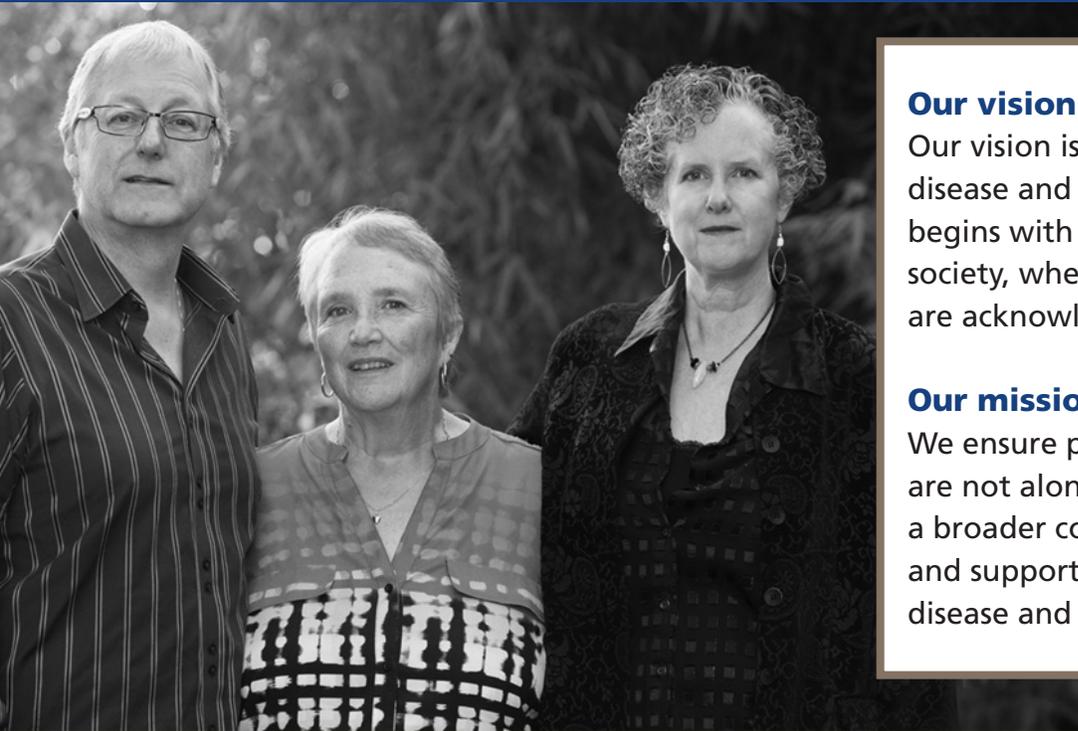


# Communities of care and inclusion:

## Building a dementia-friendly B.C.

### STRATEGIC PLAN 2018-21

Alzheimer Society  
BRITISH COLUMBIA



#### Our vision

Our vision is a world without Alzheimer's disease and other dementias, and that world begins with a more dementia-friendly society, where people affected by dementia are acknowledged, supported and included.

#### Our mission

We ensure people affected by dementia are not alone, by educating and mobilizing a broader community of care around them, and supporting valuable research into the disease and people living with it.

### Our priorities



**CHANGE THE CONVERSATION** about dementia, to foster a deeper awareness and understanding of dementia and people affected by it, to reduce the stigma and sense of futility surrounding the disease, and to encourage people to take concrete action to make their communities dementia friendly.



**CHANGE THE EXPERIENCE** of people affected by dementia, so that anyone affected by dementia can be connected to First Link® to access the information, education and support they need to have the confidence and skills to live as well as possible.



**CHANGE THE PRACTICE** of working with and caring for people affected by dementia, by educating staff and volunteers in municipalities, businesses and health-care settings so they have the skills to include and support everyone affected by dementia in their work.



**CHANGE THE POLICY** related to dementia, by championing the voices of people affected by dementia to ensure they are heard at the municipal and provincial levels to influence decision makers.



**CHANGE THE FUTURE** for people affected by dementia, by supporting research to seek the cause and cure for dementia and to gain insight to improve care and quality of life, as well as connecting research to more people and resources.

## Our strategic pillars

### Community focus

Lead the movement to create a caring, inclusive province where people affected by dementia can live well.

### Financial sustainability

Ensure financial sustainability through effective revenue generating strategies and cost-effective service delivery.

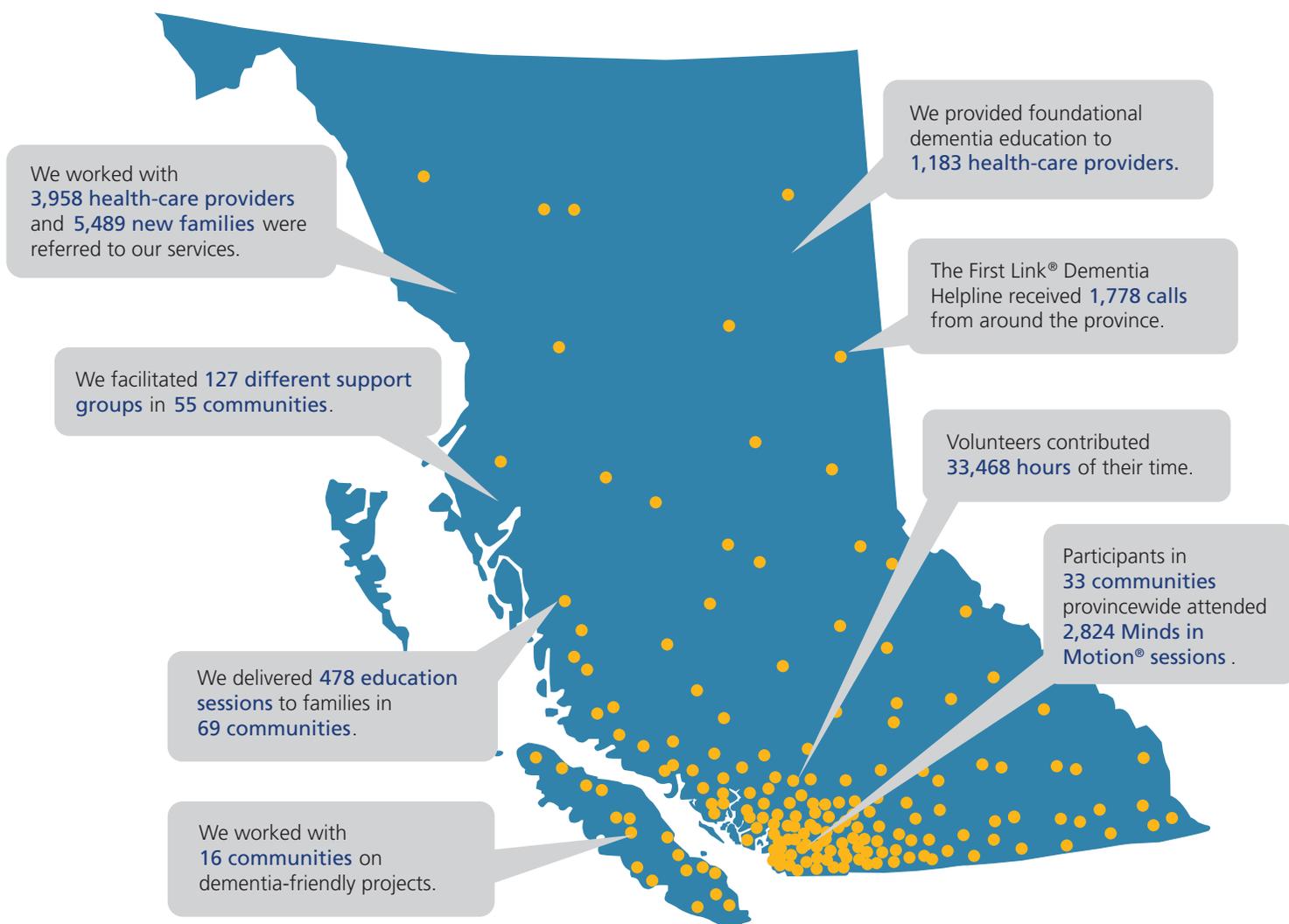
### Operational excellence

Effectively manage and leverage Alzheimer Society of B.C. resources to maximize value.

### Engaged team

Create a workplace culture and environment that fosters engagement and promotes a healthy and highly productive workforce.

## Our impact in 2017-18



**Over 15,900 people living with dementia and their caregivers are actively engaged with the Society through First Link®.**