

## Join the Movement

A growing number of businesses and public institutions (restaurants, grocery stores, banks, shops, libraries, organizations, etc.) are training their employees to offer hospitality and support to people experiencing memory loss, confusion, or other symptoms associated with dementia.

These places are identified by the Purple Angel decal displayed in their windows. This is a physical declaration that people with dementia and their caregivers can be confident that they will be welcomed warmly and receive the assistance they need.



## Aging & Disability Resource Center of the Lakeshore

Manitowoc office:  
1701 Michigan Avenue  
Manitowoc, WI 54220

**Phone:**  
**920-683-4180**

**Toll free:**  
**1-877-416-7083**

**Fax: (920) 683-2718**



**WE ARE**



**DEMENTIA FRIENDLY**

## Dementia Friendly Business Training

**WE ARE**



**DEMENTIA FRIENDLY**

Find out how your business can join the initiative to be dementia friendly.

# Help make our community Dementia Friendly

## What is Dementia Friendly Business Training?

There is an estimated number of 116,000 people who are diagnosed with dementia. Many of these people continue to live in their communities. We should encourage that as much as we are able to. Having your business be trained to recognize and know how to respond in situations where dementia might be involved is crucial as many of our community members age.

Dementia Friendly Business Training is no different from other emergency type trainings. In fact, it is much like a fire safety training. However, while it isn't guaranteed that your business will experience a fire, it *is* guaranteed that you will encounter a customer who may have dementia.



## The Training

Once you've called the ADRC and set up an appointment with the Dementia Care Specialist, it's only a matter of whether your business can provide a space for the training. Our trainers would be readily available to come to your place of work to provide the training. The training itself takes no longer than 30—45 minutes, depending on discussion. Any size group can be trained. Don't have a projector? No problem, paper presentations can be provided.

Once trained, your business will receive the Purple Angel window-cling decal (as pictured on front of brochure). 80% of staff must be trained before the decal is given. Supervisors and managers will also receive the training to include into their new hires orientation training. The trainer will follow up a year after the first training to see if there needs to be further assistance.

We are also looking for volunteers who are passionate about dementia education to help train businesses. If this is something you would like to be a part of, or receive more information about, contact Ariel Yang, the Dementia Care Specialist, for further information.



**ADRC of the  
Lakeshore:  
920-683-4180 or  
1-877-416-7083**

Email: [arielyang@co.manitowoc.wi.us](mailto:arielyang@co.manitowoc.wi.us)