



## **We have a new name! We are now “The Dementia Society”**

As we embark on work of a transition with a new name, we are receiving advice from a marketing advisor. We thought you may be interested in the following questions that were asked of us.

### **1. What was our reasoning/impetus for changing our name?**

The main impetus is to have our name more properly reflect the constituency we help and the sphere of our expertise. When the organization came into being, 35 years ago, Alzheimer disease was the best known and most prevalent form of “dementia”. This has changed and Alzheimer disease is now thought to represent less than 30% of all dementias.

Our organization has always worked with people challenged by Lewy Body, Frontotemporal, Vascular, Parkinsonian and other dementias but this has not been reflected in our name.

We are also cognizant of the growing tide of interest in dementia as reflected by the recently announced Ontario Dementia Strategy and the call for a National Dementia Strategy. We are also active participants of the Champlain Dementia Network, etc.

Dementia is the nomenclature now consistently used throughout the health and community services sector.

### **2. With this name change, does it change your organization’s mission or vision?**

No.

### **3. With the name change, does/will it affect the services you provide?**

No. As above, we have always provided education, information, referrals and support for caregivers of people with all forms of dementia. Our education content has, over the past ten years, kept current and therefore inclusive of information about the broad range of dementia related conditions.

### **4. Consider if and/or how your organization’s personality will change.**

Our name will now more accurately represent the breadth of our expertise and perspective. This organization has always been perceived as a leader in Ontario (one of the first Alzheimer Societies founded, founder of one of the first Adult Day Programs, founder of the Guest House, founder of the Champlain Dementia Network, etc.). The move to The Dementia Society as our name is in the same vein.

Of course our organizational personality is (as it should be) continually evolving. We are working on a number of initiatives that broaden and diversify our reach into “new” constituencies (low income, new Canadians, diverse communities) and the new name aids in that process.

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**5. With the name change, will you have new and/or additional target audiences, and what kind of relationship do you aim to have with them?**

As noted, we have always strived to help people with (or interested in) dementias other than only Alzheimer's, as our target audience. However, our previous name did not necessarily reflect this.

We aim to provide the same level of expertise and support to people diagnosed with any and all forms of dementia, as well as support to their caregivers.

We have a greater interest in having a more 'public' audience than previously. The organization has always been seen as being most focused on working with caregivers of people with Alzheimer's. However, the reality is that we have always served individuals impacted by all forms of dementia.

Not only does our new name, The Dementia Society, signal that we work with the broader dementia-wide cohort of caregivers, we aim to build on the work we've done with the Champlain Dementia Network (CDN) on projects such as "ReThink Dementia" and engage in more public education, awareness raising and advocacy.

**6. How will your public profile evolve with the new name?**

Currently we are known to be:

- Long time, trusted providers of support for persons with Alzheimer's disease (and other dementias) and their caregivers.
- Provider of services and information.
- Provider of education programs for caregivers only.
- Provider of social programs that involve caregivers and people with dementia together.
- Innovators (Guest House, First Link Program, Champlain Dementia Network).

In the coming months we want to add:

- Widely understood to encompass all forms of dementia in our work.
- Provider of *public* education as well as education specifically for caregivers.
- Provider of up to date information of interest to a wide range of stakeholders (through weekly e-bulletins, newsletters, conferences, etc.)
- Widely seen as having an enhanced public presence via media, public events etc.

**7. With a new name, will you also need to revise or create a brand promise or brand positioning statement?**

We need to clearly state our dementia-wide perspective. Simultaneously we want to assure people that we haven't really changed (nothing is being lost here).

A summary of our name change is simply this:

"We are now **The Dementia Society** reflecting our commitment to provide support to people impacted by all forms of dementia"

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**8. What do you want the public, and your audiences, to think of when they see or hear your new name?**

- “Oh... they can help me with issues on... “(full range re: dementia)
- “They used to be the Alzheimer Society and they still do all the same great work”
- “That new name makes sense”
- “They are real experts”
- “They can help me”
- “I’m proud of this great organization in my city... and will donate to them... or get involved as a volunteer... or support their annual Walk fundraiser”
- “That’s an important organization and much needed”

**9. Will you continue supporting Alzheimer Society of Canada (ASC) Research?**

We will continue to direct any designated donations for Alzheimer research to ASC

**10. What is the French translation of your new name?**

**La Société de la démence**

The French word “démence” is being used:

- at various levels of government e.g. ON Dementia Strategy/La Stratégie ontarienne en matière de démence; National Dementia Strategy/ Stratégie nationale sur la démence
- in the medical sphere
- by The Dementia Society’s government funding source (Champlain Local Health Integration Network)
- by the Champlain Dementia Network/Réseau de la démence de la région Champlain