

## Dementia Friendly Businesses

We are aiming to encourage and support all businesses to become dementia friendly by 2020. We are currently carrying out a pilot with 10 major businesses to establish what this actually means.

We are testing an initial framework outlining how an organisation can support their employees, customers and local communities. This includes key areas such as HR processes, information provision, training and awareness raising, customer support and customer support.

We plan to develop this into a national programme of work after the pilot.

## Find out how you can get involved

[alzheimers.org.uk/  
dementiafriendly  
communities](http://alzheimers.org.uk/dementiafriendlycommunities)

Or contact the team at:  
[@dementiafriendlycommunities  
@alzheimers.org.uk](https://www.dementiafriendlycommunities.org.uk)

For more information and support, call the National Dementia Helpline on: **0300 222 11 22**



# Dementia Friendly Communities

Supporting people affected by dementia to live well in their community

**Alzheimer's Society** | Leading the fight against dementia

There are 850,000 people living with dementia in the UK, this is expected to rise to 1 million by 2021.

One third of people living with dementia do not feel part of their community

Across the UK, local people, groups and organisations are working to create dementia-friendly communities

We can all play a part in enabling people with dementia to live well wherever they are.

Alzheimer's Society operates in England, Wales and Northern Ireland. Registered charity number 296645. Company limited by guarantee and registered in England no. 2115499

## What is a dementia-friendly community?

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A dementia-friendly community is supportive and inclusive of people affected by dementia. In these communities people with dementia are empowered to have aspirations and feel confident, knowing they can live the life they want.

Everyone, from governments and health boards to the local corner shop and hairdressers share part of the responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community:

[alzheimers.org.uk/dementiafriendlycommunities](https://alzheimers.org.uk/dementiafriendlycommunities)

## The Recognition Process

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This process enables communities to be recognised for their work towards becoming dementia-friendly, and is built around areas important to people affected by dementia, as outlined in the BSI code of practice:

- Arts, culture, leisure and recreation
- Businesses and shops
- Children, young people and students
- Community, voluntary and faith
- Fire and police
- Health and social care
- Housing
- Transport

[dementiafriendlycommunity.org.uk](https://dementiafriendlycommunity.org.uk)

## The Prime Minister's Champion Group

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This group is responsible for delivering a key strand of the Prime Minister's Challenge on Dementia 2020 - including expertise on how sectors can become dementia-friendly.

This group has produced publications across:

- Financial services
- employment
- arts
- technology

For further information on these and others go to:

[alzheimers.org.uk/primeministerschampiongroup](https://alzheimers.org.uk/primeministerschampiongroup)  
[alzheimers.org.uk/pmchallenge](https://alzheimers.org.uk/pmchallenge)

## Code of Practice for dementia-friendly communities

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The code of practice provides guidance and structure for communities around what 'dementia-friendly' looks like and what the key areas of action should be.

Recommendations include:

- Who should be involved
- Central aims of a dementia-friendly community
- Key areas of action
- Expected positive changes for people with dementia

To download your free copy visit:

[alzheimers.org.uk/codeofpractice](https://alzheimers.org.uk/codeofpractice)