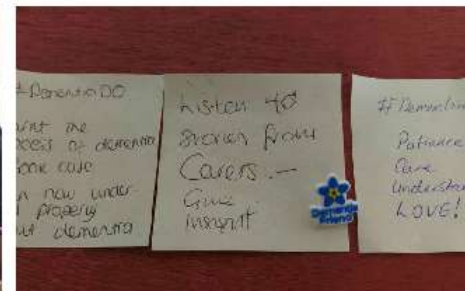


Dementia Awareness and Social Action



Kathryn Smith
Director of
Operations



What I will cover

- Our aims
- What is Dementia Friends
- Impact
- Engaging organisations
- Dementia Friendly Communities
- Q&A

Our Aims

- To create dementia friendly communities together by improving the understanding of dementia and to change people's perceptions of dementia.
- We aim to create **4 million Dementia Friends by 2020.**
- **Over half of people with dementia are living in Dementia Friendly Communities by 2020**, and that those communities are working to provide the best possible support to people with dementia and their carers.



DEMENTIA FRIENDS

4

How to become a
Dementia Friend
and
impact of the
programme

How to become Dementia Friends

Community Change team

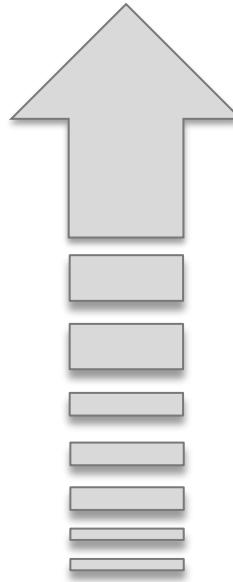
Dementia Friends Champions



Information Sessions



People living with dementia



Programme Partnerships team

Partners



Variety of tools



Digital and Marketing team

Online tool



Video on website and DF pack



Dementia Friends



Impact of Dementia Friends

- More than two thirds (86%) of Dementia Friends who responded to a recent survey about the programme felt they had a better understanding of dementia since becoming a Friend
- 73% felt more confident interacting with people with dementia
- 8 out of 10 Friends also said they felt more motivated to help others in their community
- 84% thought Dementia Friends was inspiring communities to take action to positively impact people affected by dementia.

How are we trying to engage as many people as possible



Wales
Translated into Welsh



Black, Asian and other ethnic communities
Less reliance on written English



People with a learning disability
Simplified activities and language



Children and Young People
Alternative activities



Global movement
Over 15 countries



Engaging organisations



Retail
e.g., Asda, Marks and Spencer,
Home Retail Group



Personal wellbeing
e.g., Lloyd's Pharmacy, Rowlands
Pharmacy



Telecommunications
e.g., BT



Finance
e.g., Lloyd's Banking Group,
Santander



Public Sector | Civil Service
e.g., Local Authorities,
Government Departments



Engaging organisations

Many organisations go beyond Dementia Friends awareness and take further action

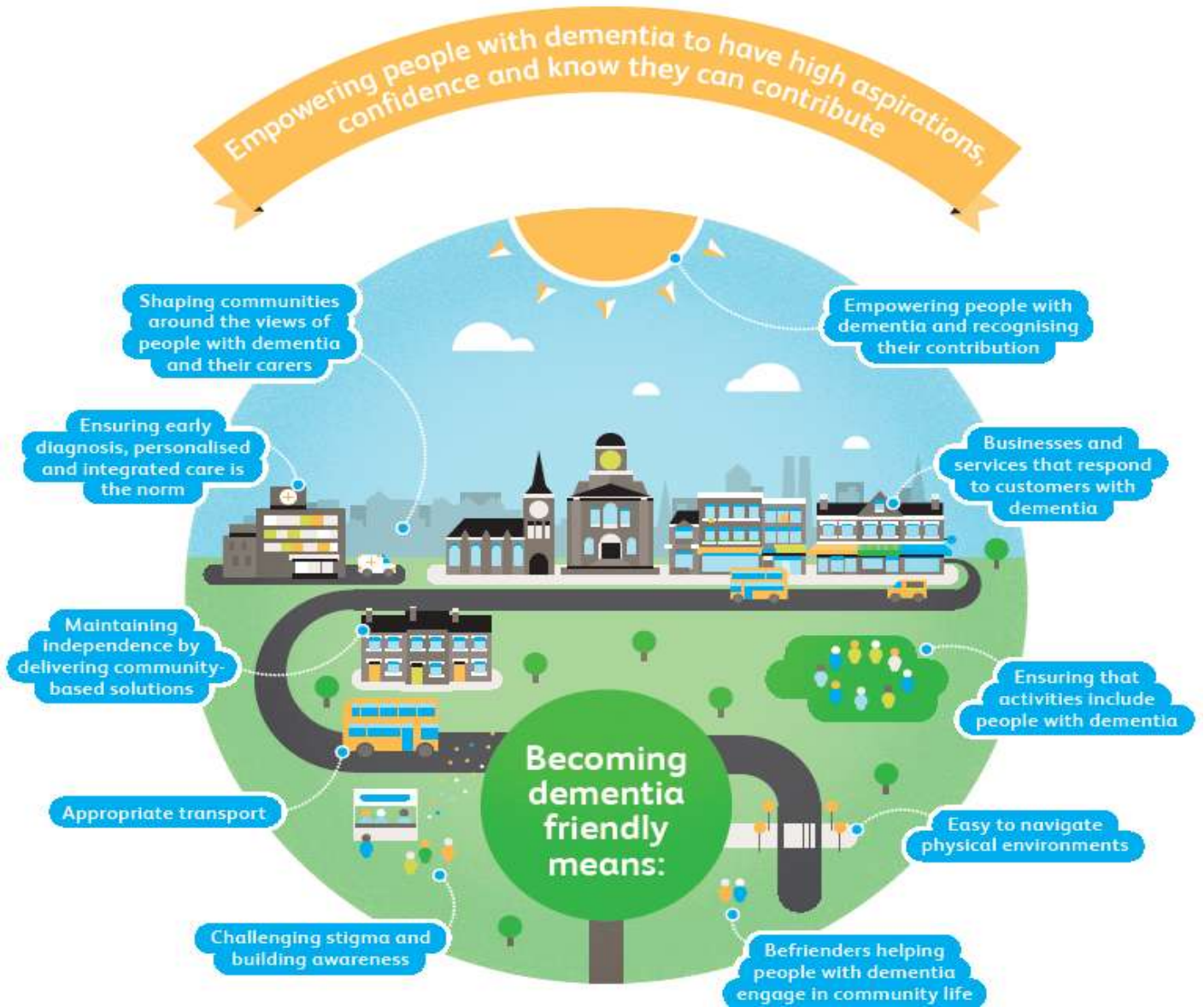


DEMENTIA FRIENDLY COMMUNITIES

10

What are they and
why do we need
them?

What makes a Dementia Friendly Community



Case Study - Wigan

