



SENIORS FOR SOCIAL ACTION (ONTARIO)

Editorial

DEMENTIA VILLAGES ARE STILL INSTITUTIONS

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Dementia Villages have become all the rage for some academics and a lot of professionals who think they are just grand and a wonderful innovation. They are modelled after De Hogeweyk in Holland - a secure, specialized residential nursing facility for individuals with advanced dementia.

There are 27 houses for 180 residents (6-7 per house) with staff who wear street clothes.

Children from a nearby school are let in once a week to take part in activities with “the residents”.

“A programme of activities is planned and offered, with half an hour of activity per week being included in the cost of living. These are usually combined to provide one free activity per month, with residents having to pay for any additional activities.”

COST

It costs around \$5,000.00 euros per person, per month (about \$8050.00 CAD). However, admission is not dependent on funding, as residents use ‘collective insurance’ paid for by all Dutch citizens. <https://adsdementiablog.wordpress.com/2018/09/18/a-trip-to-the-netherlands-visiting-a-dementia-village/>

CONSULTING ON “THE CONCEPT”

Be Advice – a company associated with De Hogeweyk charges about \$302.50 euros (approximately \$486.82 CAD) per person per day for a “study visit”.

For this you get a tour through the “village”, a presentation, and introduction to the Be Advice Paradigm. <https://www.iagg2026.org/study-program-the-hogeweyk/> So up to 25 people per day can traipse through “the village” (up to \$7,562.50 CAD per day).

Add the \$5000.00 euros paid by each resident per month for the privilege of living there (180 residents would pay a combined \$900,000.00 euros total per month) without added amenities. One activity per month is included, after which residents would pay extra. <https://adsdementiablog.wordpress.com/2018/09/18/a-trip-to-the-netherlands-visiting-a-dementia-village/>

This could be quite lucrative.

“Be Advice is the advisory and media department associated with De Hogeweyk, and is part of the non-profit Vivium Care Group”. Be Advice now supports several such “villages” that have received 112,368 “visitors”. The company also offers on-site or online study programs, concept development, bespoke programs, and keynote motivational talks. <https://www.bethecareconcept.com/en/overview/>

It is no wonder there are “entrepreneurial” individuals and non-profits in Canada wanting to launch dementia villages here.



Hogeweyk

THE REALITY

As occurs with every other institution, confused individuals in the later stages of dementia would have to be uprooted from their familiar homes and communities, and taken to live with and be cared for by strangers in a segregated, locked dementia village.

In other words, a dementia village is a nursing home, masquerading as a pretend “village” where people with dementia are sent to be with others “just like them” to live in a locked setting – segregated, stigmatizing, and expensive.

“Visitors” are charged to “tour” the village, much as they would any other tourist attraction, to “learn about it” with the goal of spreading “the concept” worldwide.

The consulting company, associated with De Hogeweyk and several other dementia villages, charges people for a range of “services” related to “the concept”.

This is what is now passing for “innovation” in Ontario and other parts of Canada.

Readers can judge for themselves how appropriate they think this is.

REFERENCES

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