

For Iowa. Forever More. Impact Stories

The Jo Hoyt Freeman Dementia Education and Outreach Fund, College of Nursing

Jo Hoyt Freeman was a daily source of inspiration to those around her. In all her roles—as a wife, mother, friend, teacher, and mentor—she enriched people’s lives with her bright mind and enthusiastic personality. Even after her death, Jo has continued to help others, thanks to her story—and to her husband, Claude’s, gift in her memory.

“Claude Freeman’s exceptional generosity has allowed us to make a difference in the lives of people with dementia,” says Kristine Williams, the Sally Mathis Hartwig Professor in Gerontological Nursing and director of the Hartford Csomay Center of Geriatric Nursing Excellence (HCCGNE) at the University of Iowa. “He created the Jo Hoyt Freeman Dementia Education and Outreach Fund for our center, and it helps us improve the experiences of people with dementia who are living in long-term-care settings.”

According to the World Health Organization, the total number of people with dementia worldwide in 2015 is estimated at 47.5 million. Nearly 7.7 million new cases of dementia are diagnosed each year worldwide—implying one new case every four seconds—and the number of people with dementia is expected to increase to 75.6 million in 2030.

That’s why gifts like Freeman’s are more important than ever. The Freeman Fund supports programs that educate and train health-care providers to deliver person-centered care and to develop engaging relationships with the individuals for whom they care. This includes “chat training,” which fosters respectful, person-centered communication and reduces the use of condescending “elderspeak” language.

The Freeman Award is one of many such resources that generous alumni and friends created for the UI College of Nursing during *For Iowa. Forever More: the Campaign for the University of Iowa*.