



Working to become a

# Dementia Friendly Organisation

Shops, businesses and organisations can make a big difference by becoming dementia friendly by helping people affected by dementia to live better more fulfilled lives, remaining active and part of the community.

## What is dementia?

Dementia is caused when the brain is damaged by diseases and is not a natural part of the ageing process. There are different types of dementia, the most common form is Alzheimer's disease. Dementia begins with mild symptoms that get worse over time. Different types of dementia tend to affect people in different ways.

## Becoming more dementia friendly means:

- Recognising the impact of dementia and how it changes customer needs
- Considering how you can better support customers and employees affected by dementia
- Having a basic plan to support this work.

You are NOT expected to become dementia-friendly from day one, identify customers who have dementia or ask customers difficult questions.

## Why should your organisation become dementia-friendly?



- You will retain and attract customers who are living with dementia and their carers
- You are the front-line interaction for people living with dementia.
- People living with dementia will feel valued and welcomed
- It will enhance your brand reputation to demonstrate you are socially responsible
- Your staff will be more confident with customers who have dementia, providing better customer service and reducing complaints
- Anticipating a growing need as the number of people living with dementia in Cardiff is increasing
- You have a legal obligation under the Equality Act (2010) to ensure consumers are adequately protected and access to services is as inclusive as possible
- Receive official recognition from Alzheimer's Society - 'Working to become Dementia Friendly' logo.

# How can you achieve 'Working to become Dementia Friendly' recognition?

You can make a big difference for people with dementia by making a commitment to become more dementia-friendly in 3 key areas: People, Process and Place:



## 1. People

Providing employees with dementia awareness and understanding so they can support customers and their colleagues affected by Dementia.

- Staff can become Dementia Friends or take part in dementia training from Alzheimer's Society
- Invite someone to share their lived experience of dementia to your staff.

## 2. Process

- Making sure everyone knows where to get dementia support if they need it and changing your processes and products to make them more dementia-friendly.
- Signpost staff and customers to further dementia support
- Considering people affected by dementia when redeveloping existing products/services or creating new ones
- Offer leaflets and information about dementia to customers and staff
- Review staff policies to create a dementia-friendly workplace.



## 3. Place

A few small changes can significantly improve accessibility for many people, including those affected by dementia



- Complete a dementia-friendly environment checklist and understand what small changes can be made to make your environments more accessible and as dementia friendly as possible, over time.
- Offer your space to local organisations to run dementia-friendly activities
- Encourage other local businesses to become dementia friendly, share what you are doing on social media or at events.

## Would you like help to become a dementia friendly organisation?

We can help your organisation to become dementia friendly and achieve 'Working to become Dementia Friendly' recognition by:

- Identifying steps for your organisation to be more welcoming and accessible for people living with dementia, and their carers.
- Help you examine your physical environment to make changes or improvements to become Dementia Friendly.
- Provide you with information, resources and advice on how to become recognised as Dementia Friendly.
- Signposting you to a Dementia Friends Awareness session.

## Examples of dementia-friendly commitments

- A till operator said they would be more patient when serving someone
- A pharmacist said he would keep the stock in their shops in the same place
- An optician said she would read the booklet: How to help people with dementia – a customer facing guide
- A banker said he would spread the word by encouraging his colleagues or other local businesses to become Dementia Friends

Please contact  
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