

Public Health Messaging

Study Population

230 Calgary area Family Caregivers

Study Survey

(Conducted June-July 2020)

The survey was distributed using an anonymous website link to Calgary area family caregivers of people living with dementia across the care continuum (living at home in the community, in assisted living and in long-term care).

Background

Those most at risk from COVID-19 infection are older adults, especially those with chronic conditions like dementia. People living with dementia rely heavily on family caregivers for day to day care. It is therefore important that these caregivers are well supported and have all the information they need to continue caring for this vulnerable population.

Research Goal

To investigate the public health information needs of family caregivers related to COVID-19 and caring for someone with dementia during the pandemic.

Sources of Information

Used Frequently

Television



73%
Use Daily or More

Websites



48%
Use Daily or More

Friends & Family



35%
Use Daily or More

Used Rarely

- **Healthcare Providers**
79% Use Occasionally or Never
- **Social Media**
70% Use Occasionally or Never
- **Radio**
70% Use Occasionally or Never

FINDINGS

RATED WELL

- The majority of family caregivers rate COVID-19 **Alberta Public Health messaging** high (64% rate overall messaging as good or excellent).
- Family caregivers are confident in their **COVID-19 related knowledge** (94% rate their knowledge of COVID-19, its spread and protection measures as good or excellent).

NEEDS IMPROVEMENT

- Family caregivers need more information about **what to expect in the future** (48% rate messaging on future expectations as less than good).
- Family caregivers need more information on **available services and providing care** during the pandemic (58% and 67% respectively rate available information on this as less than good).

Most Needed Information



Providing Dementia Care During the Pandemic
58%



COVID-19 Vaccine Progress
62%



COVID-19 Treatment Options
58%

*"What is the next stage of care, when will it need to occur, and how to I get the assistance and advice I need to make those decisions?
I feel I have lost the love I once had as I don't even know this person anymore."*



UNIVERSITY OF CALGARY



Alzheimer Society CALGARY 30+ years