

What can my organisation do to be more dementia friendly?

- Understand more about dementia by organising a free, one hour **Dementia Friends** awareness session for yourself and colleagues. For more information visit www.dementiafriends.org.uk
- Request a **guide** for customer-facing staff to assist them in serving people living with dementia
- Be **patient** and **understanding**
- Review your **environment** by looking at seating, signage and facilities using our checklist to ensure it is as accessible as possible
- Use **appropriate language** when talking about someone living with dementia, making negative terms such as 'sufferer' a thing of the past
- Think about how you could **support** staff who have a diagnosis of dementia, or who may be **caring** for a relative living with dementia
- Take part in **Local Dementia Action Alliances** by attending meetings
- Spread the message through business **networks** and encourage others to become members of the DAA

For more information please contact:

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DAA Coordinator (West Midlands)

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How to join the Cannock Chase LDAA

To become a local member of the Dementia Action Alliance, organisations will think of between 3 – 7 simple steps they could take to become more dementia-friendly.

These steps will make up your action plan which will then be displayed on the Dementia Action Alliance's national website. You will then have the opportunity to join your LDAA and help create a dementia-friendly community where you are.

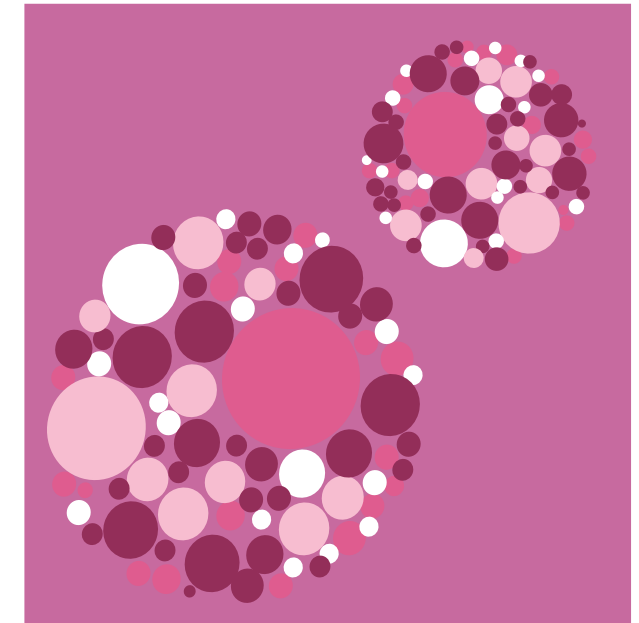
For any help and support with becoming a member please contact your DAA Coordinator.

www.dementiaaction.org.uk/join_the_alliance

DAA

Cannock Chase
Dementia Action Alliance

Building Dementia Friendly Communities across Cannock Chase



How can you help to make a difference?



DAA

Cannock Chase Dementia Action Alliance

Why should Cannock Chase become dementia-friendly?

It is estimated that there are currently over 14,500 people living with dementia in Staffordshire & Stoke-on-Trent. As numbers of people living with dementia is predicted to rise it is important that we take action **now** to support anyone affected by dementia to live well in their community.

*47% of people think that dementia-friendly areas would be nicer places for everyone to live.

*33% of people think that shops and local businesses would benefit in areas where people living with dementia were supported to be more involved in their local community.

*28% of people living with dementia said they had to give up activities such as shopping, exercise and using transport.

*Source: Alzheimer's Society report 'Building dementia-friendly communities: A priority for everyone'

What is a Local Dementia Action Alliance?

The Dementia Action Alliance (DAA) was launched in 2012 as part of the Prime Minister's Challenge on Dementia, and aims to improve the lives of people living with dementia and their carers through concerted action.

We work with local businesses and organisations to see how they can become more dementia friendly, and ask them to sign up as a member of the DAA by completing a simple action plan.

Membership to the DAA is completely free. All we ask is that members take steps to better support anyone living with dementia in their local area.

A Local Dementia Action Alliance (LDAA) is the coming together of our member organisations in a local area and is seen as the vehicle to create a dementia friendly community.

LDAA's can include local businesses, community groups, faith groups, schools and colleges, libraries, museums, shopping centres, residential homes and charities, as well as health and social care providers. **Anyone can help!**



What is a dementia friendly community?

A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life.

In a dementia-friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives.

What's in it for your organisation?

Once your application has been approved your organisation will have its own page listed on www.dementiaaction.org.uk.

Use of the DAA logo and the 'Working to become Dementia Friendly' symbol for your business.

Recognition as a dementia friendly business could increase footfall or sales.

You will be part of the wider Dementia Friendly Community across Staffordshire and Stoke-on-Trent giving you access to networks, support and information.

You will be part of a Social Movement to bring about change, working with other organisations across the county and city in partnership and helping to raise community spirit.