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1001 17th St. • Suite 700 • Denver, CO 80202

main: 303-455-1000 • fax: 303-480-6790 • email: drcog@drcog.org • web: drcog.org

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CONTACT:

Steve Erickson
Denver Regional Council of Governments
Director, Communications & Marketing
Office: 303-480-6716
Email: SErickson@drcog.org

DRCOG HONORS ALZHEIMER'S ASSOCIATION FOR INNOVATIVE PROJECT

May 7, 2019 (DENVER) – Alzheimer's Association received a 2019 Metro Vision Award from the Denver Regional Council of Governments (DRCOG) at its annual awards celebration May 3 at the Hyatt Regency at Colorado Convention Center.

Alzheimer's and other forms of dementia are challenging both for those affected as well as for caregivers, family and friends. The challenges are even more pronounced for people who may have language and cultural barriers. The Alzheimer's Association conducted research including surveys and community conversations in five predominately Latino communities, and found that factors beyond language barriers, such as lack of insurance coverage, limited access to resources and information, and even a stigma of mental illness all contribute to community members' ability to access needed care and services.

In response they developed a program known as the Promotores Project, partnering with seven trusted community organizations already serving Latino communities to help raise awareness, improve education and promote access to needed services. Promotores which means "promoters", receive training, resources and continuing education, to support the program's goal of increasing the number of people who use and benefit from a broad suite of healthcare and community services.

"Anyone who's navigated the healthcare system knows how difficult it can be, and this project, which helps those that may need it the most is a perfect example of what makes this region special" said Douglas Rex, executive director for DRCOG.

The region's plan for growth and development, Metro Vision, calls for healthy, inclusive, livable communities with expanded connections to healthcare. The innovative Promotores Project can serve as a model for others to follow as we move towards making life better in our region.

(more)

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DRCOG's Metro Vision Award program recognizes exemplary projects, plans and initiatives that significantly improve the quality of life in the Denver region and its communities. The regional council has been honoring outstanding achievements for more than 30 years.

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The Denver Regional Council of Governments is a planning organization where local governments collaborate to establish guidelines, set policy and allocate funding in the areas of transportation and personal mobility; growth and development; and aging and disability resources.