Dementia Action Week 2019
20 – 26 May
Make a difference in your community. A guide for individuals and local groups.
It’s time to take action

From Monday 20 May to Sunday 26 May, it’s Dementia Action Week – a week that unites individuals, workplaces and communities to take action and improve the lives of people living with dementia.

Every three minutes, someone in the UK develops dementia. This means almost all of us knows someone affected by dementia – a family member, customer or member of staff, – and it doesn’t just affect old people. But too many people living with dementia report feeling cut off from their community, losing their friendships and facing the condition alone.

Having dementia shouldn’t mean an isolated life. And it doesn’t have to. The actions from all of us can create supportive communities, where people living with the condition can continue to socialise with others, hop on the bus, go to their favourite shops or take part in local activities for as long as possible.

We all have a role to play in making the UK a dementia-friendly place to live and that’s what Dementia Action Week is all about. From putting on your own event, to displaying our posters around your local area – there are actions big and small we can all do during the Week that will make your community a more inclusive place for people affected by dementia.

Hackney hosted its first ever Dementia Festival during Dementia Action Week 2018. The week-long festival, hosted by members and supporters of Hackney Dementia Action Alliance, London Borough of Hackney, local NHS, local businesses, arts, leisure and community organisations, was launched at a Tea Dance in Shoreditch Town Hall.

‘I’m really pleased that we have held a festival specifically for people with dementia, which is part of our ongoing commitment to become a more dementia-friendly Council and borough. It has been a fantastic week of events that really have helped to further raise awareness and understanding of the condition and made people with dementia feel included and involved in their community.’

Yvonne Maxwell, Councillor for Hoxton West ward and Dementia Friends Champion
Get involved in the Week

Dementia Action Week is only a success thanks to you – Alzheimer’s Society’s wonderful supporters who go the extra mile to spread our messages far and wide and reach as many people as possible.

Here are the ways you can get involved in the week and join the growing number of people uniting against dementia:

**Put on an event**

An event is an exciting and fun way to get everyone together to take action on dementia, shown by the 900 plus events that took place across the UK during Dementia Action Week 2018. Why not:

1. **Organise an information stand** – This could be at your local supermarket, library or village hall. To help promote your stand and to make sure people have something to take away, check out our materials and how to order below.

2. **Hold an open day or event and invite people with dementia** – If you’re part of a community group or have a talent like art or singing, why not put on an open day or event for people affected by dementia to attend? Organise a gig in your local care home or invite people with dementia along to your regular community group. A wonderful way to get the full community involved, talk about what people affected by dementia in your community want to improve and how your community can take action to be more inclusive.

3. **Become a Dementia Friends Champion** – If you want to spread awareness of dementia through Dementia Friends messaging, becoming a Dementia Friends Champion might be right for you. Champions are trained volunteers who host Dementia Friends Information Sessions encouraging people to learn more about dementia and take action. Why not host a Dementia Friends Information Session at your local school or community group? Visit dementiafriends.org.uk/champion for more information on how to become a Dementia Friends Champion.

4. **Fundraise for Alzheimer’s Society** – We have plenty of ideas to help you raise money for Alzheimer’s Society during the Week. Why not host a tea party, raffle or quiz. Visit alzheimers.org.uk/get-involved/events-and-fundraising/do-your-own-fundraising for inspiration and support. The vital money you raise will fund ground-breaking research and help us to support everyone affected by dementia.

Where possible, make sure you include people with dementia at your event – events should be dementia-friendly and inclusive. Take a look at our checklist for making environments more dementia-friendly at alzheimers.org.uk/DAWenvironmenttips

Add your event details to our online map today. You will also be able to advertise your event with our online poster maker tool from the start of March.

Visit alzheimers.org.uk/DAW
Tips for your event

- Start planning early and get your team of organisers together
- Set the date and time and source a venue if needed
- Check with your local council or venue if you require permission or licenses for your event
- Spread the message throughout your community and invite all your family and friends
- Have fun

Harness the power of social media

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

Tip:
Create a Facebook event and invite all of followers, family and friends. It’s simple and free.

If you’re part of local group pages then post your event details on these – a great way to reach different groups of people in your local area.

Use your social media to show your support by tagging us in and using the hashtags #DAW2019 and #UnitedAgainstDementia

Alzheimer’s Society Facebook  facebook.com/alzheimerssocietyuk
Alzheimer’s Society Twitter  twitter.com/alzheimerssoc
Alzheimer’s Society Instagram  instagram.com/alzheimerssoc

Order our Dementia Action Week materials

Whether you’re holding an event or putting up Dementia Action Week posters in your local area, our free printed materials are great for handing out to people to tell them more about dementia and what they can do to create a more inclusive community for people affected.

The materials will give handy tips about how best to talk to and include people with dementia. Order your free materials by visiting smartsurvey.co.uk/s/DAWmaterialsorderform

Remember to only put these up from 20-26 May 2019.
Materials available include:

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

**Flyer** – Get people talking about Dementia Action Week by handing our flyer out at your events, drop them into local shops and community spaces and spread the message that your community is working to become more dementia-friendly.

**Booklet** – A great resource if someone wants to know more about dementia and how best to speak to someone affected. It will include tips on the actions you can take in your community and all the ways you can unite with us against dementia.

Order your materials using the order form on our website: [smartsurvey.co.uk/s/DAWmaterialsorderform](http://smartsurvey.co.uk/s/DAWmaterialsorderform). Simply complete the form and we'll send them out to you when they become available in March.

Want to do something else?

We'll have lots of other ways for you to get involved in the Week, including sharing our exciting film with your family and friends along with web banners and social media content which will be available.

Sign up for updates at [alzheimers.org.uk/DAW](http://alzheimers.org.uk/DAW)


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.

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](http://alzheimers.org.uk) or call our National Dementia Helpline on [0300 222 1122](tel:03002221122).