

66° Clear

Today's Paper e-Edition Special Sections

Sign Up Log In

Cool Cash rebates up to \$1350 - 12 mo. No interest w/approved credit Call Today 877-BAYAREA

Coping with Dementia: Business case for Dementia Friendly communities

Apr 29, 2022 0



Selsavage

Facebook, Twitter, Email, Print, Share

I conduct training for Dementia Friendly businesses, churches and communities for humanitarian reasons. Our company's slogan is "We all deserve the best," which I believe especially applies to families, care partners, and their loved ones living with dementia.

Finding ways to help those in our community with dementia remain active, social, and engaged, with their dignity intact, is simply the right thing to do.

But there is an additional reason to nurture a Dementia Friendly community, and this is the business case. Very simply, being supportive of customers and clients living with dementia - and their care partners - makes good sense and ultimately benefits you, the business person, as well as the community as a whole.

Get more from the Citrus County Chronicle

Subscribe Today

Our population most likely to contract Alzheimer's disease and other forms of dementia is typically 65 and older, and those who care for them are often 50-plus, so let's look at how this age group benefits the economy.

They are the most affluent of any age segment and own three-quarters of the nation's financial wealth.

They account for 60 percent of all health care spending including 74 percent of prescription drug purchases.

They acquire 41 percent of all new cars and account for 80 percent of luxury travel. They even buy more than half of the toys sold!

They are the fastest growing segment on the Internet, spending more time online than teenagers.

They have an income per capita that is 26 percent higher than the national average and they own 70 percent of all money market accounts and certificates of deposit.

They spend more per capita on groceries, O-T-C products, travel, and leisure than any other age group.

Demographically, Florida is one of America's three oldest states with a 65-plus population of 17 percent. Citrus is one of Florida's three oldest counties with a 65-plus population of 34 percent! This means that seniors have a disproportionate impact on our local economy.

The business case for a Dementia Friendly community is very simply the fact that seniors don't stop spending when they contract dementia, though many of the decisions to buy will be made by their care partners. Business owners who dismiss "dementia families" as an insignificant or inactive market segment will eventually be disadvantaged by that attitude.

Business owners who see families living with dementia as still viable customers will benefit, and the really savvy ones will educate themselves and their staff about dementia and learn specific methods of communication and customer service.

Dementia is extracted last thing they need... don't understand what they are going through. They will walk away from a dismissive attitude and gravitate toward businesses that treat them like they are important and welcome.

From the business person's point of view, becoming Dementia Friendly is not a burdensome task. It is simply a slightly higher or special level of customer service that takes a couple of hours of training and will be well worth the investment.

I think Dementia Friendly business is a good idea because We - and our customers - all deserve the best!

Debbie Selsavage is a certified trainer and consultant in the Positive Approach to Care, and a certified dementia practitioner. Her company, Coping with Dementia LLC, is dedicated to making life better for individuals living with dementia. Contact her at

Sign Up for Email Updates. With Citrus County preparing its vision for the future, infrastructure has been one area many people believe the county should focus on. What's the county's most pressing infrastructure need now? A. Roads and streets. B. Water and sewer. C. High-speed fiber. D. Workforce housing.

Find a local business. I'm looking for...

Most read stories. Target, Aldi and more stores heading to new Lecanto plaza. Retail explosion continues in Lecanto with more store announcements. Teen girl shot in 'accidental shooting,' CCSO says. Haircut argument ends in arrest. Despite rumors, Chill's still coming to Inverness. ATV rider airlifted for treatment after collision with four-wheeler towing him. Homosassa man, 20, dies from injuries of ATV collision. Floral City man arrested for defrauding Walmart with several returns of stolen goods. Lecanto men jailed after armed confrontation with deputy investigating neighborhood dispute. Inverness man pleads guilty to owning unregistered machine gun.

Sign up for our Email Newsletter. Privacy by SafeSubscribe™ For Email Marketing you can trust.

Cool Cash rebates up to \$1350 - 12 mo. No interest w/approved credit Call Today 877-BAYAREA

deb@coping.today to learn about free support groups online.



Tags: [Finance](#) [Dance](#) [Company](#) [Care](#) [Community](#) [Economics](#) [Cibola Sotavento](#) [Care](#)

Thank you for reading!

Please log in, or sign up for a new account and purchase a subscription to read or post comments.

Sign Up

Log In

Sections

- Home
- News
- Sports
- Lifestyle
- Local Events
- Announcements
- Obituaries
- Opinion
- Multimedia
- Things to Do

Services

- Subscription Services
- Classifieds
- Promote Your Event
- Refund policy
- Privacy policy and terms & conditions
- Submission forms
- Search
- Weather

Contact Information

chronicleonline.com

1624 N. Meadowcrest Blvd.
Crystal River, FL 34429

Phone: 352-563-6363

For technical issues, email

webadmin@chronicleonline.com.

For circulation or delivery issues, email

Home_delivery@chronicleonline.com.



[View Audit](#)

