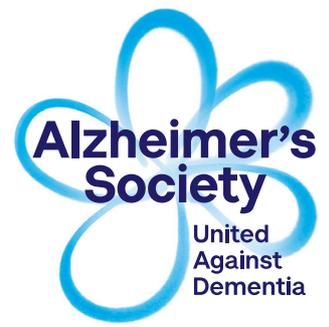


Become a dementia-friendly retailer



Case Study: D Cafés – Machida City Government & Starbucks stores

Eight Starbucks stores in Machida City cooperate to have monthly 'D Café' (Dementia Café) sessions which Machida City government hosts. The dementia-friendly initiative aims to provide an inclusive and supportive environment for customers affected by dementia, and to increase wider understanding of the condition.

Background

The Starbucks Coffee 'Community Connection' initiative is an opportunity for stores to make a positive difference to the communities in which they're located. Through this initiative, the Starbucks Machida Kanamori store in Japan established a relationship with a nearby care facility. In 2016 the store started supporting D Cafés on a regular basis and this continues today. This led to the start of the D Café movement and now eight Starbucks coffee stores in the Machida District support D Cafés to help enable people with dementia and their families enjoy their leisure time. The sessions are advertised in advance and are operated on a drop-in basis with no need to book or register.

Why should cafés be dementia-friendly?

- 50 million people live with dementia worldwide, with someone developing the condition every three seconds.
- People living with dementia have the right to continue with day to day and family life, without discrimination or unfair cost, to be accepted and included in their communities and not live in isolation or loneliness.
- Going to a café for a hot drink or some food is an important social activity for many people, including those affected by dementia.
- The majority of people with a diagnosis of dementia live in their community, rather than a care setting. Cafés must understand how to support customers affected, both to reduce isolation and enable a higher level of customer service.

The challenge

- People with dementia often experience problems with eating and drinking, which are important for staying healthy and improving a person's quality of life. Poor appetite, memory challenges, physical disabilities and sensory impairments (hearing and sight loss) can all cause the person with dementia to have problems eating and drinking.
- Long menus can be difficult to process and overwhelming. People with dementia may forget what they have ordered, repeat questions, get frustrated at not being understood or have difficulty navigating busy rooms with dim lighting. High noise levels with loud music playing and loud conversation can be disorientating and difficult to concentrate, potentially with a waiter or staff member waiting. These are just some of the issues people with dementia can face when visiting cafés.

'When you do something in an open space used by lots of different people, the outcome will be totally different in terms of influence on the participants of the activity and influence on the local community. We aim to make D Café beneficial for both, a space where participants can enjoy themselves with excitement, and where a local community can learn and deepen their understanding of dementia.'

Kenji Hayashi, Manager of Starbucks Coffee Machida Kanamori Store



For more information:
www.dementia-friendly-machida.org

D Café aims and impact

Starbucks Coffee stores in the Machida District recognise that there is often a stigma attached to dementia. Sometimes people living with the condition and their families feel pressure to hide their symptoms or a diagnosis. There is also a general fear associated with the condition by wider society. By challenging negative perceptions and enabling people with dementia to build confidence, they hope customers will enjoy their time at 'D-Café' with peace of mind. The Starbucks stores report the following aims and impact of the D Café initiative:

Aim: Access to the community – maintaining a connection with society to enable people with dementia to get out and about in their community, helping to live well with dementia.

Result: Having a D Café in an open space provides an accessible and welcoming environment for people living with dementia and their family members to engage with one another and create lasting friendships.

Aim: A positive experience – empowering people after a dementia diagnosis, by seeing others with the same symptoms play active roles in their communities with confidence.

Result: D Café have been a source of energy for people with dementia and their families to live positively, to be themselves, connect with others and share laughter. The stores aim to welcome each participant individually and 'believe that creating a small wave will eventually allow us to generate big waves'.

Aim: A circle of support – people who are not usually exposed to dementia will be given opportunities to learn about the condition and its symptoms, widening the circle of support available.

Result: Proactively participating in social activities and feeling connected to and understood by others, expands a person's circle of support. This radiates outwards to families, friends, acquaintances, and even to local communities and wider society.



Staff pride

Store staff have voluntarily taken classes to deepen their understanding of dementia and learn about ways to better support people living with the condition. Staff proudly wear 'Orange Rings' on their chests as proof of their achievement.

Other ways cafés can be more dementia-friendly

- Waiting staff, baristas and assistants should speak slowly and clearly when interacting with a customer with dementia
- Give people time and patience to respond
- Avoid open-ended questions
- Don't ignore the person with dementia if you are serving their carer supporter
- Host a coffee morning for people affected by dementia or a meeting place for a carer's group
- Display flyers or posters for local dementia services



'When my husband was diagnosed with dementia, I used to feel hopeless and it was the end of my life, and I could not leave the house for a while. But when I discovered D Café and started talking to other people, I realised that everyone goes through hardships in their lives and dementia is just one of them. This does not have to be the end of everything, and it is up to me whether I can enjoy my life. To me, D Café is a place where I have comrades. It is really encouraging.'

D Café participant