



Of Rock County
1900 Center Avenue, Janesville, WI 53546
608-741-3615

FOR IMMEDIATE RELEASE

Contact: Cori Marsh, Dementia Care Specialist, ADRC of Rock County 608.741.3615 or marsh@co.rock.wi.us

BELOIT TRANSIT BECOMES A DEMENTIA FRIENDLY TRANSIT SYSTEM

The Beloit Transit System in conjunction with the Dementia Friendly Initiatives of Rock County completed the criteria to earn the designation of being dementia friendly, becoming only the second transit company to do so in the state. These efforts will be rewarded by giving the Dementia Friendly Designation to Beloit Transit System and awarding the purple “We Are Dementia Friendly” designation decals. A celebration of this accomplishment will take place from 10:00-10:30 AM on March 30th at the Beloit Transit Transfer Facility located at 225 Shirland Ave, Beloit, WI. All are welcome to join us to congratulate Beloit Transit System

What this means is the Beloit Transit System (BTS) has committed to providing support to those with dementia by learning more about recognizing the disease, communicating with those who may have dementia and being able to direct anyone with questions to community resources.

Michelle Gavin, Director of Transit for the City of Beloit states “BTS is committed to providing safe and inclusive public transit. Partnering with the Dementia Friendly Initiatives of Rock County to provide this training gives our staff additional awareness to assist with recognizing and assisting passengers with dementia. We continuously strive to make our service safer for those that depend on our service, and to provide the most accessible environment for all individuals, regardless of ability.”

Cori Marsh, Dementia Care Specialist of Rock County says, “People with dementia want to maintain their social networks so they continue to have a feeling of belonging, access local facilities and do the things they have always done while finding their way around safely. Becoming dementia friendly enables us to support these wishes for those impacted by dementia.” She went on to say, “It is fantastic that Beloit Transit System has committed to this important endeavor, they will join 18 other businesses/agencies from across the county that has gained the dementia friendly designation.”

Ms. Marsh currently coordinates the Dementia Friendly Initiatives of Rock County committee. “Members of the group include those impacted by dementia and their care partners, community members in general, businesses and healthcare agencies that have come together and discuss how ‘dementia friendly’ could look in Rock County and make a plan to implement those strategies,” says Marsh. She goes on to say, “we are always looking to expand our group, or hear from others that have any thoughts or ideas.” There are 18 people from Rock County that have completed the Train the Trainer program and are ready to go in to local businesses and organizations and provide this free training. Contact Cori Marsh at 608-741-3615 for more information or schedule a free training.

For more information please contact Cori Marsh at 608-741-3615 or marsh@co.rock.wi.us or visit us at www.co.rock.wi.us/adrc. ###