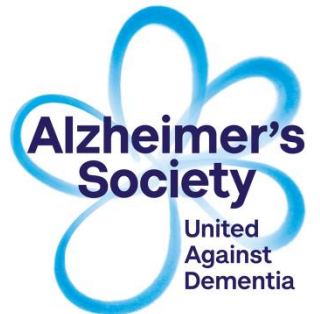


# Dementia- friendly “*Your place*”



Liz Knox



## A Dementia Friendly Community

A community where people affected by dementia feel supported because ...

- People are aware of dementia and understand the difficulties
- People living with dementia are respected, supported, invited to contribute, and remain involved in their community in the way they want to be
- “We are still part of our community”





# What people living with dementia say...

“It’s hard to do anything, so I just shut up shop and wait for the days that I can go out”

“A lot of people don’t want to know about it, because they don’t want to think that they may get it. It has a bit of stigma, doesn’t it?”

“I was in a charity shop with my new puppy and a shop assistant asked it’s name. My mind went blank and I couldn’t remember the puppy’s name. The lady then asked my wife, in front of me if I had dementia...”

850,000 people in the UK live with dementia  
1 in 14 people over 65 will develop dementia, but 40,000  
people under 65 have dementia too.

Dementia is caused by diseases of the brain and there are  
more than 100 types

Dementia can affect things like concentration, planning,  
recognition and communication, not just memory

You may know someone in your community who has dementia or has  
a loved one with dementia, a friend, colleague, customer, relative. With  
small changes, we can help everyone with dementia to live well.







Working to become  
**Dementia  
Friendly**  
2017-2018





**SMALL ACTS, WHEN  
MULTIPLIED BY MILLIONS OF  
PEOPLE, CAN TRANSFORM  
THE WORLD.**

photo by Kevin Russ



## First things first...

- Eliminate the stigma by increasing understanding
- Become a Dementia Friend in your community. Attend a free 45 min information session or watch a video online.
- Two million people are already Dementia Friends. We're aiming for **four million by 2020**





## Next steps

Ask  
businesses  
on board

They can  
pledge 2-3  
actions

- Becoming Dementia Friends is a great start!



- There are lots of guides available with examples of actions







- Being dementia friendly is really about considering people with dementia in the way you do business
- There are things you can do immediately that don't cost money
- Other plans can be aspirational

- People with dementia will trust your business
- You will make a contribution to your community
- You will benefit from returning customers



# Register as a Dementia Friendly Community and get recognition



- Your businesses will be recognised by people affected by dementia
- Being dementia friendly will be a draw for visitors affected by dementia



**What about  
collective action?**

**Ask people affected  
by dementia what  
they want**

**Use this to shape  
your plans**

What would make the biggest difference  
for people affected by dementia in this  
town?

I am

☐

Living with dementia

☐

The friend, partner,  
colleague of someone living  
with dementia

# Making your community dementia friendly



What you can do next

- Break down stigma: [run a Dementia Friends Information Session](#)
- Start a Dementia Friendly Community: [get a volunteer steering group together](#)
- Get businesses on board: [talk about the business benefits](#)
- Find out more: [get in touch with your Dementia Friendly Communities Officer](#)