



Co-Creating the Dementia Friendly Community: **A Playbook For Local Governments**



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Introduction:

The Role of the City

Small cities often have more work than they have staff. Public health is often considered a provincial responsibility; a separate portfolio handled by a Health Region or Authority. So why would a city with limited resources want to take steps to become more dementia inclusive? How could this be done with limited staff resources? With support from the Public Health Agency of Canada, the City of Vernon explored this question throughout 2023 and 2024.

First, the why. Making Canadian cities more dementia-friendly is needed. A [Landmark Study](#) by the Alzheimer Society of Canada reports the number of people living with dementia in this country will triple by 2050. In order to thrive, people living with dementia need welcoming social spaces, as well as inclusive and accessible public places. By doing the work to become dementia-friendly, we are addressing a growing need in our communities. And better designed, built and maintained places benefit everyone!



Second, the how. Advancing community health and well-being is already at the core of what most cities do. Chances are, your recreation department provides programming for people with accessibility needs. Your planning department and other City departments create and care for public places and likely address aspects of social planning and community development as well. What this project taught us is that we can further advance community health in an intentional, integrated and collaborative way—through our people, our services, our guiding plans and regulations, and our partnerships with community organizations who provide social services.

Who this is for

If you are a local government, we want to share what we've learned with you! This is the purpose of this Playbook. We hope it inspires you and gives you the confidence to take steps to make your own community more dementia-friendly.



PLAY #1
Host a Stigma
Reduction
Training



PLAY #2
Create a Social
Marketing
Campaign



PLAY #3
Conduct a
Neighbourhood
Walk-Along



PLAY #4
Create a Plan
or Policies

How to use It

Each of the Plays in this Playbook can stand alone as a useful initiative. You don't need to do them all! You can also do them in any order, though it does help to start with Play #1 to ensure everyone has a chance to learn more about what dementia is and how to be dementia-friendly. Pick the initiatives that suit your time and budget and seem most relevant for where your community is at.



A Word from the Project Champion: Catherine Lord

I'm delighted to be able to share this Playbook with you and share some of the steps in our journey to bring greater dementia awareness to our community. This work has been important to me since my husband developed MS, which has affected his cognitive functions. As his care partner, I experienced for the first time the challenges we needed to overcome to navigate the city together.

From my career of service in Vernon on various Boards and on City Council, I knew we would need a coordinated approach between local government, service providers, and community organizations to make the city more age and dementia-friendly. We brought people together and the journey has evolved over time. In 2016, a local association of family physicians recognized the increasing need for seniors to be able to age in place, and the Vernon Seniors Action Network was formed. The Network saw age-friendly planning take shape in other communities in BC and we set a goal of having Vernon be provincially designated as an Age and Dementia-Friendly City. We partnered with the City to secure the resources to create a plan.

We saw another opportunity to enrich our community, specifically in the area of dementia inclusiveness with a grant from the Public Health Agency of Canada's Dementia Strategic Fund. We are very grateful for these additional resources, which have helped us to improve the quality of life of people living with dementia and care partners, one of the objectives of Canada's National Dementia Strategy. We hope this Playbook will give you some ideas on where to start by encouraging you to explore what unique resources are already available in your community and bringing together people who are passionate about aging in place, and passionate about dementia inclusiveness.

Yours truly,

A handwritten signature in black ink, appearing to read 'Catherine Lord'.

Catherine Lord
Age and Dementia-Friendly Committee
Vernon Seniors Action Network

The Plays

In 2019, the Government of Canada created the Dementia Strategic Fund to support the implementation of A Dementia Strategy for Canada: Together We Aspire canada.ca/en/public-health/services/publications/diseases-conditions/dementia-strategy.html. The City of Vernon received grant funding to raise awareness on dementia and improve the quality of life of people living with dementia and their care partners within our community. We designed a project that did these four things:



To meet some of the people involved in this project and to see how some of the Plays in this book unfolded in our community, check out our mini project documentaries at vernon.ca/dementiafriendly.



Host a Dementia Stigma Reduction Training

We believed it was important for the City to lead by example and better educate ourselves on dementia before doing anything else. For this purpose, we organized a training event for City staff and opened it up to community participation. The training topics included:

- Basic facts about dementia
- Common myths and realities
- How to provide good customer service to a person living with dementia
- What is a dementia-friendly community
- How we can make Vernon dementia-friendly

PLAY 1

We offered multiple training sessions to reach as many individuals as possible. Our target audience was City service providers—Fire, Police, Emergency Support Services personnel, as well as finance, planning, and recreation staff. We also specifically invited service providers in the community, such as nonprofits serving seniors and health care providers.

Before the workshop, we asked participants to complete a dementia knowledge questionnaire (see inset for further information) to measure how their knowledge had changed after receiving the training. The results demonstrated that people developed a greater understanding and comfort level with dementia.

Our City planning team members are not experts on dementia. We relied on our partners with expertise in dementia. Our keynote presentation was provided by Christine Thelker (shown on the cover), who lives with Vascular Dementia (recording available in our toolkit at [vernon.ca/dementiafriendly](https://www.vernon.ca/dementiafriendly)). We also had specialists from the Alzheimer Society and gerontology researchers.

The Dementia Knowledge Assessment Scale (DKAS) is the most widely used and internationally validated tool on dementia knowledge. It has 25 questions to measure knowledge related to dementia, including:

- Causes & characteristics
- Communication & behavior
- Care considerations
- Risks & health promotion

We used the DKAS as a baseline measure and then evaluated the knowledge change in participants after the training sessions.



Tips for Organizing a Stigma Reduction Training

- Use multiple communication channels to advertise the training opportunity. We used a City news release and social media posts to advertise the event publicly, asked senior-serving agencies to help advertise the event within their networks, and distributed direct invites to City staff and local partner organizations
- Enlist the support of senior management within your organization by highlighting the strategic value and benefits of the training and ask them to encourage the full participation of City staff
- Keep sessions to a maximum of 2 hours and provide a mix of presentations and opportunities for participant peer learning and interaction through activities and breaks
- Be aware that many participants will have had the experience of a loved one with dementia. Make sure to make some space in the session for participants to share personal stories and experiences and to speak from their heart
- Distill information down to the key facts to avoid information overload. It's a serious topic that can bring up varying emotions for participants, so it helps to break up the time with refreshments and opportunities for chatting and stepping outside
- It may not be easy to find a speaker with lived experience. If you do, consider where to put them on the agenda. Make sure to ask them what would be most comfortable and work to their preferences. We put Christine first and this worked out well



Tips for Organizing a Stigma Reduction Training Continued

- Consider finding a way to share the information with a wider audience, even after the training sessions are complete. [We captured Christine’s speech on video and produced a short clip to share on social media. This broadened the impact of her message beyond those who were able to attend the training in person](#)
- Obtain consent and consider the time and talent provided. [We made sure to obtain Christine’s consent to share the video before posting it and provided her with an honorarium](#)
- Conducting a baseline survey is not required for the training but it can prompt an interest in learning more. Some of the participants that took the survey were interested in knowing their score. Finding a way to share the correct answers to the questionnaire on request would be helpful
- It can be challenging to have people complete surveys before and after events. Consider offering an incentive that is provided after both surveys have been submitted
- Provide light refreshments for a comfortable atmosphere and as a way to thank attendees/participants for their time, if your budget allows



Create a Social Marketing Campaign

The work required to develop a dementia-friendly community goes far beyond making more accessible public places. It also includes harnessing the leadership role of the City to influence the social fabric of the community, which is established by perception, understanding, and action. In particular, we wanted to change community attitudes and behaviours about dementia and to share practical steps that everyone can take to make Vernon more welcoming and accessible for people living with dementia.

We decided that a social marketing campaign would be the best way to reach the general public with initial messages that could stimulate meaningful conversations. We set out to develop a toolkit of content and a distribution strategy involving all of our partners. The diagram below shows our three-step approach to make this happen.



We knew we would need communications expertise to help make the campaign a reality. We hired a communications specialist and a marketing agency to collaborate on producing the deliverables.

PLAY 2



We reviewed the literature and the results from the baseline survey and brainstormed themes such as:

- Encouraging people to talk about dementia
- Encouraging people to stay connected to their friends and loved ones with dementia
- Busting the myth that people with dementia can't leave their homes on their own
- Promoting the reality that people living with dementia can have a full and active life

We wanted to include a call to action for all community members to check out community resources and make Vernon more accessible and welcoming. And we wanted to go beyond those who are most likely already informed about dementia, so we chose a target audience under the age of 40. Refer to Tool 2 or the Campaign Brief we created to guide the social marketing campaign.

Our communications team produced a series of images and videos to be used on various social media platforms (see Tool 1 in the Toolkit). Digital images were also provided in print-ready poster size for the City and partners to display in public facilities. The social media posts and posters feature real life photography to help the audience connect with the messaging and hopefully see themselves represented in the content.

For the videos, we decided to create a five-episode animated mini-series, building on an existing family of characters the City had previously created for various public service messages. The use of animation not only came as a natural choice because of the City's previous videos, but it also helped lighten the tone of the conversation with an aim to make viewers more comfortable learning about a potentially difficult topic.



The story arc in the video series moves from encouraging residents to be part of an open discussion on dementia, to the importance of maintaining strong relationships if someone you know has been diagnosed with dementia, to staying active and engaged in the community with dementia, and finally, how the City, business operators, and service providers can take practical steps to make the community more dementia-inclusive. All videos include closed captioning to enhance their accessibility.

Branding for all of the communication assets within the campaign aligns with the City's approved branding guidelines so the audience knows the content is coming from the City—a known and trusted source for information.

As part of the campaign, a communications strategy was developed to identify a practical and integrated approach to sharing content across the community and beyond. The strategy included the use of City-owned digital channels (e.g., social media pages, website, and television screens in City facilities), news media, printed posters, and updates to Council. The collection of social media posts was made available for download on the City's website so members of the public and community partners could also share them on their own pages, to help further extend the messages and the conversation. Community partners were enlisted as ambassadors and distributors of the images and videos, and encouraged to add their voice on social media about them.

The strategy also included the use of paid advertising in the form of templated digital ads that can be rebranded by local partner organizations and used during strategic times of the year, including Alzheimer's Awareness Month and Seniors' Week in September and Dementia Action Week in May.



Tips for Creating a Social Media Campaign

- Communications expertise is needed to create a strategic campaign plan, video scripts, storyboards, video and graphic content, and news media materials. If you have more than one content creator, it can help to work collaboratively in developing roles and scopes of work to optimize the strengths within the team
- Involve the City's communications department to ensure the content follows City branding guidelines and that there is opportunity for comment on the content. If you do not have a communications department, hire a consultant to assist. *The stigma reduction messages were unusual for the City of Vernon to share and required some careful tailoring to make sure it was clear that our local health authority is responsible for medical aspects of dementia and the City is responsible more generally for the public realm*
- Keep video scripts short and succinct to keep audiences engaged and to stay within budget. Animated video is created frame by frame and generally billed by the second (of final produced content). It can be helpful to have a budget range and pre-plan to have a buffer if additional time is needed
- In video, not all messages need be shared in words/verbally; some ideas can be shown more effectively with appropriate visuals. *In the words of our communications specialist, "While we want to give complete and entirely accurate information with the videos, we also don't want to pack them with too much detail. Our aim is to capture the viewer's attention, give them enough information to draw them into the conversation and stir curiosity, and then get them to click on the link to the web page to explore further and find other links to available resources"*
- Include closed captioning in videos to enhance their accessibility
- Consider translating videos and images into other languages depending on the needs and demographics of a community
- Remove any references that would date the content so the toolkit is evergreen, or at least has a longer useful life and can be used throughout the year as needed



Conduct a Neighbourhood Dementia Walk-Along

The City has a central role to play in improving the accessibility, inclusivity, and quality of public spaces for people living with dementia. Through this project, the City's Planning Department was given the opportunity to be part of a Dementia Inclusive Neighbourhood Walk (see Tool 3: Walk-Along Agenda).

The purpose of the activity was to bring City planners together with people with lived experience of dementia and their care partners to explore and assess a large City block. Assistance was requested from Alzheimer Society of BC to help identify people living with dementia to participate.

This activity was led by our project partner, Simon Fraser University's Department of Gerontology. SFU has spearheaded a project called "Dementia-inclusive Streets and Community Access, Participation and Engagement", or DemSCAPE. This project has co-produced a tool called the SWAN-Dementia Environmental Audit Tool (see inset for further information). DEMSCAPE researchers trained City staff on



“SWAN” stands for
“Stakeholders’ Walkability
/ Wheelability Audit in
Neighborhoods.”

The SWAN-Dementia
Tool (SWAN-D) includes
assessment questions for the
following five parameters:

- Pedestrian paths and sidewalks
- Pedestrian crossings
- Building edges and entrances
- Transit stops Strategy
- Parking and drop-off

For an orientation video to
the tool, visit: [vernon.ca/
dementiafriendly](http://vernon.ca/dementiafriendly). Guidelines
are available at SFU’s
DEMSCAPE site.

the use of the tool.

The goals were twofold: (1) to highlight the importance of specific parameters of the built environment and validate target areas for intervention, and (2) to provide exposure and training in the process of working collaboratively with people with lived experience of accessibility and inclusion needs.

A large City block was selected for its proximity to seniors housing, businesses in frequent use by seniors, and the community Seniors’ Centre. Findings from the activity were then used to inform Vernon’s Age and Dementia Friendly Community Plan and a set of policies to be included in Vernon’s City Centre Neighborhood Plan, Official Community Plan and Transportation Action Plan.



Tips for Organizing a Neighbourhood Walk-Along

- Start your research early to find people with lived experience of dementia. We asked the Alzheimer Society to help us recruit participants. It is helpful to find people who are in earlier stages, mobile, and with care partners who are also interested in participating
- Keep the walking time to a minimum to accommodate participants with lived experience. You may consider breaking up the walk-along into two short sessions
- Consider simplifying the checklist into the priority items for your community
- Meet with your participants before the event to explain the project context and goals, and go through the activity logistics to address any concerns. Communicate the amount of walking time and adapt the route and length of time as needed
- Be sure the overall group size is manageable to navigate and safely share pedestrian pathways and walkways
- Invite key partners to participate who have an interest in advocating for implementation of the results of the walk-along and audit. These partners may include the local Health Authority and community service providers, as well as City planners and engineers
- Be mindful of the season and weather to ensure a safe and successful event that involves people living with dementia. It helps to be prepared with a virtual walk option (e.g. using Google Earth or paper maps) if the weather is not safe or comfortable
- Provide an opportunity in a safe and quiet place for a debrief of the walk to allow participants to share observations and findings and planners to record information



Create Age and Dementia-Friendly Plans, Policies or Design Guidelines

It took about a year for the City of Vernon to prepare our first Age and Dementia-Friendly Community Plan, which included a significant amount of community engagement. This process provided a foundation of education and context within the community before our specific work on dementia stigma reduction began.

We used provincial, national and international frameworks for what constitutes an age and dementia-friendly community to organize our research and engagement findings.



The project was conducted in two phases: (1) an assessment of the current age and dementia friendliness of the community, looking at assets and strengths, as well as challenges and opportunities; and (2) the creation of a plan with specific policies and actions for our community. Community engagement was a strong component of both phases. We convened our own digital and in-person events, as well as participated actively in relevant events organized by the community, such as annual Seniors' Fairs, Seniors' Week activities, and local conferences and community dialogues.

Age and Dementia-Friendly Public Realm

The City of Vernon's priorities for a more inclusive public realm in the City Centre:

- Accessible sidewalks
- Safe pedestrian crossings
- Safe parking/drop-off areas
- Accessible seating
- Placemaking features (e.g. public art)
- Accessible public toilets
- Safe ground treatment/paving
- Gentle and clearly marked grade changes
- Adequate lighting



Service Providers Engagement Workshop

PLAY 4

Equity, diversity and inclusion were important goals within our engagement strategy and our plan. We worked with service providers to gather information and understand the issues, and reached out to individuals, informal groups and community associations for conversations about what diverse seniors were most concerned about. Table 1 below provides a brief summary of our findings. For the full plan, visit vernon.ca/dementiafriendly.

Housing	To encourage the development of more units of housing suitable for seniors (e.g. 1 bedroom and studio suites, accessible units) within walkable neighborhoods that have amenities important to seniors. This allows seniors and people living with dementia to remain in their homes longer and enjoy their communities to the fullest without relying on motorized transport.
Transportation	To provide accessible and affordable transportation to enable seniors to participate in the social, cultural, and recreational life of a community, which decreases risks of isolation and increases options for positive physical and social interactions.
City Parks, Trails and Public Spaces	To provide access to parks, trails and other natural spaces for recreation and leisure opportunities.
City Facilities and Infrastructure	To promote the use of Universal Design and accessibility in City facilities and infrastructure. Being able to move freely through and within public buildings has a major impact on the mobility and independence of people with disabilities and older people. Barriers to access can discourage people from leaving their homes, which has a negative impact on an individual's health, quality of life and ability to contribute to their community.
City Programs and Services	To foster wellness and mental health for seniors by providing opportunities for health, recreation, meaningful social connection, and lifelong learning.

Table 1: A summary of the goals from the City of Vernon's Age and Dementia-Friendly Community Plan

City planning staff saw an opportunity to connect the Age and Dementia-Friendly Plan to the review of our Official Community Plan and to corporation-wide commitments to accessibility and inclusion. Many of the goals, actions and policies are relevant to all of these documents.

While it is not necessary to have any of these larger planning initiatives underway or in place to work on dementia inclusiveness, they can give context and help everyone see the bigger vision and the many components to achieving it.



Vernon Senior's Fair 2023



Tips for creating Age and Dementia-Friendly Plans, Policies or Design Guidelines

- It adds value to connect dementia inclusive policies and actions with age friendly policies and actions because dementia primarily impacts older adults. However, it's important to distinguish between aging and dementia. Dementia is not a normal part of the aging process
- Streamline your work by using the World Health Organization, Alzheimer's Disease International and the Alzheimer Society of Canada frameworks for age and dementia-friendly communities. Wherever possible, align terminology with global best practices while being sensitive to the specific preferences in your own community's cultural context
- Recognize that older adults are a diverse group with diverse ages, stages and abilities. It's challenging, but important, that all seniors in the community can see themselves in the plan. One way to do this is to keep track of important stories and comments and include the voice of community members where possible
- Keep track of where there are data and participation gaps – some research and engagement will need to continue after the Plan is published and throughout implementation
- There are many seniors' events and activities that can be excellent platforms for engagement and it often makes it more accessible for seniors to contribute for planners to go where they already are
- Refer to the DemSCAPE resources for detailed guidelines on making public places more accessible and inclusive for people living with dementia

Conclusion

We hope this Playbook has helped you identify some practical ways that your municipality can take steps to become more dementia-friendly. We encourage you to start small. Start by attending dementia-related events and forums in your community. Go out for coffee with your local Health Authority and Alzheimer Society representatives and ask what the community is doing and what is needed. Share this Playbook and have a conversation about some of the initiatives. Whatever seems most relevant and feasible is a great place to start. We hope this inspires you and gives you the confidence to take steps to make your own City more dementia-friendly.

Building a dementia-friendly community takes effort... but it's worth it to help all of us live our best lives possible. If you want to learn more, visit vernon.ca/dementiafriendly. Let's work together to make our community a safe and accepting place for all!



Tool 1

Social Media Toolkit



all resources available for download at:
vernon.ca/dementiafriendly



Tool 2

Dementia Inclusive Neighbourhood Walk-Along Agenda

Purpose:

- To build City of Vernon staff capacity to conduct walking audits with community members living with dementia and their care partners
- To explore guidelines for a dementia inclusive built environment firsthand through a group-led walk-along partnered with people with lived experience to validate target areas for intervention
- To identify high-priority design actions for OCP and City Centre Neighbourhood Plan improvements



8:30	Welcome and Refreshments
9:00	Workshop Goals and DemSCAPE Guidelines
9:30	Breakout Group Activity and Shareback: - Identify priority design elements and strategies - Application of guidelines in Planning & Community Services Division
10:30	Break
10:45	Stakeholders' Walkability/Wheelability Audit in Neighbourhoods – Dementia (SWAN-D) Tool Overview - Context of SWAN-D as a community engagement tool - Applications and lessons learned when engaging people with lived experience of dementia and their care partners - Orientation to using the tool and key areas
12:00	Lunch
12:45	Schubert Block Walk-Along Led by SFU specialists, walk-along will pair City of Vernon planning staff, selected community partners and one or more community members with lived experience
2:30	Shareback and Closing

Other Resources

1. SWAN Training manual
2. SWAN Secondary Observation Form
3. Dementia SWAN tool data entry
4. SWAN Data collection guide

HOST IN TOOLKIT ZIP FORMAT ON WEBSITE

Tool 3

Brand Brief for a Dementia Awareness Campaign



City of Vernon Dementia Awareness Campaign Brand Brief

February 28, 2024



Introduction

The following brief is intended to provide a framework for the design and implementation of a brand and additional graphic elements that will be incorporated into the City of Vernon's **Dementia Awareness Campaign**. The campaign will make use of media resources such as digital and/or print ads, infographics, video or other forms of print or digital informational content.

Brand Overview

As identified in the *Social Marketing Campaign Dementia Stigma Reduction February 2024*, the primary goals of the campaign are:

1. To engage residents of Vernon in a community-based conversation about how people who are living with dementia are often perceived and/or treated due to bias, stigma, fear, or a lack of information or understanding.
2. To increase awareness and understanding among residents of Vernon that a person living with dementia can still live an active and participatory life with the right supports, resources, and community connection.
3. To reduce the stigma of dementia; return agency, dignity, and respect to those living with dementia so they are once again viewed as a whole person; and to increase positive behaviours and actions among residents of Vernon that are reflective of a dementia-friendly community.

Target Audience

The primary audience for this campaign includes family members and friends of people living with dementia and residents in Vernon who are under the age of 40.

- Active in the community
- Well educated
- Engaged with local businesses or may be a business owner themselves
- Have multigenerational family members in the community
- Motivated to 'give back' and engage with the community at large
- 'Values driven'



Other key audiences include persons living with dementia, caregivers, or those concerned about potentially having dementia.

Note that in addition to the City of Vernon, there are other organisations who are directly or peripherally involved with the campaign including:

- Partner agencies
- Emergency responders
- Province of BC
- Local and Regional News media

Related Campaigns

A brief review of available dementia awareness information has identified the following general trends:

- There are a number of key organisations that share a range of resources about dementia.
 - Alzheimer's Association <https://alzheimer.ca/en>
 - Alzheimers Society <https://alzheimer.ca/bc/en>
 - Dementia Learning and Resource Network <https://cdlm.the-ria.ca/>
 - Canadian Institute for Health Information
 - Provincial Health Agencies
 - Private caregivers
- Most pamphlets and educational materials are 'information dense' and are clearly intended to impart as much information as possible.
- Many publications are focussed on clinical and healthcare aspects but may lack 'lifestyle information'.
- Some publications have incorporated unique branding and addition of visuals presumably in an attempt to make the information more approachable, relatable and less clinical looking.
- The use of infographics is reasonably common with the use of animated characters to help support the messaging. While effective in some cases, there are several instances where too many concepts are being included within a single infographic or informational brochure (causing information overload for the reader).
- Most imagery is focused on showing the elderly, with middle-aged caregivers or with other elderly members of the community.
- There is very little visual content that would appeal to younger family members or information that is directed at the younger demographics.



Brand Positioning

Unique Selling Proposition

This campaign's Unique Selling Proposition (USP) or, what sets it apart in the marketplace, includes aspects such as:

- The use of visuals and messaging that will appeal to younger audiences.
- Emphasising the notion of the 'community at large' providing a support network for people with dementia rather than just focusing on immediate family members or medical caregivers.
- Providing approachable, engaging messaging that will appeal to a broader audience than common 'medically focused' information packages.
- Creating a theme that highlights 'living well' and 'living fully' and illustrating how the entire community can support that goal.

Tag-line: "I'm Still Here"

Additional anchor statements:

- *Let's work together to actually understand dementia.*
- *Let's work together to make our community dementia-friendly.*
- *Let's work together to end the stigma.*

Brand Positioning Statement (proposed)

By embracing the unique stories and experiences of those living with dementia, we can empower individuals of all ages to play a role in building a supportive environment where everyone feels valued, included, and respected. Together, we can transform attitudes, break down barriers, and create a future where every voice is heard, every memory cherished, and every person welcomed as an integral part of our community.



Brand Values	Brand Personality	Brand Voice
• Approachable • Relatable • Unified • Inclusive • Compassionate • Supportive	• Bright • Positive • Active • Welcoming • Open	• Clear • Authentic • Straightforward

Brand Identity

Based on preliminary discussions, the primary logo will use the City of Vernon /Tourism Vernon Color palate as the basis of the design. Typography, colours, and fonts will remain consistent with the COV brand. Prior to initiating the brand design, the use of the COV and Tourism brand will have to be confirmed.

Additional, complimentary visual elements will also be created that can be used in social media ads, print media, and infographics. All visual elements will incorporate the brand positioning elements identified above.

In addition, the design will be easily incorporated into short or long-form videos and will be compatible with the video animation that has been proposed. The design will keep in mind future applications such as brochures, general information sheets, or comprehensive guidebooks.

Other Visual Elements: Photography or Videography

To maintain consistency with brand positioning that encourages engagement that reaches beyond older age groups, associated imagery should include people of all ages and demographics. Visual themes of cooperation, support and community activity, should be multi-generational in nature and representative of a cross-section of people who live in our community.

Brand Touchpoints

Details on campaign delivery are provided in *Social Marketing Campaign Dementia Stigma Reduction February 2024*.



In summary, key marketing touch points where the brand will be used over the next several months are likely to include:

- Press release to launch the campaign
- YouTube videos
- Additions to the website to draw attention to the campaign
- Social media and paid digital marketing ads
- Development of animated videos to highlight living in dementia-friendly communities
- Infographics/print ads and/or posters that illustrate dementia-friendly activities and living in supportive communities





Co-Creating the Dementia Friendly Community:

A Playbook For Local Governments

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