The website was developed and piloted in four stages:</p> <ol style="list-style-type: none"> 1. Content strategy, where the Society’s Employer Advisory Committee, subject matter experts, and Albertans with lived experience were invited to provide input on the intention for the digital resource and shape its concept. 2. Content, where the same stakeholders were invited to review the content for the digital resource and ensure it was comprehensive, relevant, easy to understand for all audiences, engaging, and a value-add. 3. Visual design, where the same stakeholders were invited to experience the visual concept for the digital resource and ensure the colours, font size, amount of text, and use of imagery was suitable for user consumption of the available information. 4. User experience, where the same stakeholders were invited to experience the navigation, flow of information, and presentation of content on the website prototype and provide feedback before it was finalized for launch. <p>The content for the website, which was developed for both Alberta employers and employees, covered the following topics:</p> <ul style="list-style-type: none"> • The warning signs of dementia. • Talking about dementia in the workplace and supporting employees with dementia and dementia care partners in the workplace. • Actions, including policy, guidance, training, and more, to foster a dementia-inclusive workplace. • Information and resources to promote healthy brain living and dementia risk reduction in the workplace. • Managing stigma related to dementia in the workplace. • Scenarios to provide relatability and guidance to diverse employees and employers.
<p>Develop launch & promotional plan</p>	<p>With the support of the Government of Alberta and members of the Employer Advisory Committee, the Society launched DementiaAlberta.ca on March 23, 2022. The launch plan and execution leading up to, including, and following March 23, 2022 included a pre-release of the site to the stakeholders involved in its development, a news release and social media launch on March 23, 2022, a social media campaign following the launch, ongoing promotion of and access to DementiaAlberta.ca through the Society’s website, and search engine optimization (SEO) to make it easy for Alberta employers and employees to find the site using intuitive, anticipated, and evidence-informed search terms.</p> <p>Images Featured in Social Media Posts</p> 

PROJECT PHASES	RESULTS
Ongoing resource promotion & evaluate resource uptake	<p>The ongoing promotion of DementiaAlberta.ca has focused on:</p> <ul style="list-style-type: none">• Social media promotion by the Society.• Working with supportive employers, including members of the Employer Advisory Committee, to promote the value of the digital resource within their organizations.• Leveraging promotional mediums targeted to dementia-focused organizations, human resource practitioners, diversity, equity, and inclusion practitioners, and labour standard professionals in Alberta (e.g., Dementia Connections, Chartered Professionals for Human Resources in Alberta).• Maintaining search engine optimization (SEO) so that the digital resource is the top search term for Alberta employers and employees seeking access to information, materials, and resources related to brain health, dementia in the workplace, and dementia-inclusive workplaces.

Screenshots of DementiaAlberta.ca



Project Impacts

KEY PERFORMANCE INDICATOR	RESULTS																								
Visits to DementiaAlberta.ca	<p>In a period 90 days – from July 19 to October 16, 2022 – the site:</p> <ul style="list-style-type: none"> Received 813 views during 449 unique sessions. Received the most unique views to its landing page. Was found most frequently through a click through on the URL or typing the URL into a search bar, via a Google search for key terms, and via Alzheimer.ab.ca. <p>From October 17 to December 31, 2022, the site:</p> <ul style="list-style-type: none"> Received 1522 views, where 961 site visitors were new to the site. Received the most unique views to its landed page (581), followed by Resources (101), Signs of Dementia (78), and Talking to an Employee Showing Signs of Dementia (77). Was found most frequently through a click through on the URL or typing the URL into a search bar, via a Google search for key terms, and via Alzheimer.ab.ca. 																								
Reach via social media	<p>The Dementia in the Workplace e-resource (DementiaAlberta.ca) was launched on March 23, 2022 and included a series of social media posts. The social media analytics showed broad reach over the course of the three days (i.e., March 23, 24, and 25) following the launch.</p> <table border="1" data-bbox="488 976 1446 1201"> <thead> <tr> <th>Social Media Platform</th> <th>Reach⁴/Potential Reach⁵ between March 23 and 25, 2022</th> <th>Average Reach/Potential Reach Per Post⁶ (rounded to the nearest integer)</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>1,906 (Reach)</td> <td>635</td> </tr> <tr> <td>Instagram</td> <td>311 (Reach)</td> <td>104</td> </tr> <tr> <td>Twitter</td> <td>52,420 (Potential Reach)</td> <td>17,473</td> </tr> </tbody> </table> <p>A social media campaign was run between October 5 and December 18, 2022 and included 10 Facebook posts, eight Tweets, and nine Instagram posts.</p> <table border="1" data-bbox="472 1323 1427 1547"> <thead> <tr> <th>Social Media Platform</th> <th>Reach/Potential Reach during Campaign</th> <th>Average Reach/Potential Reach Per Post⁸ (rounded to the nearest integer)</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>987 (Reach)</td> <td>99</td> </tr> <tr> <td>Instagram</td> <td>577 (Reach)</td> <td>64</td> </tr> <tr> <td>Twitter</td> <td>238,178 (Potential Reach)</td> <td>29,772</td> </tr> </tbody> </table>	Social Media Platform	Reach ⁴ /Potential Reach ⁵ between March 23 and 25, 2022	Average Reach/Potential Reach Per Post ⁶ (rounded to the nearest integer)	Facebook	1,906 (Reach)	635	Instagram	311 (Reach)	104	Twitter	52,420 (Potential Reach)	17,473	Social Media Platform	Reach/Potential Reach during Campaign	Average Reach/Potential Reach Per Post ⁸ (rounded to the nearest integer)	Facebook	987 (Reach)	99	Instagram	577 (Reach)	64	Twitter	238,178 (Potential Reach)	29,772
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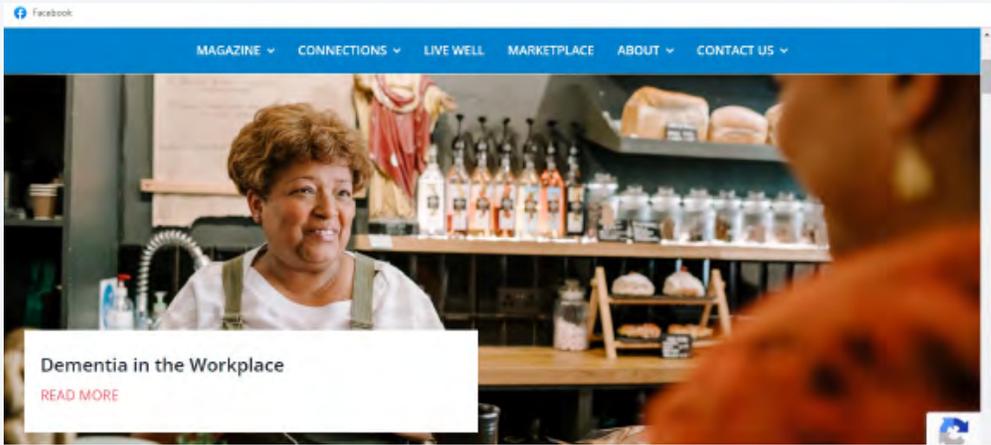
4 Reach is the number of unique users who were shown your post or Instagram story during its lifetime.

5 Potential Reach is the number of estimated users to whom your post was displayed during its lifetime. If your post is retweeted (without comment) by any of your followers, then their follower count would be added to the post's potential reach estimate.

6 Reach/Potential Reach divided by the number of posts/tweets.

7 The launch campaign was amplified/reposted on Facebook by members of the Employer Advisory Committee, which would have helped to increase reach relative to reach during the October through December campaign period.

8 Reach/Potential Reach divided by the number of posts/tweets.

KEY PERFORMANCE INDICATOR	RESULTS
<p>Reach via Dementia Connections</p>	<p>A multi-pronged campaign promoting DementiaAlberta.ca was implemented online between September and December 2022 through Dementia Connections, an independent social purpose publisher founded as a print magazine in Alberta in 2017. Dementia Connections has since expanded to create digital and print content that amplifies the voices of people impacted by dementia and shares evidence-based advice to support people living with dementia, care partners, and healthcare providers across Canada. DementiaConnections.org reached 14,000 news users in 2022 and featured three articles. The campaign also featured four digital advertisements postings on Dementia Connections social media accounts (LinkedIn, Twitter, Facebook, Instagram). The articles and digital advertisements were also included in three Dementia Connections newsletters.</p> <p>Web Banner Featured on DementiaConnections.org</p> 
<p>Reach via the Canadian Professionals for Health Resources in Alberta (CPHR-Alberta) print and digital magazine</p>	<ul style="list-style-type: none">• Quarterly reach, through advertising in the CPHR-Alberta print and digital magazine – which reaches a base of 5,900 Alberta-based HR professionals and business leaders and has a 95% readership.• Quarterly reach from the CPHR-Alberta website banner, which receives more than 9,000 views each month from a base of 5,900 Alberta-based HR professionals and business leaders. <p>Digital Advertisement Featured on CPHRAB.ca</p> 





DementiaConnections.org featured three articles that support and promote dementia-inclusive workplaces and the information available at DementiaAlberta.ca between September and December 2022. The articles included:

- [Dementia in the Workplace: New Resource Helps Build Dementia-Inclusive Workplaces](#)
September 30, 2022
- [Support for Employers to Address Dementia at Work: Learn About What Dementia in the Workplace Means for Your Organization.](#)
October 27, 2022
- [Support for Employees Facing Dementia: Learn How Employees Can Find Support in the Workplace as a Person Living with Dementia or a Care Partner.](#)
December 1, 2022

Conclusions

The purpose of the Alberta Employers Dementia Awareness Project was to help employers:

- Become aware of the presence and impact of dementia in the workplace.
- Promote the implementation of policies and practices to support employees dealing with dementia and promote dementia-inclusive workplaces.
- Better equip dementia-compassionate employers to play their part in making the lives of those affected directly or indirectly by dementia more dignified and less isolated.

Through its implementation, the project aimed to help ensure:

ALBERTA EMPLOYERS DEMENTIA AWARENESS PROJECT OUTCOMES		
<p>Outcome 1:</p> <p>Dementia in the workplace awareness materials are available to Alberta employers</p>	<p>Outcome 2:</p> <p>Employers have access to materials describing the importance of brain health and dementia risk reduction</p>	<p>Outcome 3:</p> <p>Employers have access to sample policies, guidelines, and practices to promote and support dementia-inclusive workplaces</p>

The project achieved all three outcomes, as exemplified by the following achievements:

OUTCOMES	ACHIEVEMENTS
<p>Dementia in the workplace awareness materials are available to Alberta employers.</p>	<ul style="list-style-type: none"> • DementiaAlberta.ca and all of the material and resources that it features are publicly available to all Alberta employers and their employees at DementiaAlberta.ca and, through a referral link, via the Society website. The Employer Advisory Committee strongly recommended that the website leverage the Society's credibility and be promoted through Alzheimer.ab.ca. This has demonstrated to be effective as one of the top three ways that people access DementiaAlberta.ca is via the referral link on the Society's website. • DementiaAlberta.ca is searchable via popular search engines (e.g., Google) using anticipated search terms (e.g., dementia-inclusive workplace). • DementiaAlberta.ca has also been promoted to Alberta employers; the Society started with adoption by its Employer Advisory Committee organizations and actively promoted the site to additional Alberta employers, HR professionals, DEI professionals, and labour standard professionals.
<p>Employers have access to materials describing the importance of brain health and dementia risk reduction.</p>	<p>The Society has addressed the importance of brain health and dementia risk reduction explicitly in the DementiaAlberta.ca content. The content:</p> <ul style="list-style-type: none"> • Identifies 10% of people diagnosed with dementia in Alberta are between the ages of 40 and 65 and are likely to be in the workforce. • Notes that doctors are able to diagnosis dementia at earlier stages. • Provides information and resources about how to actively increase brain health and reduce dementia risk.
<p>Employers have access to sample policies, guidelines, and practices to promote and support dementia-inclusive workplaces.</p>	<p>DementiaAlberta.ca offers a wide number and range of practical facts, tips, guidance, and scenarios applicable to both Alberta employers and employees.</p>

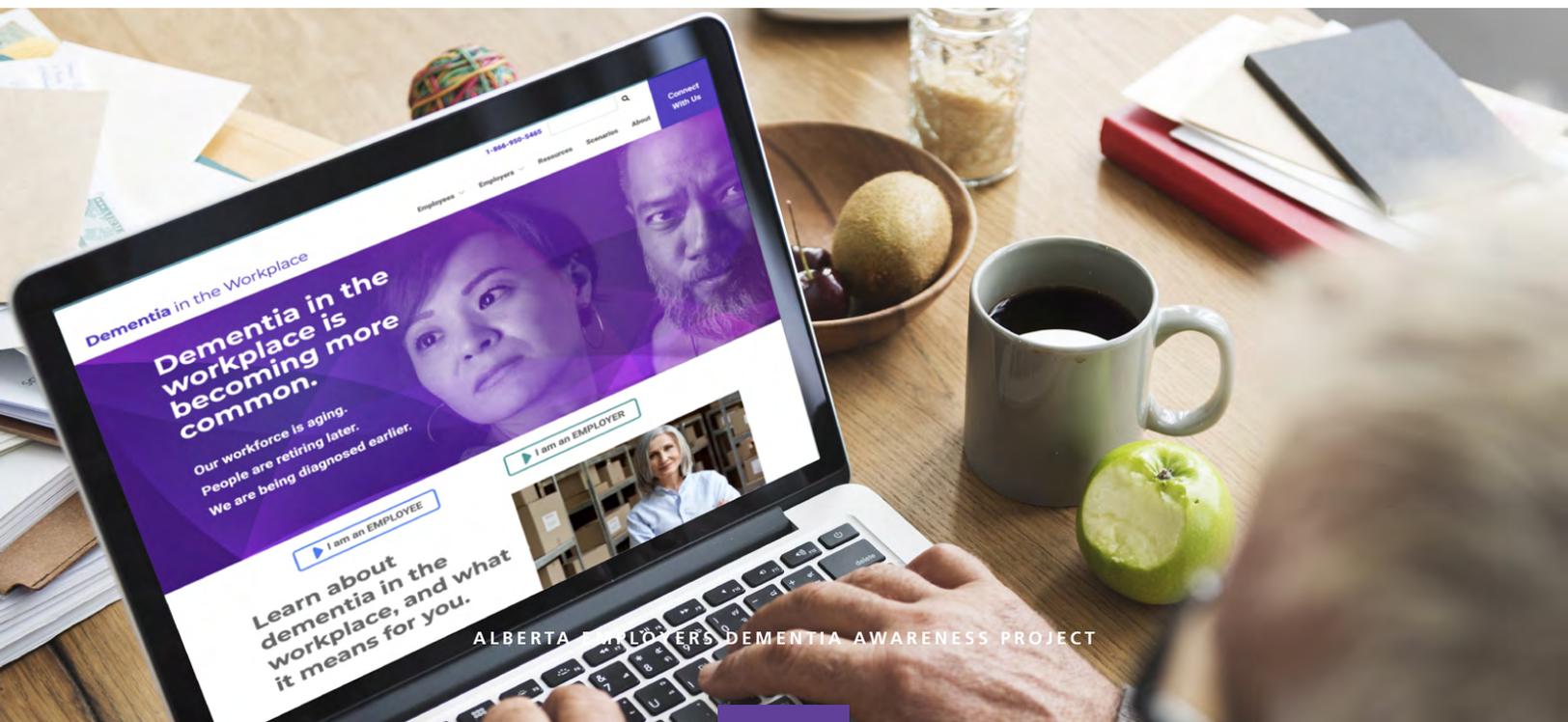
Insights and Recommendations

Among the core insights garnered through the implementation of the Alberta Employers Dementia Awareness Project are:

- The guidance, advice, and support of an Employer Advisory Committee are invaluable to creating resources that are valued by and used by employers and employees. The Society's Employer Advisory Committee helped it determine that a digital resource would have greater value and uptake than print resources, which have the potential to get lost, forgotten, and outdated. It also helped the Society:
 - Identify the type of information that would benefit both employer and their employees, creating even greater value-add for employers.
 - Address employers' information and resource gaps so that the website would fill a need that employers have and cannot easily fill on their own.
 - Generate interest in and uptake of the materials and resources presented via DementiaAlberta.ca once the site was launched, including by lending their own credibility to the website, news release, and social media campaign and by promoting the Society's social media posts.
 - While employers deemed it critical to expand the DementiaAlberta.ca content to be applicable to employees concerned they or a colleague may be experiencing signs of dementia, employees living with dementia, and care partners to people living with dementia, this change of scope also made piloting the website content strategy, content, site design, and user experience necessary and invaluable.
- The DementiaAlberta.ca content needed to not only be relevant to these audiences and their employers but also be designed (e.g., font size, colours, contract, imagery) and made accessible and usable (e.g., site navigation, site flow) for them. The feedback provided during the piloting phases was not necessarily intuitive or easy to anticipate for the Society's project team, and the feedback helped to iterate the website so that it resonated with and met the needs of all audiences.
- The development of DementiaAlberta.ca required expertise in dementia, dementia-inclusion, employment law, labour standards, addressing stigma, web writing and development, search engine optimization, and designing content for diverse audiences, including people living with dementia. On top of this, the site also benefited greatly from the support and stories of employers, employees, and care partners impacted by dementia. These individuals helped to transform an information-sharing website into a relatable, compassionate, and credible resource that meets Albertans where they are at on their journey with dementia.
 - Google Analytics confirm that access to resources and providing guidance that employers can directly implement in their work environments are beneficial. In addition to the landing page, the Resources and Talking to an Employee topics on the website received the most views.
 - Awareness of the website is increasing; new users to DementiaAlberta.ca are most frequently coming directly to the DementiaAlberta.ca URL or via a search engine. This is a shift from July through September, 2022 when most traffic to the website was arriving via a referral link off the Society website.

Based on the results of the Alberta Employers Dementia Awareness Project and insights garnered through design, delivery, and evaluation of the project, it is recommended the Society:

- Continue on its current path of integrating the information, materials, and resources available on DementiaAlberta.ca as parts of its Client Services operations, which will help ensure that a variety of the Society's core audiences learn about and encouraged to access the website, including health and community services professionals who receive outreach, people who call First Link®, people who attend support groups, service partners, researchers, and societies in other jurisdictions.
- Keep the content on the website current and the website itself well-maintained and fresh, including for search algorithms via search engines, to ensure that the investment in DementiaAlberta.ca continues to pay dividends for years to come, including by being searchable, accessible, easy to use, current, and relevant for Alberta employers and employees.
- Seek opportunities and funding to incorporate additional and inclusionary means of sharing information, such as auditory descriptions of the site content and video.
- Continue to maintain a working relationship with the current Employer Advisory Committee and/or consider expanding this committee to additional employers that the Society wishes to support dementia-inclusive workplaces and the uptake and promotion of DementiaAlberta.ca
- Given the interest of Dementia Connections and other Canada-wide media during the launch period, seek opportunities to connect with other provincial Societies and dementia organizations and encourage them to tweak DementiaAlberta.ca and tailor it to their local jurisdiction. The base content of the site reflects research that confirms employers in different jurisdictions share a common set of needs and the website's Alberta-specific information can be adjusted to make it relevant to local audiences.
- Seek opportunities to mobilize what it has learned about employer policies, practices, and information gaps by developing a new project that aims to work directly with a handful of Alberta employers, including different sized employers, different sectors of employers, and employers in a variety of locations throughout Alberta, to integrate the information, guidance, and resources and materials available through DementiaAlberta.ca into their operations and employment programs and evaluate the value and impact.



Alzheimer Society
ALBERTA AND
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