Putting people at the heart of dementia-friendly communities

Jeremy Hughes, Chief Executive, Alzheimer’s Society
Building dementia-friendly communities: A priority for everyone
Recognition process for communities

www.alzheimers.org.uk/recognitionprocess
Key principles

• Planning
• Opportunities
• Prioritization
• Support
• Inclusion
Planning

It is vital that people with dementia are involved at all stages make sure people with dementia are involved from the very beginning.
Opportunities

Provide a range of involvement opportunities for people
Prioritize

Allow people with dementia share their experiences with local staff to bring about the desired changes (hearing people’s stories - a powerful lever for behaviour change)
Support

Provide the right support to enable people with at different stages of dementia to be involved
Inclusion

It’s important to include and involve carers as they are key to helping a person with dementia access the community and they also need support.
Benefits

• Ensure you are focusing on the right issues
• Gives work credibility
• Organisations will know how to improve their services
• A strong voice – driver for change
• A positive and empowering experience for people with dementia
Examples

• Wigan Dragons Den

• Crawly Dementia Action Alliance
Thank you

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