

# Get ready for Dementia Action Week 2020

A guide for youth organisations and schools.



Dementia Action Week 11-17 May  
A little does a lot



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# Dementia Action Week 2020

Dementia Action Week takes place on **Monday 11 to Sunday 17 May 2020**. Every year, thousands of schools, youth organisations and young people get involved – raising awareness, taking action and making a difference in their community.

From learning more about dementia, visiting care homes and people affected, to raising vital funds – young people are uniquely placed to help improve the lives of people living with dementia. By educating them at a young age, we can remove stigma and empower them to help their loved ones and people they know affected by dementia.

## Why get involved?

In the UK, someone develops dementia every three minutes.

Having dementia can be scary and isolating. Our research shows two thirds of people living with dementia report feeling isolated and lonely.

**Friends and family often find they don't know what to say, and can end up visiting less and less. But it's not hard to help.**

**This Dementia Action Week, Alzheimer's Society wants to show everyone that when it comes to helping someone with dementia, a little does a lot.**

Because just spending a little time together doing simple activities, like baking, singing or playing a board game, can make a huge difference to the life of someone with dementia.

During the Week we want to reach as many people as we can to give them ideas on simple activities they can do, as well as helpful tips on how best to adapt activities for someone living with dementia they know. But we need your help to spread the word.

**#ALittleDoesALot #DAW2020**



**Last year, over 1,300 Dementia Action Week events took place across England, Wales and Northern Ireland.**

Our film was viewed 8 million times, we distributed nearly half a million posters and print materials, over 30,000 Dementia Friends were made and we raised over £250,000 – all helping to improve the lives of people affected by dementia.

# How you can get involved in the Week

Dementia Action Week is only a success thanks to you: our wonderful supporters. No matter how you get involved, every action taken will help. So, whether you want to put up some posters, take a class to visit a care home or fundraise during the Week, you will be helping to make a difference in your community.

Below are some ideas on how you can get involved. Because when it comes to helping people with dementia, a little does a lot.

- **Visit a care home or local dementia group** – Arrange for your class to visit a care home or local dementia group and see the difference your pupils can make. Whether it's organising a group sing-a-long, performing a play or doing any other activity, like baking or gardening, by connecting generations and building relationships, you can make someone's day who has dementia, enhancing their quality of life, and teaching young people valuable life skills that challenge perceptions.

You can find local services in your area to see how you can get involved here:

**[alzheimers.org.uk/find-support-near-you](https://alzheimers.org.uk/find-support-near-you)**

- **Fundraise** – We have plenty of ideas to help you fundraise during the Week. You could host a bake sale or a raffle and involve PTA and school councils. Visit **[alzheimers.org.uk/fundraise](https://alzheimers.org.uk/fundraise)** for inspiration and support. The vital money you raise for Alzheimer's Society will fund ground-breaking research and help us to support everyone affected by dementia.



**The next ideas show how you can get involved, by educating your young people about dementia.** Our free resources fit perfectly during PSHE lessons, after school sessions or as part of a youth programme for the year ahead.

- **Hold an assembly** – Use our youth resources to host an assembly. You could also invite a special guest such as a person living with dementia to join you on the day. This assembly could teach your young people what dementia is, and the small actions we can all take to help people living with dementia and make the community a more inclusive place to live.

Alternatively, you can also request a Dementia Friends Information Session. These 45-minute face-to-face sessions are facilitated by a trained Dementia Friends Champion volunteer. For further information visit **[alzheimers.org.uk](https://alzheimers.org.uk)**

- **Lessons about dementia** – Our youth resources and Dementia Friends sessions can be facilitated at any time and aren't just for assemblies.

If you want to hold an assembly or a lesson about dementia, download our free resources at **[www.dementiafriends.org.uk/WEBRequestInfoSession](https://www.dementiafriends.org.uk/WEBRequestInfoSession)**

If you're inviting people with dementia to your assembly, there are things you can do to make it dementia-friendly and inclusive. Look at our guidelines to see what you can do at **[alzheimers.org.uk/DAWenvironmenttips](https://alzheimers.org.uk/DAWenvironmenttips)**



## Tips for your event

- Plan early and get your team of organisers together
- Consider what will engage your group or class the most
- Set the date and time and source a venue if needed
- Check for permissions – check with your local council or venue if you require permission or licenses for your event
- Spread the message throughout your community and invite everyone along
- Most importantly, have fun and know that you're making a real difference.

Create your own personalised Dementia Action Week event poster. Visit **[alzheimers.org.uk/DAW](https://alzheimers.org.uk/DAW)** from March.

Add your event on our website at **[alzheimers.org.uk/DAW](https://alzheimers.org.uk/DAW)**

By adding your event, you'll promote it to people in your area and let us know about it. (Don't worry if you don't want to promote it, you can make it private and still tell us about it.)



# Order your Dementia Action Week materials

Whatever action you're taking, our free printed materials are great way of raising awareness and creating a more inclusive community for people affected by dementia.

Order your free materials by visiting [www.smartsurvey.co.uk/s/DAW2020Materials/](http://www.smartsurvey.co.uk/s/DAW2020Materials/)  
Simply complete the form and we'll send them out to you by the end of March.

**Your Dementia Action Week materials available include:**

**A3 and A4 Posters** – Put them up around your local shops, schools and anywhere that gets good footfall – the more people that see them, the more people that will get involved.

**A5 Flyer** – A great takeaway to get people talking about Dementia Action Week in your community.

**A Little Does a Lot Information Booklet** – A handy A5-size resource for people who are looking for ideas on simple activities they can do with someone with dementia they know.

**Other youth and school resources** – We have lots of free youth resources available for you to help teach children and young people more about dementia.

You can find them all here [alzheimers.org.uk/youngpeople](http://alzheimers.org.uk/youngpeople)



## Want to do something else?

We'll have lots of other ways for you to get involved with Dementia Action Week. Including a very special celebrity film for the Week to share, web banners and social media content will all be available too.

Make sure you stay tuned by signing up for updates at [alzheimers.org.uk/DAW](http://alzheimers.org.uk/DAW)

# Use the power of social media

Social media is a great way to spread the word of Dementia Action Week and to show all your contacts the actions you're taking for people with dementia.

Use your social media to show your support by tagging us in and using the hashtag **#DAW2020**



**Alzheimer's Society Facebook:** [facebook.com/alzheimerssocietyuk](https://facebook.com/alzheimerssocietyuk)



**Alzheimer's Society Twitter:** [twitter.com/alzheimerssoc](https://twitter.com/alzheimerssoc)



**Alzheimer's Society Instagram:** [instagram.com/alzheimerssoc](https://instagram.com/alzheimerssoc)



## **Alzheimer's Society is here for everyone affected by dementia**

Alzheimer's Society is the UK's leading dementia charity. We provide information and support, improve care, fund research, and create lasting change for people affected by dementia.

We're here for you. If you'd like to find out more information about dementia or the services and support that Alzheimer's Society offer, visit **[alzheimers.org.uk](https://alzheimers.org.uk)** or call our support line on **0333 150 3456**.

**We are delighted to have Santander supporting Dementia Action Week.**

**Together we're working towards improving the lives of people affected by dementia.**

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Alzheimer's Society operates in England, Wales and Northern Ireland. Registered charity number 296645.

