



2025 Activities Strong virtual summer summit

Tuesday, June 24, 2025 | 11 PM - 6 PM ET / 8 AM - 3 PM PT

# Dementia freedom: The future of senior living



# 2025 Activities Strong virtual summer summit

June 24, 2025 | Session 1: 11 AM - 12 PM ET / 8 - 9 AM PT

## Embracing dementia inclusion: Breaking down barriers through person-centered care and non-pharmacological approaches



**Kirsten Jacobs**

VP, Shared Learning Initiatives  
LeadingAge



**Alisa Tagg**

Association Director  
National Association of Activity  
Professionals (NAAP)



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# EMBRACING DEMENTIA INCLUSION

Breaking Down the Barriers through Person-  
Centered Care and Non-Pharmacological  
Approaches

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# MEET YOUR SPEAKERS

**Alisa Tagg, MS ACC/EDU CADDCT CDP CDCS DCS**



**Kirsten Jacobs (she/her), MSW**



# About NAAP

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NAAP is the professional association for Activity and Life Enrichment Professionals working in senior living. Together with NCCAP we are committed to elevating the quality of care and the professionalism of Activity Professionals. Our partnership paves the way for a consistent and unified approach to the advancement, education, and training of Activity Professionals nationwide.



# About Us

LeadingAge is a community of nonprofit aging services providers and other mission-driven organizations serving older adults.



## MISSION

**The Trusted Voice For Aging.**

## VISION

**An America That Values Older Adults And Those Who Serve Them.**





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# SESSION OBJECTIVES

1. Describe the principles of dementia inclusion and person-centered care.
  2. Identify key non-pharmacological strategies to support individuals with dementia.
  3. Apply inclusive communication and education techniques to better connect with people living with dementia.
  4. Reflect on how to promote dignity, autonomy, and joy in senior living.
-



***How does it feel to  
be excluded?***

***How does it feel to  
be included?***





**Dementia is...**



WHAT DOES DEMENTIA INCLUSION MEAN TO YOU?

# A bit of background....





Memory Care & Assisted Living\*



*Life is a Little Easier Here™*

***There's not  
one right  
way...***



# What can we learn from \_\_\_\_\_?

- Special Education → **Inclusion**
- Institutionalization → **Deinstitutionalization**
- Restraints → **“Untie the Elderly”**

# Dementia Inclusion as a Continuum

Locked and  
separate  
memory/dementia  
care



Fully integrated; no  
separate memory  
care; no locked  
doors

Blurring the  
lines between  
levels of  
care/living

Integrated  
daily life-  
activities/me  
als

Reducing  
stigma  
through  
education

Unlocking  
Doors; unlocking  
doors between  
neighborhoods

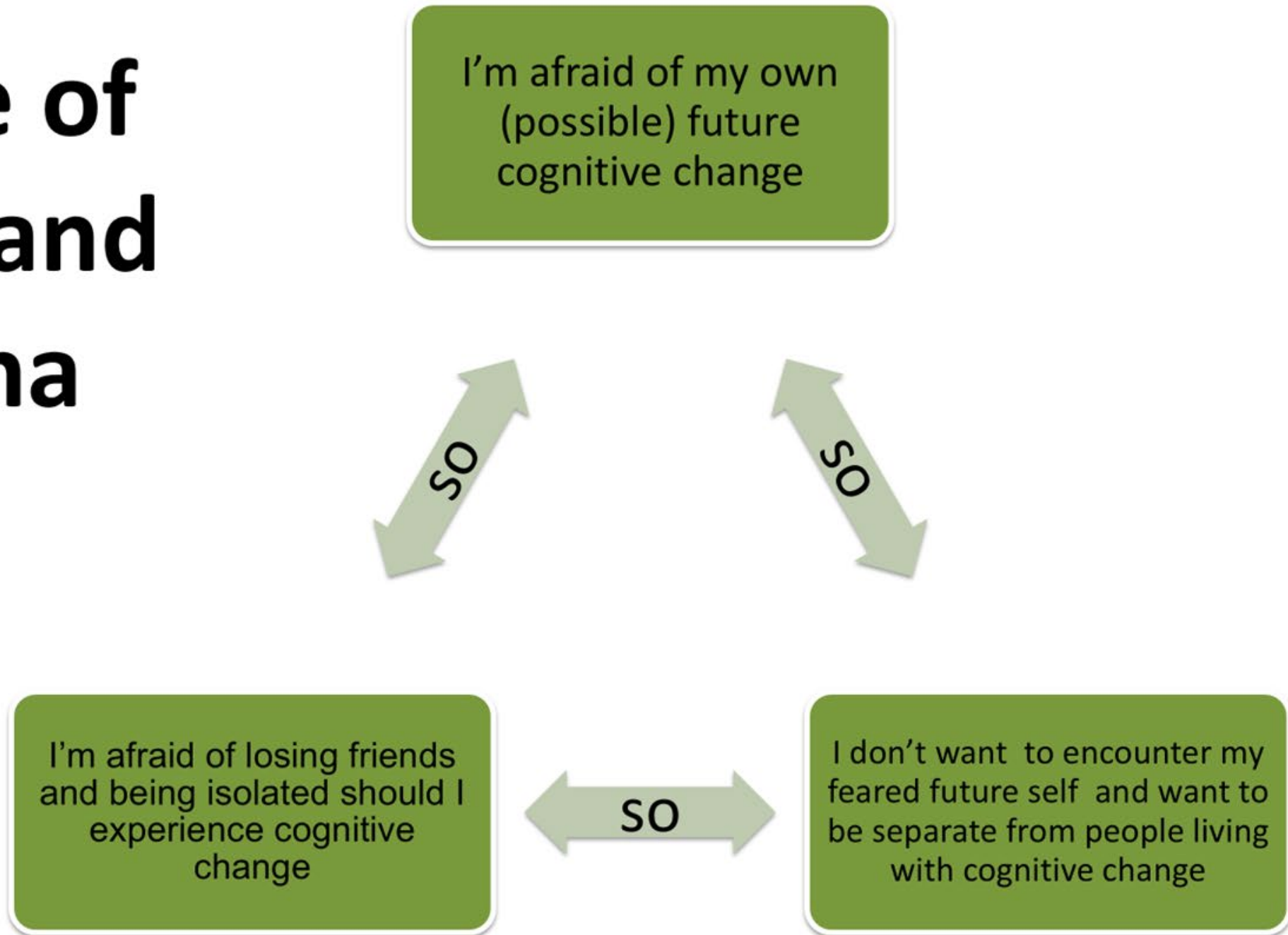
Fully integrated; no  
separate memory  
care; with locked  
doors



# Five Arguments (Carson, Power & Sprigg)

- The civil rights/human rights argument
- Locked doors are primary cause of distress
- The fallacy of homogeneity
- The (lack of) evidence on “segregated memory care”
- The demographic argument

# Cycle of fear and stigma



# Pathways (Carson, Power & Sprigg)

- Reframe Dementia
- Focus on Well-Being
- Embrace Complexity
- Negotiate Upside and Downside Risk
- Create Inclusive Environments
- Leverage Technology, Respectfully



“I don’t agree with segregation, but I think we might have to take a few steps before it’s out of the way....segregation and community don’t go together.”

—Mary Beth Wightton

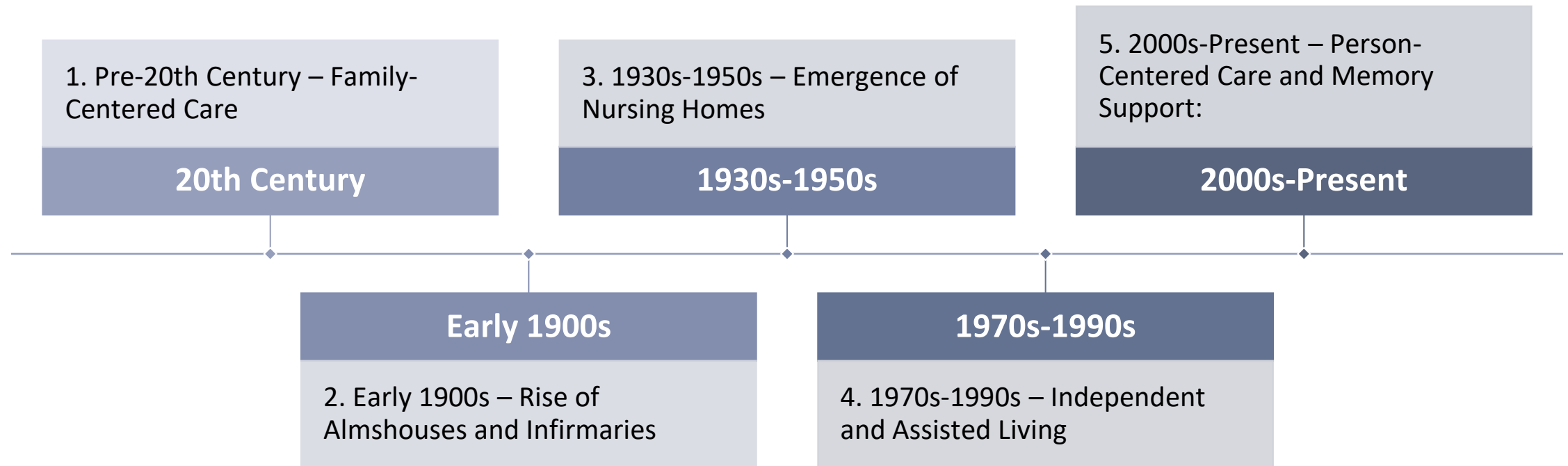




WHAT IS DEMENTIA INCLUSION?



# HISTORY OF SENIOR LIVING







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# PERSON- CENTERED CARE

Respect

Individuality

Autonomy

Life History

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# RESEARCH ON NON- PHARMACOLOGICAL INTERVENTIONS



- Music therapy improves mood and reduces agitation.



- Art therapy fosters creativity and cognitive stimulation.



- Exercise supports mobility and reduces depression.



- Social connection slows cognitive decline.

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# COMMUNICATION



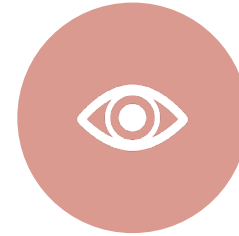
PATIENCE



EMPATHY



CLEAR, SIMPLE  
LANGUAGE



MAINTAIN EYE  
CONTACT



ASK ONE  
QUESTION AT A  
TIME

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# EDUCATION

Understanding  
Dementia

Caregiver  
Support

Professional  
Training

Evidenced-Based  
Practices

Reduces Stigma

Empowered  
Decision-  
Making

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# CONNECTION

Shared Activities

Creating a Story

Memory Cafes

Dementia-Friendly Events

Family Support



WHAT IS ONE ACTION YOU'LL TAKE MOVING FORWARD?

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# To Learn more:

## Books:

- Dementia Beyond Disease, by Al Power, M.D.
- Dignity and Dementia: Carpe Diem by Mary Beth Wighton
- Happily Ever Older by Moria Welsch
- The Housemates: Everything One Young Student Learnt about Love, Care and Dementia from Living in a Nursing Home by Teun Toebe

Podcast: [Elevate Eldercare Integrated Memory Care as a Civil Right](#)

Article: [Why Do We Segregate People Living with Dementia?](#)

Article: [Person-centered care: What is it and how do we get there?](#)

[LeadingAge Learning Hub, check out upcoming shared learning series: Embracing Dementia Inclusion!](#)

[National Association of Activity Professionals \(NAAP\) visit the NAAP Hubs](#)

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Write  
or  
call

***Alisa Tagg, MS ACC/EDU  
CADDCT CDP CDCS DCS  
alisa@naap.info  
913-748-7288 ext. 2***

***Kirsten Jacobs (she/her), MSW  
kjacobs@leadingage.org  
202-508-9459***

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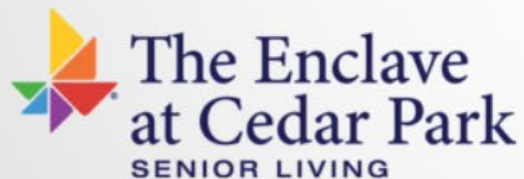
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## Revolutionizing Resident & Family Engagement

Tuesday, July 15 | 1 PM ET/12 PM CT

— Featuring —



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Pine Haven Christian  
Communities



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# It starts with sleep: Unlocking better days through restorative nights



**AJ Cipperly**  
VP of Memory Care  
The Arbor Company



**Steve Lindsey**  
CEO  
Garden Spot Communities



**Jeff McSpadden**  
Co-founder and CEO  
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# Innovative non-pharmacological interventions for dementia care



**Joanna LaFleur**

CEO/Founder

Memory Lane Foundation



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# Dementia freedom: The future of senior living



# 2025 Activities Strong virtual summer summit

June 24, 2025 | Session 2: 12 - 1 PM ET / 9 - 10 AM PT

## C-level leadership & the journey to dementia inclusion



**Pat Sprigg**  
Retired CEO  
Carol Woods  
Retirement Community



**Lori Alford**  
COO/Co-founder  
Avanti Senior Living



**Sevy Petras**  
CEO/Co-founder  
Priority Life Care



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Break

## 2025 Activities Strong virtual summer summit

June 24, 2025 | Break 1: 1 - 1:30 PM ET / 10 - 10:30 AM PT

# Dementia Engagement Education & Research (DEER) Program



**Jennifer Carson**

Clinical Associate Professor &  
Director, Dementia Engagement  
Education & Research Program  
University of Nevada, Reno



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## 2025 Activities Strong virtual summer summit

June 24, 2025 | Session 3: 1:30 – 2:30 PM ET / 10:30 – 11:30 AM PT

# The right to be free: Dementia, due process, and protection from unjust placement



**Jennifer Carson**

Clinical Associate Professor &  
Director, Dementia Engagement  
Education & Research Program  
University of Nevada, Reno



**Kelly Bagby**

VP, Litigation (Housing,  
Health & Human Services)  
AARP Foundation



**Tony Chicotel**

Senior Staff Attorney  
California Advocates for  
Nursing Home Reform  
(CANHR)



**Lori Smetanka**

Executive Director  
The National Consumer Voice  
for Quality Long-Term Care

# Dementia Freedom (not so much) Illustrated

# **Your Right to Leave**

A Guide to the Rights of Long Term Care  
Consumers to Be Free From Forced Placement



California Advocates for Nursing Home Reform 1803 6<sup>th</sup> Street, Berkeley, CA 94710

(800) 474-1116 (Consumers only) • (415) 974-5171 • [www.canhr.org](http://www.canhr.org)

© 2015 California Advocates for Nursing Home Reform. All Rights Reserved











DIAL 925-676-3410 FOR ASSISTANCE









PUSH UNTIL ALARM SOUNDS  
DOOR CAN BE OPENED IN 30 SECONDS



# Nursing Home Fined \$5,650 per Day

<https://www.hhs.gov/sites/default/files/static/dab/decisions/alj-decisions/2015/cr3772.pdf>

The resident was moved to the locked unit of Petitioner's facility upon her return on January 22, 2014. From that date and thereafter, the resident was confined behind a locked door that denied her egress from the wing on which she was confined and from the facility itself. Petitioner not only confined Resident # 4, it restricted her access to members of her immediate family and to other individuals, including an attorney who sought to provide her with legal counsel. Many of these restrictions predated the resident's confinement. In November and December of 2013 members of Petitioner's staff confronted an attorney with whom Resident # 4 was consulting and ordered him to leave Petitioner's premises CMS Ex. 67 at 2–3, 38–39. After being confined Resident # 4 complained that she wanted to speak with an attorney but that Petitioner would not allow her to. *Id.* at 9. Beginning in at least 2012 Petitioner's staff restricted one of the resident's daughters from visiting the resident. CMS Ex. 9 at 17, 23, 115.

When interviewed, Resident # 4 expressed a desire to leave the facility and complained about the restrictions on her freedom of movement. CMS Ex. 67 at 40. The resident's desire to leave was known to Petitioner's staff. *Id.* at 13.



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June 24, 2025 | Session 4: 2:30 - 3:30 PM ET / 11:30 AM - 12:30 PM PT

## Speaking for ourselves: People living with dementia weigh in on dementia care



**Brenda Roberts**  
Executive Director  
The National Council of  
Dementia Minds



**Joanna Fix**  
The National Council of  
Dementia Minds



**Carl Ladd**  
The National Council  
of Dementia Minds



**Kelli Miller**  
The National Council  
of Dementia Minds



**Theresa Montgomery**  
The National Council of  
Dementia Minds



**Bob Stahl**  
The National Council of  
Dementia Minds





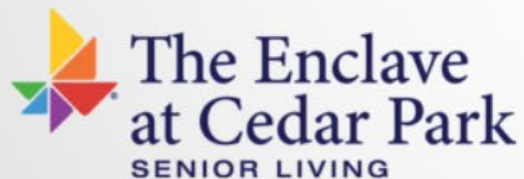
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# 2025 Activities Strong virtual summer summit

June 24, 2025 | Session 5: 4 - 5 PM ET / 1 - 2 PM PT

## Building dementia-inclusive senior living communities



**Al Power**

Schlegel Chair in Aging &  
Dementia Innovation  
Schlegel-UW Research Institute  
for Aging



**Constance Brasher**

Corporate Director of Life  
Enrichment & Memory Care  
Franciscan Ministries



**Cole Smith**

Corporate Director of Care  
& Cognitive Wellness  
Brightview Senior Living



**Jen Wilson**

Vice President of Well-Being  
Carol Woods Retirement  
Community



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# Dementia freedom: The future of senior living



2025 Activities Strong virtual summer summit

June 24, 2025 | Session 6: 5 - 6 PM ET / 2 - 3 PM PT

# AI in senior living: Transforming care, preserving dignity, and preparing for the future



**Laura Hastings**  
Director of Clinical Success  
SafelyYou



**Melissa Dillon**  
Vice President of Memory Care  
Senior Resource Group



**Paige Mantel**  
Chief Marketing Officer  
LifeLoop

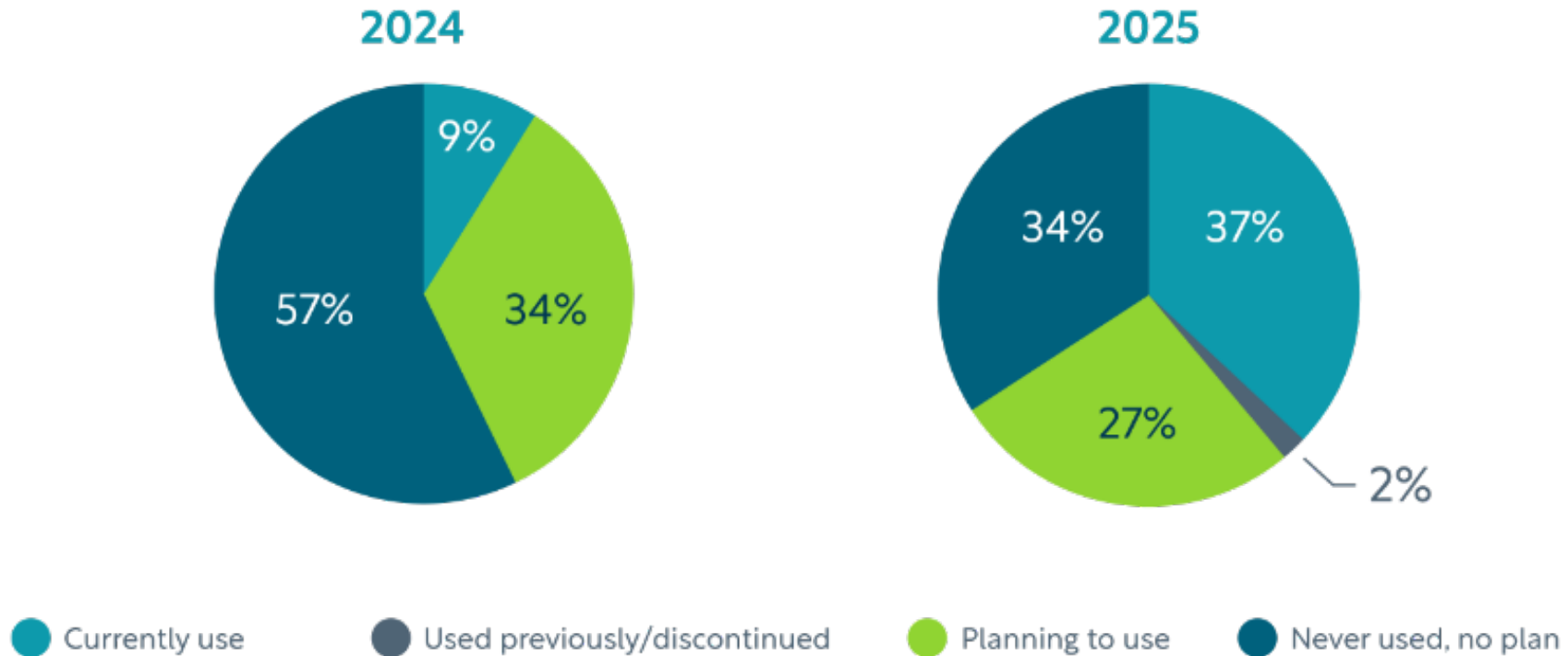


**Lauren Renehan**  
Executive Director  
Willow Valley Communities  
Charitable Foundation

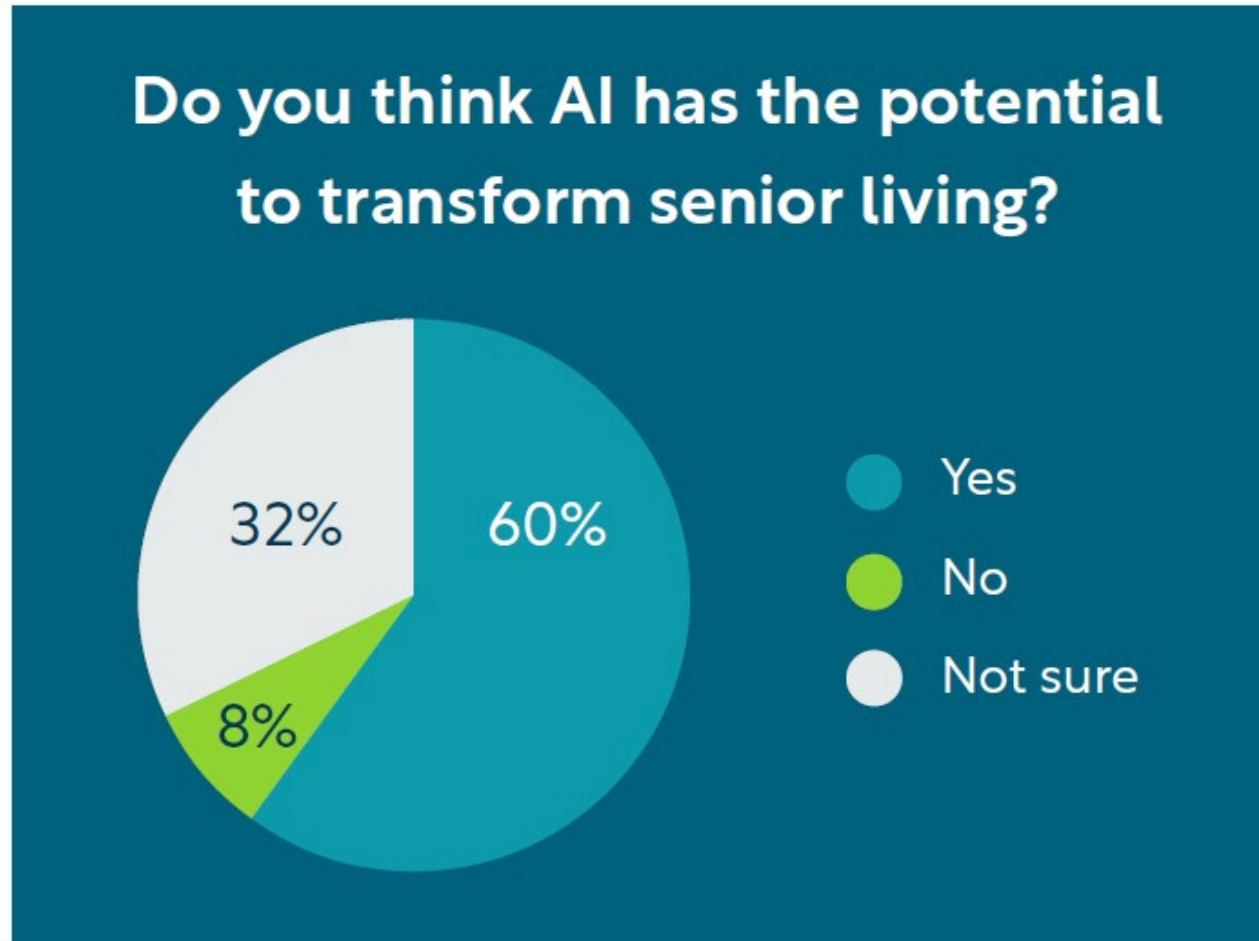


# AI adoption: *4x increase in the last year*

Does your organization currently use any solutions that incorporate AI?



# AI's potential impact in senior living

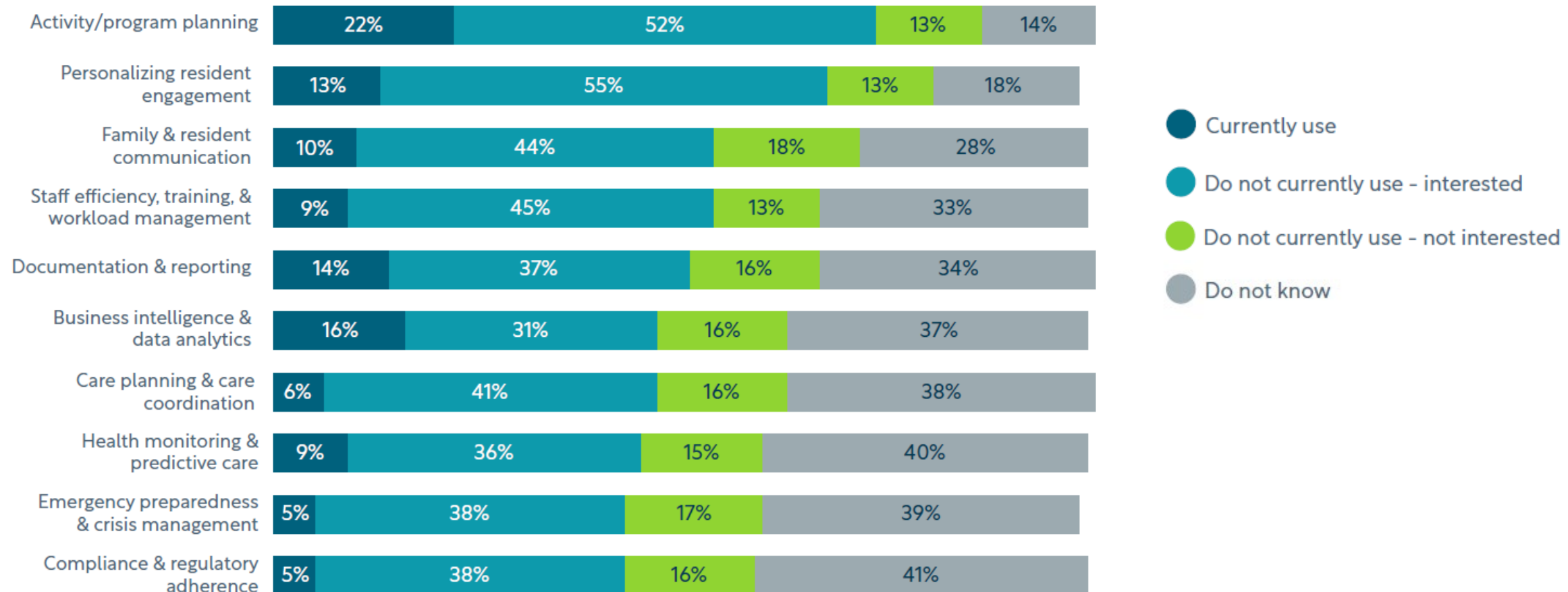


What is one word that best describes your feelings about AI?



# The most common areas of AI adoption align with key industry priorities

Describe your organization's adoption/interest of AI-aided technology in the following areas





# 2025 state of AI in senior living

This 2025 report explores the current and future state of AI adoption in senior living, with insights into how senior living leaders are thinking about AI, where adoption is gaining traction, and what the future holds for the industry.

What's inside:

- Insights into how senior living leaders perceive AI
- Key areas where AI can make an impact across communities
- Current adoption trends and areas for opportunity
- How AI can save staff time, enhance resident personalization, and drive operational efficiency



**Download your free copy today!**





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