Proposal for Emerging Opportunity Program
Spring 2015

Submit application to EOPapplications@cityofmadison.com

Deadline: 12:00 pm (noon) on Friday March 20, 2015
LATE APPLICATIONS WILL NOT BE ACCEPTED.

Please limit your proposal and responses to the form and space provided. Any materials submitted in addition to this application form will not be considered in the evaluation of the proposal. Do not attempt to unlock or alter this form.

If you need assistance with this proposal or are unclear about how to respond to any questions please contact CDD staff at 266-6520.

<table>
<thead>
<tr>
<th>Agency or Group:</th>
<th>Alzheimer's &amp; Dementia Alliance of WI</th>
<th>Amount Requested:</th>
<th>$7,450</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title of Proposal:</td>
<td>Dementia Friendly Madison</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Kristin Larson</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>517 N. Segoe Rd., #301, Madison 53705</td>
<td>Telephone:</td>
<td>608.232.3400</td>
</tr>
<tr>
<td>E-Mail:</td>
<td><a href="mailto:kristin.larson@alzwisc.org">kristin.larson@alzwisc.org</a></td>
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</tr>
<tr>
<td>Is this Group a 501 (C) (3)?</td>
<td>Yes or No</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Applicant Organization founded (Year):</td>
<td>1985</td>
<td></td>
<td></td>
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<tr>
<td>Name of Fiscal Agent (if Applicable):</td>
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<td></td>
<td></td>
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<tr>
<td>Fiscal Agent Contact Person:</td>
<td></td>
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<tr>
<td>Project Description: (Approx. 20 Words)</td>
<td>To develop the infrastructure to kickstart Madison’s efforts to become dementia friendly</td>
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</table>

1. **Emerging Need or Opportunity: (5000 characters)** Please describe the emerging need or unanticipated opportunity that warrants City resources and attention at this time:

   Change is coming. Our state, our nation and many other countries around the world are beginning to recognize that we are faced with a great challenge in the upcoming years as more and more people are diagnosed with Alzheimer’s & other forms of dementia. At the Alzheimer’s & Dementia Alliance of Wisconsin (ADAW), we are rising to meet this challenge and are working to create dementia friendly communities (DFC) in south central Wisconsin.

   As Wisconsin’s population ages, the incidence of Alzheimer’s disease and other forms of dementia is expected to more than double. According to the Wisconsin Department of Health Services based on 2010
figures, approximately 119,000 people in the state have a dementia-type disease and this number is expected to increase to 201,600 by 2035 as the Baby Boom population ages. Currently, more than nine thousand people with dementia live in Dane County. Because everyone with dementia needs at least one care partner, we estimate that daily over 18,000 people are impacted by dementia in our community and that this number will continue to rise as the population ages. Nationally there are 5.3 million people with dementia and it has been forecasted that this number will triple by the year 2050. The numbers clearly indicate a crisis is coming and the Alzheimer’s & Dementia Alliance of Wisconsin (ADAW) is ready to lead the way in preparing Madison and Dane County for what lies ahead.

The impact dementia-related diseases like Alzheimer’s have are far greater than simply losing one’s memories. Symptoms can include short-term memory loss; difficulty performing familiar tasks; poor or decreased judgment; difficulty with verbal or written communication; disorientation to time and place; difficulty with coordination and motor functions; difficulty with problem solving and abstract thinking; and personality changes. In many cases, people diagnosed tend to isolate themselves, choosing to stay home rather than take the chance of becoming forgetful or making a mistake in public. This self-isolation often leads to the disease progressing faster. Conversely, remaining active and engaged in everyday life can help someone with dementia live a better quality of life for a longer period of time and possibly remain at home longer.

Within the Wisconsin Dementia Care System Redesign – A Plan for a Dementia-Capable Wisconsin (the State Plan) created by the Department of Health Services in response to the National Alzheimer’s Plan in 2013, there is a call for the creation of dementia friendly communities in order to raise awareness about the prevalence of dementia-related diseases and address the stigma associated with this diagnosis. Our project is designed to kick start a dementia friendly community in Madison by developing the interest in the project and create the infrastructure, namely a coalition of active stakeholders, based on ADAW’s experience in Middleton and Waunakee.

2. Applicant Organization or Group: *(5000 Characters)* Please briefly describe the history and structure of your organization. Include information about staffing, your board and/or volunteers. Please describe any successes you have had in the areas of programming or the project described in this proposal.

The Alzheimer’s & Dementia Alliance of Wisconsin (ADAW) began serving south central Wisconsin in 1985 as an independent organization, later becoming a chapter of the Alzheimer’s Association. In December 2009 ADAW returned to its independent, nonprofit status with a new name and the same local board of directors and mission. ADAW is entirely funded through gifts from individuals, special events and grants; 100% of all donations stay in Wisconsin. Based on our federal 990 tax return, 80% of our overall budget goes to programs and services.

Rather than concentrating on death and dying, our message of hope and enhancing quality of life resonates with thousands of people each year. We focus on helping identify and strengthen existing abilities and problem-solve in anticipation of future challenges. ADAW currently provides direct services in south central Wisconsin--Columbia, Dane, Green, Grant, Iowa, Lafayette, Richland, Rock and Sauk counties. We have regional offices in Lancaster and Portage, with dedicated staff time in Beloit, Monroe, Darlington, Richland Center and Dodgeville. Our staff of 17 totals 14 FTEs. In addition, we are the only Alzheimer’s organization in the state with a full-time public policy director, to ensure people with dementia remain the focus of legislation.

We have long been recognized as leaders in providing programs and services designed to support people recently diagnosed with a dementia-type disease. In 2012, ADAW launched its first Memory Café, in Sauk Prairie, which was quickly followed by six others, including locations in Dodgeville, Portage, Richland Center, Middleton, and two in Madison. Memory Cafés, which are social gathering places where people with memory loss or dementia can come together in a relaxed environment, are the precursors to the development of dementia friendly communities. These have proven beneficial in increasing the comfort
level of people with dementia continuing their normal lives after a diagnosis. In turn, we have a natural base of support for developing dementia friendly communities.

Staff began working with Middleton residents, community and business leaders in February 2014 to launch its efforts toward becoming dementia friendly and now have more than 17 businesses, places of worship and city services, including fire and police, trained in dementia friendly practices. We are actively working with a coalition in Waunakee on its dementia friendly community initiative.

3. **Intended Service Population**: *(2500 characters)* Please describe the intended service population (e.g., where they are located, ages, ethnicities, income ranges, English language proficiency etc.).

The need for dementia friendly communities can be seen in the number of people contacting ADAW for support. In 2014 ADAW had 24,151 points of contact with people of all ages regarding dementia—through support groups, education programs, helpline calls and personal consultations; more than 8,100 of those were in Dane County alone. The need for support and guidance continues to increase; one in eight Baby Boomers will develop dementia as the population continues to age. While the primary focus area is on supporting people with dementia and their care partners, there will need to be broad support throughout the community.

Through this effort, ADAW intends to work with neighborhoods associations, community groups, area service providers (i.e. NESCO, South Madison Coalition, West Madison Senior Coalition and Madison Senior Center), people with dementia and their care partners, faith communities, business leaders and service organizations to find coalition members. In addition, we are fortunate to have a thriving diversity component under the direction of Ms. Charlie Daniel and her Community Advisory Board made up of leaders in the African American community to help expand DFC to this critical part of our community.

4. **Innovation**: *(5000 characters)* How does this proposal reflect a new or innovative approach to the stated problem?

A dementia friendly community (DFC) is one that cares about its neighbors; one that listens to the feeling of its residents with dementia; one that sees the signs; one that understands the needs; and one that acts. It's a place where people with dementia will live as independently as possible. Where they will be valued and respected. Where they will engage in activities that we all take for granted and will be supported as these activities become more difficult. Where the changes in the person will be noticed, understood, and accepted.

A dementia friendly community is one that has looked at its shops, restaurants, markets, and streets through the eyes of a person with dementia; then does everything it can to make it a place where they can continue to live as independently as possible. When memory changes begin, many become more isolated, which frequently hastens the cognitive decline. A community that understands dementia will be one that supports and cares for its neighbors who are struggling to deal with loss of memories, loss of the ability to do routine activities, loss of jobs, loss of independence, and loss of self.

While the concept is not a new one, it is just beginning to gain traction in Wisconsin, mainly in smaller communities. Due to its size, creating a dementia friendly Madison will take significant planning and volunteers. Because dementia reaches across all strata of a community, the best approach is a holistic one, where best practices are understood and incorporated in all aspects of daily life. By training service providers, businesses, restaurants, to name a few, in practices meant to increase understanding and awareness of the challenges someone with dementia faces on a daily basis, we can encourage people with cognitive issues to get out and remain active—live life in spite of the disease.

The value of becoming dementia friendly is best stated by Mary Kay Baum, who formerly served on the Dane County Board and Madison Metropolitan School Board and currently advocates on behalf of people...
with dementia as a person with the disease. Currently a resident of Middleton, she says of Middleton's efforts to become dementia friendly, “It makes me feel safer. It makes me feel I am still a part of this community. It makes me less afraid.”

Middleton resident Ginny Nelson, whose husband has dementia, is thankful for the effort. "When we are out and he asks the same question three times, I love it when the staff just answer the question as if it was the first time.”

Once Madison's dementia friendly coalition is formed, members would work collaboratively with local services and businesses to make their organizations safer and friendlier for people with dementia and those who care for them. ADAW's existing training program would be used by volunteers to train business people how to assist customers with memory loss. After completing the training, businesses receive a card to display designating their business as "Dementia Friendly."

For example, restaurants, in particular, can be overwhelming to a person with dementia. "A trained waiter can break down options into manageable chunks. Instead of reeling off a long list of beverages, a waiter can first ask whether the diner wants a hot or cold beverage, then gradually get more specific, such as coffee or tea . . . . She could point to a small coffee cup and a large one so that the person with dementia could point to the one she or he wants (Doug Erickson, "It Takes a Village," Wisconsin State Journal, Oct. 20, 2013)

To become a dementia friendly business or organization; the business or organization must commit to the following criteria:

- Complete Dementia Friendly Community (DFC) training for management and 50% of their front-line employees
- Designate a team leader to be liaison between their organization and the DFC coalition
- Review suggestions on making the business/organization’s environment easier to navigate for customers with dementia
- Be willing to share DFC training materials with all new hires and all employees that did not attend training
- Undergo an on-site visit/follow-up training on an annual basis to reaffirm its dementia friendly status

5. Project/Program Goals: (5000 characters) Please describe the specific goals, objectives and intended measurable impacts of this program/project. Include the number of people you expect will benefit from this project.

Upon completion, ADAW will have established a coalition of a minimum 10-20 people to develop and implement the vision of Madison as a dementia friendly community based on key components they identified, with the ultimate goals of reducing the stigma related to dementia-type diseases and increasing the acceptance and understanding of these diseases by the general public in Madison. The overall goals of a dementia friendly community include:

- Educate the community by increasing awareness and understanding of dementia-type diseases
- Decrease the stigma of the disease
- Foster community involvement
- Improve lives of those with dementia and those who care for someone with memory challenges

6. Program/Project design: (5000 characters) Please describe structure of proposed program or project, hours of service/schedule, staffing, curriculum or project/service structure, etc.
In our experience, the successful implementation of a dementia friendly community (DFC) plan requires the involvement and support of the community itself. In order to establish a successful coalition to lead Madison’s effort, we will follow the timeline with the ultimate goal being the launch of Madison’s dementia friendly coalition. The project activities and timeline include:

Month One to Two, 2015. (a) Hire a half-time person who will be the primary point-of-contact for this initiative, under the guidance of Joy Schmidt, ADAW’s community education specialist who has led the DFC efforts in Middleton and Waunakee. (b) Identify 2 – 4 neighborhoods and segments of the city (i.e. libraries, transportation, emergency responders) in which to introduce the concept of dementia friendly communities, working with community partners (NESCO, South Madison Coalition, West Madison Senior Coalition and Madison Senior Center, current clients). Evaluations will be conducted among program attendees to gage understanding of dementia and the importance of a dementia friendly community.

Months Three to Eight 2015-2016. (a) Using ADAW’s current DFC model, identify locations and dates to present four programs in each neighborhood selected, in order to increase awareness and begin identifying coalition partners. These programs include What is a Dementia Friendly Community, Boost Your Brain Health, We All Forget, and Understanding Alzheimer’s & Dementia. (b) Conduct a minimum of two dementia friendly training presentations to City service providers (i.e. libraries, Metro, emergency responders) considered most likely to interact with a person with dementia in order to raise awareness and develop the skills key to successful communication. (c) Identify a third Madison location for a Memory Café as the continuation of Madison’s dementia friendly efforts in order to provide an additional location for people with dementia to socialize in the community. (d) As coalition partners are identified, begin discussions on defining the vision for a dementia friendly Madison; identifying key components necessary for success; defining the criteria for a business or organization to become dementia friendly; and determining the implementation plan. Evaluations will be conducted along the way among program attendees to gage understanding of dementia and the importance of a dementia friendly community. This will be especially important among people with dementia and their care partners.

Months Nine to Eleven 2016. (a) Launch the third Madison Memory Café location. (b) Finalize the implementation plan. (c) Identify and train leaders within the coalition who will be responsible for outreach into the business community; identify and train volunteers who will conduct training sessions; and work with the coalition to identify the businesses, organizations, faith communities required for program success.

Month Twelve, 2016. Write the final plan for Madison’s dementia friendly efforts for implementation by the coalition. ADAW continues to support the efforts of the coalition.

This final plan would define what would make Madison dementia friendly; identify the requirements necessary for a business, restaurant, organization, place of worship, etc. to be dementia friendly; identify the businesses interested in being trained; develop a team to promote and identify interested parties; and identify volunteers to conduct trainings.

ADAW would continue to guide the next steps, including the actual implementation of the plan – working with businesses and service providers identified to train employees in dementia friendly practices; offer suggestions on making the business/organization’s environment friendlier to customers with dementia, such as universal signage, directional arrows at decision points, high contrast colors between floors and chairs and in signage and simplified directions on self-service equipment.

7. **Community Engagement:** (2500 characters) Please describe how community, residents and program and/or project participants were engaged in the development of this proposal.

The success of this program cannot be achieved without the community’s support and engagement and it would not be prudent or sustainable for ADAW to take on this project alone. Therefore a coalition of community members, businesses, faith communities and city leaders will be invited to participate. By
hosting education programs in neighborhoods and inviting local businesses, ADAW will seek coalition members.

We will also be seeking the participation of people living with dementia and their care partners, who can not only provide first-hand insight but are excited to do something that makes a difference in their community. Being part of the coalition gives them a feeling of purpose and hope, and allows them to remain engaged. It also helps others cope by providing positive examples of living well with the disease.

8. **Collaboration:** *(2500 characters)* Please describe the level of involvement with other service providers, schools, funders, government bodies, or other public or private stakeholders in the development of this proposal and its expected implementation.

ADAW will work with its community partners to identify neighborhoods in which to present its programs and locations within the neighborhoods to host them. Partners include NESCO, South Madison Coalition, West Madison Senior Coalition, among others. In addition, we would seek the assistance of individuals currently using our services, who can provide guidance on appropriate locations based on their experience. Members of our men's support group, many of whom are business leaders in their own right, could be helpful in making community connections. We would also enlist the help of organizations in which we have already held programs, like the library system, area churches like Mt. Zion, Dale Heights Presbyterian, and Covenant Presbyterian to name a few. Stakeholders within the government include representatives from the Dane Co. Aging and Disability Resource Center, representatives from police and fire protection, and any alders interested in participating. While government support is important, it is not required to move the project forward; we believe this project needs to be a grassroots effort of the people and for the community. However, a visual display of support is appreciated as a way to launch the effort. For example, the City of Middleton passed a resolution indicating their support.

As members are identified and selected for the coalition, they would be asked to lend their expertise in defining the important aspects of a dementia friendly Madison; lending their skills in making connections in the community for training opportunities among businesses, organizations, church communities, etc.; and volunteering to train others on dementia friendly practices.

9. **Proposed Timeline for Implementation:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Estimated Start and Completion Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire half-time staff person; Work with community partners to identify neighborhoods to introduce DFC and present programs</td>
<td>Months One to Two, 2015</td>
</tr>
<tr>
<td>Present programs in up to four neighborhoods and at least 2 service areas (i.e. libraries, Metro, first responders); ID third Madison Memory Café location; begin coalition meetings and development of dementia friendly plan</td>
<td>Months Three to Eight, 2015-16</td>
</tr>
<tr>
<td>Launch third Madison Memory Café; finalize plan; ID and train leaders for outreach, trainers</td>
<td>Months Nine to Eleven, 2016</td>
</tr>
<tr>
<td>Write and launch plan; ADAW continues to support coalition</td>
<td>Month Twelve, 2016</td>
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</table>

10. **Funding:** *(500 characters each)*

a) What other funding have you sought and/or received to support this project?
We will be seeking support from Evjue Foundation during their Spring 2015 application period. The amount requested will be $19,000, toward the total program cost of $33,231.66. We will also be asking for support from National Guardian Life, who has expressed interested in our dementia friendly community initiatives.

b) Do you anticipate future funding needs from City sources associated with this proposal? Please describe.

At this point, we do not anticipate the need for additional funding from the City.

c) Has your organization received funding from the City of Madison Community Development Division, City of Madison CDBG office, Community Services, the Emerging Opportunities Program or the former Emerging Neighborhoods Program in the last 5 years?

☐ Yes  ☒ No

11. **Budget:**

Summarize your project budget by estimated costs, revenue, and fund source.

<table>
<thead>
<tr>
<th>BUDGET EXPENDITURES</th>
<th>TOTAL PROJECT COSTS</th>
<th>AMOUNT OF CITY $ REQUESTED</th>
<th>AMOUNT OF NON-CITY REVENUES</th>
<th>SOURCE OF NON-CITY FUNDED PORTION</th>
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<tr>
<td><strong>A. Personnel Costs (Complete Personnel chart below)</strong></td>
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<tr>
<td>1. Salaries/Wages (show detail below)</td>
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<td>2. Fringe Benefits and Payroll Taxes</td>
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<td><strong>B. Program Costs</strong></td>
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<td>2. Office Supplies</td>
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<td>3. Transportation</td>
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<td><strong>C. Space Costs</strong></td>
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<td>6. Other (explain):</td>
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<td><strong>D. TOTAL (A + B + C)</strong></td>
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<td>25,781.66</td>
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Explanation of “Other” expenses: (500 characters)

B4 “Other” includes a $1,200 stipend for UW graduate students to conduct a project assessment (based on 4 hours per month at $25 per hour) and marketing/media expense of $3,000 to promote the neighborhood programs.

12. **Personnel Chart:** Please list all paid staff that will be working on the proposed program/project.

<table>
<thead>
<tr>
<th>Title of Staff Position</th>
<th>F.T.E.*</th>
<th>Proposed Hourly Wage*</th>
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<tbody>
<tr>
<td>Title of Staff Position</td>
<td>F.T.E.*</td>
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<td><strong>TOTAL</strong></td>
<td><strong>.60</strong></td>
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</table>

*FTE = Full Time Equivalent (1.00, .75, .50, etc.) 2080 hours = 1.00 FTE Please identify FTE that will be spent in this project.

*Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under City of Madison Ordinance 4.20. Effective January 1, 2015 – December 31, 2015, the Living Wage will be $12.62 per hour.

13. Fiscal Agent Relationship (if applicable): If applicant organization is not a 501c (3) this section must be completed. If applicant is a 501c (3) please skip to the Signature Page.

Fundamental expectations of the Fiscal Agent and Applicant relationship:

- The Fiscal Agent should read the EOP application and have some confidence that the applicant agency will be able to successfully implement the proposed project or program.

- The Fiscal Agent will accept allocated funds from the City of Madison for the identified program or project and reimburse the applicant for expenses incurred performing the work of the contracted program.

- The Fiscal Agent and the applicant agency will decide who will provide and purchase the necessary insurance coverage for the identified program.

- The Fiscal Agent will ensure that the funded project or program is in compliance with City of Madison Purchase of Service Contract requirements, including but not limited to Living Wage requirements, Non Discrimination and Affirmative Action, and equal benefits protections.

Applicant is expected to provide the Fiscal Agent with the Fiscal Agent Commitment Form. Please indicate date and staff person that received this form.

Date:

Staff person:

Position:

Telephone Number:
1. **Affirmative Action:**

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an Affirmative Action Plan with the Department of Civil Rights. A model Affirmative Action Plan and instructions are available at [http://www.cityofmadison.com/dcr/aaplan.cfm](http://www.cityofmadison.com/dcr/aaplan.cfm).

2. **Living Wage Ordinance:**

All employees involved in programs supported by City of Madison funds must be paid the established Living Wage as required under City of Madison Ordinance 4.20. Effective January 1, 2015 through December 31, 2015 the Living Wage will be $12.62 per hour. For more information on Living Wage requirements, go to [http://www.cityofmadison.com/finance/wage/](http://www.cityofmadison.com/finance/wage/).

3. **City of Madison Contracts:**

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520.

If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

4. **Signature:**

*Any applications submitted without a signature will be considered incomplete and will not be considered for funding.*

Applicant Signature:

Name: Paul Rusk

By entering your initials in the box, PR, you are electronically signing your name and agreeing to the terms above.

Date: 3/20/2015