

January 26, 2022

Haldimand County Council  
c/o Clerk  
53 Thorburn St.  
Cayuga, Ontario  
N0A 1E0

**RE: Request for Delegation to Council for Empowering Dementia Friendly Communities  
Hamilton, Haldimand**

**Background**

The 'Empowering Dementia-friendly Communities' (Hamilton, Haldimand) is a communities-based, collaborative initiative funded by the Public Health Agency of Canada. This four-year investment provides an opportunity to engage Persons living with dementia, care partners and stakeholders to develop, implement and evaluate promising practices, programs or initiatives that improve quality of life for Persons living with dementia within their communities.

This project is a collaborative initiative, led by the Hamilton Council on Aging in partnership with a multi-disciplinary team of organizations, including the Hamilton Council on Aging, the Alzheimer Society of Brant, Haldimand, Norfolk, Hamilton, Halton, the GERAS Centre for Aging Research, Hamilton Health Sciences Centre, Haldimand Norfolk Community Senior Support Services, McMaster University, the Regional Geriatric Program central, and the Age Friendly Collaborative Committee.

**Overall Project Goals**

1. To create dementia-friendly action plans as a component of the Hamilton Age-friendly Plan in urban Hamilton, and in rural Haldimand County that does not have an Age-friendly Plan.
2. To enhance awareness about the need for dementia-friendly strategies in order to reduce stigma and create inclusive environments for persons living with dementia, their care partners, families and friends within a community with an age-friendly plan and without.
3. Undertake intervention research to assess the effectiveness of the program or initiative and promote/apply this knowledge to support expansion of the project's reach to new communities, sectors, populations and/or jurisdictions.
4. To evaluate the strategies and processes associated with the development and implementation of dementia-friendly strategies
  - a. in distinct communities: (1) in a largely urban community supported by an Age-friendly Plan (Hamilton); and (2) in a rural community without an Age-friendly Plan (Haldimand);
  - b. To share the learnings from the development and implementation of the project.

In 2021, the Hamilton Council on Aging engaged people living with dementia and their care partners in conversations about how to create dementia-friendly communities through one-one interviews and surveys. Feedback from the consultation of 300+ people affected by dementia in Hamilton and Haldimand County informed the development of the What We Heard Hamilton, Haldimand Report. The goal of the report was to highlight key findings from the consultation on how to make Hamilton and Haldimand dementia friendly communities and serve as a catalyst for change.

Following this consultation phase, dementia-friendly action plans were developed in Hamilton and Haldimand to support some of the key themes in the What We Heard Report, Social Participation & Empowerment of People living with dementia. In addition to the action plans, an exciting initiative aimed at reducing stigma for people living with dementia will be the *Faces of Dementia* project, a public awareness campaign is being created and will launch with a campaign kick off event in Spring 2022.

We thank Haldimand County for their assistance in promoting opportunities for the public to be involved in various activities of the project to date. **We would like to request a delegation to Haldimand County Council to provide a brief presentation on the project and an update on some exciting citizen-led activities in Haldimand County. Lastly, we will highlight a few ideas on how the County could be involved in creating an inclusive Haldimand for citizens living with dementia.**

**Thank you in advance for consideration of this request. It would be advantageous if we were able to go before Council prior to the campaign kick off event in late-March, early-April if possible.**

Respectfully submitted by,

Tracy Gibbs

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