

## Welcome to AGE!

Thank you for taking the time to get to know us. This media kit tells our story, but first a little introduction. AGE Inc. is a national not-for-profit social enterprise and a leader in dementia education products and services, with profits reinvested to further our social mission.

Our main product is **Gentle Persuasive Approaches (GPA®) in Dementia Care**, a cross-sector multidisciplinary dementia education curriculum designed for everyone who works with older adults.

## The Context

By 2030, 75.6 million people around the world will live with dementia, almost 1 million of them here in Canada. The annual economic burden in Canada now exceeds \$15 billion. By 2038, it is projected to increase more than tenfold. While the impact will be felt across society, healthcare organizations and their staff who care for older adults will be impacted the most. As employers, we know you are challenged to find innovative solutions — ones that enhance dementia care while also safeguarding dementia care staff.

## The Current Situation

Every day in Canada, point-of-care providers interacting with older adults in the dementia context face situations of risk:

- Care provider distress is **5X greater** among individuals caring for seniors with moderate to severe cognitive impairments. (CIHI 2010)
- In Canada, **95%** of frontline workers experienced physical violence and **43%** reported violence on a daily basis. (Banerjee et al, 2012)
- **1 in 5 individuals** caring for persons with dementia report feelings of distress, anger or depression and an inability to continue care. (Alzheimer Society of Canada, 2012)

## About our main product: Gentle Persuasive Approaches (GPA) in Dementia Care

GPA has equipped more than 400,000 Canadian care providers with the skills, knowledge and confidence to apply a practical, gentle and respectful person-centred approach when interacting with older adults with dementia. Our extensive evaluations of GPA — done with organizations who have implemented the program — are resoundingly positive (we've included the research, but there is lots more information, including [testimonials to GPA](#), on our website at [www.ageinc.ca](http://www.ageinc.ca)). GPA also helps organizations meet legislative and accreditation requirements for protecting their workforce. It is critical element in a comprehensive Workplace Violence Prevention program for all organizations that care for older adults. **Don't hesitate to contact us if you need more information, we'd love to hear from you.**

Yours sincerely,



April Morganti, AGE Executive Director, MPA, Hons BA, Dip Adult Ed, GPA Certified Coach