



Dementia Friendly Pahrump Meeting Notes - Meeting 19
Tuesday, December 3rd, 2019 from 1:00 - 3:00 PM
Nye Communities Coalition, Room 31

In attendance: Barbara Payne, Tonya Brum, Sewke Grenke, Casey Acklin, Jennifer Carson

1. Jennifer and Tonya welcome the group.
2. Discussion of available funds: We have \$1750 to spend. What needs do we have?
 1. Advertising
 1. Invite local reporters to the CAG meeting
 1. Get a story in the paper. This would be a full article, not an ad. Tonya believes that she could probably convince Robyn (local newspaper) to do two stories.
 2. We also could have Diana (local TV and radio) come to a meeting.
 2. Tonya believes advertising in Pahrump is very inexpensive.
 1. TV is visual, so that poses a barrier.
 2. Doing a general radio ad with a modest buy would get the word out.
 3. Having an ad (in addition to a brief) in the Pahrump Valley Times.
 1. They will do design, or we can do our own.
 2. Tonya will get rates and will email them.
 3. Wait until January to do any advertising, since December is a really dead month. After January, run ads every other month.
 4. Perhaps advertise the monthly Dementia Friends session as the entry point into Dementia Friendly Pahrump, and also advertise the resource library.
 5. Advertise for the film series before each film.
 2. Sewke proposes ordering the book "Grandpa and Lucy" for addition to the resource library.
 1. Jennifer will order the book.
3. Discussion of DF Info Session at the Holiday Inn
 1. The group reviews the flyer for the session, and suggests changes:
 1. Update to remove the December date and add the March date.
 2. Add the word "free," for example "at this free information session"
 3. Focus less on making Pahrump dementia friendly and more on how we are providing information.
 1. Have the heading be "Come learn about dementia!" Or "Need information about dementia?"
 4. "Join us and help make our community more respectful, educated, supportive, and inclusive of people living with dementia and their caregivers"
 1. The group deliberately decides to use "caregivers" in place of "care partners" because it is a more accessible term.

5. Add Tonya's phone number. 702-845-4748. Mention her affiliation with RSVP.
6. Change the time to 10:00 - 11:30 AM, to provide more time for discussion.
7. Tonya mentions that the Senior Center has tried to have education sessions about dementia, but nobody comes.
 1. Dementia is in the closet. We need to talk about it. The more people hear it, the less stigma there will be.
2. Jennifer invites CAG members to come and co-facilitate the information session, to become familiar with the material and eventually take over facilitation. Jennifer and Casey, then, can put energy toward identifying new opportunities for monthly recurring sessions.
3. Casey developed an online shared folder with all materials for Dementia Friends Champions, and will email the link to all the Champions across Nevada.
 1. Casey will ensure that the folder is extremely easy to access, or will provide the appropriate instructions.
4. Discussion of community outreach.
 1. Jennifer and Casey will be doing outreach tomorrow: Jennifer regarding the Sanford Center resources, and Casey regarding Dementia Friendly Pahrump (particularly the DF Info Session and the Resource Library).
 1. Jennifer shares the Sanford Center flyers that she will be bringing to Physicians' offices.
 2. Group discusses the draft Dementia Friendly Pahrump Resource Library flyer.
 1. Perhaps use terminology broader than "caregivers and elders"
 2. Find an image that better represents the multimedia resources available.
 3. Add something along the lines of "book donations welcomed"
 4. Jennifer will purchase the materials to complete a card catalog.
 3. Where to go?
 1. Library
 2. Senior Center (Anne)
 3. Inspirations
 4. Post-acute rehab
 5. Sheriff's department
 6. Managers of independent living apartment complexes
 7. Group homes
 8. Hospice
 9. Hospital
 10. Justin - Pharmacist: "Back To Roots" store
 11. Walmart (and other grocery stores)
5. Update on DFP Goals
 1. Upcoming trainings
 1. New Dementia Friendly Southern Nevada Urban trainings.
 1. Dementia Friendly Southern Nevada Urban is looking to come out to Pahrump and do train-the-trainer sessions to use their new sector-specific curricula.
 1. If Susan Hirsch is interested, perhaps we could set something up in February or March (in conjunction with the monthly CAG meeting)
 2. Three sectors are offered through Southern Nevada, but perhaps because the Pahrump CAG is so small, we should focus on just one?

1. Businesses are probably the most important, so perhaps we get Susan to come and just train us on the business material?
2. They would also come and facilitate sessions themselves if we set up opportunities to do so.
2. Resource Library
 1. The group decides that new additions to the library should be reviewed and approved by the Community Action Group before going on the shelf.
3. Film Festival
 1. The group watches a clip from *Alive Inside*, approves the film for screening, and decides to show that as the first film in the series.
 1. Jennifer will contact her colleague Samite to do the Q&A after the film via videoconference.
 2. The group watches a trailer for *Away From Her*.
 1. Though the film looks good, it might not be educational enough.
 3. Jennifer presents the film *20 questions, 100 answers, 6 perspectives*
 1. The material is divided into individual questions, so we could hand-pick questions we want to highlight if we don't want to use the full 130 minutes.
 1. We could pick our favorites, show the film for an hour, and then invite Dr. Al Power or Dr. Bill Thomas to do a Skype Q&A.
 2. The group decides to use this film, after first showing *Alive Inside* and then another, more popular movie to capture people's attention about dementia.
 1. Once people realize they have questions, we can show them the answers with the film *20 questions, 100 answers, 6 perspectives*
 1. Tonya: We can ask people after the second film "What questions do you have?" And try to pick questions from the film that match those that people are asking.
 2. As the last film, we can show *I'm Still Here*, and hopefully people will just be nodding along by that point, realizing that they now understand things they wouldn't have at the beginning of the year.
 4. Tonya: Perhaps advertise in Amargosa, which has a very senior population and is only 26 miles away.
 5. The group discusses potential times and days.
 1. When we showed *Cracked*, it was 3:00 - 5:00 PM.
 2. If we do it on a weekend, then anybody could come.
 3. How about a Saturday matinée?
 1. Barbara: Play into the "old time" matinee idea. "As a kid you went to the matinée. Well, come again!"
 4. Casey and Jennifer will visit Valley Electric to discuss using their location and will suggest a quarterly Saturday matinee.
 6. Outreach will include a flyer with an overview of all four films, and subsequent flyers will be developed to be specific for each individual film.
 7. Tonya: Valley Electric has a foundation that donates to charitable work, and her friend is on the board of directors. It's possible they might donate the space for us to use.
6. The group discusses the strategic planning meeting in January

1. Jennifer proposes having each CAG member invite one other potential new member to come to the meeting.
 1. However, the group decides that since we are doing true strategic planning, it probably doesn't make sense to invite new members who won't know what we're talking about.
 2. Reserve this idea for the future.
 2. Casey will develop a survey for "no" respondents and will send it to Jennifer and Tonya to approve before distributing to the CAG.
 3. The group approves the idea to extend the monthly meeting and to potentially have lunch.
 1. Jennifer and Casey will search for potential lunch sponsor opportunities.
 1. Perhaps Justin, the pharmacist from "Back to Roots".
 2. Perhaps grocery stores, including Walmart
 2. If we can't find a sponsor for lunch, perhaps a potluck?
 4. Sewke suggests telling members in the emails that they should start thinking about discussion topics before the meeting, so that the discussion will be sped up and ultimately go further.
7. Meeting adjourns.