

COMPONENT 5:

Dementia Awareness Guide

Purpose

Dementia awareness activities completed through this component should be promoted using **Component 3** communication and engagement strategies. Communities should also use **Component 8** tools to document participation, collect feedback, evaluate impact, and sustain awareness efforts over time.

Why It Matters

Increasing awareness can improve understanding of dementia, promote early recognition, encourage conversations with healthcare providers, reduce stigma, and connect individuals and families to resources and support services.

Expected Outcomes

- Increase community awareness of dementia
- Increase understanding of warning signs
- Promote conversations about memory concerns
- Encourage discussions with healthcare providers
- Reduce stigma associated with dementia
- Connect individuals and families to resources and services

Key Actions

- Educate on Warning Signs
- Promote Conversations with Healthcare Providers

Estimated Time to Complete

Ongoing throughout implementation.

Who to Involve

Healthcare Providers • Public Health Professionals • Aging Services Organizations • Senior Centers • Libraries • Faith Communities • Community Organizations • Caregivers • Individuals Living with Dementia • Family Members • Community Volunteers • Tribal Health Organizations • EMS and First Responders

Tools Included in this Component

Tool Number	Tool Name
5.1	Dementia Awareness Event Planning Checklist
5.2	Dementia Awareness Event Planning Template
5.3	Dementia Awareness Infographics
5.4	Dementia Awareness Resources

Step 1: Plan Dementia Awareness Activities

Purpose: Identify educational opportunities that increase awareness of dementia and early recognition.

Tools to Use: Tool 5.1 Event Planning Checklist and Tool 5.2 Event Planning Template

Step 2: Educate on Warning Signs

Purpose: Help community members understand common warning signs and symptoms that may indicate cognitive changes or dementia.

Tools to Use: Tool 5.3 Dementia Awareness Infographics and Tool 5.4 Dementia Awareness Resources.

Step 3: Promote Conversations with Healthcare Providers

Purpose: Encourage individuals and families to discuss memory concerns and cognitive changes with healthcare providers.

Step 4: Connect Individuals and Families to Resources

Purpose: Provide access to educational materials, support services, and community resources.

Tool to Use: Tool 5.4 Dementia Awareness Resources

Step 5: Reduce Stigma and Build Awareness

Purpose: Promote understanding and acceptance of individuals living with dementia.

Tool 5.4 Dementia Awareness Resources Directory Includes

Education & Resource Directory

- Warning Signs Handouts
- Educational Fact Sheets
- Awareness Materials

Resource Links

- [Bold Public Health Center of Excellence](#)
- [Dakota at Home](#)
- [Family Caregiver Alliance](#)
- [South Dakota Alzheimer's Association](#)
- [University of South Carolina Office for the Study of Aging](#)

Tips for Success

- Use trusted community partners.
- Integrate dementia awareness into existing events.
- Reinforce messages consistently.
- Make information easy to understand.
- Provide opportunities for questions and discussion.
- Celebrate community participation.

Component Completion Checklist

- ☐ Dementia awareness activity planned
- ☐ Event planning tools completed
- ☐ Educational materials selected
- ☐ Warning signs education provided
- ☐ Conversations with healthcare providers promoted
- ☐ Community members connected to resources
- ☐ Community partners engaged
- ☐ Dementia awareness integrated into existing activities

Additional Resources [\(Component 9\)](#)

- BOLD Public Health Center of Excellence
- CDC Healthy Brain Initiative (HBI) Road Map
- Dakota at Home
- Family Caregiver Alliance
- National Institute on Aging
- South Dakota Alzheimer's Association
- South Dakota Department of Health Head Forward
- University of South Carolina Office for the Study of Aging

Next Steps

After completing this component, communities may continue with Component 6: Caregiver Education & Support or Component 7: Dementia-Friendly Community Practices. Information and lessons learned can also support future implementation, evaluation, and sustainability activities in Component 8.