Action Plan

Bristol will continue its outreach efforts and make the project more inclusive. That is, we will ensure more dining out opportunities; certify additional “dementia friendly” businesses and organizations and begin the “age friendly” movement in the region. The project is designed to reduce the stigma associated with age and disability, ensure that people can complete activities that allow them independence, and provide both emotional and physical access throughout the region

The Purple Table component of the project benefits informal caregivers and their loved ones with disabilities such as autism, dementia, stroke, hearing loss, post-traumatic stress syndrome (PTSD). The dementia friendly component allows those afflicted with Alzheimer’s Disease or other dementias to continue their lifelong daily activities in banks, pharmacies, and other establishments where employees are trained to recognize customers’ special needs. The age friendly piece will target church groups, students, and limited English proficiency members of the community to promote access to social activities and decrease isolation.

The project will:

* Result in age and dementia friendly communities in Greater Fall River
* Recognition at the State level
* Allow access that reduces isolation and increases participation
  + Promote the project and its components
    - Engage in at least 12 media activities, including radio, public access television programs, written print articles, website, and Facebook
    - Outreach to 100 government agencies, schools, businesses, human service agencies, churches, hair/nail salons, Chamber of Commerce, Rotary, Kiwanis
    - Conduct a stakeholder summit
  + Certify two additional Purple Table restaurants in the community
    - Work with 20 people to dine out at Purple Table restaurants
  + Conduct age and dementia friendly sessions for 10 organizations/200 people
* Receive positive comments from 90% of surveyed individuals about the impact

The timeline:

July 2019 – August 2019

* Meet with Fall River officials, and contact those in Westport, Somerset, Swansea, and Freetown to introduce the project.
* Convene the current Dementia Friendly Coalition and invite Age Friendly MA leadership to address the group.
* Establish a targeted outreach plan and finalize annual goals.

August 2019 – September 2019

* Appear on local radio programs.
* Begin outreach efforts to schools, churches, groups, and businesses.
* Identify two restaurants for Purple Table certification.

July 2019 – November 2019

* Plan and conduct a stakeholder summit to inform and involve community leaders.
* Continue outreach and training.
* Distribute materials and certificates.

July 2019 – June 2020

* Involve two schools/colleges in the project.
* Certify two restaurants as Purple Table.
* Conduct outreach via phone calls, letters, visits, and media campaign.
* Train 10 organizations as age/dementia friendly.
* Increase Coalition membership and train those willing to do outreach/training.

April 2010 – June 2020

* Conduct a survey using a variety of formats, i.e., telephonic, written, in-person.
* Evaluate initiative results, goals, and objectives’ completion.