The challenge: how the project came about
The process: how the project works

• Training: 30 participants from around the UK
• Custom-built reporting phones
• Mentoring and story development
• Publication on website and twitter feed
• Pitching to media
• Informing service providers

dementiadiaries.org  @DementiaTweets
The personal and the political: what the diarists report on

Over the last year, we’ve had over 2000 reports on living with dementia on a range of subjects.
Reaching new audiences

#DementiaDiaries
Thursday 26th Feb @rednoseday

The Mirror: Our dementia diagnosis stories

VIDEO: Dementia Diary - John Williams

A digital advent calendar
featuring 24 stories about daily life with dementia

16 Things You Didn’t Know Happened In Dementia

8 Inspiring Tales Of Coping With Dementia

BuzzFeed

Door Into Dementia

dementiadiasiaries.org  @DementiaTweets
Challenging media coverage on dementia

The portrayal of dementia in the media is a topic often raised by participants.

We worked on a piece with the media industry publication journalism.co.uk

Shared hundreds of times and read by many journalists and editors of national papers.
Advice for services

User experience

• “Particularly on the automated call systems. If I don’t get through first time, then I just don’t bother” - Paul Hitchmough

Solutions

• “Being able to talk “face to face” might help – for example by Skype. People could pick up on body language.” - Chris Forse
"We are the experts in dementia"

The Diarists’ aim is to improve public perceptions around dementia and influence change - they want to share stories that give hope, and stories that debunk myths.

Tommy Dunne
How you can use the reports

We have a huge pool of over 2000 reports, we’d love to share them. They are a good way to include the voices of people living with dementia in

- Trainings and workshops
- Comms or media work
- Research
- Advocacy or policy work

Please get in touch!

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