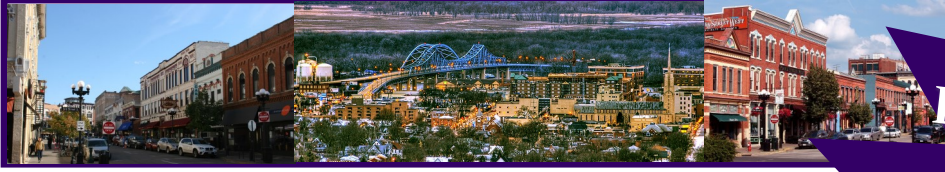




# Dementia is Everyone's Business



**Become a Dementia  
Friendly Business  
or Organization!**

Approximately **2,300 people** in La Crosse County are living with Alzheimer's disease or another related dementia. This number is projected to increase by **48%** by **2030**. In addition, **1 in 4** workers age 25+ are caregivers. **These numbers will touch us all** because they represent customers, colleagues, family members, friends, & neighbors!

## Making it Easier for People with Dementia has Clear Benefits:

- 70% of people with dementia live at home. These are your existing AND future customer!
- 60% of family caregivers are caring for an adult while employed full or part time. These are your employees.
- A dementia friendly business or organization receives recognition as a community partner and increased visibility in the community.
- Access to resources, information and ongoing collaboration and support from the ADRC

## What is a Dementia Friendly Business Training?

A free hour of training for management and staff of businesses and service organizations to understand dementia and take action to create an environment that is safe, respectful and welcoming for people living with dementia, their care partners and your employees affected. Training includes:

- Learn what dementia is
- Recognize signs & risks of dementia
- Learn tips for communicating and interacting with people who have dementia or memory loss
- Become connected with resources in your community
- Receive ideas for creating dementia friendly physical space
- Help for supporting your employees who are impacted by dementia

**To learn more or schedule a training, contact:**  
**Kelsey Flock, Dementia Care Specialist**  
*at the Aging & Disability Resource Center of La Crosse County*  
**608-386-0767 [kflock@lacrossecounty.org](mailto:kflock@lacrossecounty.org)**