

An Institute for Compassionate Dementia Care, Research, & Learning



DEMENTIA EDUCATION, INC.

A Citrus County Florida nonprofi

**A Citrus
County Vision**

Citrus County has distinguished itself as a "Dementia Friendly" community. Businesses and churches have been trained and certified Dementia Friendly. Its libraries, Clerk of Courts, and other county agencies have trained their staff in Alzheimer's awareness and Dementia Friendly customer service. The Citrus County Chronicle has published special editions about Alzheimer's awareness, and more than 60 monthly columns on the topic since 2016.

With its senior population (a third are older than 65) and active senior care industry, Citrus County is well-poised to be the home for

An Institute for Compassionate Dementia Care, Research, and Learning (IDC).

While other organizations will continue to search for a cure for Alzheimer's and other forms of dementia, the IDC will focus its resources toward defining and refining methods of compassionate care, demonstrating their effectiveness, and teaching a new generation of professional dementia practitioners with a new focus on quality of life while protecting the dignity of our loved ones living with dementia.



What is Compassionate Care?

More than a century ago, the Hippocratic Oath was revised to include these words:

*I will remember that warmth, sympathy,
and understanding may outweigh
the surgeon's knife or the chemist's drug.*

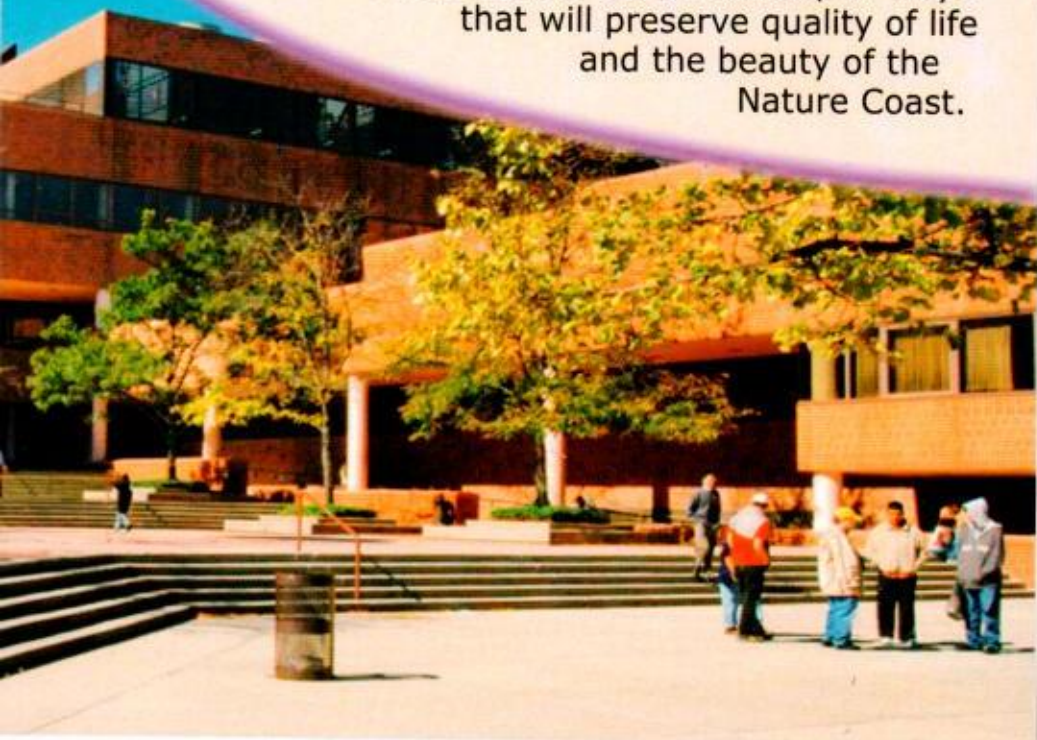
Many techniques of compassionate care have been developed over the past century. They are proven to reduce the use of medication, increase patient longevity, enhance quality of life, and benefit the institutions that use them with better morale, less employee turnover, and improved profitability. Yet these therapies and techniques of compassionate care have not been widely adopted throughout the senior care or memory care industries.

What would an Institute for Compassionate Care do?

- Through research and scientific analysis, evaluate the effectiveness of known methods of compassionate care -- including music therapy, nostalgia therapy, hug therapy, animal therapy, plant therapy, and others -- and develop best practices for teaching these methods to new practitioners.
- Take a fresh and unconstrained look at the psychology of dementia to better understand and respond more compassionately to those living with memory disease.
- Conduct environmental and architectural studies to find care and housing models that may prove more compassionate and effective than the "factory" or "hospital" models that predominate today.
- Explore the sociological intersection between dementia and mental illness to find more compassionate and efficient ways to respond to crisis situations.
- By demonstrating the effectiveness of compassionate care, attract the resources that will enable this (the IDC) and similar institutions to educate a new generation of practitioners in the art and science of compassionate care.

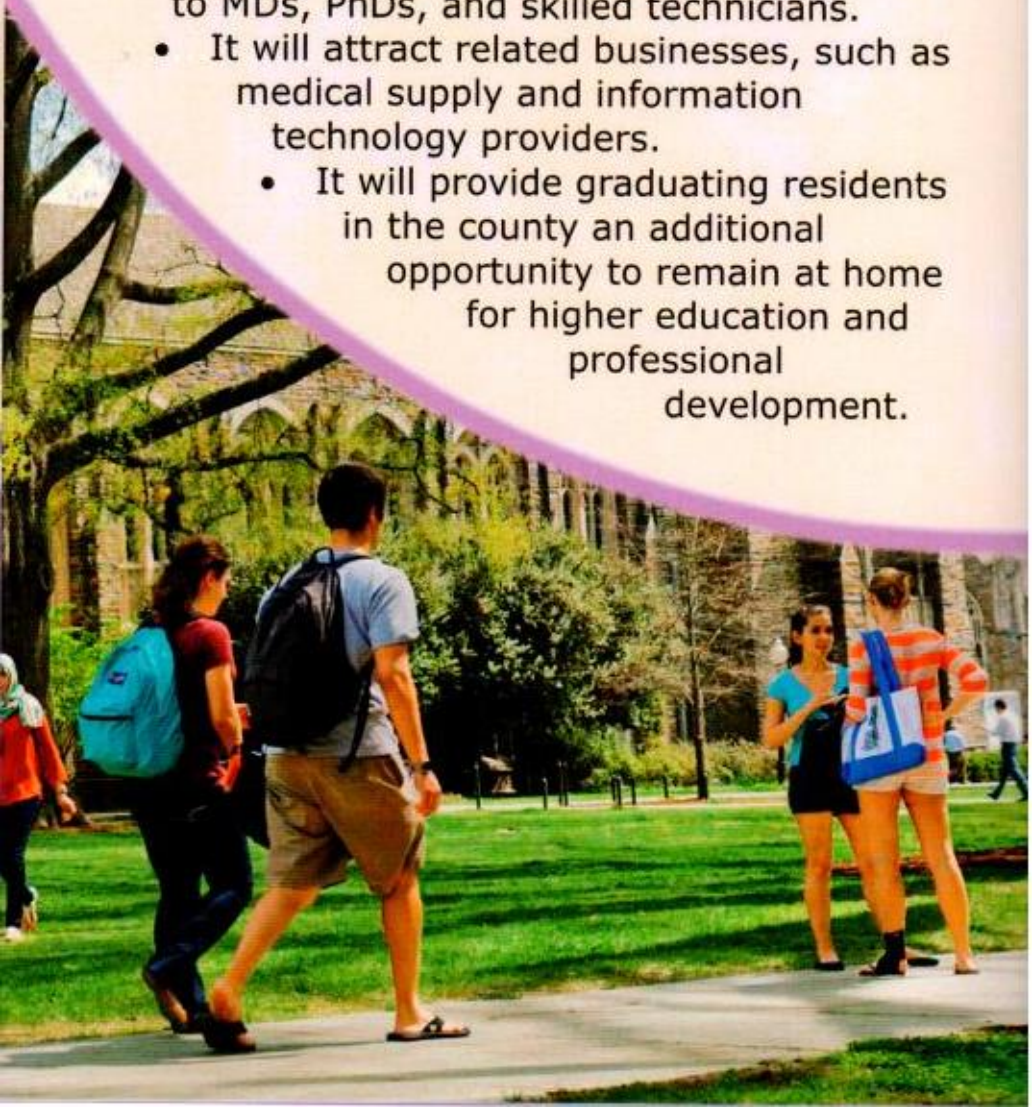
Why Citrus County, Florida?

- Citrus county has been identified as an ideal destination for retiring seniors. An internationally-recognized institute for compassionate care will enhance its reputation as a place that cares for seniors.
- Designed on a campus model compatible with the natural beauty of the Florida Nature Coast, the IDC will be a place that attracts a new generation of environmentally-concerned students and professionals.
- An emerging modern transportation system makes Citrus County more viable as a place that will attract researchers, scholars, and dementia practitioners from throughout the world.
- Using a strategically-developed policy of collaboration rather than competition, the IDC can become a third leg of a regional platform for advanced medical learning that now includes UF Health Shands and the Byrd Institute.
- Such an institute will have synergy with the new Veterans Village, potentially providing a base for the study of dementia and traumatic brain injury.
 - Citrus County already has a strong Dementia Friendly culture, and timing is right with the launch of Citrus 2030, a community effort to help Citrus develop in ways that will preserve quality of life and the beauty of the Nature Coast.



How will Citrus County benefit from an Institute for Compassionate Dementia Care, Research, & Learning?

- The IDC will bring more seniors to Citrus County for its quality of life and health care service.
- It will influence more seniors to stay in Citrus County when they face the decision whether to remain or "return north" for medical care.
- It can become a stimulus for a larger and better senior care industry, resulting in growth in this sector of the economy.
- It will provide jobs across all compensation ranges, from entry level employees (CNAs) to MDs, PhDs, and skilled technicians.
 - It will attract related businesses, such as medical supply and information technology providers.
 - It will provide graduating residents in the county an additional opportunity to remain at home for higher education and professional development.





How do we fulfill the vision of an internationally-recognized Institute for Dementia Care, Research, and Learning in Citrus County?

Many times, Citrus County has shown it can turn big ideas into reality. In the context of the Citrus 2030 Project, we can again confirm Citrus County's reputation as a place of positive growth, progressive thought, and outstanding accomplishment.

To do so, we need to achieve buy-in for the concept of an International Institute for Compassionate Dementia Care, Research, and learning among county leaders and potential stakeholders by 2023, then finalize a design and funding plan by 2025. This ambitious timeline is necessary because our nation is facing a tsunami-like onset of Alzheimer's and other forms of dementia that will grow two-and-one-half times by 2050. Let Citrus County become known as the place that became prepared!

To learn more about how you can help the Board of Directors of Dementia Education Inc. fulfill this vision, please contact Board President Ed Youngblood at 614-519-2843.

To learn more about Dementia Education Inc. go to www.dementiaedu.org.

To donate, go to www.dementiaedu.org/donate/

