

Dementia Friends

Changing the way a nation thinks, acts and talks about dementia

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Chief Executive, Alzheimer's Society

850,000 people living
with dementia in the UK

An estimated 46.8 million
people worldwide living with
dementia

Why change needs to happen

53%

of people living
with dementia
felt anxious or
depressed
recently

Taken from 'Dementia 2015: Aiming higher to
transform lives' – Alzheimer's Society

Dementia Friends



Is about increasing people's understanding of dementia and inspiring them to take action, big or small.



What is it?

- A volunteer-led social action movement.
- Anyone and everyone can become a Dementia Friend
- Attend a friendly and interactive face-to-face Session OR watch the online video, starring Gina.



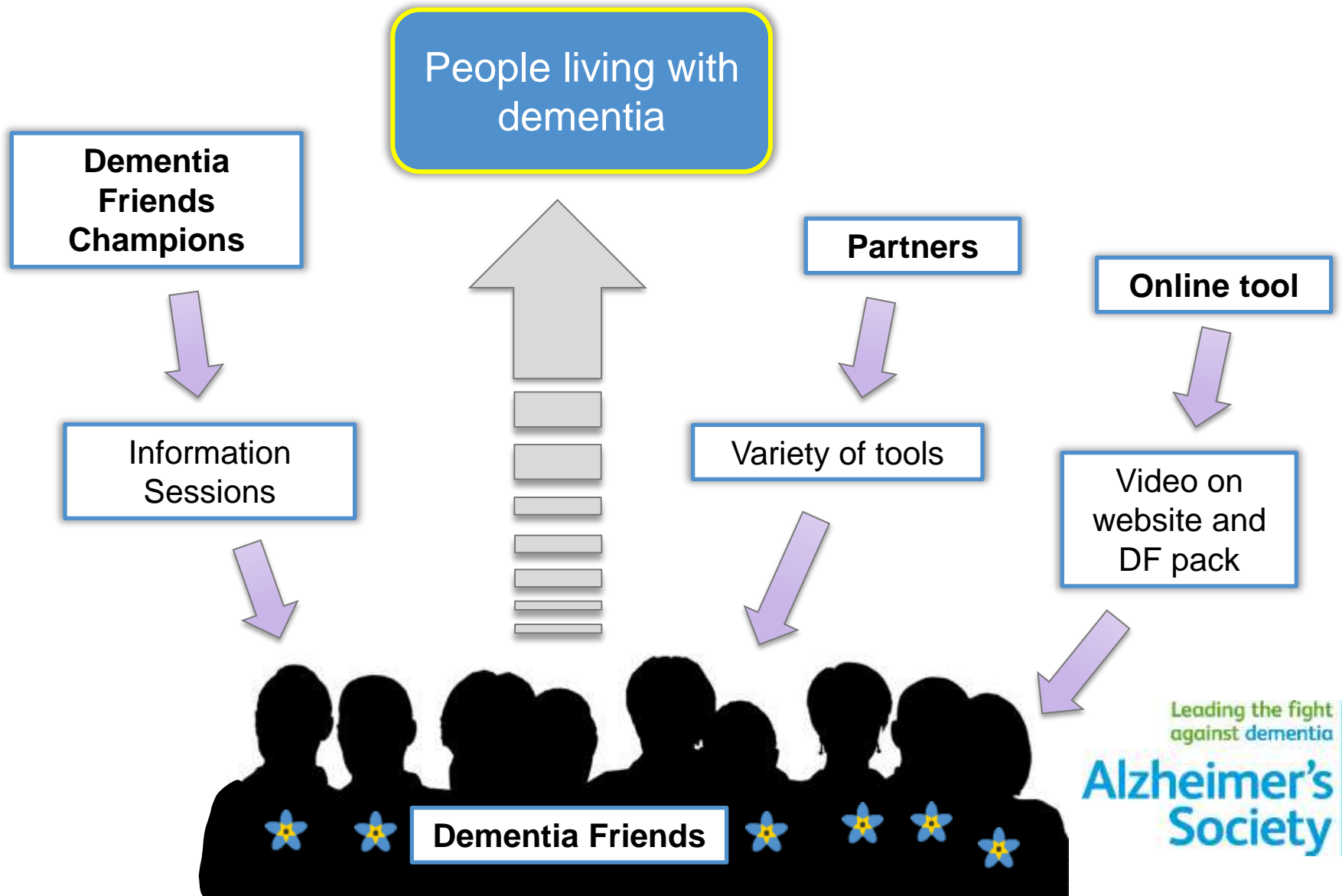
The TV advert



Leading the fight
against dementia

**Alzheimer's
Society**

How it works...



Dementia Friends are made up of people from all walks of life



M&S

EST. 1884



Dementia Friends

An Alzheimer's Society initiative



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Alzheimer's Society

We want Dementia Friends to be accessible for everyone!



Results



One million Dementia Friends in February 2015



Four million Dementia Friends to reach by 2020



Results



"I am setting up a Luncheon Club and a Tea Dance to provide people in the early stages of dementia with somewhere to socialise."

"I am aware of my language and do not use the word "suffer" when talking about a person with dementia ."

To be patient with my neighbour who is living with Dementia, remember to introduce myself to her when I see her and remind her that I'm from next door.'

"I added the address of the Dementia Friends website to the bottom of my emails."

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Results



Changing the way people think



I feel more confident interacting with people with dementia

Changing the way people act



I feel motivated to do more to help others in my community

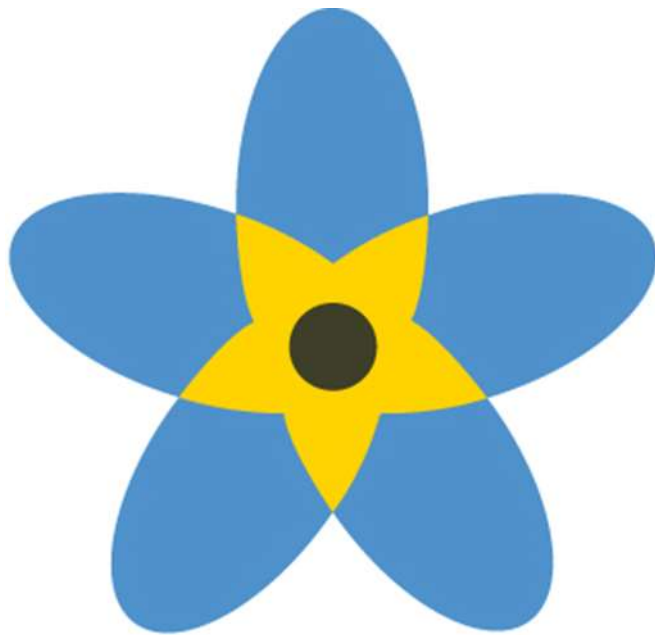
Changing the way people talk



77%

I have a better understanding of dementia

Global Dementia Friends Movement



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Global Dementia Friends



Leading the fight against dementia

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Questions?