

Dementia Friends Aims To Make A Difference

What one word comes into your mind when you hear Dementia?

The scale of the problem:

- 1 in 14 people over the age of 65 have dementia
- More than 685,000 people in England are living with dementia
- 40% of people with dementia felt lonely recently and 34% do not feel part of their community
- By 2051 there will be over two million people living with dementia in the UK

This is why In March 2013, Alzheimer's Society launched Dementia Friends which is a social action movement to raise awareness of dementia and to help people with dementia feel part of their community.

Funding comes from Department of Health, Cabinet Office and Public Health England and the aim is to improve the understanding of dementia for one million people and inspiring them to take action. The focus of Dementia Friends is to make attitudinal and behavioural change at an individual level so that people will change the way they think, speak and act.

Champions go out into communities and create Dementia Friends. Dementia Friends take social action and so help create Dementia Friendly Communities.

Five things you should know about dementia

1. Dementia is not a natural part of ageing
2. Dementia is caused by brain diseases
3. It's not just about losing your memory
4. It's possible to live well with dementia
5. There's more to the person than the dementia

Dementia Friends are encouraged to turn understanding into action.

Actions can include:

1. saying *living with dementia* rather than *dementia sufferer*
2. Behaving patiently with someone showing signs of dementia
3. Spending more time with, helping or supporting a friend or relative with dementia
4. Volunteering or fundraising for a dementia-related cause
5. Helping your workplace to be more dementia friendly
6. Telling other people about Dementia Friends or spreading the word through social media

NO ACTION IS TOO BIG OR TOO SMALL