



City of Highland Park

1707 St. Johns Ave.
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cityhpil.com
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Subject: Dementia Friendly Community Initiative – You're Invited

The City of Highland Park is proud to be part of the leading communities in the growing Dementia Friendly America (DFA) movement. We invite your business to be among the first businesses in Highland Park recognized as Dementia Friendly.

In the United States, 14% of the people over the age of 65 experience dementia and the annual number of Alzheimer's cases and other dementias is projected to triple by 2050. These numbers will touch us all because they represent family members, friends, customers, neighbors, co-workers, colleagues and clients.

AgeGuide has created a new training program to assist businesses in becoming Dementia Friendly. The self-paced training is conducted online and consists of two 15-20 minute modules. There are six different sector trainings at present:

• Healthcare	• First Responders
• Elder Rights	• Faith Communities
• Transportation	• General Community

Dementia-Friendly Business Standards

- All of management and at least 50% of front line staff are required to participate in training
- Commitment to share training with new hires

Once business standards are met, AgeGuide will send a Business Certificate, a Dementia Friendly window cling for display, and a follow-up letter stating that you have met the requirements to be recognized as a Dementia Friendly business. Additionally, the City of Highland Park will promote Dementia Friendly businesses on the City's website/newsletter. To join the movement to make Highland Park Dementia Friendly, click the following link:

<https://ageguide.org/advocacy/dementia-friendly-initiative/dementia-friendly-pledge-business-form/>

If you have any questions, please contact City Social Worker Dr. Cynthia Plazas or Social Services Coordinator Jennifer Aiello at cplazas@cityhpil.com or jaiello@cityhpil.com.

Thank you for your consideration in helping to accommodate our neighbors with dementia, allowing them to contribute and thrive in our community.

Sincerely,

Nancy R. Rotering
Mayor

Ghida S. Neukirch
City Manager

