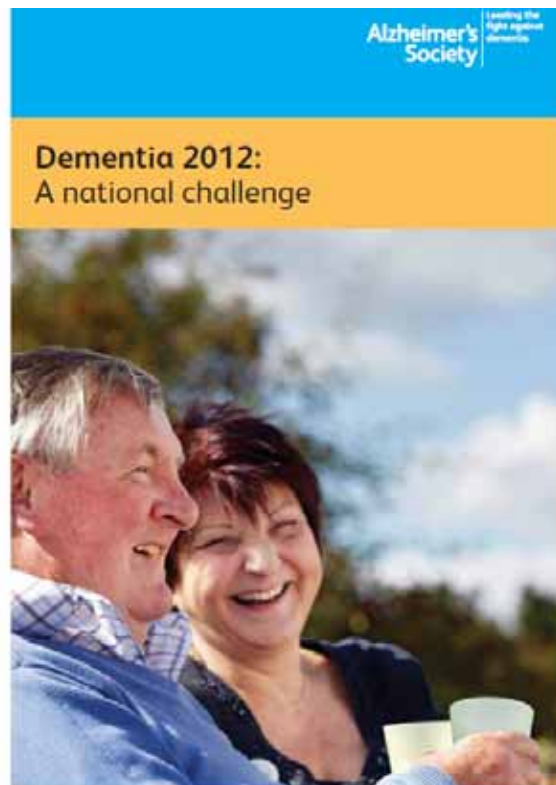


# **Dementia-friendly communities**

## **The progress so far**

Chris Quince, Alzheimer's Society

# Dementia: A national challenge



-75% of the public do not think society is geared up to deal with dementia

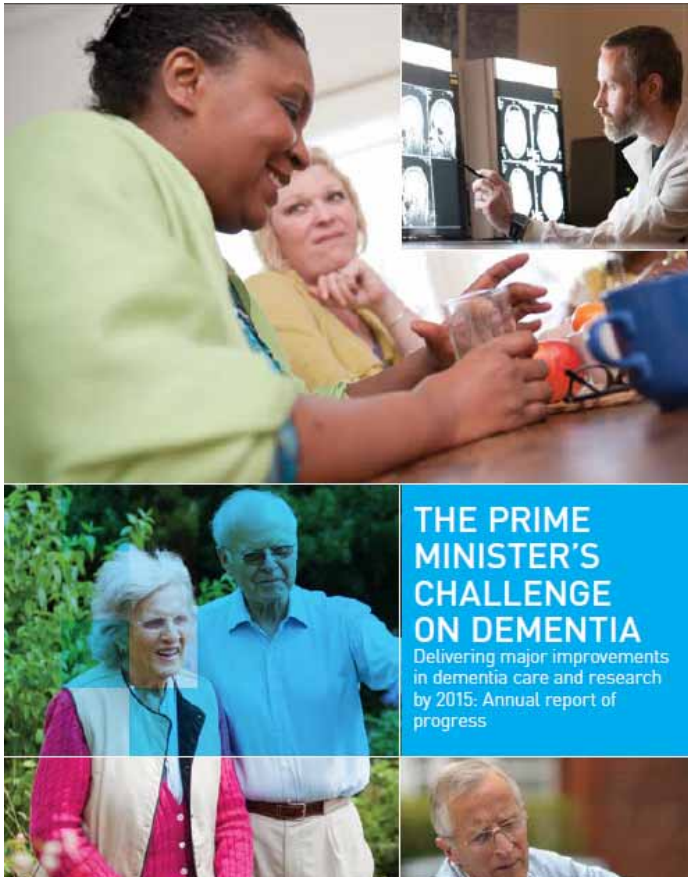
-61% of people with dementia think that their community doesn't understand

-58% of the public think that people with dementia have a bad quality of life.

# A dementia-friendly Britain



# Prime Minister's Challenge on Dementia



-New diagnosis ambition

-CQUIN rewards for hospitals

-Alzheimer's Society Dementia Friends

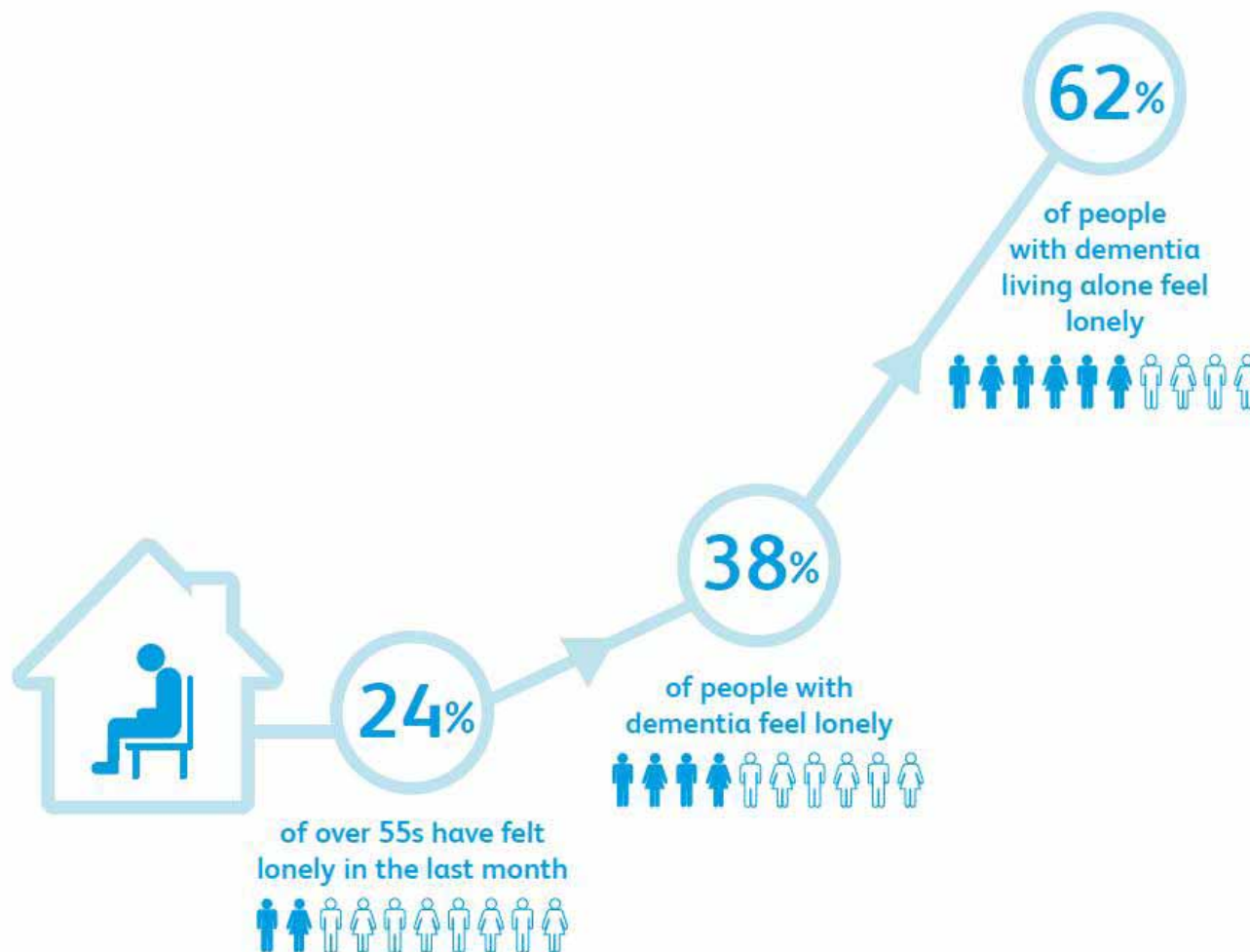
-Investments in research

# Dementia-friendly communities: Gaining momentum



- Over 50 communities have committed to becoming dementia friendly
- 35 Dementia Action Alliances
- Schools driving intergenerational change
- Business, services and organisations taking up the challenge.

# Loneliness and dementia



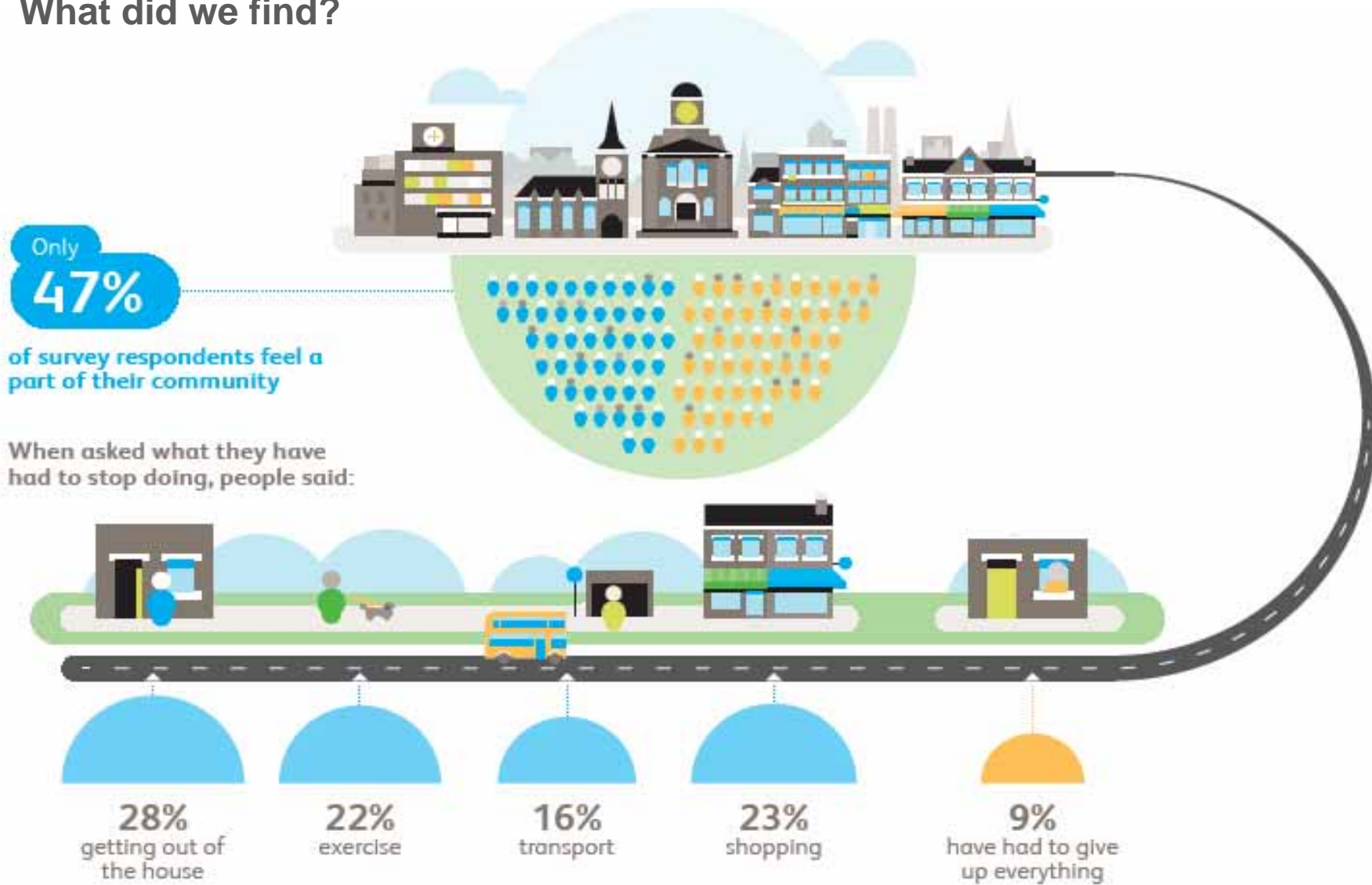
# Building dementia-friendly communities: A priority for everyone

Alzheimer's Society | Leading the fight against dementia



# Dementia-friendly communities

What did we find?

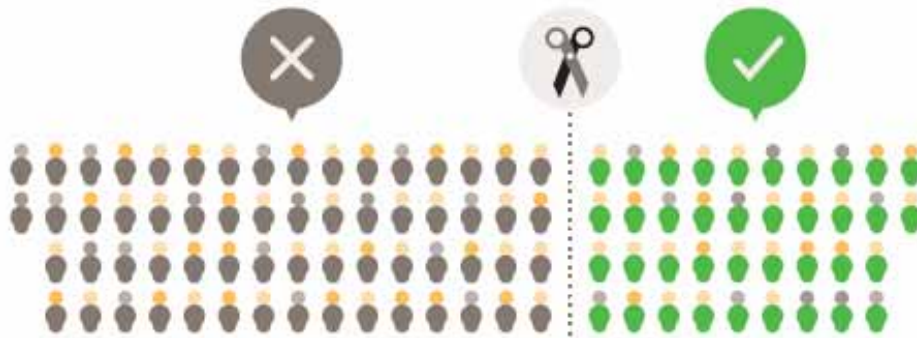




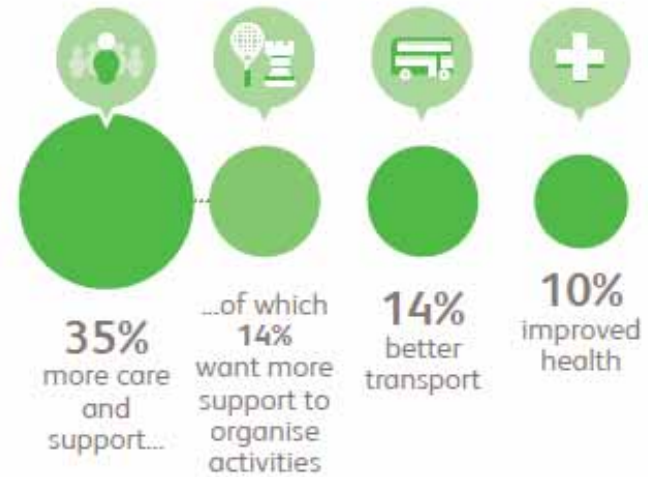
# Dementia-friendly communities

## What did we find?

**63%**  
of people with dementia do not wish to try new things in their community



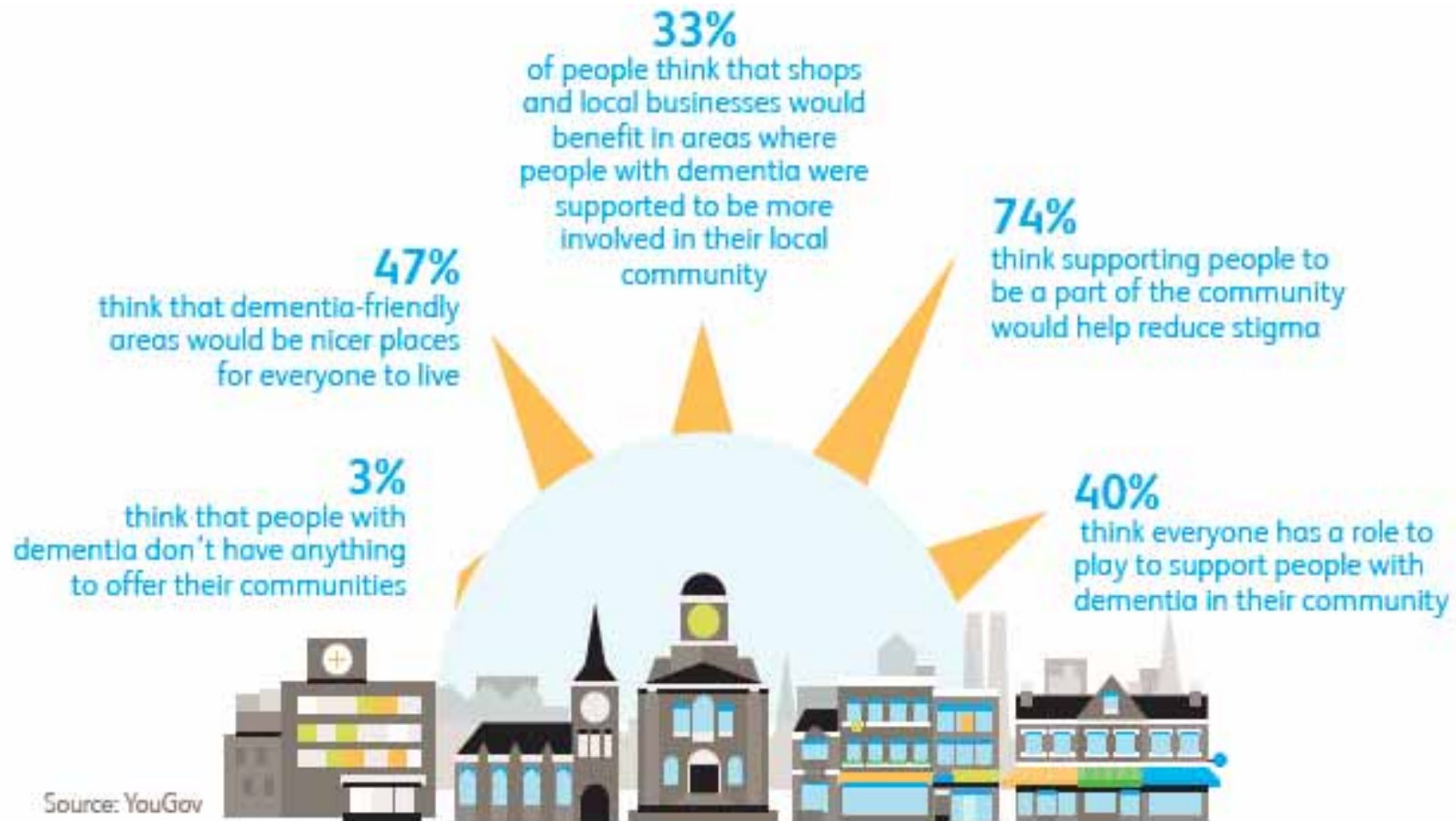
To do more in their local area, people with dementia want:



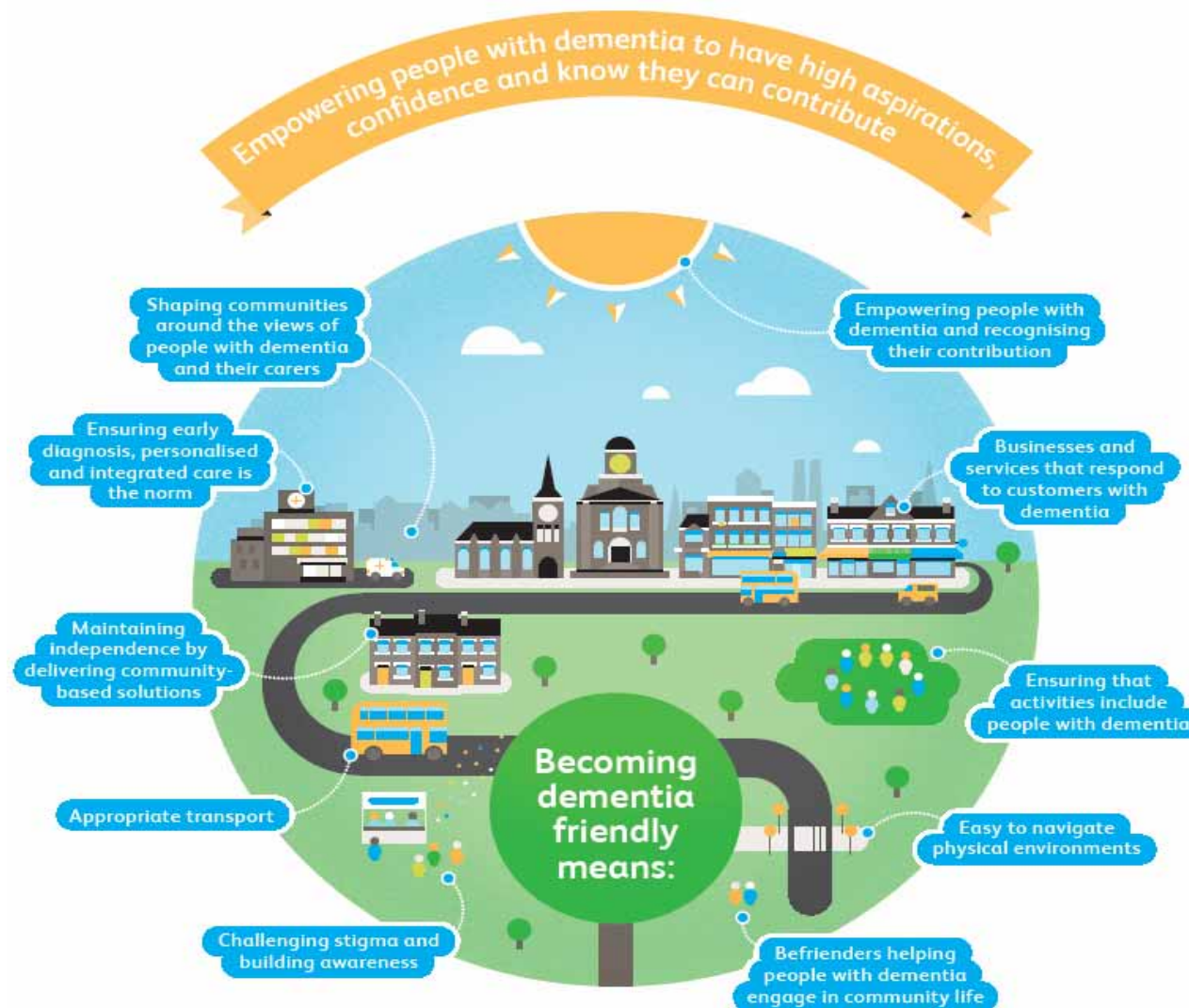
# The opportunity for change

**Alzheimer's Society**

Leading the  
fight against  
dementia



# Infographic



# Dementia-friendly communities



# Recognition process for communities



[www.alzheimers.org.uk/recognitionprocess](http://www.alzheimers.org.uk/recognitionprocess)

# Foundation Criteria

- 1. Make sure you have the right local structure in place to maintain a sustainable dementia friendly community**
- 2. Identify a person to take responsibility for driving forward the work to support your community to become dementia friendly**
- 3. Have a plan in place to raise awareness about dementia in key organisations and businesses within the community that support people with dementia**

# Foundation Criteria

4. **Develop a strong voice for people with dementia living in your communities. This will give your plans credibility and will make sure it focuses on areas people with dementia feel are most important**
5. **Raise the profile of your work to increase reach and awareness to different groups in the community**
6. **Focus your plans on a number of key areas that have been identified locally**
7. **Have in place a plan or system to update the progress of your community**

## Dementia friends



Aim to reach one million people by 2015

Alzheimer's Society run, funded by DH and Cabinet Office.



# Support in the community

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

## Support. Stay. Save.

Care and support of people with dementia in their own homes

January 2011

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

### Home truths

Housing services and support for people with dementia



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### Dementia 2013:

The hidden voice of loneliness

