



## What is iGeriCare?

A diagnosis of dementia is a challenge. It is common to have many questions and experience feelings of uncertainty. Caregivers (both formal and informal) and families of people living with dementia need access to easily understood information that can help them learn about all aspects of dementia at their own pace, in their own homes.

**iGeriCare** is a free, online dementia education program developed by experts in geriatrics, mental health and online learning at McMaster University and includes:

- 10 easily understood multimedia lessons on various topics relating to dementia including the basics of **'What is Dementia?'** and other important subjects such as promoting brain health, recognizing different types of dementia, understanding how dementia is treated, safety concerns, behavioural and psychological symptoms, as well as caregiver wellness
- **Live online events** hosted by experts in geriatrics and mental health that include live Q&A sessions.
- **Subscription based micro e-learning program** delivering short snippets from the iGeriCare lessons on a weekly basis that are designed to be read in just 1 to 2 minutes.

iGeriCare can be accessed anywhere, anytime - so long as you have an internet connection. The site's responsive design allows it to be accessed on desktops, phones, tablets, or any other modern internet-enabled device.

## How can you help?

Our team is seeking your help in spreading the word about this high-quality online learning resource. To make things simple, we've provided some ideas for key messages below that you can easily copy & paste to your various communications platforms. We also can provide links to print-ready materials and other promotional assets.

### Twitter

- #iGeriCare brings clarity to a #dementia diagnosis. Explore 10 free online lessons, downloadable resources, and access live online events at [www.igericare.ca](http://www.igericare.ca) @HealthHQ\_ @McMasterU
- Looking for the essential facts on #dementia? Look no further than #iGeriCare. This website offers free online learning, resources, and live online events that help bring clarity to a dementia diagnosis. Visit [www.igericare.ca](http://www.igericare.ca) to get started @HealthHQ\_ @McMasterU
- What does a diagnosis of #dementia mean for loved ones and caregivers? Find answers and get the support you need with #iGeriCare - a free expert-developed online learning resource developed by @HealthHQ\_ [www.igericare.ca](http://www.igericare.ca) @McMasterU
- #Dementia awareness doesn't have to be complicated. #iGeriCare helps everyone understand dementia through simple online lessons. Topics range from the basics to caregiver wellness [www.igericare.ca](http://www.igericare.ca) @HealthHQ\_ @McMasterU

### Facebook

- A diagnosis of dementia can be challenging for families, caregivers, and other loved ones. iGeriCare, from McMaster University, helps bring clarity to a dementia diagnosis through free online education - explore ten easily understood lessons, download resources, and participate in live online events created to make your journey clearer at [www.igericare.ca](http://www.igericare.ca)
- This website from McMaster University can help you enhance your understanding of a dementia diagnosis. Starting with introductory topics such as 'What is Dementia' and leading to 'Caregiver Wellness', iGeriCare helps users to learn about all aspects of dementia at their own pace, in their own homes. Get started at [www.igericare.ca](http://www.igericare.ca)
- Have you or a loved one been diagnosed with dementia or mild cognitive impairment? If you're looking for the essential facts, this website from

McMaster University will help you become informed. The best place to get started is [www.igericare.ca](http://www.igericare.ca)

### Website Link / Newsletter

- An online dementia resource developed at McMaster University is helping lessen the challenge of a dementia diagnosis for caregivers and families of persons living with dementia. [iGeriCare](http://www.igericare.ca) is host to easy to understand lessons, associated resources, and live online events. The program is entirely free and can be accessed anytime, anywhere on any modern internet-enabled device.

Visit [www.igericare.ca](http://www.igericare.ca) to start learning.

- McMaster University is helping lessen the challenge of a dementia diagnosis for caregivers and families of persons living with dementia. [iGeriCare](http://www.igericare.ca) offers online lessons developed by experts in geriatrics and mental health, other resources and live online events that connect users with subject matter experts and others who are facing the same challenges.

iGeriCare provides open access to easily understood health information. It brings clarity to a dementia diagnosis and makes a difference in the lives of persons living with dementia. Best of all, it's entirely free.

Visit [www.igericare.ca](http://www.igericare.ca) to start learning.

### Promotional Imagery

Why don't you make the perfect pairing with your messaging by including one of our illustrations with your posts? All of our promotional images are formatted to look great on any social media platform.

You can access and download them anytime [here](#).

## Who made the iGeriCare project possible?

iGeriCare is a collaborative effort of Drs. Anthony J. Levinson and Richard Sztramko of McMaster University. The project has been made possible with the support of the Centre for Aging and Brain Health Innovation (CABHI) through their Researcher Clinician Partnership and SPARK Programs, the GERAS Centre, the Hamilton Health Sciences Foundation, the Regional Geriatric Program Central, the Alzheimer Society Foundation of Brant, Haldimand Norfolk, Hamilton Halton, and with in-kind support from McMaster University.

## Contact Information

Have questions or comments? Don't hesitate to get in touch with us.

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