

BUILDING
CAPACITY
PROJECT



KT Portfolio 2023

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The Building Capacity Project

The Building Capacity Project's knowledge translation team has been hard at work over the past few years shifting research learnings into modes the public can easily access with an eye towards project sustainability and scaling up into other communities across the country. **Our goal was to take the growth and learnings coming out of this project's research and collaborative community work and share it more widely to raise awareness about dementia, provide pragmatic tools to help others support their communities in becoming more dementia friendly, and actively take down the stigma attached to this condition.**

We have developed awareness building webinars, promotional materials for existing community programs, and educational resources for groups just getting started who may need some insight into where and how to begin. We have also run a social media campaign to provoke deeper thought about stigma around dementia and how it negatively impacts not only those with diagnoses or pending diagnoses, but also their family and loved ones.

This portfolio lays out examples of the work we have created, and educational resource documents you can take into your context and build out. It also offers some thoughts on where we are moving from here, and what we have learned along the way.

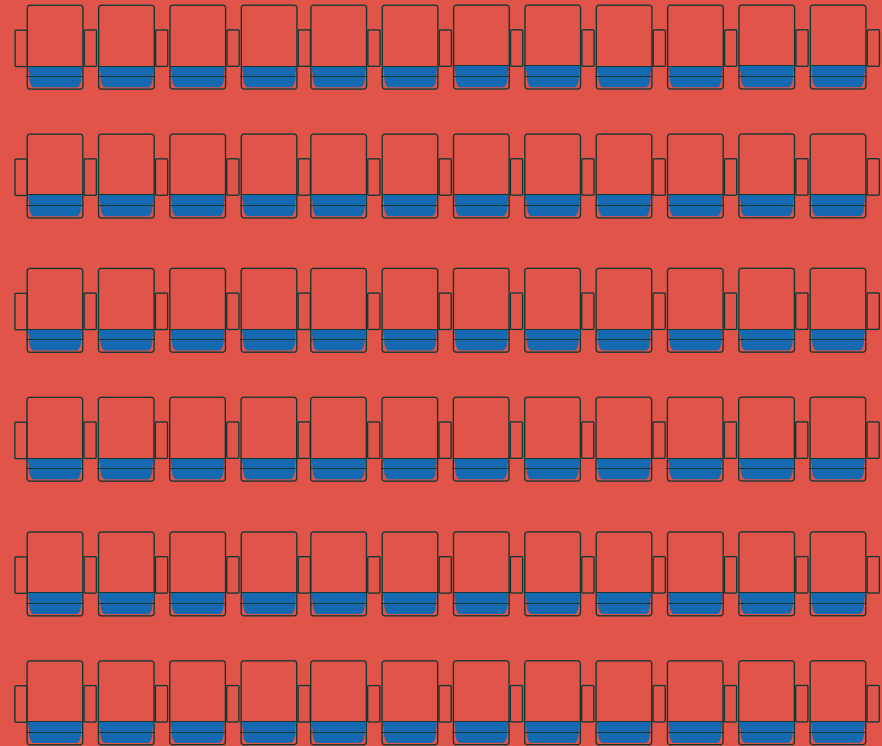
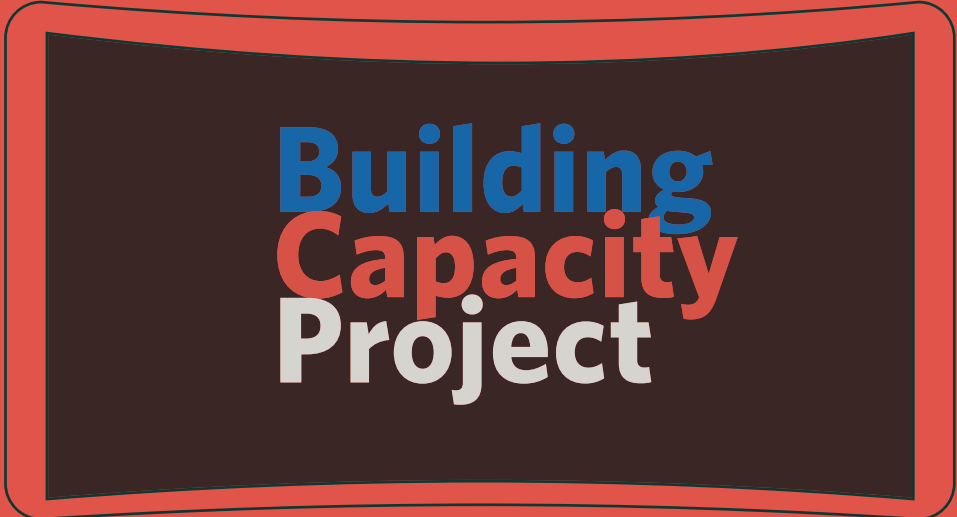
We are proud of the progress we have made together and excited to see what is possible as we continue to grow our community and expand on the ideas of the team.





Facets of Knowledge Translation

There are many facets to the KT products we have developed over the course of the last four years including print, digital, video and in-person offerings. Everything has been developed with stigma reduction, and dementia-friendly culture at the forefront of our thinking. We would like to take this opportunity to showcase examples of the kinds of initiatives we have worked on so far, and to consider what we have learned in the process and how we are planning to move forward in the coming years.



Short Documentary

THE BUILDING CAPACITY PROJECT A Short Documentary

Dates: March 2023

Description: This ten-minute short documentary is a retrospective of the Building Capacity Project, outlining what the project has done for its community, why this work is so imperative, and how impactful its outcomes have been both for people living with dementia and for the communities that support them.

Target Audience: Academics, Researchers, People with lived experience and potential community partners. The film has been shown at large-scale dementia focused events like the Building Capacity Project’s three-year celebration event, and Maple Ridge’s Purple Angels March for Dementia celebration held in June, 2023.

Media: Video - available to watch online at the [Building Capacity Website](#) and on [CRPiD YouTube channel](#).

Results: Viewers of the film have commented they were left deeply touched by the depth of care and heart put into this work. The film does a brilliant job of showcasing just how touched people’s lives are by the community development work our partners and our research team are doing.



THE BUILDING CAPACITY PROJECT

Community Partner Pillars

Dates: March 2023

Description: Six free-standing pillars designed to showcase the projects, impacts, hurdles and hopes that key community partners have had while collaborating with the Building Capacity Project. The pillars were made as a stand alone exhibition for academic and community events to complement the work of those organizations that are working towards destigmatizing dementia.

These pillars were first displayed at our Building Capacity Project celebration event in March on UBC's campus. They have since been showcased at other events around the lower mainland including the Purple Angels celebration in June held in a community park in Maple Ridge.

Target Audience: Researchers, academics, community partners, advocates with lived experience of dementia, and members of the wider community interested in getting involved.

Media: Wood and Coroplast

Results: Following their debut at the Building Capacity Project Celebration in March, 2023, the pillars have been featured at four community events in the lower mainland: a Kitsilano Community Centre Seniors' Week gathering with over 200 people in attendance; a Sunday-morning installation at West Point Grey United Church where 50-100 congregation members enjoyed them before and after their worship service; a similar Sunday installation at Pacific Spirit United Church (whose congregation is also 50-100 people); and a Seniors' Fair hosted by both the Dunbar Residents' Association and St. Phillips Church that yielded over 150 viewers.

WEBINAR SERIES

PROGRAMMING WITHOUT WALLS: How to get outside safely

June 15, 2020/11AM PT; 2PM ET



Join via Zoom

WEBINAR SERIES Building Capacity's 2020 "Living Well Through a Pandemic" Series

Dates: April-July 2020

Description: In 2020, when the world was forced to make dramatic changes overnight to minimize the damage of COVID-19, The Building Capacity Project shifted gears too. The team came together to offer a series of helpful webinars on navigating one's dementia journey online, how to stay connected and engaged, make the best use of technologies like Zoom, and how to understand and work through all the challenges associated with this harrowing time in our recent history. **Discussion topics included staying safe and connected during lockdown, stigma in community interactions, how to get outside safely, and leveraging creativity and the arts as a coping tool.**

Target Audience: People living with dementia and their care givers.

Media: Online - links for this series are listed under "resources" on [The Building Capacity Project webpage](#), and also on [YouTube](#).

Results: This series resonated greatly with people living with dementia in our communities. It also resonated with researchers and care providers working in this field, for whom COVID was especially isolating and impossible to cope with. **Webinars like this helped people make the leap into the world of Zoom, connect socially online, and improve their overall wellbeing.**

- WEBINAR -

Through Our Eyes

A presentation by people living with dementia and care partners on stigma & interacting with people with dementia

WEBINAR #5

CREATIVITY & ARTS PROGRAMS FOR PEOPLE LIVING WITH DEMENTIA DURING COVID-19

Monday July 20th, 2020
11:00 AM PT/ 2:00 PM ET

Register via link



THE UNIVERSITY OF BRITISH COLUMBIA

May 25, 2020
11AM PT | 2PM ET

-WEBINAR-

SUPPORTING PEOPLE WITH DEMENTIA & CARE PARTNERS ONLINE DURING COVID-19

April 27, 2020 | 2pm ET; 11am PT
Join via Zoom



Lessons Learned from Dementia Café:

COVID-19 and Family Perspectives on Living with Dementia

A panel discussion on understanding and working through the challenges of community lockdown, while staying active, connected and safe

May 11, 2020 | 11AM PT; 2PM ET
Register via Link





Webinar Recording: The Case for Engaging People with Dementia in Community...

gemlab

On November 15th we heard about the work of The Building Capacity Project as team members discussed their...

READ MORE →

WEBINAR The Case for Engaging People with Dementia in Community Efforts

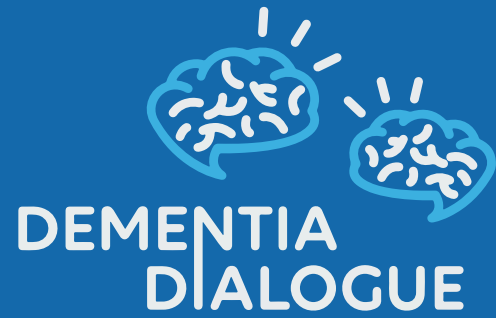
Dates: November 15th, 2022

Description: The webinar discusses the asset-based community development approach we have taken to building out support for people with dementia, guiding our communities into a more dementia-friendly, inclusive way of being. Every initiative we tackle increases awareness and helps to combat some of the stigma associated with the condition. **Stigma is one of the largest deterrents to living well with dementia.**

Target Audience: the United Way's Healthy Aging CORE (a cross section of older adults looking to age well and stay connected to community, and service providers dedicated to ongoing professional development, keen to learn more about how to be more inclusive).

Media: Online (broadcast pan-nationally) Watch it on CORE Canada website in their resources section and on YouTube [here](#).

Results: This webinar sparked interest from other organizations like British Columbia's Active Aging Society, Alzheimer's Society of BC, and a variety of local community groups who wanted to learn more about our Flipping Stigma training programs, and book us for additional webinars.



dementiadialogue.ca

PODCAST

Fear and Stigma in Dementia: A Dementia Dialogue podcast

Dates: November, 2022

Description: Dr. Alison Phinney and prolific BC-based artist and dementia advocate Granville Johnson spoke about the fear and stigma associated with dementia, and the work they're doing to combat that. *"People with dementia come from all walks of life. They're professionals: medical experts, lawyers, designers... They were world builders in their own right long before they were diagnosed with dementia. And those skill sets and talents are still there, but society tends to shut them out."*

Target Audience: People living with dementia, medical professionals and health care workers, community service providers, and academics working in fields like gerontology, community development, and rec and leisure.

Media: Online on the [Dementia Dialogue website](https://dementiadialogue.ca) where all podcast recordings live long term.

Results: This national podcast sparked conversations in a variety of cities across the country about **how an asset-based community development approach could be adopted in new locations to facilitate a more widespread sense of dementia-friendly culture.**



PODCAST
**Challenges in Recruiting
People with Dementia into
Advocacy Roles**

Dates: February and March, 2023

Description: Vancouver Island-based Lynn Jackson, a retired nurse living with Frontotemporal Dementia, joined Dr. Alison Phinney and Community Research Coordinator Dr. Andréa Monteiro in **conversation about challenges around recruiting people with lived experience to advocacy roles in community support and engagement.**

Target Audience: Primarily community service providers. Secondarily people living with dementia and their care givers. The second portion of the podcast targeted community partners interested in learning more about the nature of the relationship they might have with a research team if they were to get involved.

Media: Online on the [Dementia Dialogue website](#) where all podcast recordings live long term. Part two can be found [here](#).

Results: This national podcast sparked **conversations in a wide variety of cities across the country** about how to more effectively recruit those with lived experience to advocacy roles.



CRPD UBC · Feb 15 · 3 min read

February News 2023

Updated: Feb 18

CONNECTIONS

In a month known for love and connection, the Building Capacity Project wants to share some of the wonderful connections we've been making in our community.

Read on for good news!



We're one month away from celebrating three years since the public launch of the Building Capacity Project. So, we've been reflecting on the growth and evolution of this asset-based community development work happening in both Vancouver and Thunder Bay, and expressing gratitude to our community partners, action group members, research teams, and allies across the country.

Stay tuned: party plans are in the works!



NEWSLETTER The Building Capacity Team's Monthly Updates

Dates: September 2019- April 2023

Description: We publish a monthly newsletter to keep the community up to date on exciting events we have hosted and attended, webinars and conferences coming up in the community, new team members, accomplishments, and opportunities for connection and community engagement. The publication is short, visually rich, and punchy: you can read it quickly and move on with your day feeling informed. **A community-focused "Coles Notes."**

Target Audience: Community members who support those living with dementia—care providers, service providers, community partners, neighbourhood houses, community centres, and churches in both British Columbia and Ontario. It's available on the [BCP website](#) and also distributed by email to our mailing list, which includes all of the groups above.

Media: Online - available [here](#).

Results: This newsletter keeps people we have already connected informed and involved. The emails drive traffic to our website.



FLIPPING STIGMA The Workshops

Dates: May 25th, 2022 - Present

Description: Flipping Stigma training workshops are a fantastic in-person group-style opportunity **to think through what stigma looks like in all its various forms, reshape our relationship to it, and get clear on how we can combat it and contribute to a more inclusive society in general.**

The workshops are led by a research team member and an action group member with lived experience, so participants get to hear firsthand from someone who lives with the stigma every day while receiving prompts and questions through a variety of lenses and perspectives. The online toolkit used (which was created and developed by an action group of people with dementia) is used as a jumping off point for these discussion-based seminars, and participants are invited to take an active role in the conversation.

Two versions of the program were originally conducted: a joint Alzheimer Society of BC/ Building Capacity Project training piloted initially with the Vancouver Public Library and West Point Grey United Church; and then a solo Flipping Stigma training piloted with ASK Friendship Society's day program staff and Kitsilano Neighbourhood House staff as well. (It was also made available online to all Kits Neighbourhood volunteers.)

Target Audience: These workshops are offered to community partners interested in learning more about fostering awareness and inclusion in their workplaces. Community partners can include neighbourhood houses, churches, community centres, rec and leisure facilities, seniors' centres, and health care facilities to name a few.

Media: In person - can be booked by contacting the Building Capacity Project's Community Research Coordinator, Andréa Monteiro, at andrea.monteiro@ubc.ca or in Thunder Bay, Knowledge Broker Carlina Marchese at cmarchese@lakeheadu.ca

Results: The positive results of these workshops have been overwhelming so far. Action Group members report feeling braver, included and understood, and trainees in service provider roles have said it really helped change their perspective on the capacity of people with dementia.

Action group member and retired nurse **Lynn Jackson** participated in all the sessions, and had this to say about the value of the training:

“ ... the hope is that [staff or volunteers at these organizations] will better understand... that they... are people that had a life before their diagnosis and they're trying to continue on the best they can after the diagnosis and might require a bit of assistance at times... and... they can be able to know a little bit more what some of the symptoms are or how those people are feeling and be able to look after their needs... after seeing our presentation. ”



HOME PAGE



TAKING ACTION AGAINST STIGMA AND DISCRIMINATION ASSOCIATED WITH DEMENTIA

A diagnosis of dementia can increase a person's sense of vulnerability. Not only are people faced with challenging cognitive changes but too often many also face needless stigma and discrimination that can make the experience worse.

As such, the discrimination caused by stigma that accompanies a diagnosis of dementia needs to be *"flipped on its ear!"*

The purpose of this toolkit is to recognize and respond to this stigma and discrimination. It has been designed by people with dementia to help others - including other people living with dementia, the people who support them, and those who do research - to address the challenges of stigma and discrimination.

While you can enter the site in any way you choose, we have tried to make the information as relevant to each group as possible.

CLICK ON ANY OF THE OPTIONS BELOW



PERSONS LIVING WITH DEMENTIA	FAMILY, FRIENDS & CARE PROVIDERS	RESEARCHERS
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Learn about events, activities and what the Flipping Stigma Action Group does in our Newsletter.

NEWSLETTER



back to top

CONTACT US at flipping.stigma@ubc.ca

- 1 CREATE A COMMUNITY** of Like-Minded People
- 2 KNOWLEDGE** at-your-fingertips
- 3 BUILD CONFIDENCE** for public speaking.
- 4 ORGANIZE COMMUNITY GATHERINGS**
- 5 CONSIDER THE ADVANTAGES OF ADVOCACY**

BACK NEXT

FLIPPING STIGMA The Toolkit

Dates: February 2022
Official Launch: September 2022

Description: The Flipping Stigma on its Ear website, was created by an action group of people living with dementia and a small research team including someone living with dementia.

The idea was to identify stigma in all its forms, provide case studies and examples to illustrate what it might feel like to be on the receiving end of that stigma, and offer suggestions for how to respond in healthy ways. The site employs audio files and written testimonials about some of the experiences the action group members have had, and reflections on how the experiences impacted them.

Target Audience: Three distinct groups—people living with dementia, care givers and families of those living with dementia, and researchers.

Media: Online available at flippingstigma.com

Results: Since its launch on September 2022, the toolkit has had more than 9,000 visitors from 60 countries including Canada, USA, UK, Ireland, Chile, Australia, Namibia, Netherlands and Mexico. It has been referred in more than 133 websites, and **it is now listed on the World Health Organization's Global Dementia Observatory Knowledge Exchange Platform as one of the top ten awareness and inclusion interventions in the world.**

Home | Introduction | Recognizing Stigma | Responding to Stigma | Education & Advocacy | Contact | Newsletter

THE TOOLKIT AIMS TO

- Help people recognize common experiences where they may feel discounted and judged as situations of stigma and discrimination occur.
- Develop a range of ways of responding to situations of stigma and discrimination, respecting that every person living with dementia will be different in how they want to handle it, and will have their own skillset.
- Build skills and competence in changing how society views and treats people with dementia.

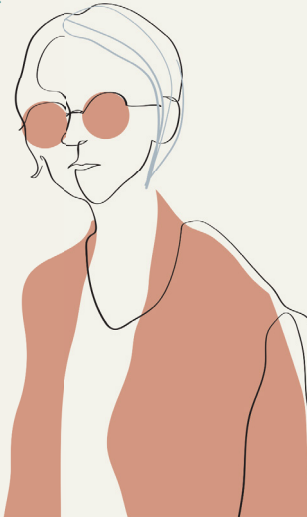
Flipping Stigma Postcards



"We still often get the same thing from people:

YOU DON'T LOOK LIKE YOU HAVE DEMENTIA...

Well, tell me what dementia looks like, because had I known I'd have changed my hairstyle."



www.flippingstigma.com



"I was asked to lead the stretching in my exercise class once and couldn't remember what went first. And a man said to me:

WHAT'S THE MATTER WITH YOU, HAVE YOU GOT DEMENTIA?

That's STIGMA. He made me feel so terrible, I actually quit."



www.flippingstigma.com



"Whenever I say something like: Oh I'm having trouble... My friend says: **OH I HAVE THE SAME TROUBLE, NO PROBLEM.**

Well, no you don't. I have dementia and I'm trying to explain myself and you're trying to just make me feel good. That doesn't help me."



www.flippingstigma.com

FLIPPING STIGMA Postcards and Poster

Dates: April 2022

Description: These postcards highlight quotes from Action Group members for the purpose of generating awareness in a fun and impactful way.

Printed on high quality card stock, these products are ideal for trade shows, community fairs, and conference swag bags and relevant events. The poster is a larger version of the same graphic and quote, ideal for displaying at relevant academic conferences.

Target Audience: Primarily researchers and academics, and anyone attending related conferences and community events. The postcards, more broadly, target the community at large, as our mission is to raise awareness across the board about the impact of stigma.

Media: Print and Digital - use in Power Point presentations, slide shows, or to send by email.

Results: The postcards QR codes have been scanned at a variety of locations across Canada and the US. The poster has been showcased at the Building Capacity Events, at the Canadian Association of Gerontology Conference (CAG) and at the Canadian Dementia Learning and Resource Network (CDLRN). These events host up to 500 stakeholder groups at a time, each with their own network of community groups and partners.

Canadian Association of Gerontology of Gerontology



FLIPPING STIGMA IN DEMENTIA: AN EDUCATIONAL TOOLKIT

Paulina Malcolm¹, Lynn Jackson², The Flipping Stigma Action Group³, Mariko Sakamoto¹, Eric Macnaughton¹, Ania Landy², Jim Mann³, Deborah O'Connor¹, Alison Phinney¹
¹The University of British Columbia, ²Douglas College, Centre for Research on Personhood in Dementia³
 paulina.malcolm@ubc.ca



WHAT IS THE FLIPPING STIGMA TOOLKIT?

In June 2019, a group of people living with dementia in British Columbia came together to form an Action Group (AG) as part of a participatory action research project. This CIHR-funded project originally titled Reducing Stigma and Promoting Social Inclusion of People with Dementia: Putting Social Citizenship into Practice, began with discussion among the AG about how to better understand and address stigma and discrimination against dementia and how to support inclusion.

In early 2020, AG members began discussing their responsibilities and roles as educators. From these discussions, the AG decided to create a "Toolkit" that "flipped stigma on its ear". The Flipping Stigma Toolkit is an online resource that describes AG members' first-hand experiences of stigma and discrimination and ways in which they have combatted it. Three separate portals invite persons living with dementia; family, friends, and care providers; and researchers to engage with the Toolkit content.



EDUCATING AND LEARNING WITH THE TOOLKIT

Presentations and more formal feedback sessions have allowed the Flipping Stigma team, made up of AG members and UBC researchers, to both educate and learn from others about how helpful and usable the Toolkit can be in different contexts.

Promotional post cards and business cards that include the Flipping Stigma URL have been distributed at community centres, Vancouver Neighbourhood Houses, doctors' offices, during online and in-person community events, and at conferences. Some public transit buses in Vancouver include advertisements for the Toolkit.

During more formal feedback sessions with community organizations, the Flipping Stigma team has asked questions such as:

- Have you learned anything new from the toolkit about stigma and discrimination in dementia or about how to address it?
- Can you think of a situation where this toolkit would have been (in the past) or would be (in the future) helpful for you? For someone else?
- Could you see yourself/ your organization using a toolkit like this? Explain how you would use it.
- How does the toolkit compare to other resources?



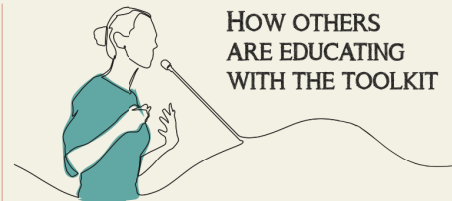
Feedback about the Toolkit from various community organizations, community members, researchers, and care providers in British Columbia include:

- A great educational and training tool, including for their own organizations
- Informative and comprehensive
- "Award-winning" work
- A great conversation starter
- Seeing people with dementia acting as advocates and educating others was powerful and novel

The Toolkit is a good reminder for:

- Caregivers/healthcare professionals to consider what it's like for people living with dementia and previously held assumptions
- Doctors to not make patients who are living with dementia feel diminished - especially when working under time pressure and with people with more advanced cognitive impairment

HOW OTHERS ARE EDUCATING WITH THE TOOLKIT



As part of a sister project which aims to build capacity for meaningful engagement by people living with dementia in the community, Toolkit workshops were facilitated with community research partners in Vancouver. During these sessions, AG member Lynn J. was present to guide the discussion and respond to any questions people might have about living with dementia. There were rich discussions at the various workshops, including at Neighbourhood Houses, day programs, libraries and churches, and follow up evaluation showed these sessions had stimulated further conversations.

The Toolkit has also been used as a supplemental teaching tool in the university context with students of various disciplines. Data has not been formally collected from these sessions, but students have shared that hearing directly from people with lived experience is very impactful.

After having engaged with the Toolkit through formal feedback sessions and/or training sessions, several community organizations in the Vancouver area are now currently using the Toolkit as part of their mandatory training for volunteers.

Looking at possible future use of the Toolkit, the Flipping Stigma team has been approached by other research teams and community organizations who are hoping to use the Toolkit to supplement their own anti-stigma content and training. AG members are often asked by these other teams and organizations to guide the process of integrating the Toolkit into other project contexts. Throughout 2023 and early 2024, the Toolkit will be featured in a 4-part webinar series with the Alzheimer Society of British Columbia.

FLIPPING STIGMA ALL AROUND US



The Toolkit will change and adapt over time as more content is created and more feedback is given. In this way, the Toolkit may act as a reflection of all the people who are able to learn from it.

In the coming months, the AG will release another document outlining who they are, how they came together as a group, and the significance of forming an Action Group of "like-minded people diagnosed with different forms of dementia who are passionate about changing perceptions of what it means to live with dementia".

We invite you to visit, share, and engage with the Toolkit.

Designed by samanthapineda@gmail.com

2022

FLIPPING STIGMA Academic Conference Poster

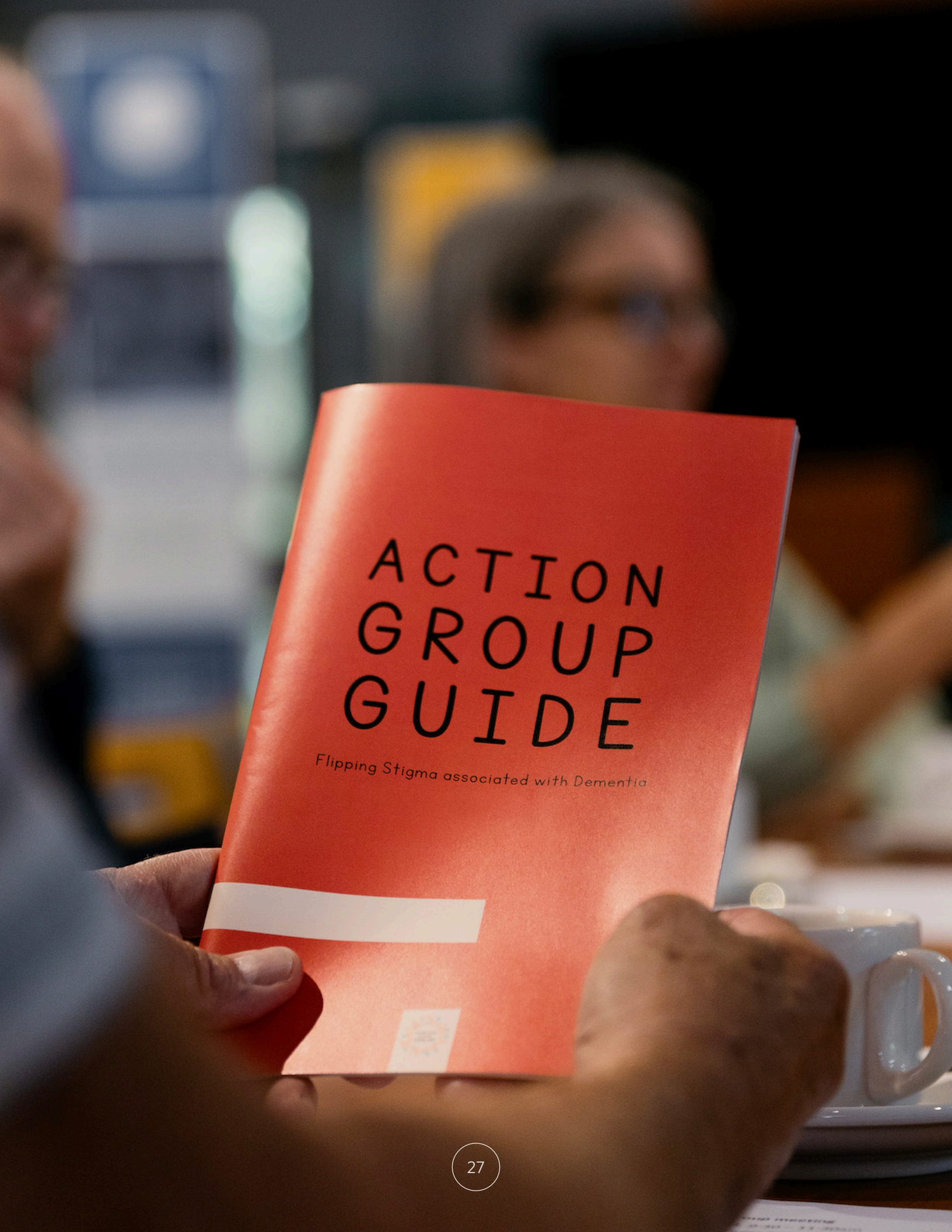
Dates: October 2022 and April 2023

Description: These posters were developed to explain the Flipping Stigma on its Ear Toolkit and action group. They lay out how the project came to be, the purpose of the project, methods used to move things forward, and some of the outcomes.

Target Audience: Academics and Researchers. These two posters was showcased at last year's Canadian Association on Gerontology Conference 2022, as well as at the West Coast Conference on Aging and BC SPOR. They accompanied in-person presentations on the work given by action group members and research team members.

Media: Print - they go hand in hand with live presentations on the subject.

Results: The posters have been very effective in helping conference attendees better understand the process these action groups members went through to develop important tools like the Flipping Stigma Toolkit, and the Flipping Dementia Stigma: An Action Group's Guide.



FLIPPING STIGMA

Flipping Dementia Stigma: An Action's Group Guide

Dates: September 2023

Description: The Flipping Stigma Action Group developed this guide to help inspire others around the world to dive into the kind of work they have been doing for several years now: advocacy and community development work that is deeply meaningful to them, and whose impact reaches far and wide. **Their work involves spreading awareness about the importance of authentic representation, listening to the right voices, and best practices for building out dementia support initiatives.**

Target Audience: People with dementia, their contacts, and researchers in similar fields who might be interested in taking up some advocacy work. It's also geared at anyone interested in building something from scratch who might need tips on where to start.

Media: Print and Online available at flippingstigmaguide.com

Results: The Guide was showcased in the [CTV Morning Live](#), [CTV News](#), CBC and UBC's Applied Science Department.

The online Guide has received more than 600 visitors from 23 countries including Canada, Ireland, USA, Australia, UK, Italy, Singapore and Mexico so far. And it has been referred in eight international websites.

The printed guide has been given for free to institutions like the Alzheimer Society of Canada and to those interested in the subject. And it has been present at a variety of events including the Purple Angels Dementia Campaign in Maple Ridge, BC.

FLIPPING STIGMA
Flipping Dementia Stigma:
An Action's Group Guide
Postcards

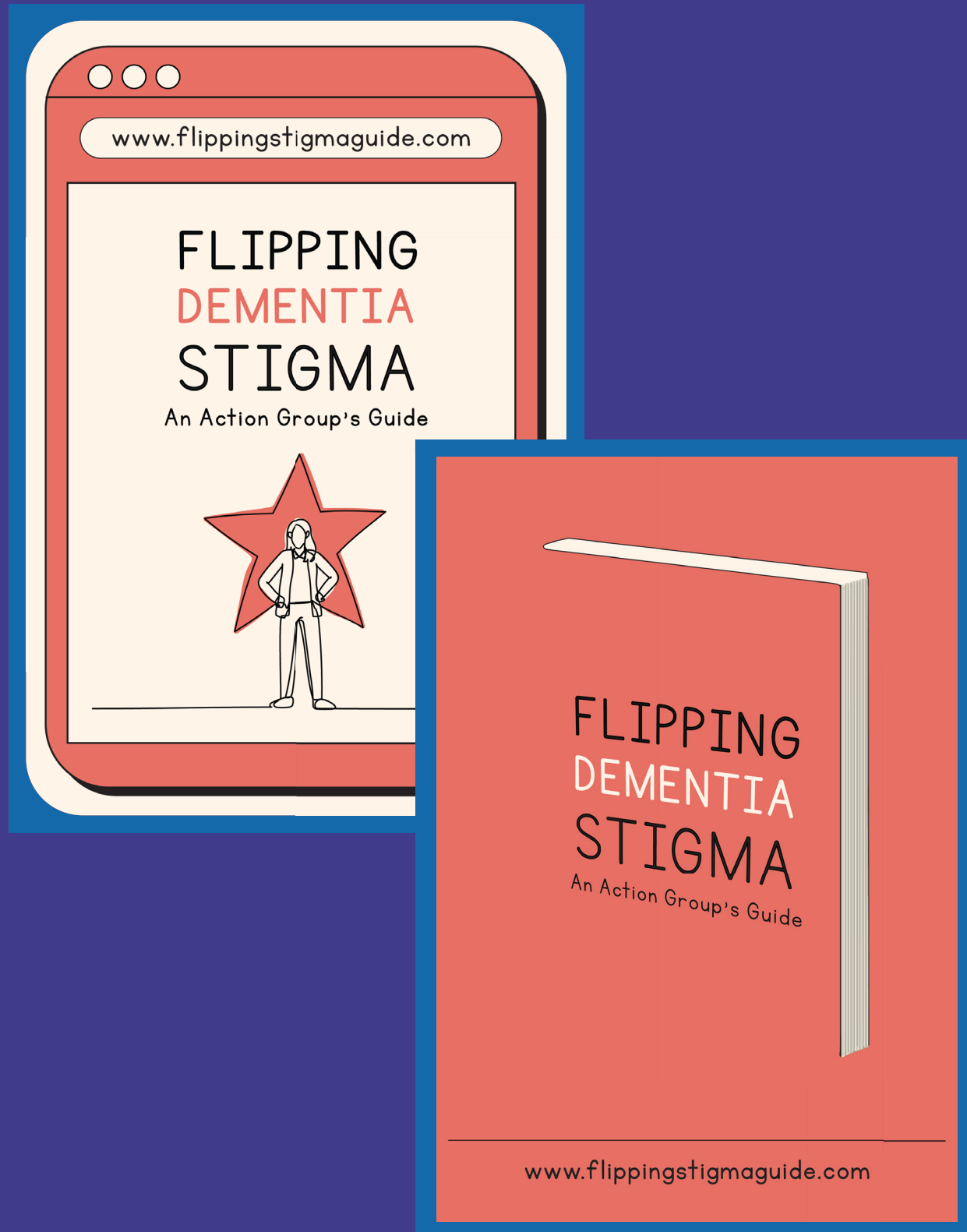
Description: The Flipping Stigma Action Group postcards

Target Audience: Primarily researchers and academics, and anyone attending related conferences and community events. The postcards, more broadly, target the community at large, as our mission is to raise awareness across the board about the impact of stigma.

Media: Print and Digital - use in Power Point presentations, slide shows, or to send by email.

Results: TBD

Dates: October 2023



Flipping Dementia Stigma Postcards

Tablet Lending Program Postcards



SOUTH GRANVILLE SENIORS CENTRE TABLET LENDING PROGRAM POSTCARDS

Dates: September 2021

Description: The South Granville Seniors Centre created a tablet lending library program open to seniors who cannot afford their own internet device at home, but who deserve just as much as anyone else to be connected and engaged in virtual communities, especially during a pandemic.

The Building Capacity Project's Community Outreach and Communications team developed a postcard campaign to help advertise this program. These were hard copies distributed through various community channels to increase the number of seniors accessing this incredible program.

Target Audience: Seniors in the Vancouver area in need of internet connection, and interested in enhancing their social life.

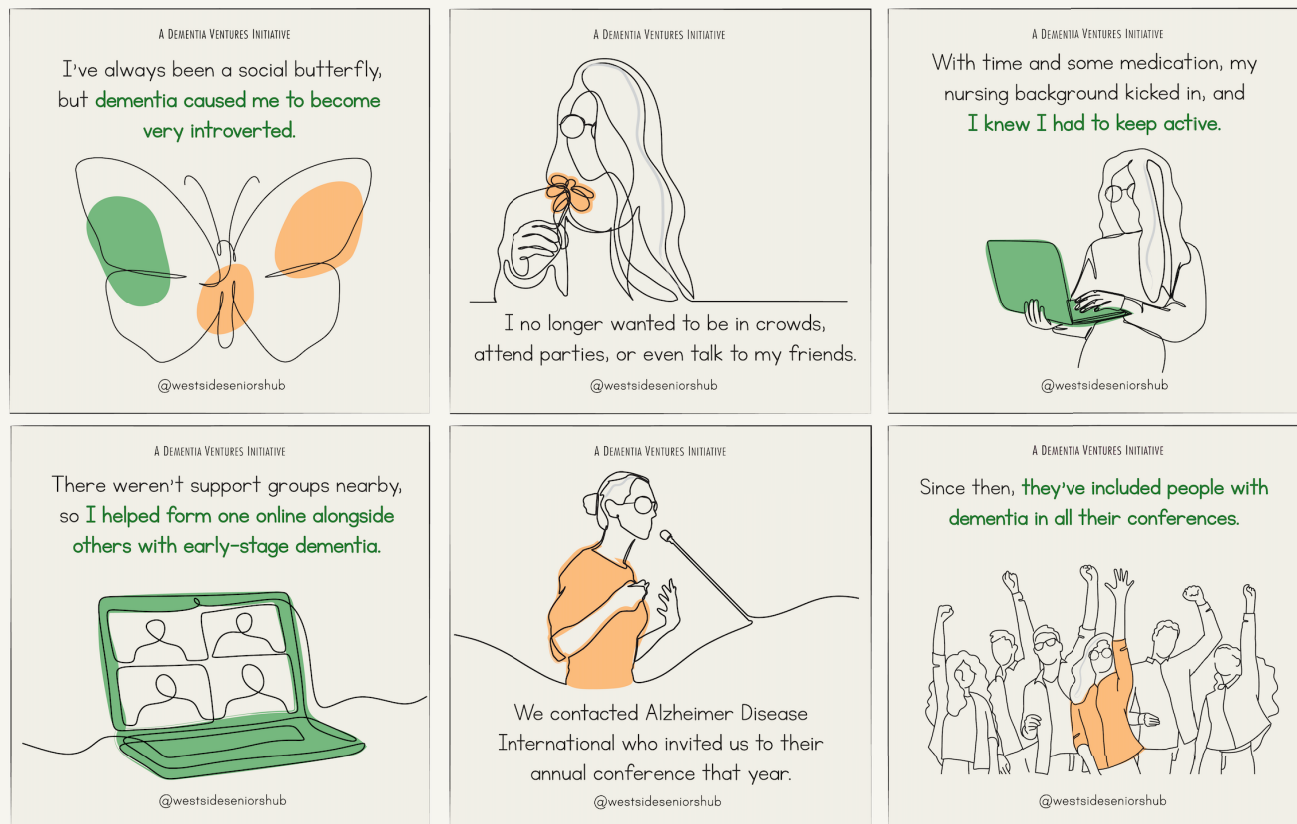
Media: Print - hard copy postcards.

Results: South Granville saw a modest increase in the number of seniors requesting to learn more about the program.

SOUNDBYTES

A DEMENTIA VENTURES INITIATIVE

PAVING THE WAY FOR OTHERS WITH DEMENTIA



Follow us @westsideseniorshub



SOUNDBYTES

A Dementia Ventures Initiative

Dates: March 2022 - April 2023

Description: These small visually eye-catching story boards feature the words of Action Group members with lived experience of dementia speaking directly about their lives post-diagnosis.

Our team distilled their messages down into shorter quotes, designed visuals to accompany them, and posted them on our BCP website as well as the Westside Seniors Hub Site for the world to see, as an exercise in raising awareness. Reading these boards gave us all a chance to gain deeper insight into the experience of living with dementia or living with someone with dementia, and to feel greater empathy for and understanding about what that's like.

Target Audience: General Public and visitors of the Westside Seniors Hub website and the BCP website.

Media: Print, Video and Digital - For the Soundbytes, we created a 360 ° media campaign that included prints (in the form of postcards, and bus placards featured on BC Transit in the lower mainland), digital form (both on the [Westside Seniors Hub](#) and the Building Capacity Project websites as well as in our newsletter mailed out to a wide cross section of community partners and service providers), and in video format (animations that played on [social media](#), and at conferences and community events.)

Results: The Soundbytes campaign helped us reach national and international dementia communities in 23 countries including Canada, the US, China, Philippines, Mexico, Italy, and France among many others. In the 9 months that the social media campaign ran, the traffic to the Dementia Ventures page increased by 281% and the number of visitors to West Side Seniors Hub website by 33%. On Instagram, the number of followers increased organically by 800%.



KITSILANO COMMUNITY CENTRE INFO GATHERING SESSIONS

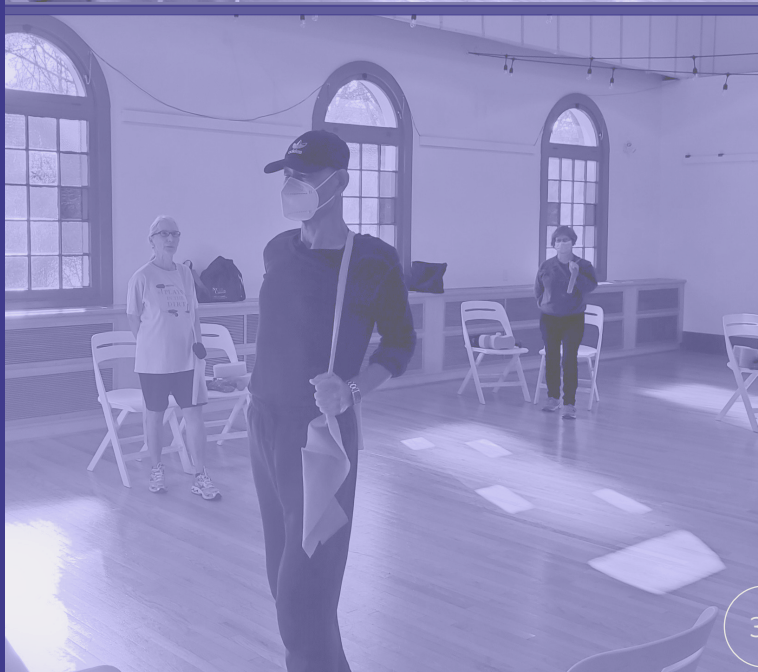
Dates: May 2022

Description: Kitsilano Community Centre arranged two info-gathering sessions for members of their community to find out more specifically what they wanted to see in terms of programs and services for people with dementia, and in terms of building out a more inclusive community. The sessions had somewhat small turnouts, but the participants who attended all had incredible insights to share and lots of fantastic ideas.

Target Audience: The local community who uses the rec centre.

Media: In Person - One session was offered in the afternoon and one in the evening to try and accommodate everyone's schedules and give access to as many folks as possible.

Results: The evaluation report developed from these sessions was filled with great information. You can read it for yourself here: [\(link to report.\)](#)





I may have dementia
but I'm still active.



I may have dementia
but I'm still included.



I may have dementia
but I'm still contributing.

THROUGH OUR EYES VIDEO SERIES

Dates: month to month, 2022

Description: a series of short videos each highlighting a different Northwestern Ontario resident living with dementia. **The focus throughout is on how each person is an active citizen.**

Target Audience: Community members, people living with dementia, care partners, students, and other professionals.

Media: Video

Results: The series was used as an awareness-building and educational tool. The videos offer a glimpse into real lives. They've been very effective at getting the attention of community members for whom dementia is not a daily reality, helping them relate to the people for whom it is, and shift their perspective.

DEMENTIA CAFÉ: A PLACE TO BELONG



DEMENTIA CAFÉ: A PLACE TO BELONG

Dates: month to month, 2022

Description: a social gathering held three Sundays a month from 2-4 pm ET at the Urban Abbey in Thunder Bay, Ontario. It's free, includes coffee, tea, and treats, and is inclusive of everyone. **The café is a safe inclusive space where we only ask for your name - no diagnosis required!**

Target Audience: people living with dementia, their care partners, and anyone else who'd like to join.

Media: in-person event

Results: The café has become the cornerstone of the community in many respects, a chance to feel a deep sense of belonging, and to stay in touch with friends and make new ones. Started in 2018, the café is still going strong, and growing as word spreads. For more information, please follow us on Facebook, or visit the [website](#).



LIVING WELL WITH DEMENTIA: CREATING DIALOGUES OF RESILIENCE CONFERENCE

Date: October 15 and 16, 2023

Description: This conference hosted by Lakehead University's Centre for Education and Research on Aging and Health, was held October 15th and 16, 2023 in Thunder Bay, Ontario, and featured keynote speakers, Myrna Norman, a BC-based advocate with lived experience of dementia, and Rebekah Churchyard, CEO and Founder of Green Care Farms in Ontario. **The conference was an opportunity to connect with others, share ways to live with hope amidst dementia, and challenge the associated stigma.** It included vendor booths loaded with information about available health services in the community.

Target Audience: the conference was for people living with dementia, care partners, researchers, community workers, service providers, and anyone who wanted to learn more.

Media: in-person event and featured a pre-recorded keynote by Myrna Norman.

Results: Conference organizers received lots of positive feedback about the event from community members and vendor booth providers alike.



A Public Health Agency of Canada Dementia Investment Strategy Project



Building Capacity for Meaningful Participation by People Living with Dementia

Launch Conference Report:
February 2020/ September 2020

BUILDING CAPACITY FOR MEANINGFUL PARTICIPATION FOR PEOPLE LIVING WITH DEMENTIA LAUNCH CONFERENCE REPORT

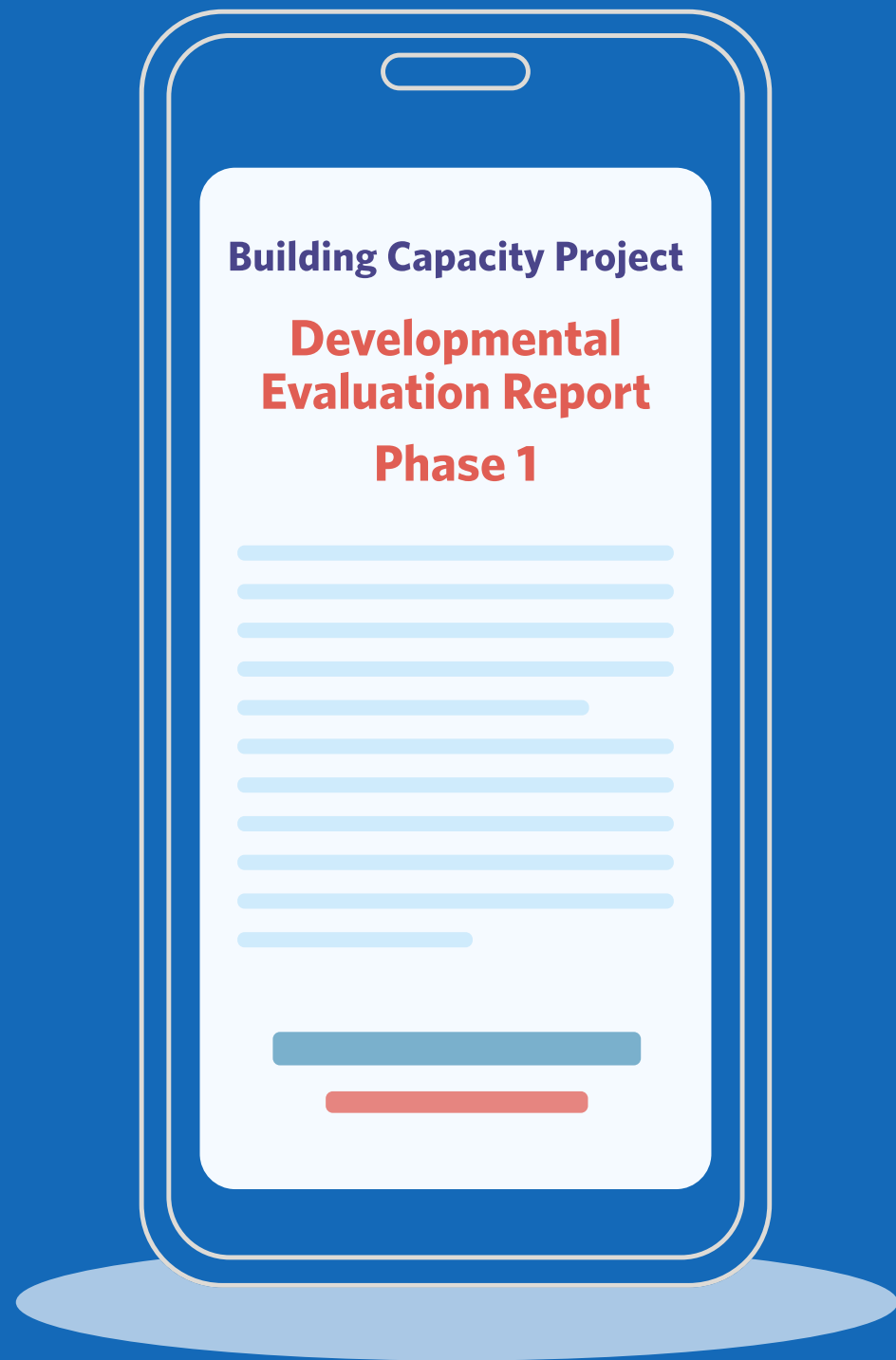
Dates: Fall 2021

Description: This 30-page report documents the Building Capacity Project's exciting launch event that happened in Vancouver in February 2020. **It covers a list of events attendees got to partake in, the learnings gleaned from panels, discussions, keynotes and other presentations, and reflections about how the work could evolve.**

Target Audience: Community partners and stakeholders interested in getting involved in building out more dementia inclusive communities.

Media: Online - available on the Building Capacity Project website [here](#) and in PDF format.

Results: TBD



THE BUILDING CAPACITY PROJECT'S DEVELOPMENTAL EVALUATION REPORT PHASE 1

Dates: December 2021

Description: This 34-page document lays out how the team came together, the shared values and goals they established for working together in two different contexts, and the factors that shaped development of the work in these two sites over the first two years of the project. The document is filled with important insights about what it takes to build a team, to proceed in community development work together, and to achieve outcomes of which all can be proud.

Target Audience: Groups embarking on similar initiatives, who will benefit from understanding some of the key considerations to making their project a success.

Media: Online - available on the Building Capacity Project website [here](#) and in PDF format.

Results: The document was pivotal for the Building Capacity in helping garner them further funding to continue the work of implementing the project in a wider set of contexts, and in securing funding to produce an action guide that will help other communities embark on similar initiatives.



*Building Capacity for People with Lived Experience of Dementia:
Achieving and Sustaining Impacts*

Below we outline the impacts of the Building Capacity Project at the individual and organizational levels, as well as learnings about key implementation principles, which we will draw on during the project's next phase to sustain and build on these impacts. We also describe a specific initiative to build knowledge and skill around dementia through the Flipping Stigma toolkit.

What were the aims of the Building Capacity Project?

The overall Building Capacity Project objective was to enable people living with dementia to participate in community life as full social citizens. Towards that end, the project developed and evaluated effective ways to create sustainable opportunities for people living with dementia, and family/friend caregivers, to remain active and connected in their communities through various initiatives as planners and participants. In Thunder Bay, Lakehead University has partnered with the North West Dementia Working Group (NWDWG), an action group of people living with dementia and care partners. In Vancouver, University of British Columbia partnered with the Westside Seniors Hub (WSH), a network of seniors-serving agencies, and more recently the Flipping Stigma Action Group (an action group of people with dementia from across BC). Overall, our hope was to support the growth of a diverse range of innovative community initiatives that foster inclusion and reduce stigma by creating opportunities for people with dementia to remain active and socially connected.

Part One: Impacts -- what did we achieve?

What were the impacts on the individuals involved in the initiative (people with lived experience, care partners, staff, and community members)?

The impacts on people with lived experience were achieved in Thunder Bay through the Dementia Café and Northwest Dementia Working Group (NWDWG), where participants we interviewed described the sense of well-being derived from being able to contribute to advocacy activities that have helped improve the community's capacity for supporting other people experiencing dementia, by influencing policy, educating students, and raising awareness about dementia in the community of Thunder Bay, and in surrounding communities. People with lived experience and care partners have also benefitted directly from the sense of community and support that has come from their participation in the Dementia Café and NWDWG. In both settings, people describe the value of social connections, and how those have benefitted them throughout their involvement, specifically during the pandemic.

THE BUILDING CAPACITY PROJECT'S ACHIEVING & SUSTAINING IMPACTS, A FINAL REPORT

Dates: April 2023

Description: This document outlines the individual and organizational level impacts of the Building Capacity Project through the first four years of the project, as well as key implementation principles we've discovered and upon which we will draw during the next phase of the project. The report goes through what we've achieved so far, identifying the specifics of how we did it, so that we can build upon that knowledge as we progress into phase two of the project.

Target Audience: People in the global community looking to do similar kind of work in their context. It's the beginning of a road map for them to look through and apply to their respective situations.

Media: Online - available on the Building Capacity Project website [here](#) and in PDF format.

Results: The impact of this document has yet to be measured, but its potential for effecting positive movement in other communities is significant because of the breadth and depth of knowledge it conveys and the lessons learned from experience.

