

# SUCCESS STORIES:

Alzheimer Society

SASKATCHEWAN

Learn More **Live Well**

November 2020 - April 2021

## AWARENESS CAMPAIGN



**20,055**

Households in the region that received admail information about Dementia Supports in Rural Sask.

**422**



Contacts in the region invited to attend ABC's of Dementia presentations (249 in Yorkton and 173 in surrounding areas).

**8 WEEKS**



Length of radio campaign to promote the warning signs of dementia.

## ABC'S OF DEMENTIA PRESENTATIONS

**10**

Number of virtual presentations

**266**

Number of registrants

**16**

Registrants from the region

**DEMENTIA FRIENDS SIGN-UPS**



**5 SIGN UPS**

**3 OF WHICH WERE NEW IN THE REGION**

**RESOURCES SHARED**

with community and Collaborating Organizations:

Yorkton Public Library  
City of Yorkton  
Parkland Valley Sport, Culture and Recreation District  
Godfrey Dean Art Gallery  
SaskAbilities (Yorkton)  
Save on Foods Pharmacy



## KEY LESSONS LEARNED

Parkland Valley's Needs Assessment results emphasized that we must engage individuals living with dementia and care partners along all points of the continuum, including early stages, when discussing considerations for community support and inclusion.

Perceptions of dementia friendliness must be shifted away from assumptions about late-stages to instead focus on ways awareness can support earlier diagnosis, maintain meaningful engagement in the community, and increase experiences of inclusion.