

# Collaborating for a Dementia-Friendly Washington: **Inspiring Change**

## Event Schedule

### Day 1 – Tuesday, September 29

9 – 9:15am

#### **Welcome & Overview**

9:15 – 10:30am

#### **Keynote and Discussion: Building Dementia-Friendly Communities, Together**

**Meredith Hanley**, MSW. *Project Director, Dementia Friendly America*

DISCUSSANTS:

**David Brown**. *Writer and Speaker on Alzheimer's Disease*

**Lynn Kimball**, MSW. *Executive Director, Aging & Long Term Care of Eastern Washington*

**Raina Croff**, PhD. *Assistant Professor of Neurology, Oregon Health & Science University*

10:30 – 10:45am

#### **BREAK**

10:45 – 11:45am

#### **Innovation Showcase**

- Frye Art Museum's Creative Aging Programs, *Mary Jane Knecht*
- Puyallup Library's Memory Café, *Debi Rinehart*
- Tai Chi Connections, *Laurelynn Brooks and Joe Liao*
- Greenwood Senior Center's early stage memory loss program and documentary, *Katie Freeman*

11:45am– 12pm

#### **Program Demonstration: Music Mends Minds**

**Eileen McKenziesullivan**, *Former Executive Director, Senior Services for South Sound*

12pm

#### **CLOSING**



# Collaborating for a Dementia-Friendly Washington: Inspiring Change

## Event Schedule

### Day 2 – Wednesday, September 30

9 – 9:15am

#### Welcome

##### Program Demonstration: "Z-improv"

**Pam Nolte**, Co-Founder/Ambassador, Taproot Theatre

9:15 – 10:30am

#### BREAK-OUT SESSIONS & NETWORKING

##### Session A

##### **Becoming Dementia-Friendly: The 4-Step Dementia Friendly America Process**

**Meredith Hanley**, MSW. Project Director, Dementia Friendly America

**Mark Haberman**. Planning and Resource Director, Aging & Long Term Care of Eastern Washington

**Joel Loiacono**, MPA and Master's Level HCA Certificate. Regional Director for Eastern Washington & North Idaho, Alzheimer's Association, Washington State Chapter

##### Session B

##### **Raising Dementia Awareness and Challenging Stigma: Two Innovative Approaches**

**Karen M Winston**, MSW. Planning & Development Specialist II, Aging and Disability Services

**Michael Woo**, PhD, MSW, LICSW, NHA. Care Network Director, Kin On Health Care Center

**Peter Trinh**. Filmmaker, Director of GAPS

##### Session C

##### **Staying Active, Staying Connected: How to Start an Alzheimer's Café and a Dementia-Friendly Walking Group**

**Cayce Cheairs**. Dementia-Friendly Recreation Specialist, Seattle Parks and Recreation

**Cecily Kaplan**. Senior Programs Director, Phinney Neighborhood Association

##### Session D

##### **Dementia Friends: Engaging Volunteers to Build Community Understanding**

**Alisa Tirado Strayer**, MSW, MPH.

**Maria Holt**. Program Director, Dementia Services, Lutheran Community Services Northwest

##### Session E

##### **Culturally Celebratory Approaches to Dementia-friendly Programs: Lessons Learned from the Sharp Study**

**Raina Croff**, PhD. Assistant Professor of Neurology, NIA Layton Aging and Alzheimer's Disease Center, Oregon Health & Science University

##### Session F

##### **Community in Harmony: How to Start a Participatory Music Program for People with Memory Loss**

**Erica Phare-Bergh**, BMus, DipEd, MMus. Artistic Director, Voices in Motion / University of Victoria

**Eileen McKenziesullivan**, Former Executive Director, Senior Services for South Sound

##### Session G

##### **A Whole New (Virtual) World: Creating Connections through Online Dementia-Friendly Programs**

**Beth Soltzberg**, LICSW, MBA. Director, Alzheimer's/Related Disorders Family Support Program, Jewish Family & Children's Service, Boston

10:30 – 10:45am

#### BREAK

# Collaborating for a Dementia-Friendly Washington: Inspiring Change

## Event Schedule

### Day 2 – Wednesday, September 30

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10:45 – 11:25am

#### **Panel: Next Steps for Our State**

THOUGHT LEADERS REPRESENTING A VARIETY OF GROUPS/SECTORS

**David Brown**, *Writer and speaker on his personal experience with memory loss due to Alzheimer's disease*

**Trang Tu**, *Family caregiver*

**Cathy Maccaul**, *Advocacy Director, AARP Washington*

**Cayce Cheairs**, *Dementia-friendly Recreation Specialist, City of Seattle, Seattle Parks and Recreation*

**Jim Wilgus**, *Executive Director, Alzheimer's Association Washington State Chapter & Regional Leader for the Pacific Northwest*

**Ka'imi Sinclair**, *PhD, MPH, Associate Professor and Co-Director of Partnerships for Native Health Institute for Research and Education to Advance Community Health (IREACH) College of Nursing, Washington State University*

**Lori Brown**, *Director, Southeast WA Aging and Long Term Care*

**Dr. Phyllis D. Gearing-Anderson**, *First AME Church – Seattle, Health Committee Chair, Seattle King County NAACP*

**Susan Engels**, *Office Chief, State Unit on Aging, Aging and Long Term Support Administration*

**Wendy Pender**, *MLS, Older Adults Program Coordinator, King County Library System*

11:25 – 11:55am

#### **Reflection and Small Group Discussion: Next Steps for You and Your Community**

11:55am – 12pm

#### **CLOSING**



# Collaborating for a Dementia-Friendly Washington: **Inspiring Change**

## Session Descriptions

### **KEYNOTE - Building Dementia-Friendly Communities, Together**

**Meredith Hanley**, MSW. *Project Director, Dementia Friendly America*

In this presentation, Meredith Hanley will give an overview of the dementia-friendly communities movement and ways everyone in a community can get involved. Learn what it means to be dementia-friendly, and why it's so important. Understand the roles that various people and sectors can play. Be inspired by successful efforts across the United States and consider small steps you can take in your own communities to make them more inclusive, accessible, and welcoming to people with dementia and their families.

### **Innovation Showcase**

In this session, enjoy a snapshot of several innovative programs and projects that help people with memory loss stay active and connected in their communities:

- Frye Art Museum's Creative Aging Programs, *Mary Jane Knecht*
- Puyallup Library's Memory Café, *Debi Rinehart*
- Tai Chi Connections, *Laurelynn Brooks and Joe Liao*
- Greenwood Senior Center's early stage memory loss program and documentary, *Katie Freeman*

### **SESSION A - Becoming Dementia-Friendly: The 4-Step Dementia Friendly America Process**

**Meredith Hanley**, MSW. *Project Director, Dementia Friendly America*

**Mark Haberman**. *Planning and Resource Director, Aging & Long Term Care of Eastern Washington*

**Joel Loiacono**, MPA and Master's Level HCA Certificate. *Regional Director for Eastern Washington & North Idaho, Alzheimer's Association, Washington State Chapter*

Dementia Friendly America provides a structured process for entire cities or regions to become dementia-friendly. In this session, presenters will share in more detail about the four steps of the process, key players to involve, challenges and how to overcome them, and helpful resources. Specific examples from Washington's first dementia-friendly community—Spokane County—will be provided. You'll leave feeling energized and equipped to get started with the Dementia Friendly America process in your community.

### **SESSION B - Raising Dementia Awareness and Challenging Stigma: Two Innovative Approaches**

**Karen M Winston**, MSW. *Planning & Development Specialist II, Aging and Disability Services*

**Michael Woo**, PhD, MSW, LICSW, NHA. *Care Network Director, Kin On Health Care Center*

**Peter Trinh**, *Filmmaker, Director of GAPS*

Raising awareness is a key foundation for any dementia-friendly community effort. In this session, learn more about two innovative approaches being used here in our state: Memory Sunday and the GAPS documentary. Karen Winston will share highlights from her experience leading Memory Sunday, a national effort mobilizing Black churches to provide information on dementia prevention, treatment, research, and caregiving. Michael Woo and Peter Trinh will present the GAPS documentary, a short film Peter produced to address stigma about Alzheimer's in Asian American communities. This session will provide concrete examples of how to build dementia awareness with a focus on cultural sensitivity and understanding.

### **SESSION C - Staying Active, Staying Connected: How to Start an Alzheimer's Café and a Dementia-Friendly Walking Group**

**Cayce Cheers**. *Dementia-Friendly Recreation Specialist, Seattle Parks and Recreation*

**Cecily Kaplan**. *Senior Programs Director, Phinney Neighborhood Association*

# Collaborating for a Dementia-Friendly Washington: Inspiring Change

## Session Descriptions

An Alzheimer's Café—or Memory Café—is a monthly social gathering in a public space like a coffee shop or library. A Dementia-Friendly Walking Group is an opportunity for people with memory loss to build connections while walking together through parks or neighborhoods. Both programs can successfully be offered by senior centers, parks and recreation departments, YMCAs, libraries, faith congregations, or other community groups. In this session, learn all you need to launch these programs in your area—from finding partners and funding, choosing a location, getting the word out, and ensuring a safe and enjoyable experience for participants, including considerations for how physical distancing has affected the models.

### **SESSION D – Dementia Friends: Engaging Volunteers to Build Community Understanding**

**Alisa Tirado Strayer**, MSW, MPH.

**Maria Holt**, *Program Director, Dementia Services, Lutheran Community Services Northwest*

In this session, learn more about an international model that mobilizes community volunteers, called Dementia Champions, to deliver basic dementia information sessions in their own social networks. These talks share what it's like to live with dementia, provide tips for communication, and invite participants to commit to a small action to support people with dementia in their community. Piloted in Washington in 2018-2019, Dementia Friends formally launched this year beginning in Pierce County. Hear how it works (including a new virtual format), the impact it has had on attitudes toward people with dementia, and ways you can get involved in bringing this program to your community.

### **SESSION E – Culturally Celebratory Approaches to Dementia-Friendly Programs: Lessons Learned From The Sharp Study**

**Raina Croff**, PhD, *Oregon Health & Science University, Assistant Professor of Neurology, NIA Layton Aging and Alzheimer's Disease Center*

Communities that are truly dementia-friendly must authentically engage with cultural understandings and experiences around what it means to live, and live well, with memory loss or dementia. In this talk, Dr. Croff will share her approach and findings from the SHARP study, in which groups of older Black adults with and without memory loss walked in groups throughout culturally significant neighborhoods and used historical digital images to prompt conversational reminiscence about gentrification, aging and community. Learn more about the positive effects of contextualizing brain health within a culturally celebratory framework, and what it could take to implement programs like the SHARP study in your own communities.

### **SESSION F – Community in Harmony: How to Start a Participatory Music Program for People with Memory Loss**

**Erica Phare-Bergh**, BMus, DipEd, MMus, *Artistic Director, Voices in Motion / University of Victoria*

**Eileen McKenziesullivan**, *Former Executive Director, Senior Services for South Sound*

Music has received increasing attention in recent years for the benefits it can offer people with dementia. It also plays a powerful role in building dementia-friendly communities! In this session, discover how making music together can lift spirits, forge friendships, and raise community awareness. Learn about models for community-based participatory music programs, including Music Mends Minds and the Voices in Motion intergenerational choir based in Victoria, BC. Discover the impact these programs are having and what it takes to start one in your own community.

### **SESSION G – A Whole New (Virtual) World: Creating Connections through Online Dementia-friendly Programs**

**Beth Soltzberg**, LICSW, MBA, *Director, Alzheimer's/Related Disorders Family Support Program, Jewish Family & Children's Service, Boston*

The COVID-19 situation has fostered a new interest in social and creative engagement programs that people with memory loss and their loved ones can participate in from home. These virtual programs—from social meet-ups to dance, singing, and visual arts—have proved useful not only for navigating a global pandemic, but also for creating connections among people who live in rural areas. In this session, Beth Soltzberg will share the nuts and bolts of starting up a virtual Memory Café (or Alzheimer's Café) social program. Learn what platforms are useful, how to overcome technical challenges and maintain privacy, and what kinds of activities work well online—a solid foundation that can apply to any virtual program you are considering for your community.

# Collaborating for a Dementia-Friendly Washington: **Inspiring Change**

## Speaker Bios

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**Alisa Tirado Strayer, MSW, MPH**

Alisa Tirado Strayer holds a dual master's degree in social work and public health from the University of Washington. Her studies focused on aging and destigmatizing dementia. From 2018 to 2019, Alisa piloted the Dementia Friends program in Washington State in partnership with the Dementia Action Collaborative and the UW Memory and Brain Wellness Center.



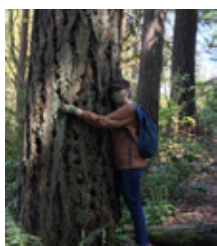
**Beth Soltzberg, LICSW, MBA — Director, Alzheimer's/Related Disorders Family Support Program, Jewish Family & Children's Service, Boston**

Beth Soltzberg founded and coordinates the Percolator Memory Café Network, a resource for those starting and sustaining Memory Cafés. Beth leads the Dementia Friends Massachusetts public awareness program and is part of the statewide leadership team promoting dementia friendly community initiatives.



**Cayce Cheairs — Dementia-Friendly Recreation Specialist, Seattle Parks and Recreation**

Cayce Cheairs has worked for a decade with older adults, particularly people living with dementia and their care partners. As Dementia-Friendly Recreation Specialist for the Seattle Parks and Recreation Department, she coordinates creative, social, and outdoor recreation programs including two walking groups. Cayce serves on the Momentia Seattle Stewardship Team, collaborating with community members and other organizations on empowering people with dementia and their loved ones to remain connected and active in the community.



**Cecily Kaplan — Senior Programs Director, Phinney Neighborhood Association**

Cecily Kaplan has been working for the Phinney Neighborhood Association since 2006 and, with a dynamic staff, has focused on innovation at the Greenwood Senior Center (GSC). The Memory Loss Program at the GSC started the second Alzheimer's Café in the United States. Cecily and the GSC are proud to be one of the founding organizations of Momentia Seattle.



**Debi Rinehart — Outreach Technician, Puyallup Public Library**

Debi Rinehart has worked at the Puyallup Public Library for 11 years. Two years ago, she began the Memory Café program, a monthly social event for people with Alzheimer's and/or dementia. The group spends an hour together singing songs with piano, doing activities, enjoying snacks and socializing. With a background in programs, music, art, teaching, and music therapy, Memory Café is near and dear to her heart.

# Collaborating for a Dementia-Friendly Washington: Inspiring Change

## Speaker Bios



**Eileen McKenziesullivan** — Former Executive Director, Senior Services for South Sound

Eileen McKenziesullivan enjoyed a 38-year career with Senior Services for South Sound, a multi-service agency serving older adults in Mason and Thurston Counties. As Executive Director of the agency for the past 26 years, she oversaw consistent growth and innovation, including the expansion of services to support people with dementia and their families. Her agency was one of the first in our state to partner with Rotary to offer Music Mends Minds, a national model consisting of a community-based choir or band experience for people with neurocognitive disorders. She looks forward to continuing to play music with the Music Mends Minds group in her retirement.



**Erica Phare-Bergh**, BMus, DipEd, MMus — Artistic Director, Voices in Motion / University of Victoria

Erica Phare-Bergh is the Artistic Director of Voices in Motion, which is an intergenerational choir for those with memory loss, caregivers, students, and friends. The choir was established as a research project involving four departments at the University of Victoria, BC. There are now six choirs in the Greater Victoria area that follow this model. A conductor, published arranger (Cypress Choral Music), pianist, and adjudicator, Erica earned her Master in Music from McGill University and has directed a wide range of choirs—children, youth, college, community and semi-professional—throughout Canada.



**Joel Loiacono**, MPA and Masters Level HCA Certificate — Regional Director for Eastern Washington & North Idaho, Alzheimer's Association, Washington State Chapter

Joel Loiacono has been with the Alzheimer's Association for 23 years. He was born and raised in Walla Walla, graduating with a political science degree in 1984 from Washington State University. Joel also holds a master's degree in public administration and a master's level certificate in health care administration from Eastern Washington University. Joel is a recognized regional speaker on Alzheimer's disease and related dementias. He has opened and operated a dementia care facility and has over 23 years of experience in providing dementia care training as well as supporting families.



**Karen M Winston**, MSW — Planning & Development Specialist, Aging and Disability Services

Karen Winston began her career in city government 34 years ago as Legislative Assistant to the late councilman Sam Smith. In 1992, she joined the Seattle Human Services Department, where she works as a Planning and Development Specialist in the Aging and Disability Services division. Karen was instrumental in creating the African American Elders Program, now sponsored by Catholic Community Services, and in creating the Mayor's Council on African American Elders. Both entities focus on addressing the needs of frail, older African Americans in the Seattle/King County area. Some of her other projects include being the Area Plan coordinator for Brain Health, Memory Sunday, and Kinship Care.



**Katie Freeman** — Memory Loss Program Coordinator, Greenwood Senior Center

Katie has been working with adults with memory loss since 2016. Katie is an experienced group facilitator and is passionate about creating connections with others through art, music, meditation and discussion. During her time at the Greenwood Senior Center, she has facilitated programs such as the longstanding early stage memory loss (ESML) enrichment program The Gathering Place, Creative Journaling for ESML and Dementia Friendly Meditation.

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## Speaker Bios



**Laurelynn Brooks** — Health Advocate/Caregiver and former Science Educator  
**Joe Liao** — Tai Chi Master

Laure's 30-year career as a science teacher focused on how people learn and actualize their development. Her fascination with how our brains work continues. She is on a mission to discover each person's unique gift and contribution to society, especially in her role as family caregiver. Master Joe has studied tai chi since childhood, has taught tai chi for over 30 years, and lives his life practicing its principles of harmony, balance, compassion, diligence and loving-kindness. With the support of Laure's advocacy, he continues to teach the wider community from inside his memory care home. Together they use their gifts to build healthy, connected communities for a dementia-friendly world.



**Maria Holt** — Program Director, Dementia Services, Lutheran Community Services Northwest

Maria Holt is a native of the Pacific Northwest who has spent the majority of her career working with older adults and their families. She has over 25 years of experience helping families navigate the challenges of aging. As the Program Director for Dementia Services at Lutheran Community Services Northwest, Maria is spearheading implementation of several programs focusing on creating a Dementia Friendly Pierce County, including Dementia Friends. On a personal level, Maria was a caregiver for her mother who had Alzheimer's disease and understands firsthand the joys and frustrations of living with dementia.



**Mark Haberman** — Planning and Resource Director, Aging & Long Term Care of Eastern Washington

Mark Haberman serves as co-chair of the Spokane Area Dementia Friendly Community initiative and is now in his fourth year at Aging & Long Term Care. Previously, he served for sixteen years as Program Manager and Program Director at Community Action Partnership (Coeur d'Alene, Idaho) leading anti-poverty initiatives. Prior to his work in social services, Mark (a United Methodist clergyperson) served for nearly twenty years in music and program ministry in United Methodist congregations.



**Mary Jane Knecht** — Manager of Creative Aging Programs, Frye Art Museum

Mary Jane designs, facilitates, and oversees here:now, a museum-based arts engagement program for adults living with dementia and their care partners, and Bridges, home-based creative experiences for adults living with more progressed dementia. She also curates and co-presents Meet Me at the Movies, an interactive film program, and produces educational events on the topic of creativity, aging, and dementia. She received her BA in visual anthropology and poetry from The Evergreen State College and has worked at the Frye Art Museum since 2004. *Photo courtesy of Lou Daprile.*



**Meredith Hanley, MSW** — Project Director, Dementia Friendly America

Meredith Hanley is the Director of Community Capacity Building with the National Association of Area Agencies on Aging in Washington, DC. In this role, she is the Project Director for Dementia Friendly America, which is a multi-sector collaborative on a mission to foster dementia friendly communities across the country. She also provides leadership for Dementia Friends USA, which is part of the global Dementia Friends movement. Meredith also oversees the Information and Planning Program, funded through the U.S. Administration for Community Living, which gathers and disseminates information on Area Agencies on Aging and Title VI Native American aging programs through surveys, topical polls, research, and analysis.



# Collaborating for a Dementia-Friendly Washington: Inspiring Change

## Speaker Bios

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**Michael Woo**, PhD, MSW, LICSW, NHA — Care Network Director, Kin On Health Care Center

Michael Woo is the Care Network Director for Kin On, an organization specializing in meeting the social service, wellness, in-home, and residential-based long-term care needs of the Asian American and Pacific Islander (AAPI) community in the Puget Sound area. He has extensive experience serving the long-term care needs of AAPI older adults in both community and residential settings.



**Pam Nolte** — Co-Founder and Ambassador, Taproot Theatre

Pam Nolte's career as a theatre professional spans 44 years and over 80 roles. An interest in memory and brain science led her to pioneer "Re-Ignite the Mind," an experience for people with memory loss that incorporates principles of creative play and improv theater. When public spaces closed due to the 2020 pandemic, she created Z-improv, an online participation class for individuals experiencing early stage memory loss.



**Peter Trinh** — Filmmaker, Director of GAPS

Peter Trinh is a filmmaker and freelance writer based in Seattle. He is a first-generation Asian-American, born to Chinese immigrants from Vietnam. Originally from the San Francisco Bay Area, Peter creates film through a cultural lens, exploring identity and tradition. His films have been shown in film festivals across the United States.



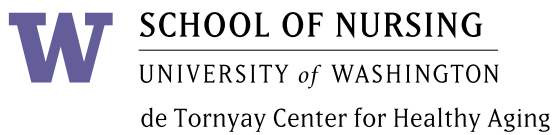
**Raina Croff**, PhD — Assistant Professor of Neurology, NIA Layton Aging and Alzheimer's Disease Center, Oregon Health & Science University

Raina Croff leads the Sharing History through Active Reminiscence and Photo-imagery (SHARP) study, supported by the CDC Healthy Brain Research Network, the Alzheimer's Association, and the National Institute on Aging. She is trained in anthropology with a focus on the histories and cultures of the African Diaspora. Her work is designing culturally engaging brain health interventions that blend individual memory and community memory to bring healthy aging into focus for older adults and their families, and that provides opportunities for emerging scholars of color to engage in aging research.

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Thank you for generous underwriting support at the following levels:

**Dementia-Friendly Champions** (\$1500)



**Community Changemakers** (\$1000)



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