

Marshfield Area Purple Angels, Inc.

1111 N Chestnut Ave

Marshfield, WI 54449

(715) 383-0897

www.marshfieldpurpleangels.org



Raising awareness, providing support, and building dementia-friendly communities.

Help us make Marshfield the next dementia friendly community in Wisconsin!

The Wisconsin Department of Health Services is encouraging cities across Wisconsin to become dementia friendly communities: A dementia-friendly community is a place where people living with dementia are supported to live a high quality of life with meaning, purpose and value.

Dementia is a term for over 100 different medical conditions that impair memory, behavior, and thinking. The most common cause of dementia is Alzheimer's disease. About 150,000 people in Wisconsin have Alzheimer's disease or another form of dementia.

Here in the greater Marshfield area there are over 1,000 people living with dementia; most are still living at home, either alone or with family caregivers. Many in the early stages of dementia lead independent lives; many still drive (or have access to a vehicle). They visit our health care facilities, businesses, shops, restaurants, organizations, churches, and parks.

People with dementia deserve to remain active members of our community for as long as they are able and willing to do so, but they need more support and understanding. There are many negative attitudes about Alzheimer's disease and dementia, as well as a stigma of shame and embarrassment associated with the disease. Becoming more dementia aware and dementia friendly helps create environments where people with dementia feel welcomed and respected.

As a Marshfield area business, you can help make a difference by becoming a dementia friendly business. A dementia-friendly business has trained staff who are able to recognize the signs and symptoms of dementia, who can effectively communicate with individuals who have dementia, and who are able to locate resources and assistance for themselves and for individuals with dementia.

Businesses and organizations who are interested in being designated as dementia-friendly take a pledge, participate in free training sessions, and agree to partner with Marshfield Area Purple Angels to help make Marshfield a dementia-friendly community.

If you are interested in becoming a dementia friendly business, please complete the enclosed form and mail it back to us. Or give Doug a call at 715-383-0897.

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**Marshfield Area
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**Dementia Friendly Business
Sign-Up Form**

We want to become a dementia aware business and help make Marshfield the next dementia friendly community in Wisconsin.

Business/Organization Name

Address

City

State

Zip

Phone

Number of Employees

Please provide dates and times that could work for a 30-60 minute training session

Contact/Representative Name

Title

Signature

Date

Pledge to be dementia friendly

“As a business serving the Marshfield area, we commit to becoming dementia aware by learning more about dementia;
to learning how we can provide better service to those living with dementia in our community;
to training our employees to become sensitive to the needs of people living with dementia and of those who support them; and
to supporting efforts to make Marshfield a dementia friendly community.”

Requirements to be a dementia friendly business

- Take the pledge to be dementia friendly
- Participate in free training sessions
- Display the “purple angel” dementia friendly symbol (window clings, stickers, and signs are provided free of charge)
- Agree to partner with Marshfield Area Purple Angels to help make Marshfield a dementia friendly community

Please return completed form to the address at the top, call 715-383-0897, or email doug@marshfieldpurpleangels.org