



## **MEDIA ALERT**

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### **Middleton to vote on dementia friendly community resolution**

MADISON, WI, April 1, 2014—At 7 p.m. tonight, April 1, 2014, the Middleton Common Council will vote on a resolution affirming the City's commitment to becoming a dementia friendly community.

The Alzheimer's & Dementia Alliance of Wisconsin (ADAW) is leading this effort along with the City of Middleton, community and business members through a task force, which will take a look at parks, streets and signage among other things. There is also an education component for business owners and the general public addressing ways to help someone who may be struggling with memory challenges. Once a business has trained its staff, it will receive recognition as a dementia friendly business.

“So often when people are diagnosed with a dementia-type disease the tendency is to isolate, which is the exact opposite of what you should do,” said Joy Schmidt, ADAW's Community Education Coordinator and chair of the task force. “By helping Middleton become dementia friendly, we hope to encourage people to remain active despite the diagnosis. Studies indicate that those who remain physically, mentally and socially active can slow the progression of the disease.”

A concept that originated in Europe and has begun to spread through Wisconsin and Minnesota, the goal of a dementia friendly community is to raise awareness of dementia, recognize the needs of people with this disease and their care partners and find ways to make a community more accessible for people living with memory challenges. Middleton would be the first community in Dane County working to become dementia friendly.

If you are interested in joining the task force, contact the Alzheimer's & Dementia Alliance of Wisconsin at 608.232.3400.

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*The mission of the Alzheimer's & Dementia Alliance of Wisconsin is to support individuals, families, and professionals impacted by Alzheimer's disease and other dementias through information, education, consultation, and advocacy; and to promote the advancement of scientific research to better diagnose, treat and ultimately eliminate Alzheimer's disease. Since 1985, our expert staff has been offering compassionate guidance to those affected through every stage of the disease. Our services help people create the best quality of life for those facing a dementia diagnosis. Visit [www.alzawisc.org](http://www.alzawisc.org) for more information.*