ADRESSING STIGMA THROUGHT VIRTUAL FILM SCREENINGS AND PANEL DISCUSSIONS ON DEMENTIA : RESULTS FROM A PARTICIPATORY RESEARCH PROJECT IN A HEALTH PROMOTION PROGRAM

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The Dementia Community Investment (DCI) in Canada fund was designed to support projects on quality of life of persons living with dementia (PLWD) and their carers and decrease the stigma around dementia. The aim of the project *What connects Us ~ Ce qui nous lie* (2020-2023) was to expand to a number of shared activities and events to address stigma, with community-based and arts-related organizations, at the intersection of dementia, aging and mental health. In this presentation, we will present the initial results on the effectiveness of six online community screening of short film featuring stories about living with neurocognitive disorder (NCD), followed by curated panel discussions with the film directors, arts/culture partners, policy makers and other stakeholders, on stigma and misperception, from a panellist perspective.

The research team employed a mixed methods ethnographic approach to describe and measure the impact of the six films screening with pre/post-film and then later post-film and later post-discussion measures of semantic sentiment. All discussions were simultaneously interpreted, and based on open-ended qualitative questions that had been developed with panellists prior to the screening. The qualitative questions asked for one word/phrase responses to generate work clouds. Three researchers then assessed the words/phrases until agreement on positive or negative value was reached.

Participating as a panellist in this project had an impact on the understanding of the intersection of cultural and arts-related events and the sharing of personal stories on the perception of PLWD and the stigma around it. For participants, there was a significant change in sentiment from negative to positive sentiment across all waves within and across the six screenings, with the most change occurring post-discussion.

Films about living with NCD, and curated questions developed in collaboration with panellists and director of 1st person experiences can positively impact changes in sentiment about NCDs.

Recent publications

1. Le Bourdais, M. (2017, 21 novembre), La maladie d'Alzheimer et le deuil blanc chez les proches aidants d'ainés [conférence], l'Association canadienne pour la Santé Mentale, Montréal, Canada.

2. Le Bourdais, M. (2017, 7 décembre), Victoria [panel], Journées des aînées et des proches aidants, Montréal, Canada.

3. Le Bourdais, M. (2018, 26 mars), Comment humaniser les soins aux aînés et apprivoiser le défi des pertes d'autonomie? [panel], La Culture et les Arts à la rencontre des aînés et des proches aidants, Montréal, Canada.

4. Le Bourdais, M., Park, M. (2021, 28 janvier), What connects us~ Ce qui nous lie [conférence], Colloque Annuel de la Famille Barcklay, Montréal, Canada.

5. Le Bourdais, M. (2022, 20 janvier), Alzheimer et proche-aidance, [conférence], Centre canadien d'innovation pour la santé mentale en milieu de travail, Montréal, Canada

6. Le Bourdais, M. (2022, 11 juin), Sucessful ways to express the person-centred approach, Alzheimer Disease International Conference, London, England.



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Marie Christine Le Bourdais

Marie Christine has next to 20 years of experience working with seniors, including more than a decade with a clientele living with neurocognitive disorders, caregivers and professionals in health and social services networks. She graduated in gerontology and now focuses on the issues related to aging from a multidisciplinary perspective, combining social work, psychology, and biology. This perspective gives her a global vision of the needs of the clientele she supports and offers a wide variety of solutions and innovations. Since she arrived in 2016 at the Alzheimer Society of Montreal, she has been a trainer, conference speaker and coordinator of clinical services. As a director, she now ensures that the needs of communities are aligned with the provided service. From her rich and varied expériences, Marie Christine now supports a team of 40 people in operationalizing ongoing projects based on a person-centred approach.

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