

# Dementia friendly communities

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The dementia friendly communities programme focuses on improving the inclusion and quality of life of [people with dementia](#). Alzheimer's Society's [five year strategy](#) includes a key ambition to work with people affected by dementia and key partners to define and develop dementia friendly communities. We want to create dementia friendly communities across the country.

In these communities: people will be aware of and understand more about dementia; [people with dementia](#) and their [carers](#) will be encouraged to seek help and support; and people with dementia will feel included in their community, be more [independent](#) and have more choice and control over their lives. [The Prime Minister's challenge on dementia](#) also includes an ambition to create communities that are working to help people live well with dementia.

- For more information about the programme please contact Karishma Chandaria, Dementia Friendly Communities Programme Manager via email [dementiafriendlycommunities@alzheimers.org.uk](mailto:dementiafriendlycommunities@alzheimers.org.uk)

## What are dementia friendly communities?

It is envisaged that a dementia friendly community is one that shows a high level of [public awareness](#) and understanding so that people with dementia and their carers are encouraged to seek help and are [supported](#) by their community. Such communities are more inclusive of people with dementia, and improve their ability to remain [independent](#) and have choice and control over their lives.

Many villages, towns and cities are already taking steps towards becoming or have an ambition to become dementia friendly. However, it is acknowledged that realising dementia friendly communities will take a number of years. The dementia friendly communities programme was launched at our [Dementia 2012 conference](#). Through the programme, we aim to give public recognition and support to villages, towns, cities and national organisations who are taking steps towards being more inclusive of

people with dementia.

The Society is working on building evidence to inform the future of the dementia friendly community programme. Whether from places already taking action or from communities seeking more information, we want to hear from villages, towns, cities and national organisations across the country.

## The Prime Minister's challenge on dementia

In March 2012, the Prime Minister launched his [challenge on dementia](#) with a series of commitments to action. Creating dementia friendly communities is one of the commitments in the challenge. A champion group on dementia friendly communities meets regularly to work out how to develop dementia friendly communities. Key commitments as part of the challenge are:

- By 2015, up to 20 cities, towns and villages will have signed up to become dementia friendly.
- Support from leading businesses for the PM's challenge on dementia.
- An awareness-raising campaign.
- The Dementia-friendly Communities Programme working in partnership with the [Dementia Action Alliance](#) will develop evidence on what a dementia-friendly community is.

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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