



# Dementia Friends Wisconsin

*Changing the way people THINK, ACT and TALK about Dementia*

## THE ROLE OF DEMENTIA FRIENDS CHAMPIONS

### What is Dementia Friends?

Dementia Friends is a global social action movement with the goal of changing the way people think, act, and talk about dementia. Started in the United Kingdom, Dementia Friends is now in the United States, and has been brought to Wisconsin by the Wisconsin Alzheimer's Institute. Dementia Friends is intended for anyone, young to old, interested in making a difference in the lives of people living with dementia. By learning some key information, including what it's like to live with dementia, individuals who become Dementia Friends are able to turn that understanding into action.



### What does it mean to be a Dementia Friends Champion?

Dementia Friends Champions are professionals or volunteers who are trained by Master Trainers to offer one-hour in-person Information Sessions for individuals in their communities. The goal of the Dementia Friends Information Sessions is to encourage participants to understand dementia and to take action to help their communities become a more welcoming place for people living with dementia.

### What is expected of Dementia Friends Champions in Wisconsin?

In becoming a Dementia Friends Champion, professionals and volunteers agree to:

- Conduct a minimum of three Dementia Friends Information Sessions per year.
- Follow the training guide and materials provided by the Wisconsin Alzheimer's Institute.
- Adapt the "Resources in Your Community" section of the workbook to reflect local resources.
- Maintain logos of Dementia Friends Wisconsin and the Wisconsin Alzheimer's Institute on the shared materials.
- Adding agency or organization logos is permitted.
- Report monthly to the Wisconsin Alzheimer's Institute the number of Dementia Friends Information Sessions conducted, and the number of Dementia Friends engaged.

To learn more about becoming a Dementia Friends Champion,  
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