

Student Partnership with the Spokane Area

Dementia Friendly Community

Honors 300 Seminar/ DFC/ Help Set Up and Promote A Community Meeting



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Project & Goals

During the spring semester, we worked with the Spokane Area Dementia Friendly Community (DFC). Our goal is to assist the Marketing Engagement and Communications subcommittee with researching the best tools for registration and marketing, as well as create a short video informing the community of Spokane Area DFC's survey findings and encourage them to participate in the community meeting seeking to gain more feedback and solutions on the issues. They are holding two separate meetings in April in which community members can speak on the issues at length and provide personal insight and feedback.

Background

The Spokane Area Dementia Friendly Community (DFC) is moving through the phases established by the DFC. They are currently in phase 3, working to make a toolkit accessible to everyone and create a community action plan.

Partner Organization

We worked with the Spokane Area Dementia Friendly Community (DFC) which is an official member of Dementia Friendly America (DFA). They serve to spread awareness about resources for people living with dementia and their caregivers and. They are working on implementing a toolkit for the Spokane community to utilize.



Figure 1. Social Media Promotional Design

What I Did

For our community partner, we were able to create several graphic designs, research registration information, and assist them in answering their questions on how to make the event accessible and easy for community members to find. Our work helped uplift and prepare the organization for their community zoom meetings and ensure that we had widened the social net and bring awareness to creating a more Dementia Friendly Spokane.

What I Learned

This project has helped us students gain a greater understanding of the needs of the Dementia Friendly Community here in Spokane but also in the US in general. We've learned a lot about the research that has been done so far and where there are gaps in the current help available. We've helped our Community Partners organize and distribute information about the community engagement meeting which in turn has taught us valuable lessons in prioritizing the community and working to better it. It has shown us how underrepresented certain communities are and that everyone should do their part to better it.

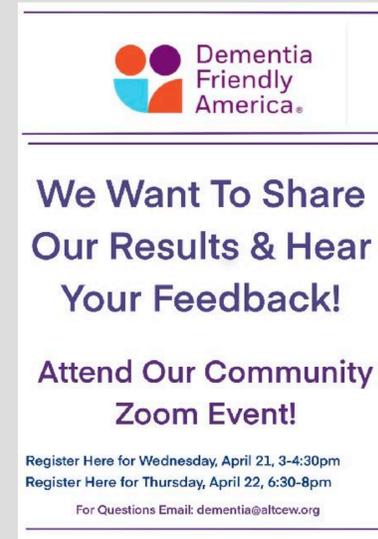


Figure 2. Promotional Poster

What is Next?

We will be helping facilitate the zoom community meetings that are held at the end of April. From this, we will aid the DFC in analyzing common themes and questions that arose. We will then help with any other requests that they may have in regards to organizational or promotional issues.



Figure 3. Postcard Promotional Design

Dementia Friendly Community Needs Assessment Results

Figure 4. Screenshot of Video we created

Civic Perspective

We were able to learn far more about dementia and the current needs of the Spokane area in order to become better educated, informed, and accommodating towards those living with dementia.

Academic Perspective

As students, we gained experienced in professional problem-solving and researching, presenting marketing proposals, and in creating efficient and cost-effective suggestions and ideas for their meetings. We also had the unique experience of testing out a consulting model of research, while also ensuring that through meetings, output, and consistent communication in order to build and maintain trust with our community partner.

Personal Perspective

We have realized just how much work goes into making the Spokane Community as great as it can be. We learned a lot about marketing and how many steps there are in the process to put together an event that expects multiple hundreds of participants.