



ALZHEIMER
CALGARY

it's still **me** in here

BOLD CARING

2022 FORWARD • **STRATEGIC FRAMEWORK**

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Positioning statement for those we are honored to serve

Alzheimer Calgary is a trusted ally and a knowledgeable and credible voice for people impacted by Alzheimer's disease and related dementias in Calgary and surrounding areas.

We are fearless advocates who strive to increase capacity by providing direct services and connecting people with high-quality, evidence-based knowledge and resources.

As changemakers, we research and develop innovative practices, incubate new ideas and share the learnings to help create ongoing improvements in dementia care across the Calgary community.

Our focus on Alzheimer's disease and related dementias enables us to integrate and apply best and emerging practices, as well as leading-edge knowledge and research in the pursuit of a transformed culture of care.

We inspire our community to become dementia-inclusive and stigma-free by championing a person-centered, strength-based approach that respects diversity in all of its forms.

We relentlessly pursue systemic change by convening stakeholders and mobilizing our community to identify, explore and address gaps.

Alzheimer Calgary is proud to serve as the backbone organization of Dementia Network Calgary (DNC), a collective impact initiative comprised of our partners in public, private and non-profit organizations with shared vision and goals for a better future state.



Our Vision

An **inclusive and caring community** where people impacted by dementia are **valued and empowered**.

Mission

We **lead** with our **influence and expertise** to **help people** impacted by dementia **to live well** and we **build community capacity** to support them.





Our Core Beliefs for a caring future

We believe that people impacted by dementia **have the right to:**

- **Timely support** from the community
- **Compassion, kindness and acceptance** within their close and extended community
- **Leading expertise, knowledge and evidence-informed practices**
- **Inclusion** as active community participants



Guiding Principles

Person-centred

Committed to treating each person impacted by dementia with **respect, dignity and compassion at all times**

Outcome-driven

Committed to **advancing evidence-informed practices that demonstrate results**

Advocates for choice

Empowering people with knowledge to help them make **informed choices for themselves**

Barrier-free access

Striving for **accessible services** meeting the needs of **diverse communities.**

Accountable and responsible

Committed to **efficient practices and effective, sustainable stewardship of resources.**

Collaboration and partnerships

Working with **talented teams to leverage resources.**

Capacity-building

Increasing capacity and ability of the community **to support people impacted by dementia.**



Our Four Strategic Pillars

To inspire our direction, we have set the following Bold Strategic Pillars which will inform our **operating plans, efforts with partners** and **requests to our supporters**.

These pillars will **purposefully drive the positive systemic** changes necessary for people impacted by dementia.

Advocate Fearlessly

for those we are honored to serve

Expanding engagement with government and government agencies to draw resources and attention towards people impacted by dementia.

For systemic change, we must use our leadership position to identify needed changes and expand the network of leading and quality supports.

A key to our success is to enshrine dementia care into the Alberta health legislation setting the standard of care for people impacted by dementia.

Success means decision makers are engaging with us, and our network of service providers and partners are using their talent and connections to influence.

Objectives

- **Advance the inclusion of dementia care and benefits for people impacted by dementia** within government legislation and other government or government agency mandates
- **Increase visibility, understanding, acceptance and support of dementia** through the creation of a public campaign or “movement”
- **Enhance programs to empower and support** people impacted by dementia to self advocate



Incubate new ideas as changemakers

Continual learning and informed risk taking will be necessary to innovate in the care and support of people impacted by dementia.

Our donors and funders expect us to try new ideas, and support research and evidence collection to ensure that our care meets the high expectations of the vulnerable people we serve.

By continually learning, and sharing that information, we will not only improve our own programs, but also those beyond our walls.

Objectives

- **Increase collaboration with external researchers** to create increased opportunities for further improvements in care
- **Grow internal applied research capacity** through outcomes monitoring of our care and support programs.
- **Improve training to better inform professional partners** of support for research and innovative ideas.
- **Expand research dissemination** to widen the impact of learning.



Inspire the community to become dementia-inclusive

Education is critical to cultivating readiness and changing mindsets.

Stigma about dementia is pervasive, community-wide, and also found within family units. This stigma results in families delaying the search for help, individuals not engaging in the community and families not finding the right supports.

Success means community engagement around this issue increases, becoming more understanding and supportive for people with dementia. It's not just another awareness campaign, but helping people and businesses take real action!

Success means businesses and families come to us and our partners.

Success means more referrals from and consultation with doctors and other care providers. Success means real action towards inclusivity using our expertise and knowledge.

Objectives

- **Increase knowledge and understanding** about dementia and co-create solutions alongside diverse groups
- **Increase visibility of and knowledge** about people impacted by dementia to help reduce stigma and give greater opportunities in the community
- **Improve adaptations** and challenge organizations to better serve people impacted by dementia everywhere to help make it easier to live in the community



Mobilize our partners and supporters to take action

We can't fulfill our vision alone. As a convenor, with the impact of the Dementia Network Calgary has never been more important.

Further investment in this effort will help widen supports and funding for all network partners, thereby ensuring resourcing necessary to make a difference.

With big dreams, comes big investment.

Our efforts must engage in new funding to expand and engage our supporter base to further fuel our efforts, and those of the Network.

Objectives

- **Widen partnerships across the community** by continuing to invest in the growth and capacity of Dementia Network Calgary and other collaborators
- **Increase financial capacity** through funders, partners and donors to better serve people impacted by dementia
- **Create a funding model** to ensure programs and services can be predictably delivered





Background and Context for those we are honored to serve

As a result of the pandemic in 2020, our organization has witnessed and responded to a paradigm shift in providing care and support for people impacted by dementia. We need to reach more families than ever before, many exposed to increasing vulnerability as a result of greater social isolation and the loss of key community supports.

Through these changes, technology has become more accessible, information more available, and governments are considering and taking more action for people impacted by dementia. But it's still not enough. More people are impacted than ever before, and with our aging population, that trend will continue upward.

As a service provider, we face increasingly complex challenges. Our personal connections to people impacted by dementia were interrupted, and our ability to communicate effectively and provide in-person support has never been more hampered. To add to the level of urgency, the complexity and severity of needs continues to escalate around us.

The need for a strong and forward-looking Alzheimer Society of Calgary has never been more pressing.

Now, as we emerge from the pandemic and for the foreseeable future, we have defined our direction, and founded four core beliefs that will ground the caring community we believe can be created for those who have been waiting for far too long. To get there, we have set bold strategic pillars where we will direct our new investments to have the highest impact, and we will continue to operate with compassion for the people we serve, ensuring they receive the care and support needed for daily living.

This BOLD CARING strategic direction is an evolution of our role as a service-oriented organization and convener of talented partners across our network. Our vision, approach, ambition and drive must be bold enough to create even greater long-term sustainability, continued adaptability to market changes, and ever-greater outcomes for the growing population we serve.

Our bold actions will be partnered with our hallmark caring approach, and will result in a more compassionate and empowered community.

The background features a vibrant, abstract composition. On the left, there are numerous vertical stripes in a variety of colors including red, orange, yellow, green, and purple. To the right of these stripes is a large, marbled shape in shades of yellow, orange, and red, which resembles a stylized profile of a person's head. The entire background is set against a deep blue, textured surface. A thin yellow line curves across the middle of the image, and a solid green horizontal bar is positioned at the bottom.

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