



Program Overview and Process

Program Details



Step 1 Initial Interview and Business Needs Assessment:

The Blue Umbrella Program Lead will meet with your business/organization to outline the program, answer any questions, and determine your unique business needs for better serving individuals living with dementia. The Blue Umbrella Program Lead will then develop individualized training to meet your business needs.

Step 2 1 Hour Training:

Your Business/organization will receive a 1 hour (up to 1.5 hours for larger groups) of Blue Umbrella Program training held at your convenience with the Blue Umbrella Program Lead and/or Volunteer Co-Facilitator.

Your Business/organization will be provided with a package that includes:

- Checklist
- Quick Tips for Businesses/Organizations
- Guidelines for Maintaining a Dementia-Friendly Status
- Checklist for Physical Environment
- An Implementation Plan template for the business/organization to complete prior to follow-up visit
- Alzheimer Society of Durham Region Contact Information for ongoing support

BLUE UMBRELLA PROGRAM



Step 3 Follow-Up and Receive Logo:

A follow-up site visit will be scheduled following the training session to provide support for the implementation of the education material:

- b. During this visit, your business/organization will be provided with a Blue Umbrella Program logo to display at your business location, preferably on your store-front.
- c. Businesses/organizations will be asked to submit their implementation plan.

Step 4 Volunteer Advisor Site Visit:

Participating businesses/organizations will be informed that a Volunteer Advisor will visit their business/organizations 1 - 3 months post training. As part of the coaching process, the Volunteer Advisor wants to see if your business/organization staff is providing dementia-friendly customer service.

**The evaluation is not a pass or fail process; after this step, the business/organization will be considered dementia-friendly.*

Step 5 Joining Our Dementia-Friendly Business Directory:

After the successful completion of the Blue Umbrella Program training and visit of the Secret Shopper, your business/organization will be given the opportunity to be included in our dementia-friendly business directory. This entails having your business/organization presented on our website saying you are dementia-friendly and sharing your participation in our program with our clients and partners.

Ongoing Support:

Our goal with the Blue Umbrella Program is to create and foster ongoing relationships with our local business community and organizations. We appreciate the time and commitment you have made towards supporting a dementia-friendly community by participating in our Blue Umbrella Program.

We will provide ongoing support to you in the following ways:

- 6-12 months post training:
 - Administer Awareness of Dementia Survey to staff
 - Document any stories of change (such as photos, success stories, or quotes)
 - Interview with staff member to learn the results of the program, and identify further training or support needed
- Annually:
 - Refresher training available, as needed
 - Continue to monitor activities and document any stories of change

Disclaimer: As this is a pilot program, our processes are subject to change as we continually evaluate our approach and the impact in our community.