



Dementia Friendly Bloomington-Normal Toolkit Guide for Surveys

Dementia Friendly America's mission is to increase dementia awareness, reduce stigma, and provide quality dementia-friendly resources, education and support that fosters the creation of communities where people living with dementia and their care partners can live, engage and thrive in the community with other.

The Dementia Friendly Bloomington-Normal Toolkit Guide developed by ECIAAA and the U of I Extension-McLean County is designed to empower individuals and organizations in the twin cities of Bloomington-Normal to promote feedback from all sectors of the Bloomington-Normal communities including:

- Airports
- Arts, Culture & Entertainment Venues
- Banks and Financial Services
- Businesses (including restaurants, retail)
- Community & Recreation Centers
- Community Members (including persons with dementia and their care partners)
- Health Care & Hospitals (including dental, eyes, hearing, etc.)
- Faith Communities
- First Responders (including police, fire, EMTs)
- Legal & Advanced Planning
- Libraries
- Local Government
- Neighborhoods
- Pharmacies
- Salons, Barbers & Wellness Services

By providing resources, creative assets, and direction, our toolkit helps facilitate effective outreach and engagement within the twin cities with the goal of gaining knowledge of community needs. An awareness campaign can significantly enhance visibility, foster advocacy, and drive meaningful conversations, ultimately leading to improved support and services for people living with dementia and their care partners.

Timeline

April 13-24, 2026 – Develop Toolkit to Release Survey (Sara & Kathryn)

April 20, 2026 – 1st Press Release to the Media (Sara)

April 24, 2026 – WGLT Interview with (Sara & Kathryn)

April 30, 2026 – Release Toolkit Materials to Leadership Task Force (Kathryn)

May 4, 2026 – Town of Normal City Council Meeting, 7:00 p.m. (Sara, Kathryn, others from team)

May 11, 2026 – City of Bloomington City Council Meeting, 6:00 p.m. (Kathryn, others from team)

May 13, 2026 – 2nd Press Release to the Media (Sara)

May 14, 2026 – McLean County Board Meeting, 5:30 p.m. (Sara, Kathryn, others from team)

June 15, 2026 – Deadline for Collected Surveys

What is Included and How to Use It

- Creative materials including postcards to hand out with QR code and link to survey.
- Images that can be utilized for social media with a message.
- Sample introductory letter for emails to community members.

Postcards

[Front of Postcard](#)

[Back of Postcard](#)

QR Code and Weblink



go.illinois.edu/DementiaFriendlyBN

Graphics for Social Media

[Graphic 1](#)

[Graphic 2](#)

[Graphic 3](#)

Text for Social Media

[Text](#)

Introductory Letter Sample for Emails

[Letter Sample](#)

Survey in Paper Form

[Paper Survey](#)

Note: Multiple surveys can be submitted from one computer. For paper surveys, you may enter them yourself or arrange for collection by contacting Kathryn Johnson at kjohnson@eciaaaa.org or (309) 829-2065 x 1223.

Survey Distribution

Below is the survey distribution list discussed during our 4-13-26 leadership task force meeting. If you were not there, we would welcome your ideas for more distribution spots across Bloomington-Normal. For those who already volunteered, notify Sara or Kathryn any updates on the progress of distributing surveys. For all the leadership task force members, please keep Sara or Kathryn updated on any additional places where you distribute the survey.

Leadership Team Member	Survey Distribution
Angie	Be Content at Home – postcards Social Media (Facebook, etc.) – Any Leadership Team Member State Farm YMCA
Annette	Be Content at Home – postcards (100 bags, CCSI table) Illinois State University Senior Service Council of McLean County Social Media (Facebook, etc.) – Any Leadership Team Member
Bailey	Catholic Spirit Radio Chamber of Commerce (Bailey or Darla) Healthy Cells News 25 Normalite Newspaper Social Media (Facebook, etc.) – Any Leadership Team Member WGLT & WJBC
Darla	Chamber of Commerce (Bailey or Darla) Faith In Action Churches (Darla) Free & Cheap Things to do in B/N Neighborhood Magazine Senior Care Network Social Media (Facebook, etc.) – Any Leadership Team Member
Kathryn	Bloomington Library Bloomington-Normal Park Districts College of Nursing – Elizabeth Kosuth Golden K News Happening in Bloomington/Normal Social Media (Facebook, etc.) – Any Leadership Team Member
Laura	Normal Public Library Social Media (Facebook, etc.) – Any Leadership Team Member
Sammi	ARC Electronic Newsletter Social Media (Facebook, etc.) – Any Leadership Team Member
Sara	Farm Bureau HCE Pantagraph – Healthy Families Social Media (Facebook, etc.) – Any Leadership Team Member