

**Alzheimer's
Society
and
Dementia Friends**

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**Alzheimer's
Society**

Activity

What are the first words you think of when you hear the word '**dementia**'?

Perceptions of dementia

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- You may find that your words are mostly **negative**, but don't worry...
- This is unfortunately how society often views and talks about dementia



Care home residents, seven in 10 of whom are **dementia sufferers**, are forced to pay for their care as a result of increases in care home fees.

Objectives

- Alzheimer's Society & Dementia Friends
- The importance of taking action
- How you can take action
- Being a more dementia-friendly organisation - helping customers and employees

Alzheimer's Society and Dementia Friends



- Alzheimer's Society is the UK's leading dementia support and research charity
- Dementia Friends is the biggest ever initiative to **change people's perceptions** of dementia
- A Dementia Friend is someone who has learnt **key messages** and turns their new **understanding into action**
- Target to make **four million** Dementia Friends by 2020



Doing everyday tasks



First key message

- Dementia is not a natural part of **ageing**



Second key message

- Dementia is caused by **diseases of the brain**



Third key message

- Dementia is not just about losing your **memory**



Fourth key message

- It is possible to **live well** with dementia.



Fifth key message

- There is **more** to the person than the dementia.



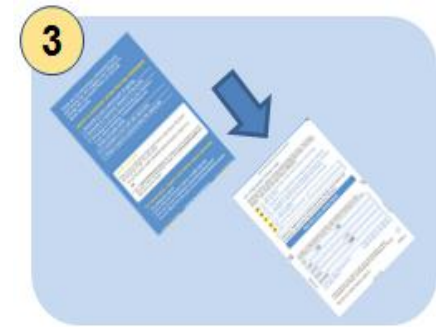
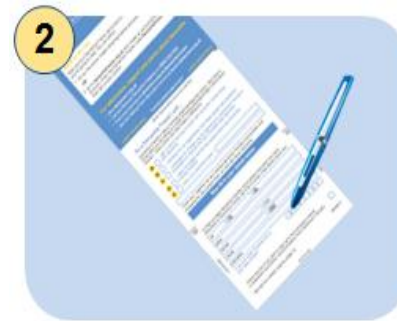
Extra special key message

- Dementia Friends is about turning **understanding into action**

How people are affected

The Bookcase Analogy

Do you want to be a Dementia Friend?



- voluntary decision to become a Dementia Friend
- understands key messages
- committed to taking an action
- (no action too big or too small)

**Why become a more
dementia-friendly business?**

What do you need to consider?



Why do it?

To understand challenges faced by people affected by dementia

- Navigation
- Memory problems
- Paying for things
- Struggling to write
- Complicated forms to fill in
- Worry about reactions of others
- Getting lost
- Toilets
- Car Parking

Why do it?

Business Benefits

- Competitive advantage
- Increased revenue
- Improved customer service
- Enhanced brand reputation
- Future proofing

Why do it?

Employees

- Raise awareness of dementia
- Employee retention and reduce sick leave
- Provide support for colleagues
- Compliance with law
- Hall of Fame

Dementia Friendly businesses in action



Black on yellow
Black on white
Yellow on black
White on blue
Yellow on blue
Green on white

Blue on yellow
White on green
White on brown
Brown on yellow
Brown on white

Yellow on brown
Red on white
Yellow on red
Red on yellow
White on red

Other ways to support people with dementia

- Expert training - Step Inside Dementia / Environmental Audit
- Fundraising - Cupcake Day / Memory Walk
- Campaigning for change - Right to know
- Volunteering - Side by Side

Helpful Information

Alzheimer's Society
www.alzheimers.org.uk

Dementia Friends
www.dementiafriends.org.uk

Programme Partnerships Team
programmepartnerships@alzheimers.org.uk

THANK YOU