



What we believe:

- People living with dementia are entitled to the best support wherever they live and with whatever cognitive challenges they face.
- People living with dementia can and do live well through connection, relationship, and community.
- People living with dementia are more than their disease.
- People living with dementia are individuals and we need to see them as individuals.
- People living with dementia are whole human beings, not broken, not less than anyone else.
- People living with dementia can and do make decisions about what is important to them, what they want, and what they don't want.
- People living with dementia should have "rampant normalcy"- the opportunity to live their life in the same "normal" way that all of us live. We need to also honor their normal rather than impose ours.
- People living with dementia have positive as well as negative "behaviors", just like anyone else.
- People living with dementia are no different than us.
- People living with dementia have needs just like any other human being.
- People living with dementia are always "there".
- The needs of people living with dementia are more than their physical or medical needs. This includes the needs for purpose and joy.
- Rather than focusing on how to change people living with dementia, we need to change.
- Rather than focus on stages of dementia, it is most important to focus on the individual. Individuals can't be grouped into boxes. Individuals are complex beings and cannot be defined by the progression of their disease.
- "Behavior" is a form of communication.
- Knowing the people living with dementia is fundamental to helping them live their best life.
- We need to meet people living with dementia where they are.
- We need to focus more on the strengths of people living with dementia and recognize their capabilities as well as challenges.
- We need to see things from the perspective of the people living with dementia.
- We need to have empathy for the experience of living with dementia.
- We need to put into practice person-centered values of choice, dignity, respect, self-determination, and meaningful living.
- Good dementia care is not just focused on eliminating "problem behaviors" but enhancing overall well-being and building community.
- We need to think and act differently about dementia.
- We want people living with dementia to have their best life.
- We can do better in how we care for people living with dementia.

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