

## Soci t  Alzheimer Society

BRANT, HALDIMAND NORFOLK,  
HAMILTON HALTON

### VISION:

“People affected by dementia live well as vital and integral members of their community.”

### MISSION :

“People with dementia are at the centre of everything we do. The Alzheimer Society leverages its own and community resources to deliver health promotion, advocacy and support services to people with dementia, those at greatest risk of developing dementia and their care partners.

We embrace the Alzheimer Society of Canada’s mission to alleviate the personal and social consequences of Alzheimer’s disease and other dementias and to promote research.”

## OUTCOMES FOR 2023



**EFFECTIVENESS:** Families with access to the services of the ASBHNHH early in the disease process are able to keep their family members living with dementia at home longer than those who have not accessed such services.



**PENETRATION:** Increased % of persons affected by dementia receive education and/or supports through the ASBHNHH.



**LEADERSHIP CAPACITY BUILDING:** Staff are empowered to become change leaders, embracing and facilitating the plan’s strategic directions.



**RESOURCES:** Increase in funds raised, particularly non-designated revenue by raising \$1M annually.

## STRATEGIC DIRECTIONS

1 Support clients’ independence and quality of life

2 Provide services to high risk populations

3 Expand capacity of community care providers to support persons living with dementia

4 Embrace new approaches and partnerships for future success

5 Continue to expand awareness of dementia and the role of the Alzheimer Society

## CORE VALUES

**PASSION** - We are passionate about our work and the difference we can make in the lives of people living with dementia and their care partners. **INCLUSIVITY** - We create safe and welcoming environments where people feel accepted and respected. **EXCELLENCE** - We are committed to doing and being the best that we can be. We foster the promotion, development and application of innovative best practices.

**LEADERSHIP** - We step forward in the best interests of our clients with courage and commitment, encouraging others to join us.

**INTEGRITY** - We believe that honesty, fairness and justice are essential to our growth and sustainability, individually and collectively.

**ACCOUNTABILITY** - We are accountable to our clients, donors and funders for the stewardship of resources.

**FLEXIBILITY** - We are responsive to client need, working with them to achieve the best possible outcome.

# STRATEGIC DIRECTIONS

1

## SUPPORT CLIENTS' INDEPENDENCE AND QUALITY OF LIFE

Demand will continue to exceed available resources as the number of persons living with dementia grows. Wherever possible, persons living with dementia and their care partners will be encouraged to develop systems of support that include their own resources and those of their immediate environment.

2

## PROVIDE SERVICES TO HIGH RISK POPULATIONS

There are individuals across our communities who as a result of a dementia diagnosis find themselves socially isolated and more likely to use hospital services. In 2015, hospitalization rates were 65% higher for seniors with dementia. Persons with dementia who were admitted to hospital remained there twice as long as other seniors. This direction will focus on expanding and adapting an outreach model of service (similar to that used by our Behavioural Support Ontario teams) to reach at risk populations. Staff will go to where the clients are located to facilitate the development of care plans that enable access to both Alzheimer Society and other community supports. Staff support is more frequent and of longer duration.

## 3 EXPAND CAPACITY OF COMMUNITY CARE PROVIDERS TO SUPPORT PERSONS LIVING WITH DEMENTIA

We will collaborate with our funders and others (e.g. community agencies) to provide supports that assist persons living with dementia to remain in their homes for as long as possible (e.g. enhanced respite). We will provide education and training support to our formal care partners (e.g. PSW, LTC, adult care programs, care coordinators) to enable them to be more effective when supporting those living with dementia.

4

## EMBRACE NEW APPROACHES AND PARTNERSHIPS FOR FUTURE SUCCESS

This is a multi-faceted direction. We must continue to innovate by building from what is working to identify new approaches and partnerships in order to extend our current resources. Some areas of particular focus for this strategy include enriching staff roles, extending the role of volunteers, enhanced strategic partnering, raising more revenue, and greater use of technology.

5

## CONTINUE TO EXPAND AWARENESS OF DEMENTIA AND THE ROLE OF THE ALZHEIMER SOCIETY

Across our catchment area, dementia diagnosis is occurring later in the disease process than in other parts of the province. We know that early diagnosis and a referral to the Alzheimer Society can improve the trajectory of the disease for many affected. More public awareness about dementia and the role that the Alzheimer Society plays are required to improve the lives of people living with dementia and their care partners.

## SUMMARY

By 2023, the ASBHNHH will have increased its penetration rates with more persons living with dementia and their care partners receiving education and/or other supports. Its effectiveness will also have been demonstrated through those receiving supports being able to stay longer in their own homes; and through care partners reporting less stress and fatigue. Achieving these kinds of results will be enabled through enhanced staff leadership, effectiveness and depth and by a significant increase in non-designated funding.

Success lies in remaining flexible, nimble and responsive, with each team member having the opportunity to contribute individually and as a member of a high performing organization committed to excellence in dementia care and across the dementia system of care.