

Get ready for Dementia Action Week 2020

A guide for making a difference in your
workplace or organisation.



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**. The Week calls on us all to come together and take action to help improve the lives of people living with dementia.

Every year, tens of thousands of individuals, workplaces, schools and local groups join Alzheimer's Society to help raise awareness and make a difference in their communities. And this year we want the Week to be our biggest yet!

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. So, whether you want to display our free materials around your office, open your workplace up and invite local people affected by dementia, make all of your staff Dementia Friends or fundraise during the week, you will be helping to make a difference in your community.

Below are some ideas for you to get involved.

Put on an event

By putting on an event, you can help raise awareness of the isolation felt by people with dementia in your community, and give everyone ideas on how best to spend time with someone with dementia they know.

It's also an exciting and fun way to get everyone together. Why not:

- **Organise an information stand** – To help promote your stand and to make sure people have something to take away, order our free materials. See page six for details.
- **Hold an activities day for people affected by dementia** – Have a dementia-specific activities day and open your doors to people affected by dementia in your local area. Whether it's a tea morning, musical concert, arts and crafts or talk. Invite your local care home or Alzheimer's Society service along and get the full community involved to show that when it comes to helping people with dementia, a little does a lot.
- **Fundraise** – The vital money you raise will fund ground-breaking research and help Alzheimer's Society support everyone affected by dementia. We have plenty of ideas to help you fundraise during the week. From bucket collecting, hosting a quiz to testing out your baking skills. Visit alzheimers.org.uk/get-involved/events-and-fundraising/do-your-own-fundraising for inspiration and support.



- **Run a Dementia Friends session for your staff** – A fun, free and interactive way for everyone to learn more about dementia and how it affects people. With a better understanding, you can become a Dementia Friend and provide a better and more inclusive service to people affected by dementia.

Option 1: Led by a volunteer Dementia Friends Champion who comes to you, the Session will last around 45-60 minutes. You can find out more about face-to-face Dementia Friends Information Session at **dementiafriends.org.uk/WEBRequestInfoSession**

Option 2: You and your colleagues can become Dementia Friends online. Simply watch the short video and at least one of the other four available and you'll become a Dementia Friend.

Sign up at **dementiafriends.org.uk/register-partner-admin**

If you're inviting people living with dementia to your event, there are things you can do to make it dementia-friendly and inclusive. Look at our guidelines at **alzheimers.org.uk/DAWenvironmenttips**



Tips for your event

- Plan early and get your team of organisers together
- Consider your colleagues and customers and what would engage them
- Set the date and time and find a venue if needed
- Check for permissions – speak to your local council or venue if you require permission or licenses for your event
- Consider how to make your space or venue dementia-friendly
- Spread the message in your workplace and community and invite all your family and friends 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** from March.

Add your event on our website at **alzheimers.org.uk/DAW**

By adding your event, you'll promote it to people in your area and let us know about it.

Order your Dementia Action Week materials

Whatever you're doing this Dementia Action Week, our free printed materials are a 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/
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 office, workspace or community – 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 workplace.

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.

Want to do something else?

We'll have lots of other ways for you to get involved with Dementia Action Week 2020 – including a very special celebrity film for the Week to share with your colleagues, family and friends; web banners and social media content.

Make sure you stay tuned by signing up for updates at alzheimers.org.uk/DAW

If you're looking to make your business more inclusive for people affected by dementia, read our free sector specific guides to see how you can make your business more inclusive for people affected by dementia at alzheimers.org.uk/organisationresources

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 followers the actions you're taking for people with dementia.



Tip:

Create a Facebook event and invite all your colleagues, followers and community. It's simple and free.

If you're part of local group pages or have a work intranet, then post your event details on these. They're a great way to promote to your events.

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



Alzheimer's Society Facebook: facebook.com/alzheimerssocietyuk



Alzheimer's Society Twitter: twitter.com/alzheimerssoc



Alzheimer's Society Instagram: 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** 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.

