



Dementia Action Week 2019

20 – 26 May

Make a difference in
your community.
A guide for schools.



It's time to take action

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

Every three minutes, someone in the UK develops dementia. It is likely to affect many of the young people in your class and almost all of us know someone affected – a family member, friend or neighbour – 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 dementia 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 educating your pupils, putting on events, to displaying posters – schools are uniquely placed to help change the lives of local people living with dementia.



Pre-school children volunteering with people affected by dementia

'It has been lovely watching the children interact with the elderly people and seeing how they connect. The children have always been very keen to meet them and have started to build relationships, remembering their names and choosing who they would like to play with. They have really enjoyed their company and the project has been very enjoyable for us all.'

Sunshine Pre-school Manager,
Bristol, July 2018

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 and schools uniting against dementia:

Put on an event

An event is an exciting, fun and educational 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. Visit a care home or local group – Arrange for your class to visit a care home or local group and see the difference your pupils can make. Whether it is organising a group sing-a-long, performing a play or any other activity, by connecting generations and building relationships, you will enhance quality of life, build a closer community and teach young people valuable life skills and challenge perceptions, all whilst having fun.

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

alzheimers.org.uk/find-support-near-you

2. Hold an assembly or lesson on dementia – Host an assembly or lesson with a special guest such as a person with dementia or invite your local Dementia Friendly Community group to come in and talk to you about their commitment to people in the local community and how they are making a positive difference for people affected by dementia.

Your assembly or lesson could teach your pupils how to have a conversation with people affected by dementia, or the small actions they can take to make their community a more inclusive place to live.

You can download your resources for delivering a lesson or assembly at

alzheimers.org.uk/youngpeople

3. Dementia Friends Information Session – Dementia Friends sessions can run at any time and aren’t just for assemblies. Information Sessions are free, interactive, hour long sessions about dementia. Your pupils will learn five key messages about dementia and commit to helping people living with dementia in your local community. Sessions fit perfectly during PSHE lessons, after school or part of a youth programme for the year ahead.

Request your free sessions at **dementiafriends.org.uk/WEBSession**

4. 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 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 tips 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
- Consider your pupils and what would engage them
- 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 pupils, PTA and school councils
- Have fun

‘The assembly materials were clear and pacy, all students were well engaged.’

Wellbeing lead, Redland Green Secondary School, Bristol, April 2018

‘Pitched very well. 5 messages most useful. Thought provoking and it helped the children to know about dementia.’

Head teacher,
Cathedral Choir Primary School,
Bristol, June 2018

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 followers 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 promote to your local community.

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 just wanting to put up posters in your school or 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.

Fun and tailored to kids, 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 school, 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**. 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



Registered with
**FUNDRAISING
REGULATOR**

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

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 or call our **National Dementia Helpline** on **0300 222 1122**.

