



Support for this initiative has been provided by
The International Association for Indigenous Aging (IA2); the Dementia Engagement, Education, and Research (DEER) Program at
the University of Nevada, Reno; and the Centers for Disease Control and Prevention (CDC)

Role & Responsibilities of Dementia Champions

As a Dementia Friends Champion, your responsibilities will be:

In general

- ✓ To promote Dementia Friends throughout your own networks and communities.
- ✓ To organize your time, deciding when, and where, you are available to lead Dementia Friends sessions (in collaboration with the Master Champion, if applicable)
- ✓ To act as an ambassador for Dementia Friends, treating everyone with respect and dignity.
- ✓ To represent the views of Dementia Friends by following the Champion's Guide and Session Workbook.
- ✓ To describe Dementia Friends sessions as information sessions rather than "trainings," so that participants will have accurate expectations.
- ✓ To promptly record your Dementia Friends sessions and the number of Dementia Friends you make as instructed.
- ✓ To contact the Master Champion with any questions or if you no longer wish to volunteer.

Before your Dementia Friends Sessions

- ✓ Be familiar with get basic information about what support is available for people affected by dementia in the community where you will deliver a Dementia Friends session. To do this, you can call the Alzheimer's Association Helpline at 1-800-272-3900 or connect with your Master Champion.

During your Information Sessions

- ✓ To deliver Dementia Friends sessions to the best of your ability using the Champion's Guide and Session Workbook.
- ✓ To give Dementia Friends materials only to those attending a Dementia Friends session.
- ✓ To administer the pre- and post-session survey instruments.

After your Information Sessions

- ✓ To inform the Master Champion if you have any questions or concerns
- ✓ To promptly record and report the number of Dementia Friends after every session.

As a Dementia Friends Champion, please do NOT:

- ✗ Promote your business or other personal interests during Dementia Friends sessions. The only materials that may be handed out are Dementia Friends materials. You may leave further information about dementia and local support services for attendees to take away if they choose.”
- ✗ Give advice about individual situations or meet with attendees one-on-one. Instead, refer people to the Alzheimer’s Association Helpline, or other resources listed on the Resource Page of the Session Workbook.
- ✗ Offer to stay in touch with attendees after sessions in your capacity as a Dementia Friends Champion, except to arrange future Dementia Friends sessions.
- ✗ Accept gifts, money or any item of material value from the host or attendees of your Dementia Friends sessions.
- ✗ Act in any way that could bring Dementia Friends USA into disrepute.

What can I expect from being a Dementia Friends Champion?

- To be part of an international movement making our communities safer, more respectful and inclusive for the growing number of people living with dementia, and those who care about them.
- To receive sufficient training and support so that you feel confident in this role.
- To build your own understanding of dementia.
- To have your suggestions for improvement listened to.
- To feel valued and appreciated for your contribution.
- To be able to stop volunteering as a Dementia Friends Champion at any time.

Thank you for being part of the Dementia Friends movement!



The International Association for Indigenous Aging (IA2) is the administrator for Dementia Friends for American Indian and Alaska Native Communities. www.AIANBrainHealth.org