

## OFFICIAL LAUNCH OF DFVC!

Dementia Friendly Ventura County (DFVC) officially launched in June 2017, with a proclamation from the **Ventura County Board of Supervisors**. *County Supervisor, Linda Parks*, presented the proclamation. June was selected as the launch month to coincide with *Alzheimer’s and Brain Awareness Month*. Launch events included a virtual dementia tour by County leaders at the Government Center in Ventura, and a second tour by business leaders of *Old Town* in Camarillo. For the latter tour, **Studio Channel Islands Art Center** provided the site and a special art exhibit. The **Camarillo Health Care District** was the catalyst for the Camarillo event, which collaborated with the art center, the *Old Town* business owner’s association and VCAA to create a pilot program designating Old Town as the first dementia-friendly business zone in the county.



*Left to right – Front Row: Rafael Morales, Amanda Gordon, Monica Schrader, Teresa Valko, Martha Shapiro, Sue Tatangelo, Kara Ralston, Christine Voth, County Supervisor Linda Parks, Kris Martin, Monique Nowlin, Bonnie Subira, Suz Montgomery. Left to right – Back Row: Inna Berger, Renee Higgins MD, Phil Chandler, Sharon Bick. Not in picture: Bill Cunneen*



For the launch and in honor of the Alzheimer’s Association’s *Longest Day* (summer solstice) **Oxnard Family Circle Adult Day Health Care** hosted an open house for persons with cognitive impairments/dementia and their caregivers and the general public. Great food, music and special activities brought many smiles to this festive event. *County Supervisor, John Zaragoza* (who had taken the virtual dementia tour at the Government Center) spoke at this event and had praise for this event, the tour, VCAA and Dementia Friendly Ventura County.



Sincere appreciation goes to the many people and organizations who helped with the launch including but not limited to the **County Supervisor, Linda Parks**, and executive aide, **Vanise Terry** for the proclamation; **Homewatch CareGivers of Thousand Oaks** (*Kris and Randy Martin, owners*) for providing the virtual tour in their converted motor home; the **Alzheimer’s Association-California Central Chapter** (*Monica Schrader*); **Long Term Care Services of Ventura County (Ombudsman)** (*Sylvia Taylor Stein*) for funding the virtual dementia tours; **Camarillo Health Care District** (*Sue Tatangelo, Amanda Gordon*); **Oxnard Family Circle Adult Day Health Care** (*Inna Berger, President and her staff*); **Studio Channel Islands Art Center** (*Peter Tyas, Executive Director*); **Ventura County Area Agency on Aging** (*Victoria Jump, Christine Voth, Monique Nowlin, Jannette Jauregui, Martin Marquez, Donna Caskey, Aracely Garcia and some awesome volunteers*); and the **DFVC Leadership Team** members and others who attended the proclamation ceremony.

*Top Photo: Inna Berger, President, Oxnard Family Circle, and County Supervisor John Zaragoza  
 Bottom photo: Open House Festivities at Oxnard Family Circle*



*Virtual Dementia Tour Mobile Unit at the County Government Center By Homewatch CareGivers of Thousand Oaks – Kris and Randy Martin.*



*Shown above: Former County Supervisor, Kathy Long (now retired); Sue Tatangelo, Camarillo Health Care District; and Monique Nowlin, VCAAA.*

In 2016, while still on the Board of Supervisors, Kathy Long urged VCAAA to address the urgent issue of Alzheimer's disease and dementia, which led to VCAAA's partnership with Dementia Friendly America® and the creation of Dementia Friendly Ventura County.



*Festivities in Camarillo at Studio Channel Islands Art Center (formerly Pleasant Valley School). The launch of the first dementia-friendly business Zone in Ventura County.*



*Shown above left to right: Matt Guthrie, representing County Supervisor Kelly Long; Samantha Omana, representing Assembly member Monique Limon, 37<sup>th</sup> District; County Supervisor John Zaragoza; Christine Voth, VCAAA; Inna Berger, Oxnard Family Circle Adult Day Health Care; Fahim Farag and Monica Schrader, Alzheimer's Association-CA Central Chapter; Katy Krul, Chief Financial Officer, Oxnard Family Circle*



*Shown above at the Camarillo launch: Peter Tyas, Executive Director of Studio Channel Islands Art Center addressing the crowd. Peter is from England and brings a wealth of knowledge about the dementia-friendly programs in that country, which are significantly more advanced than in the USA.*



## WHAT'S NEXT FOR DEMENTIA FRIENDLY VENTURA COUNTY?

Following the successful initial launch, the DFVC Leadership Team and VCAAA staff met on July 10 to discuss activities for the below-shown service sectors. At the meeting, subcommittees comprised of DFVC Leadership Team members were formed for *Business, Health Care, Government, Public Safety, Arts and Faith-Based Communities*.

**Business** – VCAAA staff is drafting criteria for the pilot program in Camarillo for businesses to receive a *Dementia Friendly Business* designation, which will include a cling for the business to display in their window and their promotional material.\*

**Health Care** – In collaboration with the Alzheimer's Association-California Central Chapter, VCAAA has submitted a grant application to the federal Administration on Aging/Administration for Community Living. Grant project goals are: (1) enhance access and support for persons with mild, moderate and severe Alzheimer's disease, and related dementias to long-term services and supports; (2) improve the quality of care within the healthcare system and provide the bridge between the medical and social service communities; and (3) boost public awareness and engagement. Organizational members of the DFVC Leadership Team have been invited to collaborate on the projects and to submit letters of support for the grant application.

**Government** – VCAAA will be working with County leaders and agencies to develop an educational program for County employees, which may serve as a template for other local governments.\*

**Public Safety** – A member of the DFVC Leadership Team with a strong background in law enforcement has offered to chair this subcommittee.\*

**Arts** – A local art museum i in making its facility and programming more dementia-friendly, which may be an opportunity for innovative collaborations among arts organizations. VCAAA will be sharing best practices (from other parts of the country) with these organizations.\*

**Faith-Based Communities** – It was the consensus of the DFVC Leadership Team that involving the faith-based communities will be imperative to the success of raising awareness of issues, identification of resources and providing education about dementia. VCAAA Advisory Council's Health Issues Committee is planning a faith-based health symposium in 2018.

*\*Best practices on successful programs in other parts of the country will be reviewed and considered, so we are not reinventing the wheel. Timelines and specific actions are in the process of being developed.*

## LAUNCH ACTIVITIES CONTINUE WITH MORE VIRTUAL DEMENTIA TOURS PLANNED IN THE COMING MONTHS

We are enormously grateful to the Board of Long Term Care Services of Ventura County for funding ten (10) virtual dementia tours at the cost of \$500 each. Two tours were held during the launch week (at the County Government Center and in Camarillo). The eight remaining tours will be allocated as follows:

- ▶ Three tours will be coordinated by Long Term Care Services of Ventura County to educate staff of skilled nursing facilities and family caregivers. Sites being considered for these tours are Fillmore, Oxnard-Port Hueneme and one site in east Ventura County.
- ▶ Two tours will be coordinated by VCAAA.
- ▶ One tour will be coordinated by Senior Concerns in conjunction with the Alzheimer's Association.
- ▶ One tour will be held in Ojai, and the coordinating agency/agencies will be identified later.
- ▶ One tour is yet to be allocated.

The tours will be held over the next several months with the dates, locations, and invitees to be determined. One tour can accommodate a maximum of 36 "tourists" per day. We are pleased that Kris and Randy Martin will provide the virtual dementia tours in their specially converted motor home. They and their staff are compassionate, caring, well-organized and professional.

## DEMENTIA FRIENDLY VENTURA COUNTY (DFVC)



**Agency:** Ventura County Area Agency on Aging

**Team Leader:** *Christine Voth*, Manager, Business Strategy and Strategic Planning

### CORE LEADERSHIP TEAM

**AARP:** *Suz Montgomery*, Advocate & VCAA Advisory Council-Ventura

**Alzheimer's Association-Central Coast Chapter\*:** *Monica Schrader*, Director, Education, and Outreach; and *Teresa Valko*, Chair of the Board of Directors

**Camarillo Health Care District\*:** *Sue Tatangelo*, Chief Resource Officer & VCAA Advisory Council-Family Caregivers

**Catholic Charities/OASIS:** *Rafael Morales*, Case Manager

**Coast Caregiver Resource Center\*:** *Carolyn Kopp*, Family Consultant, and Gerontologist

**Conejo Valley Senior Concerns\*:** *Martha Shapiro*, Program Director; and *Andrea Gallagher*, President

**DFVC Camarillo-Business Sector, Zone 1:** *Peter Tyas*, Executive Director, Studio Channel Islands

**DFVC Ojai:** *Deirdre Daly*, VCAA Advisory Council-Ojai & Facilitator of Alzheimer's Support Group-Ojai

**Homewatch CareGivers of Thousand Oaks and Dementia Virtual Tour\*:** *Kristine Martin*, Owner

**Housing Authority of City of San Buenaventura:** *Lisa Lawrence*, Community Liaison

**Livingston Memorial Visiting Nurse Association:** *Gloria Forgea*, Director of Community & Professional Relations

**Long Term Care Services of Ventura County (Ombudsman)\*:** *Sylvia Taylor Stein*, Executive Director

**Meditech Health Services\*:** *Sharon Bick*, Founder, and Chief Executive Officer

**Oxnard Family Circle Adult Day Health Care\*:** *Inna Berger*, President

**Right at Home\*:** *Phil Chandler*, President/Owner

**Ventura County Area Agency on Aging\*:** *Victoria Jump*, Director

**Ventura County Health Care Agency\*:** *Renee Higgins*, MD, Chief Operations Officer of Ambulatory Care Clinics

**Ventura County Hospital to Home Alliance:** *Bonnie Subira*, Community Memorial Health System

**Ventura County Human Services Agency, Adult & Family Services\*:** *Elaine Martinez*, Senior Manager

**Ventura County Public Health Services:** *Susan Landeros*, Nursing Supervisor, IHSS/APS

\*Indicates founding member of Core Leadership Team

### DFVC CORE LEADERSHIP ADVISORS AND CONSULTANTS

**Bill Cunneen**, VCAA Advisory Council, District 3 and ERI Engineering

**Kathy Long**, former County Supervisor, District 3

**Brock Travis, PhD**

### DEMENTIA FRIENDLY VENTURA COUNTY MISSION STATEMENT



To create a dementia friendly county where persons with Alzheimer's disease and dementia are valued, accepted and respected, and their caregivers are supported; and to raise awareness of the personal, social and financial impact of dementia and Alzheimer's disease.

Dementia Friendly America: [www.dfamerica.org](http://www.dfamerica.org)

Dementia Friends USA: [www.dementiafriendsusa.org](http://www.dementiafriendsusa.org)

Alzheimer's Association 24-Hour Helpline: 1-800-272-3900 – [www.alz.org](http://www.alz.org)

Our appreciation to the *Alzheimer's Association-California Central Coast Chapter* for its support; to *Kris and Randy Martin of Homewatch CareGivers of Thousand Oaks* for their efforts to educate the community by creating and providing the Virtual Dementia Tour experience used by DFVC, and to *Long Term Care Services of Ventura County, Inc.* for generously funding the tours presented by Dementia Friendly Ventura County.





## WHAT IS DEMENTIA FRIENDLY VENTURA COUNTY?

**Dementia Friendly Ventura County (DFVC)** is a collaboration of organizations and professionals working together to ensure that Ventura County is a friendly place where persons with cognitive impairments, Alzheimer's disease or other forms of dementia are respected, valued and supported to live as independently as possible; and their caregivers can access the resources and support that they need to care for their loved one.

Formed in 2016, DFVC is managed under the auspices of the **Ventura County Area Agency on Aging**, which is one of 80 nationwide partners certified by **Dementia Friendly America® (DFA)**. DFA is national grass roots initiative that resulted from the 2015 White House Conference on Aging in response to the global epidemic of Alzheimer's disease and other forms of dementia. Overseen by the *National Association of Area Agencies*, DFA provides technical assistance and templates for creating dementia-friendly communities using a sector approach. Shown below are examples of sectors.

**Businesses.** Shops, malls, restaurants (fast food to fine dining), grocery stores, concert venues, transportation providers, salons, movie theaters.

**Health Care.** Emergency rooms, urgent care centers, medical offices, hospitals, skilled nursing facilities, board and care facilities, home health agencies.

**Government.** Elected officials, civil servants.

**Faith-based Communities.** Leaders and staff of faith-based communities.

**Public Safety.** First responders, law enforcement (police departments, Sheriff, Highway Patrol), fire departments, security guards.

**Planning.** General plan, streets, transportation systems, housing, use of public spaces, senior centers, public buildings, information booths in public buildings, parks.

**Legal and Financial Services.** Banks, credit unions, financial planners, and services.

**Other.** Art programs, music programs, libraries.

### A dementia-friendly community:

1. values and respects persons with any form of cognitive impairment;
2. listens to and respects the feelings and needs of its residents with dementia;
3. is educated to know the signs of dementia and acts accordingly; and
4. supports informal, unpaid caregivers

For more information contact Christine Voth, DFVC Team Leader & Manager of Business Strategy & Strategic Planning at Ventura County Area Agency on Aging  
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