

## Committee of the Whole (1) Report

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**DATE:** Monday, July 13, 2020

**WARD(S):** ALL

**TITLE: PROCLAMATION REQUEST  
WORLD ALZHEIMER'S DAY**

**FROM:**

Wendy Law, Deputy City Manager, Administrative Services and City Solicitor

**ACTION:** DECISION

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**Purpose**

To seek Council approval to proclaim September 21, 2020 as World Alzheimer's Day and that the Corporate and Strategic Communications department be directed to promote this proclamation through the corporate channels.

**Report Highlights**

- Respond to the request received from the Alzheimer Society of York Region (AS York).
- Proclamation requested for September 21, 2020.

**Recommendations**

1. That September 21, 2020 be proclaimed as "World Alzheimer's Day"; and,
2. That the proclamation be posted on the City's website and the Corporate and Strategic Communications department be directed to promote this proclamation through the corporate channels.

**Background**

AS York has been helping people impacted by Alzheimer's Disease and other dementias (ADOD) since 1985. It offers public education, support groups, social workers and dementia-specific programs for people diagnosed with the disease.

By proclaiming this day, AS York hopes that it will highlight the importance of talking about ADOD. The organization believes that opening up dialogue about the disease can show that people are more than their diagnosis, and with the right support, they can be contributing members of the community for a long time.

Council has previously granted a similar request.

### **Previous Reports/Authority**

[Committee of the Whole \(September 17, 2019\) - Dementia Friendly Day](#)

### **Analysis and Options**

The proclamation request meets the requirements of the City's Proclamation Policy, as follows:

- 2.1. For the purposes of section 2, a proclamation may be issued for:
  - 2.1.1. Public awareness campaigns

### **Financial Impact**

Not applicable.

### **Broader Regional Impacts/Considerations**

AS York provides support and education to those with the disease across the Regional Municipality of York.

### **Conclusion**

Staff is recommending that September 21, 2020 be proclaimed as World Alzheimer's Day, that the proclamation be posted on the City's website and that the Corporate and Strategic Communications department be directed to promote this proclamation through the corporate channels.

**For more information**, please contact: Todd Coles, City Clerk, ext. 8281

### **Attachment**

1. Correspondence from the Communications and Fund Development Coordinator, AS York, received on July 2, 2020

### **Prepared by**

Julia Bartolomeo, Supervisor, City Clerk's Administrative Services, ext. 8280