

# Dementia friendly communities articles and case studies

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What we see as 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.

It will take time for communities to become truly dementia friendly, but we've made a great start and interest around the country is growing by the day. Already we know of groups in over 20 areas, including Leeds, Sheffield, Bradford, Liverpool, Wakefield, Plymouth, Wolverhampton, Northamptonshire, York, Wokingham, Torbay, Salford, Falmouth, Hampshire, Tavistock, Thurrock, Crawley, Bracknell Forest, Oxfordshire, Leicestershire, Nottingham and Lincoln that have now committed to working towards becoming dementia friendly villages, towns and cities. As we develop a process and criteria for developing dementia friendly communities we expect this number to grow.



## Case studies and articles

Towns and organisations across the country are already striving to become dementia friendly. You can read their different approaches to becoming dementia friendly.

[Find out more](#)

## Living with dementia magazine

Living with dementia magazine has featured stories about dementia friendly communities. The articles cover the work of the Prime Minister's challenge on dementia, the Dementia Friendly Communities Champion Group, how a [care home](#) is forging links with the local community and how to make small changes to become dementia friendly.

[Find out more](#)

## Dementia friendly communities in the news

Read about stories which have appeared in the local and national media.

[Find out more](#)

## Useful resources

### National initiatives

- [Alzheimer's Society Dementia Friendly Communities Programme](#)
- [Dementia Action Alliance](#)
- [Prime Minister's Challenge on Dementia](#)

### Key reports

- [Alzheimer's Society - Dementia 2012](#)
- [Joseph Rowntree Foundation - Dementia Without Walls](#)

### Toolkits

- [Local government Association Toolkit](#)
- [Innovations in Dementia](#)

## Case studies

### York

[The Joseph Rowntree Foundation](#) is leading on a programme called Dementia Without Walls. The ultimate aim of the programme is that the UK will be a good place for [people with dementia](#) to live. To do this, the project aims to challenge attitudes, understand [behaviours](#) around dementia which reinforce stigma, isolation and exclusion. The Joseph Rowntree Foundation has recognised the need to inspire local communities, organisations and businesses to become more aware and understanding of dementia, and more inclusive. The project comprises three strands:

- To empower people with dementia by giving them a stronger, collective voice and the confidence to influence attitudes and policies;
- To create dementia friendly communities by supporting York and Bradford's ambitions to become dementia friendly.
- To think differently about [dementia](#) by bringing people together to think more deeply about our understanding of dementia.

The Joseph Rowntree Foundation is also looking to be recognised as leading the UK as a dementia friendly employer. The Joseph Rowntree Foundation will launch a report on the Dementia Without Walls programme in September.

### Plymouth

Researchers at Plymouth University found through interviews that people with dementia felt that Plymouth could be a better place to live for [people with dementia](#) if everyday tasks were made easier. From this, a small planning team got together. [Plymouth Dementia Action Alliance](#) (PDAA) is working with a wide variety of organisations in and around the town. This includes Dartmouth Rescue Team, Plymouth Council and Plymouth Raiders Basketball team. As there is a big naval base in Plymouth, the PDAA has provided dementia awareness sessions with members of the family service and naval base staff. The Naval Personal and Family Service (NPFS) has made it a priority to ensure that servicemen and women deployed on tours of duty are assured that their loved ones in need of care will be given the support that they require. Dartmouth Rescue Team have developed a highly sophisticated method of [tracking](#) the whereabouts of people with dementia who wander and also provide guided walks for



[people with dementia](#) and their family [carers](#).

## Bradford

Bradford has been working to become dementia friendly since 2011. The local Alzheimer's Society has built links with eight organisations to do some individual work and develop good practice. Small community organisations, as well as bigger organisations, are taking part in the pilot scheme, including a branch of Lloyds TSB, the Diocese of Bradford, Bolton Road Gurdwara and a local pharmacy. Once organisations have committed to becoming dementia friendly, we will help them draw up an action plan, which includes details on what changes they want to make and how they intend to make the changes. Bradford has purposely started on small-scale project so that they can learn what works and then roll this out on a larger scale. The next stage is to target one council ward which has a high proportion of older people. Ward councillors and council officers will work with organisations in this one ward to support them in becoming dementia friendly.



## Torbay

[Torbay Dementia Action Alliance](#) already has over 120 shops, services, churches and organisations, including local councils and major supermarkets, who have signed up to show their support. [The Torbay Dementia Action Alliance](#) aims to raise awareness of dementia by directly approaching businesses in the local area armed with information about dementia. The Alliance asks the business or service to make sure that all staff read the information and provide contact details if staff do have any questions. The Alliance follows up after a few weeks to check progress.

The Alliance has already had success stories. For example, staff at the Wilkinson's store in Torquay noticed a shopper who became very confused and agitated. As the staff had recently read leaflets from the Torbay Dementia Action Alliance, they recognised that the shopper could have dementia and remained patient while they calmed her down. Eventually, the staff managed to gently persuade her to give them a phone number of a family member who came and took her home.

## Living with dementia magazine

### Working on the Dementia Friendly Communities Champion Group

This article follows the story of Trevor Jarvis, who has [vascular dementia](#), as he puts his ideas forward to the Prime Minister.

[Read the full article](#)

### A care home forging links with its local community

One [care home](#) is encouraging other community groups to come into the care home, use some of its facilities and spend time with the residents.

[Read the full article](#)

### Changing the everyday to create dementia friendly communities

This is an article about Norrms McNamara who has been instrumental in setting up Torbay Dementia Action Alliance to improve the lives of [people with dementia](#).

[Read the full article](#)

### Angela Rippon talks about dementia friendly communities

[Angela Rippon](#), whose mother had dementia, talks about her role as co-chair of the Dementia Friendly Champion Group and creating dementia friendly communities.

[Read the full article](#)

### Using alternatives to handcuffs for people with dementia

Dealing with aggressive behaviour can challenge even the police. Fiona Madden talks to a carer who believes that while restraining someone with dementia may be necessary, there are better options than handcuff.

[Read the full article](#)



## Dementia Friendly Communities in the news

- **The police and dementia - Dementia Challenge Blog**  
[Read the blog](#)
- **Seven ways to make our cities better places to live for people with Alzheimer's**  
Article from the Independent describing how some businesses and services plan to become dementia friendly.  
[Read the full article](#)
- **Dementia awareness for kids**  
A pilot project to teach children about dementia is launched near Plymouth.  
[Read the full article](#)
- **Bradford group sign up for dementia pledge**  
Article from the Bradford Telegraph and Argus about the first organisations to sign a dementia pledge in Bradford.  
[Read the full article](#)
- **Alzheimer's Society comment**  
Chief Executive of Alzheimer's Society, Jeremy Hughes, comments in the Express.  
[Read the full article](#)



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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