



NEWS RELEASE

FOR IMMEDIATE RELEASE

Wednesday, June 24, 2015

Nelson and Creston residents urged to make their communities more dementia friendly

Nelson, B.C. — Nelson and Creston residents will have an opportunity to learn how they can make their communities more dementia friendly with education from the Alzheimer Society of B.C. The events are co-presented by Nelson-Creston MLA Michelle Mungall and are open to the public. They take place in Creston on Wednesday, June 24, 2015, from 6 – 7:30 p.m. at the Creston Valley Seniors' Hall, 810 Canyon Street and in Nelson on Thursday, June 25, 2015, from 6:30 – 8 p.m. at the Senior Citizens' Association of B.C., Branch 51, 717 Vernon Street.

"We are working with municipalities, professionals, corporations and volunteers to better support people with dementia through our Dementia-Friendly Communities initiative, and we are thrilled to be able to work with the communities of Nelson and Creston," says Maria Howard, CEO of the Alzheimer Society of B.C.

Sixty per cent of people with dementia live in the community by themselves or with a care partner. Although many people with dementia live well in the community for quite a long time, staying engaged in the activities a person once enjoyed can become more difficult as their cognitive abilities change. Meanwhile, stigma, as well as social and physical barriers, can make it harder for people with dementia to feel supported and remain involved in their communities.

People with dementia often face challenges when going shopping, doing their banking, eating out at a restaurant or going to their local post office. They may also have difficulties using transportation, going on holidays, maintaining social contact or enjoying hobbies out in the community.

However, with information, compassion and community engagement, there is an opportunity to change this. The Dementia Friends education and training offered by the Alzheimer Society of B.C. will help everyone to take part in creating accessible, inclusive spaces for people with dementia. To attend the event, please RSVP at 1-877-388-4498.

"There is a growing number of people in our region who live with dementia," says Mungall, whose own family has experienced firsthand some of the challenges associated with dementia. "It is important that we are having conversations and building our knowledge about how we can best support them and their families."

For more information on dementia-friendly communities visit alzbc.org/dementia-friendly-communities

Interviews and photos available upon request.

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About dementia

Dementia is a term that describes a general group of brain disorders. Symptoms include the loss of memory, impaired judgment, and changes in behaviour and personality. Dementia is progressive, degenerative and eventually terminal. Alzheimer's disease is the most common form of dementia accounting for almost two-thirds of dementias in Canada today.

About the Alzheimer Society of B.C.

The Alzheimer Society of B.C. provides a provincial network of support and education for families impacted by dementia and people concerned about memory loss. Communities across the province count on the Society for support services, information and education programs, advocacy to improve dementia care in B.C. and to fund research to find the causes and cures. As part of a national federation, the Society is a leading authority on the disease in Canada.



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