



Dementia Friendly Communities

An introduction to the programme

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Dementia Friendly Communities Officer



About me



- ✿ Dementia Friendly Communities Officer for South East England (Kent, East Sussex, West Sussex, Hampshire, Isle of Wight, Surrey, Oxfordshire, Buckinghamshire and Berkshire)
- ✿ Started working as a Dementia Friendly Communities Officer in November, 2019
- ✿ Previously worked as a Dementia Friendly Communities Coordinator in London, supporting a Dementia Friendly Community in Hackney
- ✿ My job is to support Dementia Friendly Communities across the region, enabling peer support and providing one-to-one support, and to support with the national programme's development
- ✿ My priorities are to ensure Dementia Friendly Communities are action-orientated, include people affected by dementia and reach all sectors of the community

Jargon buster



Dementia-Friendly An interaction, service or product which is accessible to somebody living with dementia, taking account of any additional needs they might have

Dementia Action Alliance (DAA) The historic term for a group of individuals or organisations working to make their community more dementia-friendly

Dementia Friendly Community Group (DFC) The new term for the Dementia Action Alliance structure, which uses our new recognition scheme

Dementia Friendly Communities Coordinator (DFCC) An Alzheimer's Society employee who supports Dementia Friendly Communities locally

What is a Dementia Friendly Community?

“A dementia-friendly community is a city, town or village where people with dementia are understood, respected and supported.”



People understand what dementia is and how it might effect somebody



The built environment takes account of any physical needs somebody with dementia might have



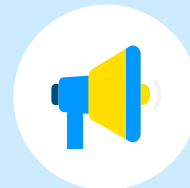
Information is presented in a way that is clear and accessible to somebody with dementia



Employers know how to support and are aware of the rights of people with dementia



Services which come into regular contact with people with dementia receive additional training



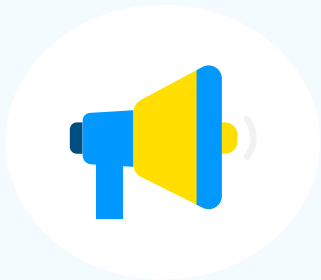
People with dementia and their caregivers are given a voice and consulted on changes which affect them

What does a Dementia Friendly Community do?

We might expect a Dementia Friendly Community to:



Raise awareness of dementia and dementia-friendly adaptations through Dementia Friends sessions and sharing our Dementia Friendly guides.



Form a space for peer support where member organisations can share best practice, concerns and feedback on their efforts to become dementia-friendly.



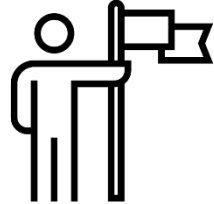
Consult people affected by dementia to understand their local priorities, sharing these priorities with local stakeholders and organisations.



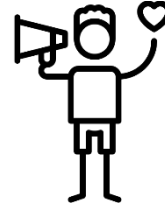
How does a Dementia Friendly Community get recognised?



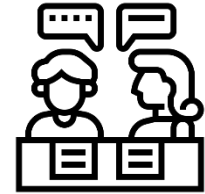
Step one: Get a group together



Step two:
Agree a leader



Step three:
Raise awareness



Step four:
Involve people affected by dementia



Step five: Tell the world



Step six:
Identify areas for action



Step seven:
Monitor your progress



Step eight:
Apply for recognition!

Local recognition



The Dementia Friendly Community group come together and determine a local criteria for organisations



Organisations and businesses who want to receive recognition explain how they will achieve the criteria



'Working to become dementia-friendly' stickers awarded, which need to be renewed every year through a reassessment

Example Criteria

1. Staff will complete a Dementia Friends session
2. Dementia-friendly environments audit completed for all public spaces
3. Sector specific pledge (e.g. dementia-friendly session, vulnerable customer processes)

User Involvement



Inviting people with dementia to join your group



Surveys and questionnaires



Focus groups



Secret shoppers



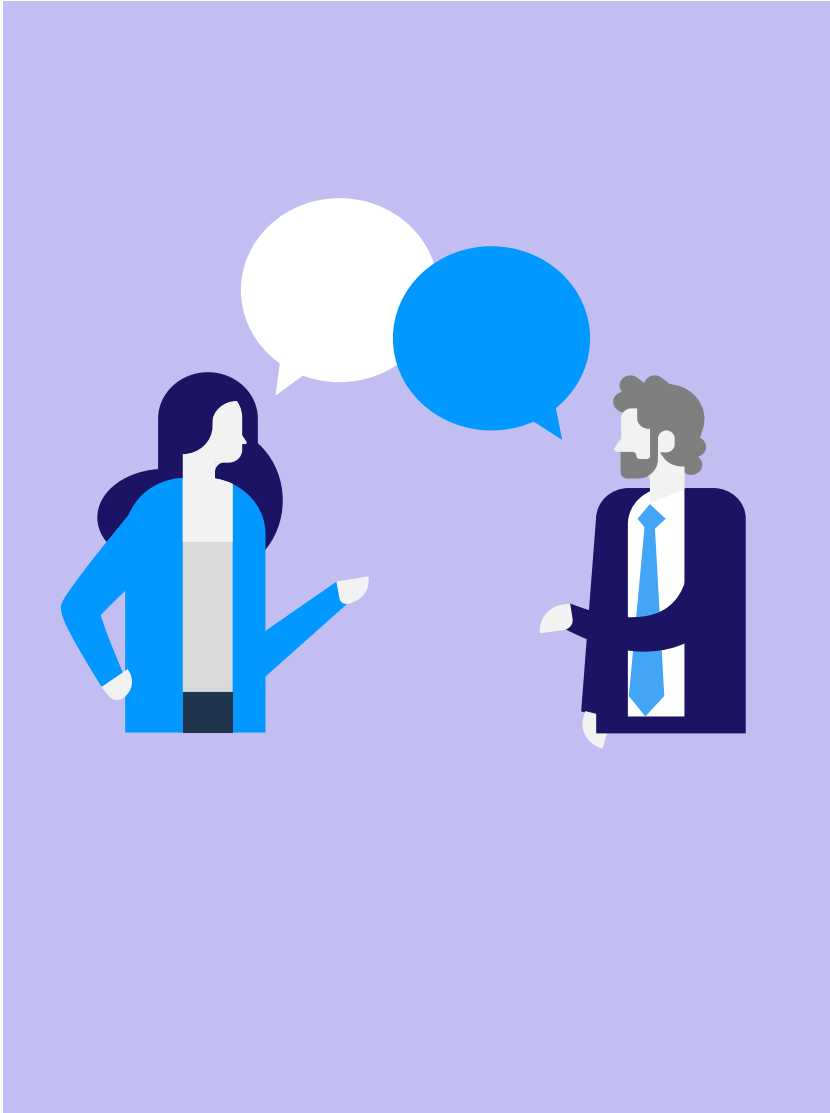
Interviews

Dementia Friendly Communities across the country



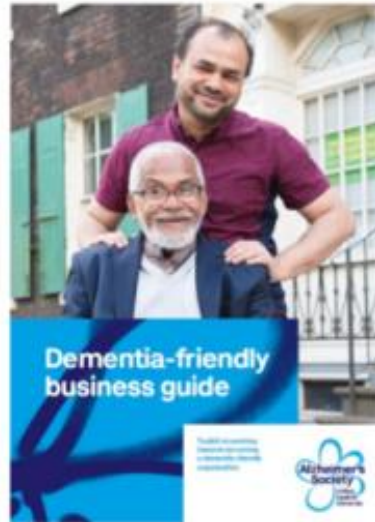
Our Dementia Friendly Communities range in size from villages and rural areas to capital cities. By adapting our recognition criteria and tailoring our support, we are able to work with a variety of groups.

What support do we provide?



- ✿ Guiding Dementia Friendly Communities through our recognition scheme, through one to one support
- ✿ Developing resources and building the capacity of our Dementia Friendly Community leads to use in their communities
- ✿ Hosting local networking meetings and regional conferences to bring together Dementia Friendly Community leads and share best practice
- ✿ Working with Dementia Friendly Communities in response to requests for support
- ✿ Working with Local Authorities, large organisations and regional stakeholders to secure support at a local level

Resources



Dementia Friendly Guides

Here are some ideas to get you started. We suggest the first three are a minimum to aim for. Please add to these and adapt to suit your circumstances. Keep a copy for your own records.

We pledge the following actions to our dementia-friendly community	
<input type="checkbox"/> Action 1. Our staff will become Dementia Friends	We will commit to all of our staff becoming Dementia Friends. They will increase their understanding of dementia and help to break down stigmas.
<input type="checkbox"/> Action 2. We will review our premises to look for improvements	We will use an environmental checklist to review our premises and make any changes we can to improve access and the experience for our customers affected by dementia. This will also help a wide range of our customers.
<input type="checkbox"/> Action 3. We will actively support and promote the Dementia Friendly Community	We will actively promote [community name] as a community working to become dementia-friendly. We will talk to our customers and fellow businesses about why we are involved and the benefits we are experiencing as a result.
Other actions: if you're able to do more, here are some ideas	
<input type="checkbox"/>	We will encourage groups supporting people with dementia to use our premises for meetings, activities and events
<input type="checkbox"/>	We will support the community steering group with 'in kind' contributions such as printing, meeting room space, advertising
<input type="checkbox"/>	We will support surveys to ask residents of our community affected by dementia about what it is like for them to live in our community and what improvements they need to live well
<input type="checkbox"/>	Other, please state
What are the challenges you think you might face? Is there anything we could do to help you?	

Templates for community leads



Collaborative working with dementia friends



User Involvement expertise

Five top tips for your Dementia Friendly Community



Anchor you
DFC with large
organisations



Involve people
affected by
dementia



Take
comprehensive
action



Start by
learning
together



Share a
common goal

Questions

Any questions?

Feel free to get in touch:



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