



Dementia Friendly case study: Newydd Housing Association

'We were keen to make the Dementia Friendly pledge to enable us to provide not only a more welcoming and accessible service for our residents who are affected by dementia, but also to better support our staff'

(Tracy James, Involvement Officer at Newydd)

Newydd Housing Association have taken action to make their organisation more welcoming and accessible for their residents and staff who are affected by dementia.

What Newydd did

Staff developed an approach to roll-out Dementia Friends across the organisation by nominating staff to become Dementia Friend Champion's through attendance at specialist training. Alongside this, staff have committed to using accessible language across their organisation by avoiding jargon, using words efficiently and ensuring the mirroring of their verbal and non-verbal communication.

The physical environments of the housing schemes were reviewed using specialist resources, as part of building on the adaptations which had recently been made to existing signage as part of Newydd's existing equity, diversity and inclusion agenda. Recommendations to ensure increased accessibility will also be considered by Newydd when designing their future-proof homes.

Information about available resources and support for dementia was circulated to staff via internal social media platforms, and to residents via external channels with an emphasis on increasing accessibility to maximise engagement and understanding.

Newydd ensured more accessible virtual meetings with their tenants through applying the recommendations in the virtual environment's checklist for each stage of the meeting process and have committed to providing residents with free digital equipment and training to increase skill and confidence levels.

A review of policies and guidelines to ensure increased flexibility and support of staff with caring roles and responsibilities is being undertaken, as well as updates to independent living policies for residents which are reflective of the specific needs of people living with dementia.

Newydd are also planning to introduce memory cafes as part of their offer to residents based in their independent living schemes, including the organisation of intergenerational activities, to increase the availability of responsive support for those living with dementia.

Newydd's commitment to working towards becoming Dementia Friendly is reflected in their development of a broader training offer for dementia across the organisation, as well as awareness raising across the sector to support wider participation in pledging for the benefit of those directly affected.

Newydd have reported significantly increased confidence in meeting the needs of people living with dementia before and after engaging in the 'Working to become Dementia Friendly' recognition process, enabling their residents to feel reassured their needs will be recognised and effectively supported.

Staff members at Newydd

gaining their 'Working to become Dementia Friendly' recognition with Marie Curie

