TO THE HONORABLE CHAIRMAN AND MEMBERS
OF THE BROWN COUNTY BOARD OF SUPERVISORS

Ladies and Gentlemen:

RESOLUTION IN SUPPORT OF RETAINING AND EXPANDING WISCONSIN’S
AGING AND DISABILITY RESOURCE CENTERS’ DEMENTIA CARE SPECIALIST
PROGRAM AND PROMOTING THE WORK OF THE DEMENTIA FRIENDLY
COALITION IN BROWN COUNTY

WHEREAS, in Wisconsin, it is estimated that 115,000 individuals age 65 and older are
living with some form of clinically diagnosable dementia, and by 2040 that population is
expected to grow to 240,000; and

WHEREAS, in Brown County, it is estimated that 14,452 individuals are living with
some form of clinically diagnosable dementia, and the care and treatment of persons with
dementia is now being described as a public health emergency; and

WHEREAS, 90% of people with dementia live in their home and 22% live alone; a
diagnosis of dementia doesn’t mean a person has lost their dignity or their ability to remain in
their home and part of the community; and

WHEREAS, Brown County has made a significant commitment to persons with dementia
through the critical work of the Aging and Disability Research Center’s (ADRC’s) Dementia
Care Specialist (DCS), and through the work of the Dementia Friendly Coalition, which includes
the Purple Angel Program (Business Training Program), Down Syndrome and Dementia
Committee and Memory Cafés; and

WHEREAS, the DCS and Dementia Friendly Coalition strive to improve the quality of life for all those affected, including people suffering from memory loss and their caregivers,
while maintaining them in the community where they want to live and cost savings to taxpayers
are realized; and

WHEREAS, each day that an individual remains in the community, and outside of
expensive publicly funded institutional care facilities, saves the taxpayers an estimated $161 per
day or $58,925 annually, making the DCS program a wise and sound investment of public
dollars; and
WHEREAS, ADRC of Brown County has experienced a steady growth in contacts by customers, caregivers and professionals (there were 38,579 contacts in 2016); and

WHEREAS, the Governor’s proposed budget would eliminate funding for the DCS positions in 2017-2019, removing expertise and coalition support from the community.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Brown County Board of Supervisors respectfully requests that these critical programs and services be consistently available in Brown County and around the State of Wisconsin by having the state add Dementia Care Specialists funding to ADRC base allocations in the next proposed 2017-2019 biennial state budget.

Respectfully submitted,

HUMAN SERVICES COMMITTEE

Approved By:

TROY STRECKENBACH
COUNTY EXECUTIVE

Date Signed: 4/25/17

Authored by: Aging and Disability Resource Center of Brown County Board of Directors
Reviewed, Edited and Approved as to Form by Corporation Counsel

Fiscal Note: This Resolution does not require an appropriation from the General Fund.
Motion made by Supervisor

Seconded by Supervisor

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Total Votes Cast 24
Motion: Adopted _____ Defeated _____ Tabled _____
RESOLUTION/ORDINANCE SUBMISSION TO COUNTY BOARD

DATE: March 14th, 2017
REQUEST TO: Human Services Committee
MEETING DATE: March 29th, 2017
REQUEST FROM: Devon Christianson
Director, ADRC of Brown County
REQUEST TYPE: ☒ New resolution ☐ Revision to resolution
☐ New ordinance ☐ Revision to ordinance
TITLE: Brown County’s Commitment to a Dementia Friendly Community

ISSUE/BACKGROUND INFORMATION:
A resolution to support and promote a “Dementia Friendly Brown County”. This resolution supports activities and programs that create a stigma free and positive community for those living with dementia. In particular, Brown County supports the work of the ADRC and the Dementia Friendly Coalition including the Dementia Care Specialist Program, Purple Angel Program, Memory Cafes, and Down Syndrome and Dementia.

ACTION REQUESTED:
Requested by the ADRC to the Human Service Committee

FISCAL IMPACT:
NOTE: This fiscal impact portion is initially completed by requestor, but verified by the DOA and updated if necessary.

1. Is there a fiscal impact? ☐ Yes ☒ No
   a. If yes, what is the amount of the impact? $ __________
   b. If part of a bigger project, what is the total amount of the project? $ __________
   c. Is it currently budgeted? ☒ Yes ☐ No
      1. If yes, in which account? ______________________________
      2. If no, how will the impact be funded? ______________________________

☒ COPY OF RESOLUTION OR ORDINANCE IS ATTACHED
Ensure critical programs and services are consistently available by adding Dementia Care Specialist (DCS) funding to ADRC’s base allocation. Expand DCS services statewide over the next proposed 2017-2019 biennial budget.

**Dementia is life changing and expensive** - Every 66 seconds someone in the US develops Alzheimer’s disease. It not only changes their life and the lives of those around them but substantially adds to the cost of health and long term care, especially public funding. This trend is not slowing down anytime soon.

**Dementia in Wisconsin is on the rise** - In Wisconsin we estimate 115,000 individuals 65 and older are living with some form of clinically diagnosable dementia. By 2040, the population is expected to grow to 240,000. This does not account for the estimated 5% of individuals younger than 65. In Brown County we estimate 14,452 individuals are living with some form of clinically diagnosable dementia. The care and treatment of persons with dementia is now being described as a public health emergency.

**Dementia Care Specialist save taxpayers money** - The Dementia Care Specialists (DCS), housed within Aging and Disability Resource Centers (ADRC) help persons with dementia stay in the community. They provide specialized education to ADRC staff, providers and families, in-home consultation, volunteer development, and community coalition building. The purpose of the program is to impact the lives of the individuals and families living with dementia as well as improve the sustainability of our long term care system by reducing or eliminating their need for public funding. Each day that an individual remains in the community outside of expensive institutional care saves the taxpayers $161 per day or $58,925 annually. (Elderly Benefit Specialist Fiscal Impact calculation). The DCS program is a wise and sound investment of public dollars.

**Wisconsin Communities and Citizens Benefit from an Investment in Dementia Care Specialists**

Statewide financial investment in Dementia Care Specialists has been low cost, with tremendous reach into local communities. Statewide, the total investment has ben $1,280,000 GPR covering 26 counties with 16 positions. Each ADRC is awarded $80,000 primarily for costs related to these highly valued positions. This is a contained cost that would only grow with expansion to additional counties. Program funding is scheduled to end December 31, 2017. The current 2017-2019 State Budget does not fund the current 16 positions. We ask consideration for cost to continue the valuable services currently funded, and propose a schedule for expansion. Each positions draws down additional critical federal dollars with their activities. These positions generate additional federal revenue that contributes to other important ADRC services. Statewide, its estimated $827,520 federal dollars will be lost that are working in our communities. If the Wisconsin legislature does not act Wisconsin communities will lose access to DCS’s valuable expertise and the Federal Revenue that comes with it. Brown County will lose $131,720.

- **Budget Year 2018 January 1, 2018 - June 30, 2018**: $760,000: Cost to continue 16 existing positions covering 54% of the States older adult population in 26 counties.

- **Budget Year 2019**: July 1, 2018 - June 30, 2019: $2,560,000: Cost to continue plus expansion statewide.

- **Total Request for 2017-2019 Biennial Budget**: $3,320,000 (Does not include any funding needed for state program administration.)
ADRC’s Can’t Continue DCS Programs Without this Funding

ADRCs are already struggling to keep up with the volume. They need to be a generalist to serve their customers diverse needs. In Wisconsin, there has been a steady increase in the workload as well. The 2014 Wisconsin ADRC status report states an ADRC is contacted every 13 seconds for information, guidance and support. Brown County has experienced this steady growth: 2014 Contact Volume: 31,034 2015 Contact Volume: 38,313 2016 Est: Contact Volume: 41,000. The word is out. Families and professionals are calling for and receiving the additional services the DCS Program provides.

Dementia Care Specialists (DCS) are highly trained professionals who have the time to stay current on new treatments and clinical trials that are occurring around dementia diagnosis and treatments.

- DCS provide valuable case consultation, including crisis planning and prevention. DCS spend time educating individuals and families about the disease and discuss person-centered plans to improve outcomes related to changes in communication, behavior, and symptoms. All of these activities lie beyond the scope and resources of ADRC staff’s role.

- DCS provide expertise that is shared widely. The momentum to create a Dementia Friendly Wisconsin will be stalled if concentrated outreach, training and facilitation of community projects discontinue without the DCS position. These efforts can’t be absorbed.
  
  They provide:
  - Training for, law enforcement, fire and rescue, and hospitals so they are prepared to meet the needs of the people they serve.
  - Leadership in the dementia friendly community initiatives that include businesses, employers, and other local organizations to help raise awareness of the unique needs of people with dementia and their families. Without this dedicated position the ADRC would not be able to continue to lead the Coalition initiatives. It has been demonstrated that a dedicated person leading a local community initiative greatly improves success.
  - In person, interactive education. It has been the ADRCs experience that individuals respond well to in person, interactive education where an experienced, skilled professional is present to answer questions.

- DCS support the professional development of other ADRC staff.
  - Assure staff is trained in consistent reliable memory screening including the cognition portion of the long term care functional screen.
  - Assure fidelity, reliability and consistency of staff administration of memory screen completion.

- The DCS have strong partnerships with the Alzheimer’s Association. They assure ADRCs collaborate, not duplicate services that are in high demand. The DCS’s are present in the local communities, are able to meet 1:1 in persons homes and respond to the referrals from the Alzheimer’s Association in local communities. ADRC’s are the only community resource that provides memory screening.

- DCS provide evidence-based interventions.
  
  The DCS provide opportunities for individuals and family caregivers to participate in evidence-based interventions.
  
  - The Memory Care Connections program provides family caregivers with the tools to be successful in providing care for their loved ones. The program has been shown to help families care for loved ones at home an average of 18 months longer than without the support of the program.
  - The LEEPS (Language Enriched Exercise Plus Socialization) program provides opportunities for people in the early stages of Alzheimer’s disease or mild dementia to engage in exercise and social opportunities. LEEPS has been shown to help individuals with dementia improve their physical fitness and mood as well as maintain functional ability.

Dementia Care Specialist Program A Wise Investment: Crucial to Containing Costs
ADRC of Brown Co, 300 S. Adams St., Green Bay 920.448.4300  www.adrcofbrowncounty.org
Care and Services Go Far Beyond Individuals
The Brown County Dementia Care Specialist position has made an impact in our community on multiple levels:

- **Public Speaking**
  - Increasing public awareness of dementia, the importance of early detection, and how to provide support to individuals living with dementia and their families.
  - Empowering the public to be part of a Dementia Friendly Community and reach out and support neighbors, friends, & family members living with dementia.
  - Reducing stigma to enable people with memory/cognition concerns to reach out for information and support and participate in memory screens in an effort to promote early detection.

- **Leadership and Coalition Building**
  - *Purple Angel Program* trains employees of local businesses to create welcoming environments for persons living with dementia and their care partners. Our community needs to not only be prepared to help individuals live and work with memory loss but also embrace their presence in the places we live, work and socialize.
  - *Memory Cafes* engage families, reduce isolation and stigma and will change the face of living with dementia right here in Brown County. Two were opened through a local Community Foundation Grant. We need to continue to open more cafes.
  - *First Responder Crisis Committee* focuses on training law enforcement and fire departments, distributes File of Life, and promotes safe and respectful responses to person with dementia in a crisis situation.
  - *Down Syndrome Committee* is exploring our community’s needs and responses to the significantly high rate of Alzheimer’s disease in persons with Down syndrome. Challenging our systems to assess, respond and support these individuals is a new and critical area of need.

- **Personal Assessments and One-on-One Family Coaching and Advocacy**
  - Provide disease and symptom education, communication strategies, techniques on working with challenging situations and behavior, and how to live with a new diagnosis.
  - Facilitate family meetings, caregiver support, and service connection – with a goal of remaining in the home for as long as possible with the best quality of life for all. This goes far beyond what existing ADRC staff is able to provide due to the special knowledge and expertise required.

- **Professional Community Consultation, Training, and Expertise**
  - Provide consultation and training to aging and disability service professionals, law enforcement, adult protective services, Crisis Center, social services agencies, faith communities, business managers, financial sector professionals, care providers, or any other professional when they have questions regarding assisting a consumer who has dementia.
Lives Already Changed — Many More Can Be

Books and Websites are not enough
"My sister and I would like to thank you for the time you spent with us yesterday helping us to understand our Mother’s dementia problems and the options that are available. We have been searching for months to find a single source of information on all the issues that bear on maintaining her and planning for her future. Innumerable books and websites just do not do it. There is absolutely no substitute from sitting face to face with someone who knows the issues, knows the problems, and can offer options and solutions. Thank you again. You are a lifeline to those of us facing these kinds of problems and issues."

Encouragement to seek help invaluable
"Our heartfelt appreciation for the time you spent with **** yesterday. She is transformed, empowered, grounded — my sense is that this is something sustainable for her if she continues to seek support when needed and use the self-care supports she’s been given. Your time is so precious, and given with a grace-filled heart. I want you to know that it was worth it. Thank you and many blessings be upon you."

“You’re a great encourager! You may never know how much I needed that this morning! I feel like you really understand me and what I’m going through and that I can keep living my life." — from a person living with dementia.

Staying home and out of the nursing home
“If it wasn’t for you, I would never have been able to keep **** home with me. He would be in a nursing home already. Thank you so much. I can’t thank you enough.”

Invaluable support to other community professionals
"During a home visit with a family, who has a member struggling with their Alzheimer’s, I had a conversation which turned into a referral for the Dementia Care Specialist program. The Dementia Care Specialist, Nicolette Miller, met with the family for several hours answering each and everyone’s questions. The family had reported to me that initially they were hesitant on the referral, not knowing what sort of assistance and information they would receive. After speaking with Nicolette, the family indicated to me that they feel more informed to their family member’s disease. The information has taught them great techniques to work with the family member than to work against her. The family has reported that their overall stress has decreased since their home visit and they could not say enough about the program.

Memory screening: One of many valuable community partnerships
"Your memory screen program is showing impressive growth. I know the community truly values the service you are providing. Thank you for taking the time to remind all of us how a good partnership can work”

“Thank you for this great compliment as we truly value our relationship and are making great strides together! Your involvement and collaboration are instrumental in helping our families. We appreciate the stats update and all that you do!”

“In all my years in the dementia field, I have never seen this much action and momentum around dementia support, education, and initiatives.”

Educating and engaging community organizations
"On behalf of the Green Bay Area Retired Men’s Club, thank you for your presentation on dementia and information on the services available at the Aging and Disability Resource Center and throughout Brown County. I thought the presentation was very professional and well put together. Your speaking style and knowledge about dementia made for an great presentation. I hope that some of our members will volunteer to help where they can to assist those who are dealing with this terrible disease. Several members said they thought it was a very important issue and that they were glad that they learned more about Alzheimer’s dementia."

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