«Dementia Friendly»
Label or no Label?

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Current Situation

Population in Switzerland in 2016: 8.4 mio

People living with dementia in Switzerland: 144’000 (EuroCoDe)

60% live at home, 40% in nursing homes
National Dementia Strategy

Project 1.1:

Population- and community-based information and awareness-raising activities

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Positive Side Effect, but..

More and more offers claim to be «dementia friendly»

How can people with dementia, their caregivers and also professionals identify good quality in the quantity of offers described as «dementia friendly»?
Label «dementia friendly»

Objective: to elaborate the conceptual foundations of a label called «dementia friendly»

1) Criteria of «dementia friendly»?

2) Sense or no-sense of a label «dementia friendly»
   – Literature review
   – Workshop with the stakeholders of the National Dementia Strategy 2014-2017
   – Interviews with people with dementia and their caregivers
Literature Review 1

CONTENT

• Different settings
  – Society, community, language, institutions, environment, etc.

• Same objective:
  – better understand and integrate pwd in the society, so that they can be an active part
  → inclusion and participation
Literature Review 2

CONFIGURATION

• Many organisations already have their own quality checks and certifications
• The accreditation of a label is an elaborate and expensive process
• The information of the label has to be easily accessible and reliable for people with dementia

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Workshop stakeholders

Criteria of dementia friendly

• Knowledge and understanding
• Empathy and benevolance
• Support and resources

→ no need of a quality label, certificate but rather a label of friendliness
→ low-threshold, so what about a «dementia advisor»?

DEMENTIA advisor

Finding dementia friendly
→ Nursing homes
→ Pharmacies
→ Communities
→ Hotels…
Interviews with People with dementia

Criteria of dementia friendly

• Support and understanding
• Information and being tolerant

→ Most required a certified and controlled quality label

→ Some favoured the idea of a «dementia advisor»
Conclusion

• «Dementia friendly» is a divers concept with different configurations dependent on settings.
• Opinions differ on the level and usefulness of a «dementia friendly» label.

→ But how to meet all perspectives because developing a label (even at low-threshold) which might not be used by stakeholders does not make sense at all – least for the people with dementia!
Thank you for your attention!

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