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

Jeremy Hughes
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
How it works...

People living with dementia

Dementia Friends Champions

Information Sessions

Partners

Variety of tools

Online tool

Video on website and DF pack

Dementia Friends
Dementia Friends are made up of people from all walks of life.
We want Dementia Friends to be accessible for everyone!
Results

One million Dementia Friends in February 2015

Thank you for helping us to create 1 million Dementia Friends

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."
Results

- My name is **Zac**.
  I am **11** years old.
  As a Dementia Friend I will... be kind to people who have dementia and not treat them differently.

- My name is **Sophie**.
  I am **10** years old.
  As a Dementia Friend I will... be kind, kind and helpful and look after the dementia pupils.

- My name is **Nye**.
  I am **11** years old.
  As a Dementia Friend I will... be patient and friendly to those who has dementia.

- My name is **Eleanor**.
  I am **11** years old.
  As a Dementia Friend I will... help all my family to be dementia aware and I will make a poster and share it around my village.

- My name is **Ella**.
  I am **10** years old.
  As a Dementia Friend I will... not get away if someone with dementia forgets my name.

- My name is **Charlie**.
  I am **10** years old.
  As a Dementia Friend I will... be kind, kind and helpful and look after the dementia pupils.

- My name is **Zoe**.
  I am **10** years old.
  As a Dementia Friend I will... help people with dementia by making them feel safe.

- My name is **Jessica**.
  I am **11** years old.
  As a Dementia Friend I will... be caring and let them say what they want don't keep correcting them.

- My name is **Katherine**.
  I am **12** years old.
  As a Dementia Friend I will... make sure that people with dementia feel happy and say as well as being kind.
Changing the way people think

61%

I feel more confident interacting with people with dementia
Changing the way people act

79%

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
Global Dementia Friends
Questions?