

How to become dementia friendly

Quick tips for organisations and businesses

Nearly 50% of people with dementia only go out to do things in their local area once a week or less

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

We can all play a part in enabling people with dementia to live well wherever they are.

Every person with dementia is different. Dementia can affect:

- memory
- communication
- time and place orientation
- the ability to carry out everyday tasks
- sight and vision
- emotional response.

Find out more about how you can join the growing number of organisations and businesses working to become dementia friendly.

alzheimers.org.uk/dementiafriendlycommunities

For more information and support about dementia call our Helpline **0300 222 11 22**

There are simple ways you and your staff can help people with dementia.

- **Offer reassurance and understanding** – Put someone experiencing difficulties at ease.
- **Communicate clearly** – Listen carefully and use simple, short sentences when speaking to someone with dementia.
- **Be aware of the surroundings** – Noisy or busy environments can make people with dementia uneasy or add to their confusion. Consider how features of your environment may affect someone
- **Offer practical support** – Be prepared to assist someone if they are finding certain activities difficult.
- **Offer alternative options** – For example if someone can't remember their PIN allow them to sign for purchases.

- For more information read our guide, How to help someone with dementia: A guide for customer-facing staff [alzheimers.org.uk/customerfacing](https://www.alzheimers.org.uk/customerfacing)

Your business as a whole can also take further action to help those affected by dementia.

- **Raise awareness of dementia** – Become a Dementia Friend to learn more about dementia or become a Champion to deliver information sessions in your area [dementiafriends.org.uk](https://www.dementiafriends.org.uk)
- **Start conversations about dementia** – In your community, with your employees and customers, or with friends. If you have notice boards consider displaying leaflets about local services.
- **Make your organisation accessible** – Ensure any signage is clear and people can find what they want easily. Think about whether your services could be adapted for people in their own homes.
- **Connect with other businesses in the community** – Link up with others working to become dementia friendly for example by joining a Local Dementia Action Alliance [dementiaaction.org.uk](https://www.dementiaaction.org.uk)

