

## Actions my organisation could take to be more dementia-friendly

- Understand more about dementia by organising a free, one hour **Dementia Friends** awareness session for yourself and colleagues. For more information visit [www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)
- Request a **guide** for customer-facing staff to assist them in serving people living with dementia
- Be **patient** and **understanding**
- Review your **environment** by looking at seating, signage and facilities using our checklist to ensure it is as accessible as possible
- Use **appropriate language** when talking about someone living with dementia, making negative terms such as 'sufferer' a thing of the past
- Think about how you could **support** staff who have a diagnosis of dementia, or who may be **caring** for a relative living with dementia
- Take part in **Local Dementia Action Alliances** by attending meetings
- Spread the message through business **networks** and encourage others to become members of the DAA

For help with becoming a member contact:  
Geoff Moore  
Dementia Action Alliance Coordinator (East of England)  
Alzheimer's Society  
Fulbourn, Cambs, CB21 5EE  
01223 884031  
07802861890

To find out more about the Peterborough DAA contact:  
Janet Cooke  
Vice Chairman  
E: [janet.4.cooke@btinternet.com](mailto:janet.4.cooke@btinternet.com)  
T: 01487 830114  
c/o Dementia Resource Centre  
York Road, Peterborough, PE1 2PE

## How to join the Peterborough LDAA

To become a local member of the Dementia Action Alliance, organisations will think of between 3 – 7 simple steps they could take to become more dementia-friendly.

These steps will make up your action plan which will then be displayed on the Dementia Action Alliance's national website. You will then have the opportunity to join your LDAA and help create a dementia-friendly community where you are.

For any help and support with becoming a member please contact your DAA Coordinator.

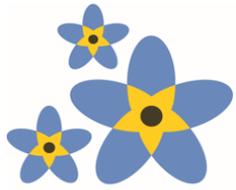
[www.dementiaaction.org.uk/join\\_the\\_alliance](http://www.dementiaaction.org.uk/join_the_alliance)

**DAA** Dementia Action Alliance

## Building a Dementia Friendly Community in Peterborough



How can you help to make a difference?



**Peterborough  
Dementia  
Action  
Alliance**

## Why should Peterborough aim to become a dementia-friendly community?

Peterborough City Council predicts that by 2021 there will be 2,000 people living with dementia in Peterborough with thousands of family and friends acting as primary carers. As numbers of people living with dementia are set to rise it is important that we take action **now** to support anyone affected by dementia and to help them to live well in their community.

\*47% of people think that dementia-friendly areas would be nicer places for everyone to live.

\*33% of people think that shops and local businesses would benefit in areas where people living with dementia were supported to be more involved in their local community.

\*28% of people living with dementia said they had to give up activities such as shopping, exercise and using transport.

\* Source: Alzheimer's Society 2013 report 'Building dementia-friendly communities: A priority for everyone'

## What is a Local Dementia Action Alliance?

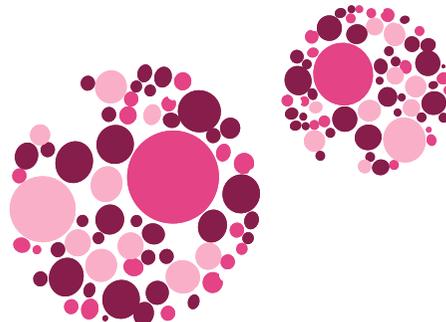
The Dementia Action Alliance (DAA) was launched in 2012 as part of the Prime Minister's Challenge on Dementia, and aims to improve the lives of people living with dementia and their carers through concerted action.

We work with local businesses and organisations to see how they can become more dementia-friendly, and ask them to sign up as a member of the DAA by completing a simple action plan.

Membership to the DAA is completely free. All we ask is that members take steps to better support anyone living with dementia in their local area.

Members include local businesses, community groups, faith groups, schools and colleges, libraries, museums, shopping centres and charities as well as health and social care providers. Anyone can help!

A **Local Dementia Action Alliance** (LDAA) is the coming together of our member organisations in a local area and is seen as the vehicle to create a dementia-friendly community.



## What is a dementia-friendly community?

A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life.

In a dementia-friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives.

## What's in it for your organisation?

Once your application has been approved your organisation will have its own page listed on [www.dementiaactionalliance.org.uk](http://www.dementiaactionalliance.org.uk).

Recognition as a dementia-friendly organisation could increase footfall or sales.

You will be part of the wider Dementia Action Alliance community giving you access to networks, support and information.

You will be part of a social movement to bring about change, working with other organisations in partnership and helping to raise community spirit.

Your organisation can use the Peterborough DAA logo to promote your involvement.