



Dementia Action Week 2019

20 – 26 May

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



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 the wider community 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 disease 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 workplace and local area – there are actions big and small we can all do during the Week that will make your community a more inclusive place to live for people affected by dementia.

So whether you're a bank, supermarket, local shop, leisure centre or any other business, this is your week to make a difference.



North Yorkshire Fire and Rescue Service united with Alzheimer's Society by wrapping two fire engines in the charity logo and encouraging all their staff team to become Dementia Friends.

'During Dementia Action Week a series of training sessions took place at fire stations and workplaces across our area. It was a fantastic opportunity for all staff working for North Yorkshire Fire and Rescue Service to work closely with the Alzheimer's Society, ensuring a dementia friendly service is delivered to the community who come into contact with the Service.'

David Pitt, Head of Protection and Prevention, North Yorkshire Fire and Rescue Service

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.

This Dementia Action Week our theme is Inclusion. Here are the ways you can get involved in the Week and join the growing number of people and workplaces 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. Run a Dementia Friends Information Session for your staff – A fun, free and interactive way for your workplace 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.

If you are a large organisation (over 4,000 employees) wanting to roll out Dementia Friends contact programmepartnerships@alzheimers.org.uk

If you are a smaller organisation (under 4,000 employees) you could sign up to our online video route or attend a face to face Information Session. Sign up at dementiafriends.org.uk/register-partner-admin

2. Organise an information stand at your workplace – Find out if your community has a dementia-friendly community group and contact them to find out how you can support www.dementiafriends.org.uk/WebArticle?page=dfc-public-listing#.XWedjR1yUk



‘In becoming Dementia Friends, Pets at Home colleagues can recognise when people may be struggling with dementia type symptoms so that they can make shopping an easier, more pleasurable and more importantly an accessible experience for customers who may have this condition.’

Mike Carey, Deputy manager,
Pets at Home, York Foss Islands

3. Have a conversation around dementia – Hold an open day or open meeting at your workplace to gather feedback from people affected by dementia about how your organisation can be more inclusive. Listening to people affected by dementia to understand the positive impact your workplace can have on the lives of people affected by the condition.

You can find the local services in your area to see how you could get involved here: alzheimers.org.uk/find-support-near-you

4. Quiet hours for people affected by dementia – If you're a supermarket, pub, cinema or any other customer facing business, why not have quiet hours on a specific day so that your business can be more inclusive and dementia-friendly? Clearly showing where toilets and exits in your workplace are located and offering more seating can create a better experience for people affected by dementia.

5. Fundraise for Alzheimer's Society – 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. 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. Download our dementia-friendly business guide here alzheimers.org.uk/get-involved/dementia-friendly-communities/making-organisations-dementia-friendly/businesses

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 audience 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 workplace and community, and invite all your family and friends along
- Have fun

Make your workplace dementia-friendly

Commit to making your workplace a more dementia-friendly, considering elements people, place or processes. Simple things like considering people who are caring who might need flexible working. Having clear signage and a quiet area can help people living with dementia live independently for longer.

Find out the simple actions you can take here alzheimers.org.uk/get-involved/dementia-friendly-communities/making-organisations-more-dementia-friendly

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 office 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.

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 office, 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 office, 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
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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**.

