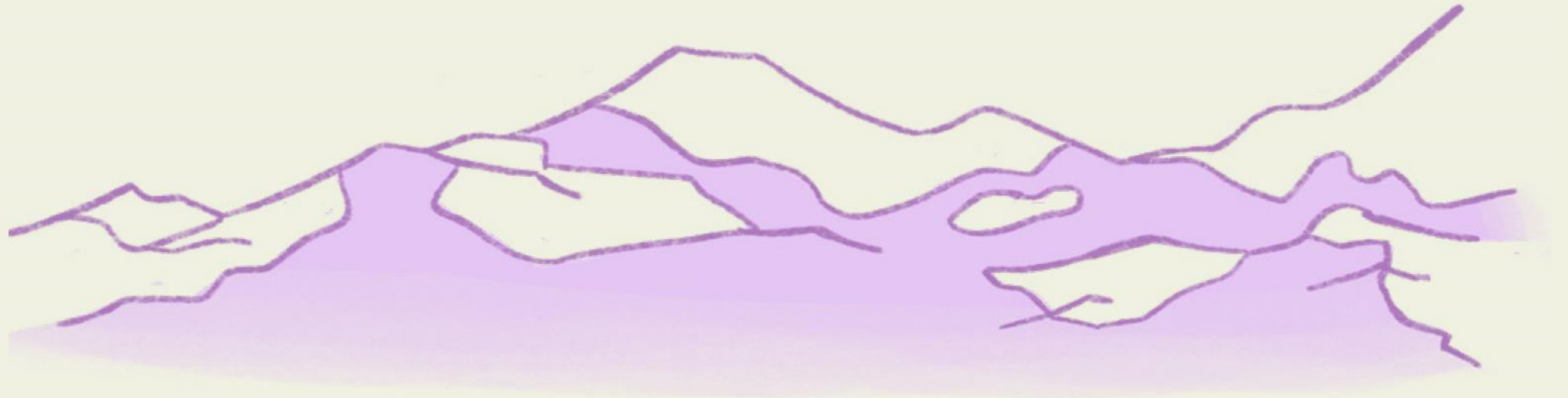


The University of
Victoria
PRESENTS

WORKING TOGETHER: CREATING A DEMENTIA- FRIENDLY COMMUNITY IN THE COMOX VALLEY

KT CAMPAIGN 2026





OBJECTIVE

To continue raising awareness and educating residents and businesses in the Comox area on how to support people living with dementia, helping them remain independent and feel a sense of belonging. This will be achieved through a KT installation in one block of downtown Comox Valley, where visitors can walk through the space, engage with the installation, and learn practical ways to create a more dementia friendly community.

The campaign will run for ONE MONTH.



TARGET AUDIENCE

PRIMARY

Community members, businesses owners

SECONDARY

Caregivers, people living with dementia

TERTIARY

General Public





KT
AWARENESS CAMPAIGN



STORYTELLING

STRATEGY & KEY MESSAGES



BENCHES = Understanding the problem
WHY IT MATTERS

POLES = Invitation
WHAT CAN YOU DO

WINDOW DECALS = Education
HOW TO INTERACT SUPPORTIVELY

POSTERS = Commitment
THIS IS A SAFE AND WELCOMING
SPACE

THE STREET

A block of 5th Street



THE BENCHES

Real
Bench



BENCH MESSAGES



- 1** More than 400 Canadians develop dementia every day. (ASC)
Most want to remain part of their community
- 2** 1 in 4 families are affected by dementia. (ASI)
Small community actions make a big difference

THE FLAG POLES



Action Message

CONNECT
before
you
Correct

Creating a
Dementia
Friendly
community

Campaign
Anchor

FLAG POLES MESSAGES



- 1 CONNECT before you correct, Creating a Dementia-Friendly Community
- 2 VALIDATE what someone has to say, Creating a Dementia-Friendly Community
- 3
- 4 ASK one question at a time, Creating a Dementia-Friendly Community
- 5 AVOID making assumptions, Creating a Dementia-Friendly Community
- 6 SUGGEST and simplify options, Creating a Dementia-Friendly Community
- COMMUNICATE patiently, Creating a Dementia-Friendly Community

THE WINDOW DECALS

MYTH: Dementia is the same for everyone

REALITY: Dementia affects different people in different ways, and someone's symptoms might even change throughout the day. It's important not to make assumptions about a person's capabilities.



OPEN

14

WINDOW DECALS MESSAGES



Myth: If a person is diagnosed with dementia, it means their life is over and they can't engage in their usual activities.

Reality: Most people diagnosed with dementia live meaningfully and actively for many years, including continuing to live in their community. There are many opportunities for people living with dementia to contribute to their communities.

Myth: Dementia is the same for everyone

Reality: Dementia affects different people in different ways, and someone's symptoms might even change throughout the day. It's important not to make assumptions about a person's capabilities.

WINDOW DECALS MESSAGES



Myth: Only people in the medical fields work with people living with dementia, and I won't be able to help someone in my workplace.

Reality: People living with dementia are part of our community and may enter your workplace or shared public spaces. You may or may not know if someone has dementia, but awareness goes a long way. You may notice that someone is having challenges understanding what is going on, struggling with answers to questions or seems confused.

Myth: You can always tell when someone is living with dementia

Reality: People living with dementia look the same as everyone else. They are not always accompanied by a caregiver, and can often do things independently. While people over the age of 65 are most likely to get dementia, it can affect younger people too. When this happens, it's known as young onset dementia.

IMPACT



ESTIMATED EXPOSURE

About **22,000** vehicle impressions per day

About **950** cyclist impressions per day

About **650** pedestrians impressions per day

OTHER WAYS

- QR codes
- Surveys



THE VIDEO

2-3 minutes



TIMELINE



KT INSTALLATION

Installation: 1 Day

Running Time: 1 Month

Taking down: 1 Day



VIDEO PRODUCTION

Production: 1 Day



THANK
YOU!

