



ODJJ
Our Dementia
Journey Journal

WWW.ODJJ.CA

ODJJ Implementation Guide

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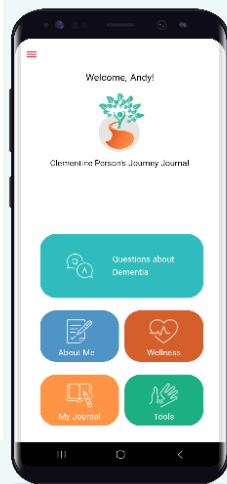
*Share more.
Care together.
Stay connected.*

PART 1: OUR DEMENTIA JOURNEY JOURNAL OVERVIEW

The document provides an overview of the Our Dementia Journey Journal (ODJJ) and the resources available to support promotion of the resource to your networks, communities and other users. The ODJJ is a free resource aimed at improving communication among caregivers, care providers, and people living with dementia. Available in multiple languages, including English, French, Hindi, and Punjabi, versions for the South Asian. The ODJJ can be utilized in various settings across Canada, including care homes (continuing care, long-term care, retirement), adult day programs, community groups and organizations and more.



The ODJJ offers a variety of tools:



- **Support caregivers and their well-being**
- **Learn about dementia and dementia care**
- **Provide person-centered care**
- **Access to dementia care resources**
- **Access dementia care resources tailored to specific communities (First Nations, and Punjabi, French and Hindi speaking communities)**
- **Open up conversations to help de-stigmatize dementia**



PART 2: WHAT'S IN THE ODJJ?

The ODJJ contains a series of activities for everyone involved in the circle of care to participate in. It is a dynamic, interactive tool that can be used creatively to meet the circle of care's unique needs along the dementia journey. In the journal, there are 5 main features to:

- Ask questions
- Share personal information
- Track their well-being
- Reflect on their journey
- Access helpful resources

The ODJJ exists as a paper-based tool and an app available on any mobile phone and tablet. You are welcome to implement one or both formats of the ODJJ with your community.

The Paper Tool

- **The paper version of the ODJJ is available for download on our website. We recommend printing off the resource and keeping it in either a duo-tang or a binder**
- **Additional copies of the ODJJ activities can be downloaded from the ODJJ website (www.odjj.ca) or photocopied**

The App

- **The ODJJ app is available for download on the [Google Play](#) and [App Store](#)**
- **When downloading the app, this guide may be helpful for setting up accounts**



PART 3: RESOURCES

This section provides a curated set of tools, educational materials, and other resources to promote the ODJJ to communities, networks or users. These resources are all available on our website (www.odjj.ca) and are tailored to meet the diverse needs of promoters, whether they are family/friend caregivers, care providers, or community organizations/groups.

Learn about the ODJJ

Implementation Guide

What it is

The implementation guide for ‘Spreading the Word: ODJJ Promotional Resources’ provides detailed descriptions of each resource material, the purpose of it and how to use it. This guide be used to introduce and support promotion of the Our Dementia Journey Journal (ODJJ).

Project Summary

What it is

The Project Summary is a brief, one-page document of the Our Dementia Journey Journal (ODJJ) background. It highlights the who, what, where, when, and how through offering insight into how it was co-designed with caregivers, care providers and community organizations; including the sites it was piloted and brief overview of key features, key messages & testimonials.

Purpose

The purpose of this resource is to introduce and promote the ODJJ to your networks, other organizations, and the broader community. This resource provides a credible description of the project by briefly describing the background research (evaluation of trials & outcomes). It can be shared in presentations, outreach materials and newsletters.



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How to use

- Introduction of the ODJJ to frontline staff (nurses, PSW's etc.,)
- This resource can be included in onboarding packages or staff training materials for background context
- Internal bulletin boards to increase awareness of ODJJ, along with the show the credibility of the tool and co-designed background
- To support leadership, community champions, and promotion to staff, partners, funders
- Internal buy-in through presenting the summary to leadership or staff and the alignment with person-centered care that the ODJJ brings
- Distribute at local health & wellness workshops, information sessions, conferences Support community members to introduce and spread the word of the ODJJ within their networks.
- Integrate into email campaigns, newsletters or website
- Discuss in team meetings to explore the ways the ODJJ can support care planning and communication

[Link or QR code to resource package 2 & 3 of the ODJJ website](#)

What it is

A direct link or scannable QR code with a blurb to connect users to specific ODJJ resource packages most relevant to their role (e.g., caregiver, care provider, community organization). For example, if the organization has a large audience base of caregivers or care providers, then the link will engage and direct them to 'Caregiver and Care Provider Support Tools'

Purpose

The purpose of this resource is to provide easy access for users to receive the full set of tools that best supports their needs. It ensures that every audience is guided to the right entry point based on their relationship to dementia care.



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How to use

- Health Organizations or Long-Term Care Homes: promote the resource page and its tools for 'Supporting Organizations & Groups to introduce ODJJ'
- Users who care for people living with dementia: promote the resource page and its tools for 'Caregiver and Care Provider Support Tools'

[Learn About the ODJJ Features \(PDF & Video\)](#)

What it is

This is a summarized slide deck that highlights the key features and functions of the Our Dementia Journey Journal (ODJJ). It is available as both a downloadable PDF and a video walkthrough. This resource provides a quick and engaging overview of how the key features in the ODJJ work—a great tool to provide a quick introduction of what the content of the ODJJ offers.

Purpose

This resource supports users to understand the core functions of the app or paper-based tool, including how to:

- Record and share updates
- Monitor wellness over time
- Reflect and journal
- Access trusted dementia care resources, along with users being able to add their own resources



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How to use (for caregivers)

- Use for onboarding and explanation of how the tool can be implemented into care routines
- Share during internal presentations, stakeholder engagement or orientation packages
- The video or the PDF can be offered during workshops or information sessions
- Share digitally through newsletters or social media to increase awareness and build interest

Tip: This is a great resource tool to use in conjunction with Introduction to ODJJ, App Download Card, Tri-fold Brochure, ‘Supporting Organizations & Groups to Introduce ODJJ’ & ‘Caregiver and Care Provider Support Tools’ webpage.

Frequently Asked Questions (FAQ)

What it is

The ODJJ FAQ is a practical resource that provides answers to the most common questions users have about the Our Dementia Journey Journal—whether they are care providers, care givers, organizational leaders or community members.

Purpose

The FAQ is designed to provide quick, accessible responses to commonly asked questions. Whether it is related to using the ODJJ, supporting others in using it, or introducing it to an organization or community, this resource provides clear guidance on addressing common concerns or barriers.

How to use

- Keep easily accessible to provide answers if colleagues or users have questions. It can be included in onboarding materials or digitally shared.
- Can be provided with orientation packages to support smoother implementation
- Share on social media channels to support self-directed exploration



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Introduction to ODJJ

What it is

This introductory slide deck offers a foundational overview of the Our Dementia Journey Journal (ODJJ). This resource has been designed for presentations and training sessions, as it introduces the why, what, and how of the ODJJ. It outlines the key messages that guided the ODJJ development and use. Included in this deck is testimonials from caregivers, care providers and community partners that are aligned with the key messages.

Purpose

This resource's purpose is to support facilitating the introduction of the ODJJ to organizational leads and community members in a meaningful and engaging way. This resource will aid in the understanding and value of the ODJJ from both a practical and emotional scope.

How to use

- This resource can be used during onboarding or meetings with community members
- Presented during advisory committees, board meetings, or events to promote a supportive resource tool for dementia care.
- Shared on community forums
- Used in staff education sessions to offer a resource that supports relationship building and communication between caregivers and care providers
- Shared to promote person-centered care and culturally inclusive/relevant care

Tip: This is a great resource tool to use in conjunction with Learn About the ODJJ Features (PDF & Video), App Download Card, 'Supporting Organizations & Groups to Introduce ODJJ' & 'Caregiver and Care Provider Support Tools' webpage.



PART 3: RESOURCES

Promotional Materials

ODJJ at a Glance

What it is

This slide deck is a short, visual summary (3-4 slides) that introduces the Our Dementia Journey Journal (ODJJ) in a clear and engaging way. It covers the essentials—what the ODJJ is, who it's for, where to access it—making it quick resource tool for presentations or promotional use.

Purpose

Designed for use when time or space is limited, this tool is ideal for starting conversations about utilizing the ODJJ. It can be provided standalone or embedded into larger presentations, webinars or digital handouts.

How to use

- Use during quick orientations
- Add to broader presentations or to summarize the tools value.
- Share on social media channels, during events, informational sessions or to efficiently explain the tool and direct people to learn more

Tip: This is a great resource tool to use in conjunction with Learn About the ODJJ Features (PDF & Video), App Download Card, 'Supporting Organizations & Groups to Introduce ODJJ' & 'Caregiver and Care Provider Support Tools' webpage.



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App Download Card

What it is

An app download card is a small 5x7, easy to distribute print or digital handout to guide users on how to access the Our Dementia Journey Journal (ODJJ) app. It provides a link to the website along with clear instructions for downloading on both Apple and Android devices through scanning a QR code for instant access to the Apple app store or Google Play store.

Purpose

This card is designed to provide users during onboarding sessions, community events, training sessions, informational sessions or webinars, as It can be emailed to sites or provided in-person.

How to use

- Include in welcome kits
- Lobby brochures
- Information packages
- Provide when introducing the app during team rollouts
- Include in email follow-ups after presentations
- Outreach events
- Support group meetings



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Tri-Fold Brochure

What it is

The tri-fold brochure is a compact, visually engaging brochure to provide the Our Dementia Journey Journal (ODJJ) and the core purpose, features, key messages and testimonials. It is suitable for caregivers, care providers and community members looking to learn more about the tool in a clear and approachable format.

Purpose

This brochure acts as a quick introduction for anyone interested in the ODJJ. Useful resource to provide at events, presentations, clinics, waiting rooms or digitally.

How to use (for caregivers)

- Display in high traffic areas such as clinics, resource centers, libraries, or care homes
- Provide handouts at conferences, community events or outreach booths
- This resource can be included in resource kits, care packages, or welcome folders for new families
- It can be emailed as a PDF attachment or in newsletters

Tip: This is a great resource tool to use in conjunction with the App Download Card, or Project Summary

Newsletter

What it is

This is the Our Dementia Journey Journal Newsletter Resource, that provides a template with content that organizations, care teams, and community groups can adapt and share through their own communication channels. This newsletter provides a brief overview of ODJJ highlights and key messages.



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Purpose:

The purpose of this resource is designed to support partners and communities to spread the word about the ODJJ. It increases awareness and directs readers to learn more or check out the odjj.ca website. It is ideal for community outreach, public engagement, internal updates.

How to use (for caregivers)

- Insert into existing newsletters sent to families, caregivers', staff, and volunteers
- Distribute through partner organizations
- Print and post in staff lounges, common areas or community bulletin boards
- Email to mailing lists as standalone feature or monthly
- This can also be linked into organizations websites

Infographic: ODJJ at a Glance

What it is

The ODJJ Infographic is a visually engaging, one-page graphic to illustrate the core components and benefits of the Our Dementia Journey Journal (ODJJ) in a simple format. This is designed to be printed and/or digital use. The infographic helps audiences understand the value, features and impact of the ODJJ at a glance.

Purpose:

The purpose is to provide a high-level awareness and engagement tool to spark interest, start conversation or supplemental to presentations. This is a great resource to offer to users who prefer visual learning and do not want to read through full-length documents.



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How to use

- Used to promote the ODJJ during events, informational sessions
- Print & display in care homes, clinics, community centers, libraries or wellness fairs
- Include in presentations or a downloadable PDF on websites
- Share across social media channels or in newsletters
- Distribute during onboarding or training to explain the ODJJs purpose and features in a visual way

Tip: The infographic can be paired with the App Download Card or Tri-fold Brochure to be used as a outreach package to community organizations or care groups.

Generic Poster

What it is

The Our Dementia Journey Journal (ODJJ) Generic Poster is a print-ready awareness tool with visuals, a short description, testimonials and instructions on how to access the resource. This poster is ideal for physical display in a variety of settings.

Purpose

The posters' primary goal is to increase visibility and interest in the ODJJ among caregivers, care providers, community members and organizational staff. This resource is used to give a clear breakdown what the tool is, key messages and where to access it without needing a lengthy explanation. It can be used to promote the ODJJ or onboarding strategies.



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How to use

- Display in clinics, long-term care homes, community centers, wellness hubs
- Include in resource tables at dementia awareness events or health & wellness events, caregiver expos or training workshops
- This can be shared digitally through newsletters, PDF toolkits or online resources
- Print and pin in breakrooms, waiting areas to reach both families and frontline care providers

Social Media Content (Features)

What it is

A ready-to-use collection of social media posts that highlight the key features of the Our Dementia Journey Journal (ODJJ), such as Ask, Share, Track Well-being, Reflect, and Chat. This content can be shared as individual posts or grouped as a carousel series. Series include descriptive captions and visual mock ups of the feature. It is important to note that when posting individually, there is already awareness and former understanding of what the Our Dementia Journey Journal (ODJJ) is for audience context.

Purpose:

The purpose of this content is to build awareness and showcase each of the ODJJ features in a clear, engaging and accessible way. These posts are designed to inform potential users (caregivers, community members, and care providers) and encourage them to explore the ODJJ further through an accessing the website link.

How to use

- Can be posted and shared on various social media channels. Caption suggestions provided down below.
- Awareness campaigns
- In conjunction with educational posts
- Include a Call to Action such as “Learn more at odjj.ca”



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Suggested caption if posting as a carousel post:

“Introducing Our Dementia Journey Journal—a free, publicly available resource tool to support caregivers and care providers of people living with dementia. Check out the various features offered in the ODJJ.

Learn more and start using the ODJJ by visiting the website: odjj.ca”

Suggested captions if posting content individually:

POST TYPE	SUGGESTED CAPTION
Our Dementia Journey Journal Features	<p>Our Dementia Journey Journal (ODJJ) is a co-designed resource that supports relationship-building and information-sharing between caregivers, health and social care providers of persons living with dementia--also known as the ‘Circle of Care.’</p> <p>To learn more visit odjj.ca</p>
Ask Feature	<p>A space to record questions, preferences, and prompts. This feature in the Our Dementia Journey Journal (ODJJ) supports in guiding conversation around the person’s care goals and preferences.</p> <p>To learn more visit odjj.ca</p>
Share Feature	<p>The Share feature in the Our Dementia Journey Journal (ODJJ) is a great feature to share words, pictures and videos with the Circle of Care.</p> <p>To learn more visit odjj.ca</p>



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POST TYPE	SUGGESTED CAPTION
Track Well-being Feature	<p>In the Track Well-being feature, in the Our Dementia Journey Journal (ODJJ), the Circle of Care is easily able to access and monitor the person living with dementias symptoms, along with their own as a caregiver or care provider.</p> <p>To learn more visit odjj.ca</p>
Reflect Feature	<p>In the Reflect feature of the Our Dementia Journey Journal (ODJJ) the Circle of Care is able journal and share notes of reflections</p> <p>To learn more visit odjj.ca</p>
Resources Feature	<p>In the Resources feature of the Our Dementia Journey Journal (ODJJ), the Circle of Care can collect information sources and upload them as links, images, videos, and much more.</p> <p>To learn more visit odjj.ca</p>
Chat Feature	<p>In the Chat feature of the Our Dementia Journey Journal (ODJJ) the Circle of Care can send and receive real-time messages and updates.</p> <p>To learn more visit odjj.ca</p>



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Social Media Content (Key Messages & Testimonials)

What it is

A curated set of social media posts that pair key messages about the Our Dementia Journey Journal (ODJJ) with testimonials from caregivers, care providers, or community champions. These posts have been created to highlight the emotional impact and real-world world value of using the ODJJ.

Purpose:

The purpose of this content is to build trust, incorporate story telling and humanize the resource. This content can engage users through sharing authentic experiences from the Our Dementia Journey Journal (ODJJ) trial and pilot periods. This content reinforces credibility and strengthen outreach towards the broader community through utilizing social media platforms.

How to use

- Organizations can share these posts on their social media channels to promote the ODJJ in an emotionally engaging way.
- Awareness campaigns
- In conjunction with educational posts
- Include a Call to Action such as “Learn more at odjj.ca”

Suggested caption if posting as a carousel post:

“Real stories. Real support. Explore how caregivers and care teams are using the Our Dementia Journey Journal one feature at a time.

Want to learn more or start using Our Dementia Journal? Visit odjj.ca”



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KEY MESSAGES & FEATURES OF ODJJ	SUGGESTED CAPTION
<p>The ODJJ’s bi-weekly check-in questionnaire provides support for caregiver well-being (Mockup of bi-weekly check-in feature):</p>	<p>“Feeling overwhelmed is common for caregivers—but you don’t have to navigate it alone. One caregiver shared how the Bi-weekly check-in in the Our Dementia Journey Journal (ODJJ) helped bring ease & comfort during uncertain times.</p> <p>Visit the website at odjj.ca to learn more.”</p>
<p>The ODJJ’s Share Information Section provides tools to support learning about dementia & dementia care to provide person-centered care (Mockup of All about me feature):</p>	<p>“The All About Me activity in the Our Dementia Journey Journal (ODJJ) helps the circle of care better familiarize with the person living with dementia beyond their diagnosis—highlighting their story, values, interests and what matters most.</p> <p>Learn more and start using the ODJJ at odjj.ca</p>
<p>The ODJJ has a resource section to provide access to dementia care resources in Canada (mockup of Resource Feature):</p>	<p>“As caregivers juggle appointments, emotions, and daily responsibilities—there is often little time to spare.</p> <p>The Resource Feature in Our Dementia Journey Journal (ODJJ) includes a standard list of resources which you can customize and add to as you learn about new, helpful tools, tips, links and guides in one organized space, making it easier to find what you need when you need it.</p> <p>Explore and learn more about what the ODJJ offers at odjj.ca”</p>



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KEY MESSAGES & FEATURES OF ODJJ	SUGGESTED CAPTION
<p>The ODJJ is a dementia care resource that is tailored to specific communities (First Nations, and Punjabi, French and Hindi speaking communities)</p> <p>(Mockup of the various versions of ODJJ):</p>	<p>“The Our Dementia Journey Journal (ODJJ) offers tailored resources for First Nations, French, Punjabi, and Hindi-speaking communities—honoring language, culture, and lived experience.</p> <p>Learn more at odjj.ca”</p>
<p>The ODJJ opens conversations to help de-stigmatize dementia:</p>	<p>“When we start to Share More, Care Together and Stay Connected through talking about the resources that are available — our support system grows stronger.</p> <p>The Our Dementia Journey Journal offers a space for reflection, conversation and community.</p> <p>Reducing stigma starts with connection.</p> <p>Visit odjj.ca to find tools, tips and supports tailored to each step of the journey.”</p>



PART 4: KEY CONTACTS

If you have any questions or concerns about the ODJJ, experience a crash, bug or glitch with the app, please reach out to the contact below. We are here to support you!

Our Dementia Journey Journal Support Team
App and Implementation Support
odjj@sehc.com

