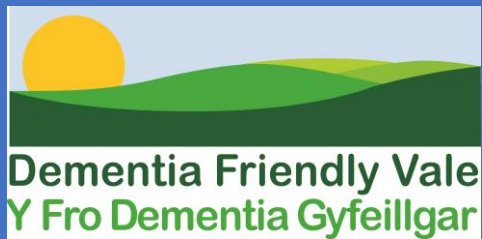


Take action to become a Dementia Friendly Housing Association



Setting the scene



A person develops dementia every 3 minutes



Nearly 1 in 9 employees in the UK have a caring responsibility



2/3 people with dementia still live in their community



900,000 people are living with dementia in the UK and this is projected to grow to 1 million by 2025

Common early signs and symptoms of dementia

Memory loss

Difficulty concentrating, planning or organising

Challenges with language and communication

Misunderstanding what is being seen

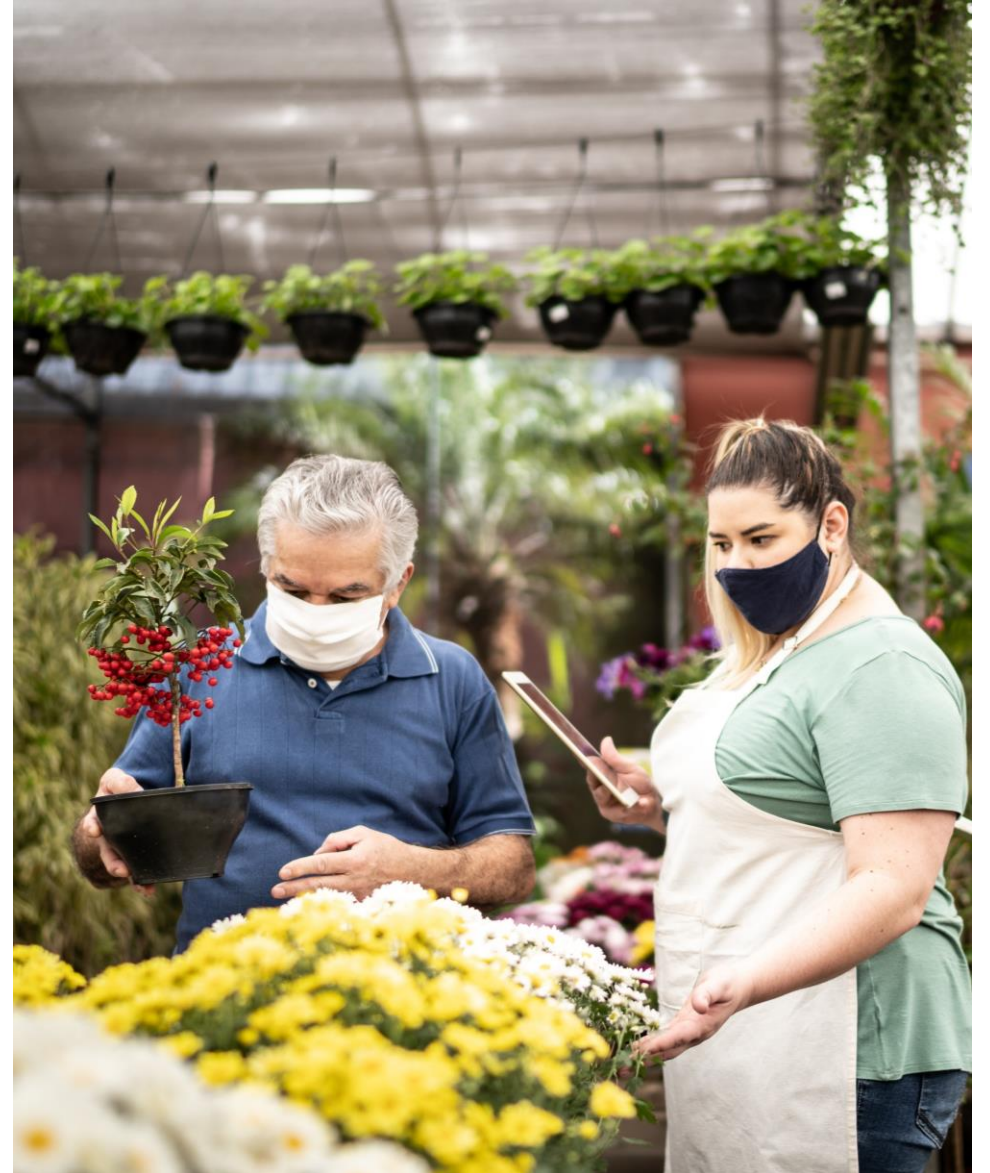
Confusion about time or place

Mood changes or difficulty controlling emotions

What is a Dementia Friendly Community?

The **Dementia Friendly Community programme** encourages everyone to share responsibility for ensuring people with dementia feel:

- ✓ **Understood**
- ✓ **Valued**
- ✓ **Able to contribute to their community**



Take steps to become Dementia Friendly

1

TALK TO US and we
can help you
identify action you
can take

2

GET STARTED using
our specialist
resources and
support

3

GAIN RECOGNITION
for your good work

Action taken by pledging organisations



- **Business Dementia Champions & groups**
- **Specialist dementia training & resources**
 - **Environment audits & walkabouts**
- **Dementia surgeries & support groups**
 - **Dedicated website pages**
 - **Staff policies & handbooks**
 - **Community support mapping**
 - **Adaptions to service delivery**
- **Communication aids & language**

Increasing the support of people affected by dementia

'We will dedicate a page on our intranet for support and resources for dementia'

(Newydd Housing Association)

'We will run a campaign on the support available to people caring for relatives/loved ones living with dementia'

(Red Sea House,
Taff Housing Association)



Feedback by pledging organisations

A word cloud on a light green background. The words are arranged in a vertical, roughly centered column. The largest word is 'appropriate'. Other prominent words include 'support', 'understanding', 'Engaged', 'confidence', and 'Better'. Smaller words include 'communication', 'More awareness clients', 'new Increased', and 'Greater Clearer'.

support
communication
understanding
Engaged
More awareness clients
appropriate
new Increased
Greater Clearer
confidence
Better

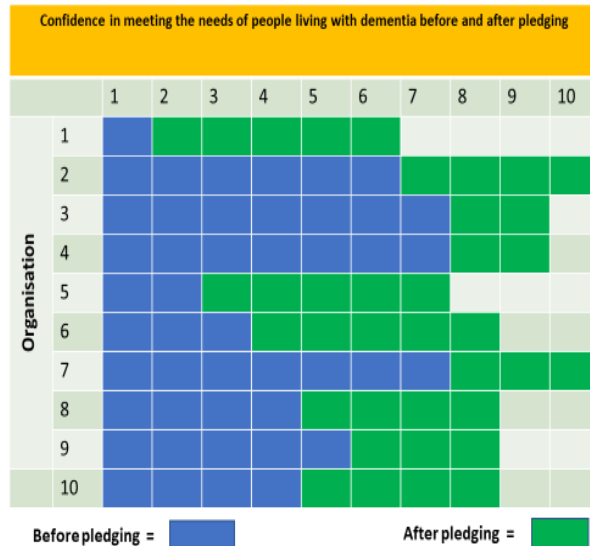
Benefits of pledging

Awareness & understanding

People-led adaptations

Access & visibility

Changes in confidence



‘I was pleasantly surprised how easy it has been to adapt our practice to make it dementia friendly.

It’s interesting how just simple education about the requirements of people with dementia can help’

(Pearce & Blackmore Opticians)





Testimonial of a pledged Housing Association

'Becoming a Dementia Friendly organisation has transformed the way that we engage with the people we care for'

(Lucy Clewlow, Community Housing Officer at Aelwyd Housing Association)

**Thank you
for joining us today**



Please email
dementiafriendlyorganisations@mariecurie.org.uk

if you would like to receive information and support
to successfully gain
‘Working to become Dementia Friendly’ recognition

