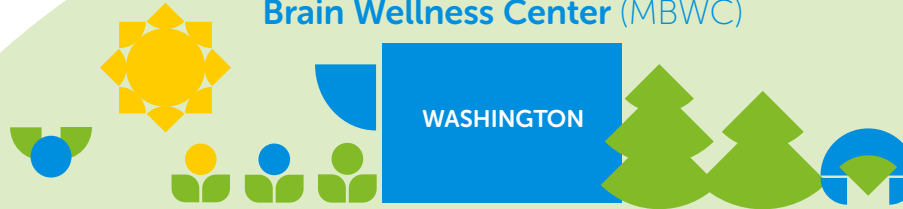


State Lead
UW Medicine Memory and Brain Wellness Center (MBWC)



- MBWC oversees statewide program implementation, training, communications and evaluation; *and*
- partners with the Dementia Action Collaborative, and regional lead organizations at the county or tribal level, to build dementia awareness in Washington

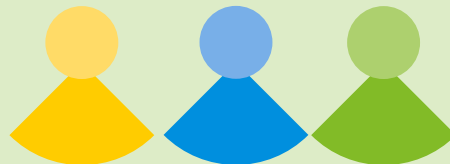
Regional Lead



An organization that launches the Dementia Friends program in one or more counties or tribes; *and* identifies a point person, known as a Master Champion, who trains volunteers to lead informal dementia information sessions in their community.

Champions

Volunteers who deliver information sessions to community members are called **Dementia Friends Champions**.



Dementia Friends

Community members who attend an information session and commit to taking one action to support people living with dementia in their community are called **Dementia Friends**.



Impact

- Reduced stigma
- Increased community support

