



Becoming a dementia-friendly retailer: A practical guide

Document purpose	Becoming a dementia-friendly retailer: A practical guide is for retail organisations of all sizes. It offers guidance on how to increase staff understanding and improve store environments and facilities to make them more accessible to people with dementia, their families and carers.
Title	Becoming a dementia-friendly retailer: A practical guide
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Target audiences	Store managers and employees of large and small retail organisations wishing to improve the dementia friendliness of their store or shopping space by making simple changes, such as improving customer service and reviewing store layouts.
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Foreword from Alzheimer's Society



Dementia is one of the greatest challenges we face in society today. It is a challenge not just for health and social care, but for all of us. We can all play our part.

People living with dementia regularly tell us that shopping is one of the activities they enjoy doing most in their local area.

Whilst this is something that most of us take for granted, we know that there are barriers preventing people with dementia from actively participating and feeling comfortable when out shopping. More than half of the people with dementia we have spoken to still don't feel like a part of their community, and almost a quarter of people only leave the house once a week.

With a little support and understanding, we know that everyone in the community can play a role in helping people with dementia to live well. In this context, retailers in particular have a key role to play.

At Alzheimer's Society, we believe that life doesn't end when dementia begins. Becoming a more dementia-friendly retailer means being able to help people to re-engage with their local community, enabling them to carry on doing the things they enjoy.

By developing an understanding of the condition, retailers can make a huge difference to people living with dementia in their area. They can influence the visiting experience for people with dementia and so encourage customer loyalty from this valuable group of society.

We want to ensure that people living with dementia receive good customer service wherever they choose to shop.

This resource is designed to address these issues, and looks at four key areas that we feel can be adopted by any retail establishment – large or small. Making a few simple changes, such as instilling helpful customer service within the workforce and reviewing store layouts, can make a big difference to a person with dementia.

You can help to change the experience of a person with dementia, and at the same time boost their confidence and ensure that they remain active members of their communities.

A handwritten signature in black ink that reads "Jeremy Hughes". The signature is written in a cursive style with a horizontal line underneath.

**Jeremy Hughes,
Chief Executive for Alzheimer's Society**

Foreword from Sainsbury's



As a result of the Prime Minister's Challenge on Dementia and the Dementia Friendly Communities programme, Alzheimer's Society set up a task and finish group on dementia friendly retail.

Sainsbury's was honoured to be asked to chair the group of retail companies which worked together to produce this guide on how retail businesses can be more dementia friendly.

Why does making retail more dementia friendly matter? Put simply, every retailer wants to provide great customer service to all their customers which includes understanding what improves a retail experience for people with dementia and their families and carers. The numbers speak for themselves. There are over 850,000 people living with dementia in the UK, and sadly more people will develop dementia in the future.

Two-thirds of people with dementia live in the community. Many rely on retail services to maintain their independence and a good quality of life. And others just like going shopping, and want to be able to continue to do so for as long as possible. They may do this independently, or with their families or carers. However, they cannot do this without us making it easier for them.

Like many other retailers, we at Sainsbury's pride ourselves on our commitment to addressing disability issues. We ensure that dementia is an area of focus within our disability awareness training provided to all new colleagues, and when developing products and services.

We hope this guide provides useful guidance on the practical changes retailers can make so that people living with dementia who shop and work in their stores are well supported. If every retailer makes just one change collectively we will make an enormous difference to people living with dementia.

A handwritten signature in black ink, appearing to read 'Tim Fallowfield'.

**Tim Fallowfield,
Company Secretary & Corporate Services Director
for Sainsbury's**

1 Building dementia-friendly communities

In March 2012, David Cameron launched the Prime Minister's Challenge on Dementia, which has since been extended to the Prime Minister's Challenge on Dementia 2020. The challenge set out three key commitments to deliver in the areas of: research, health and social care and the development of dementia-friendly communities. The aim is to support people with dementia to live well in their community and enable them to continue doing the everyday things that we all take for granted, such as going shopping or going to the bank. Carers also need understanding and support to be able to continue shopping while accompanying someone with more severe cognitive problems.

The following statistics show the scale of the dementia challenge in the UK: (Alzheimer's Society, 2014)

- Over 850,000 people are living with dementia
- The cost of dementia is £26 billion a year (based on 2013 cost data)
- Unpaid carers save the economy over £11 billion a year
- Over 40,000 younger people (under the age of 65) live with dementia
- Over 1 million people will have dementia by 2021
- There are 670,000 carers of people with dementia
- Two-thirds of people with dementia live in the community; a third live in care homes.

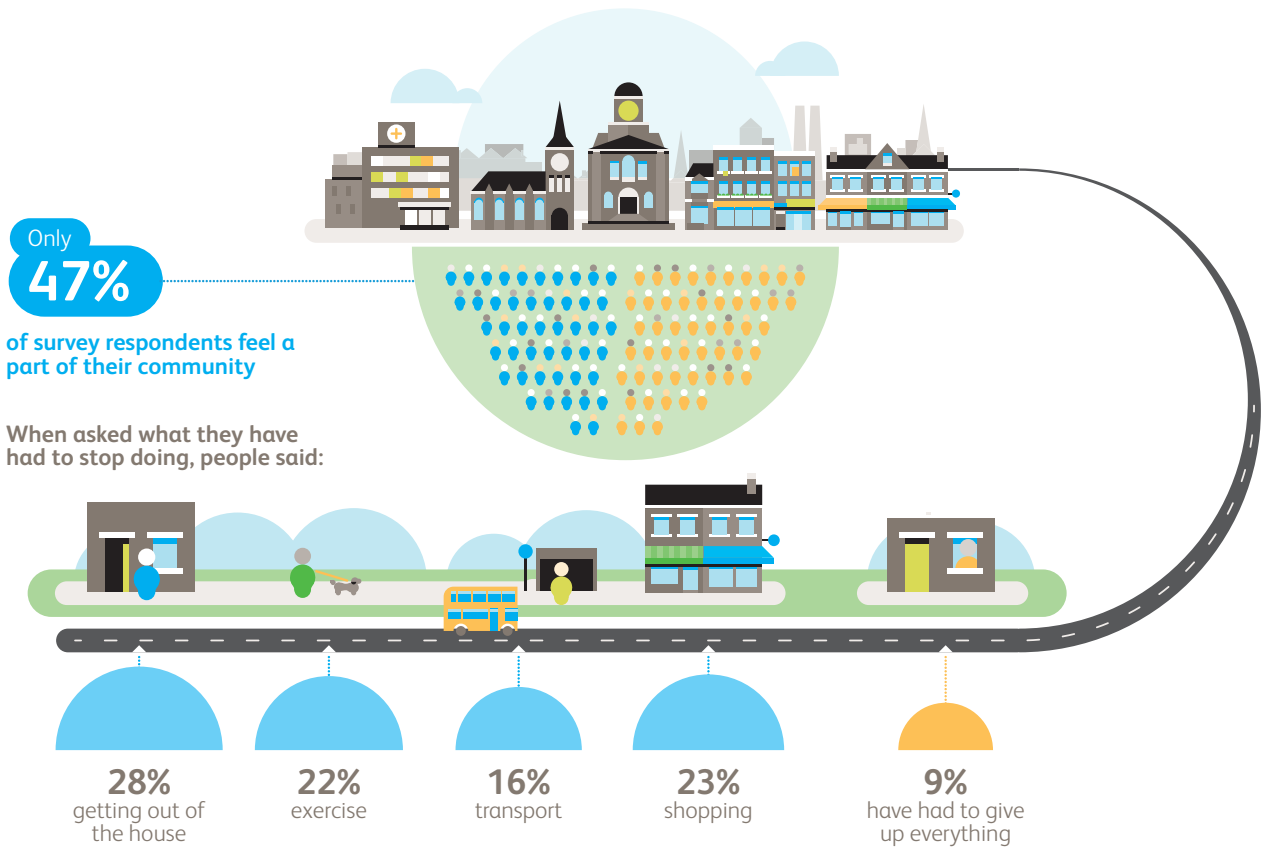
Why does retail matter?

An Alzheimer's Society survey showed that almost 80 per cent of people with dementia listed shopping as their favourite activity. However, 63 per cent of people surveyed didn't think that shops were doing enough to help people with dementia.

Often people stop going shopping as their dementia progresses because they are worried about getting the support they need (Alzheimer's Society, 2013). With the help of this guide, we hope that retailers and the wider shopping environment – ie shopping centres, retail parks and high streets – will enable people with dementia to continue shopping for as long as possible by creating places that understand their needs.

To help businesses get started on becoming a dementia-friendly retailer, this guide contains information about how dementia affects people's experience of shopping. It also provides tips and guidance to help retailers become more dementia friendly as well as details of additional resources and tools.

What people living with dementia have told us



Alzheimer's Society 2013

2 What does becoming a dementia-friendly retailer involve?

Retailers can make a big difference for people with dementia and their carers by making a commitment to become more dementia friendly in four areas.

Commitment 1: Improve staff awareness and understanding.

Commitment 2: Review the physical environment of the store/premises.

Commitment 3: Support staff who develop dementia or care for a person with dementia.

Commitment 4: Support the local community.

Becoming more dementia friendly for the retail industry means:

- understanding the impact of dementia and how it changes customer needs
- considering how a store's processes and services can help customers affected by dementia
- using this guidance to make changes within the store or retail space. This could include raising staff awareness or making changes to the physical environment
- supporting people who may be showing signs of dementia, whether they are customers or employees.

It doesn't mean that businesses are expected to:

- become dementia friendly from day one
 - identify customers who have dementia
 - ask customers difficult or intrusive questions
 - breach existing legislation such as the Data Protection Act 1998 and the Mental Capacity Act 2005
 - ignore normal store security processes and procedures.
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Case study

Boots in Fleet, Hampshire

Andrew Gascoigne is manager of Boots in Fleet, Hampshire, which signed up to a local dementia friendly high street initiative. He talks about the approach his store has taken to becoming more dementia friendly.

'Being dementia friendly is really about considering people with dementia in the way you do business – day-to-day and in the future. There are things you can do immediately that don't cost money and there are other ideas you can consider down the line. In the short term, it's training your staff to be aware of the needs of people with dementia. In the longer term, it's things like, if you are thinking about investing in a refurbishment, considering people with dementia as a part of this.

We haven't had to make too many changes in the short term – it has mostly been about staff training and awareness – but in the medium to long term we may be making more. Taking our dementia awareness training into consideration, we've looked at the way the store is laid out and the space and navigation too. I don't have direct control over the way things are displayed but I can make sure that dementia is considered and conveyed to those who do handle the shop display.

For us, becoming more dementia friendly is definitely a good business decision. Boots as a whole strives to be part of the local community. As the manager, I have the freedom to champion and take part in things that are for the good of the local community, like the Dementia Friendly High Street initiative in Fleet.'



3 What are the business benefits?

Becoming a dementia-friendly retailer is not just a socially responsible step – it can also benefit businesses. Whether it is a large retail park, shopping centre or a local corner shop, there is a clear economic case for supporting people with dementia to use its services and facilities. This does not mean having to prioritise dementia over other conditions or disabilities. When a business gets it right for people with dementia, it gets it right for everyone.

Business benefits of becoming a dementia-friendly retailer or shopping centre

- **Competitive advantage** – research shows that 83 per cent of people with memory problems have switched their shopping habits to places that are more accessible (Alzheimer’s Society, 2013). Becoming dementia friendly will enable businesses to retain existing customers and attract new ones.
 - **Increased revenue** – there are 850,000 people with dementia in the UK. As a leader in dementia-friendly retail, businesses will retain and build on existing custom, both from people living with the condition and from their carers, family and friends.
 - **Improved customer service** – increased knowledge and awareness of dementia will make staff more confident when dealing with customers. They will have a greater understanding of potential scenarios, and as a result will be able to provide better customer service and reduce the number of complaints on similar issues in store.
 - **Enhanced brand reputation** – becoming dementia friendly will help businesses demonstrate that they are socially responsible and that they value their customers and are aligned to a cause that can be actively promoted to reach out to target audiences.
 - **Future-proofing** – it is estimated that by 2021 there will be over 1 million people with dementia in the UK. By making changes now, businesses will be anticipating a growing need from customers and staff.
 - **Complying with the law** – under the Equality Act, 2010, retailers have a legal obligation to ensure consumers are adequately protected and that access to services is as inclusive as possible. This includes making ‘reasonable adjustments’ for customers with disabilities including people living with dementia. This guide provides information to support retailers and help them comply with this legislation.
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Social benefits of becoming dementia friendly

- **Helping people to live well with dementia** – being part of the community and being able to continue with everyday tasks are important factors that help people to live well with dementia. Becoming a dementia-friendly retailer means enabling people to carry on doing the things they want to do.
- **Helping people stay independent** – people with dementia want to remain independent and live at home for as long as possible. Being able to shop in their local communities plays a big part in this.
- **Improving accessibility for the whole community** – getting it right for customers with dementia means that others will benefit too. Changes such as having clear signage, or providing a quiet space, will be appreciated by everyone.



4 What is dementia?

Dementia is caused when the brain is damaged by diseases, such as Alzheimer's disease or a series of strokes. It is not a natural part of the ageing process. There are different types of dementia – the most common form is Alzheimer's disease.

Dementia is progressive, which means it begins with mild symptoms that get worse over time. Different types of dementia tend to affect people in different ways, especially in the early stages. A person with dementia might:

- have problems with day-to-day memory – for example forgetting the way home from the shops
- have difficulties making decisions, solving problems or carrying out a sequence of tasks, for example cooking a meal
- have language problems, including difficulty following a conversation or finding the right word – for example, a person may know that they are looking for a green ingredient for a salad, but they are unable to remember the word 'cucumber'
- have problems with perception of where objects are, for example judging distances and seeing objects in three dimensions
- lose track of the day or date, or become confused about where they are
- show changes in their mood, for example becoming frustrated or irritable, withdrawn, anxious, easily upset or unusually sad
- see things that are not really there (visual hallucinations) or believe things that are not true (delusions)
- show changes in behaviour, such as repetitive questioning, pacing, restlessness or agitation.

Living well with dementia

A diagnosis of dementia does not mean it is not possible to live well. Many people with dementia continue to drive, socialise and hold down satisfying jobs. Even as dementia progresses, people can lead active, healthy lives, carry on with their hobbies and enjoy loving friendships and relationships. Someone with dementia may forget an appointment or tell you the same joke twice, but their condition does not stop them doing the things that matter the most.

It is easier for someone to live well with dementia if the people they come into contact with respond in a positive and supportive way. This is why having dementia-friendly communities is so important.



'Most mornings I have breakfast with my partner, Tony, then he goes off to work and I decide what to do with my day. I do miss work, but when I started my last job I just couldn't manage it. I went to see the GP and was diagnosed with Alzheimer's. Twice a week I go walking and I'm in an acapella choir. I'm still driving, so I'm not housebound by any means. I make sure I keep using my brain. I read three or four chapters a day. I try not to watch daytime television, but I do like Radio 4.'

Caroline, person living with dementia

5 What challenges do people with dementia face when shopping?

We asked people with dementia about the things that mattered most to them and what retailers could do to provide a more dementia-friendly experience. People with dementia and their carers told us about the shopping-related challenges that they face on a regular basis. These include:

- **Problems navigating around the store** – for example, unclear signage, fear of getting lost inside, problems finding items, and not knowing where to go for additional support in the store.
- **Challenges caused by their memory problems** – for example, picking up the wrong item or being unable to find the right words to describe the items they need.
- **Problems at the checkout** – for example, having difficulty counting money, coping with new technology and payment methods, feeling rushed and worrying that they will forget to pay.
- **Worries about other people's reactions** – for example, people not understanding their difficulties, staff not being confident to help or the reaction of security staff to unusual behaviour.

For carers the most common issues related to looking after the person with dementia – for example:

- worrying that the person will walk away during a shopping trip
 - having enough space in changing rooms for the person and their carer to use together
 - being able to take the person with dementia to the toilet
 - difficulties helping the person in and out of the car because of narrow parking spaces.
-

Basic areas for improvement for retailers who want to become dementia friendly

- **Signposting:** helping a person who may have dementia to find entrances, exits and toilets is something all staff should be aware of, particularly those who spend the most time in these areas, such as security staff.
- **Assistance:** store layouts can be very confusing for people with dementia. Approaching customers to ask whether they need help to find an item will benefit everyone, not just people with dementia.
- **Payment:** if somebody appears to be struggling with payment, colleagues should offer to help people by counting out their money or allowing someone to sign instead of needing to use a chip and pin card.
- **Practical support:** offering all customers help with packing at the checkout benefits everyone. For people with dementia, it means they do not have to ask for assistance if they are feeling rushed or struggling to remember which items they would usually bag together/separately.
- **Dementia-friendly customer service:** greater awareness of dementia among staff will help to ensure that they are patient, and listen to customers who may have dementia and offer them clear and straightforward answers.



Case study

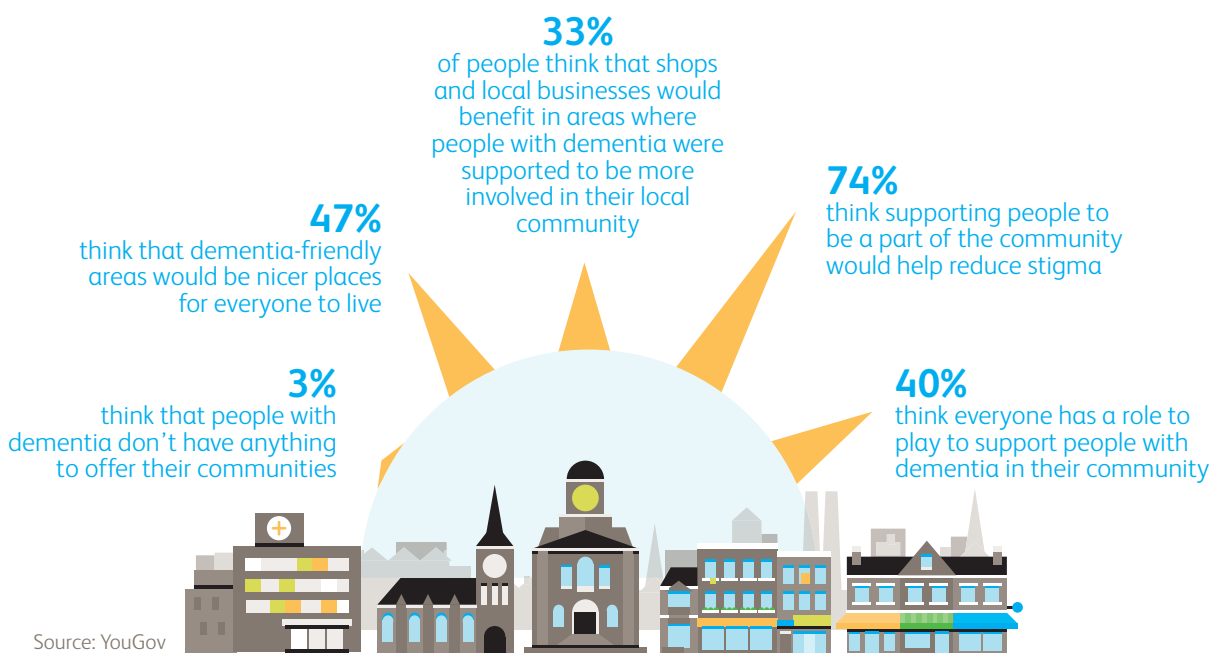
Increased staff awareness can make a big difference

'I'd advise retailers that it doesn't cost them anything – it's more about staff awareness and understanding. Dementia affects people in different ways, which means that there are so many things that businesses may not have even considered. For example, many shops have black mats at their entrances. To some people with dementia, these can actually appear to be holes. We're not necessarily advising retailers to get rid of their black mats – just to get some dementia awareness training so that staff can spot someone who may be concerned or worried by it.'

Terry Eccott,
Alzheimer's Society supporter,
diagnosed with vascular dementia



The opportunity for change





6 What can retailers do?

Commitment 1: Improve staff awareness and understanding

One of the biggest obstacles facing people with dementia and carers is a lack of awareness of the condition. Encouraging staff to gain even a basic understanding of dementia can make a huge difference to people's shopping experience.

Some simple changes

- Identify a colleague to be the dementia champion for your business. These 'champions' may already exist within the framework of your organisation in roles such as community relationship managers, ethics and diversity representatives or community champions.
- Provide all front line staff with a basic understanding of dementia. This could be part of a wider training programme around supporting disabled and vulnerable customers, as it may not be obvious whether someone has dementia and/or another health condition.
- Another option is to encourage employees to complete an online Dementia Friends session (see 'Useful resources' for more details).

Further steps

- Identify a senior colleague (a member of the board or senior management team) to be the dementia champion for the business and to influence change at board level.
 - Organise face-to-face Dementia Friends sessions to be delivered in-house.
 - Run a recruitment drive to encourage colleagues to become Dementia Friends Champions.
 - Ensure that people from all levels of the organisation are engaged within the awareness-raising process. For example, for a medium sized organisation, at least one mid- to senior-level colleague in each region could receive dementia awareness training, and at least two members of HR (eg one leading staff member and one working in diversity) receive training every year.
 - Consider providing security staff and customer-facing colleagues with enhanced as well as refresher training when renewing contracts or taking on new staff.
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Case study

Fareham Shopping Centre

Fareham Shopping Centre signed up to the Alzheimer's Society recognition process for dementia-friendly communities, and has been working with staff to increase their awareness of dementia. The training subsequently helped staff to handle the following incident, as told by one of the centre's security guards.

'I was approached by a man in the shopping centre who reported that his wife has Alzheimer's and she had left his side. I obtained a description of his wife and circulated it to all my colleagues and our security control room to conduct a search for the customer. I stayed with the husband and kept reassuring him that everyone was looking for his wife as he was very upset that she had walked away from him. Police were also informed, and a little while later the lady was found in Boots. She was very shaken by the ordeal and when we reunited them it was like piecing a jigsaw together.

The family thanked me and the shopping centre staff and said that they had chosen Fareham Shopping Centre because the staff are trained in recognising the signs of dementia.'



Commitment 2: Review the store's physical environment

The store or shopping centre's environment can have a big impact on someone with dementia. Small changes to layout or signage, for example, can go a long way to reducing stress and confusion.

Some simple changes

- Ensure clear signage to and from store facilities, including toilets, customer service desks and payment points. For example, a sign in the toilet directing people back to the store can help people to easily find their way.
- Provide a quiet space in the store where people can take time out if they need to. Safe haven areas may already be available in-store through local policing or neighbourhood schemes.
- Ensure entrances are well lit and maintain a good level of light throughout the store, avoiding extreme use of artificial lighting where possible.
- Changes in perception mean that some people with dementia can be confused or disorientated by mirrors, so think about their size and position in the store.
- Arrange to have some well-signposted seating available near to exits and checkouts.

Further steps

Further changes might involve some investment; consider the layout when stores are being refurbished or refitted – and as budgets allow. Devoting some additional resources will help to future-proof businesses by making stores more accessible for people with dementia and carers. See 'Useful resources' for more ideas and information.

The environment immediately outside the store also needs to be considered, particularly if there is a car parking area. Creating larger parking spaces, or offering 'family spaces' rather than 'mother and baby' spaces can make a real difference, particularly if someone is not eligible for a blue badge but is experiencing cognitive difficulties.

We understand that it may not always be possible to change the physical environment in and around the store. If this is the case, it is even more important that staff have a good understanding of dementia. With basic training, staff can be on hand to support people who are confused or having difficulties.

Case study

Sue and Jerry's story

Sue Rogers cared for her husband Jerry, who had dementia. She recalls the problems she had when attempting to park the car using standard parking spaces. The couple didn't have a blue badge (parking permit for disabled drivers and passengers), and Jerry wouldn't get in or out of the car unless the doors were fully open.

'It was so difficult and often dangerous to use a normal parking space because I could not open the door far enough for Jerry to get in the car. On more than one occasion, I ended up having to leave Jerry standing on his own, praying that he would not move while I moved the car so I could open the door far enough. This was particularly hard in his, "I will get in the car when my brain tells me to move" phase. This was sometimes as much as 20 minutes! At this point in time he was still well able to walk reasonable distances.'



Commitment 3: Support the staff

Dementia does not just affect people who are over 65 – people of working age can also develop the condition. For this reason, it is helpful for businesses to consider how to support an employee who receives a diagnosis of dementia, or who is caring for a family member with the illness. This could include actions such as making changes to the person's role to enable them to continue working, providing in-house counselling or providing private healthcare additions. See 'Useful resources' for additional information on supporting people with dementia in the workplace including practical guidance from Alzheimer's Society.

Dementia also has an impact on the person's family and friends, who often take on caring responsibilities whilst still in employment. It is estimated that as many as one in nine of a company's workforce will be caring for someone who is older, disabled or seriously ill. These carers are often overlooked, but it is important that their needs are also acknowledged by an employer. Having a carer's policy and promoting flexible or part-time working can enable carers to better balance their paid work with their caring responsibilities and, as a result, helps businesses to retain the services of valued employees.



Case study

Staff engagement at East of England Co-operative

Sharon Harkin, Community Engagement Manager for the East of England Co-op, explained how focusing on dementia has had a dramatic impact on staff and transformed their ways of working:

‘Prior to embarking on our Dementia Friendly Retail Project, dementia was effectively hidden in the workplace – no one spoke about it. Amazingly, our programme of dementia awareness and training changed that. It’s like we opened the lid on something really important!

In every single face-to-face session, I heard from people affected by dementia at a personal level. Colleagues struggling with care home visits or at the end of their tether trying to juggle their caring and work responsibilities – many of whom were the breadwinners and could not afford to reduce their hours or give up work. Without the right support, this balancing act can force some colleagues to give up their job, which means valuable skills and experience are then lost to the business.

Today we’re striving for a “culture of openness” where dementia is recognised and accepted as an important issue at the heart of the business and becomes a normal thing to talk about. Our workplace response to date includes:

- a designated person has been appointed as the dementia lead for the business – a recognised face that can offer reassurance, a listening ear, and signpost to information, advice and support for both personal and customer issues
- revisiting our policies on Special Leave as well as Family Friendly Arrangements with the aim of introducing a new specific carer’s guide or charter
- sharing stories – colleagues willing to share their experiences to help others via The Scoop, our internal magazine and members’ magazine. Personal experiences also bring training to life
- building relationships with dementia experts locally and regionally to increase our support network and complement our existing Employee Assistance Programme
- Promoting the use of positive language and challenging the use of the phrase ‘dementia sufferers’
- caring for the carer – understanding what it could be like for someone caring for a person living with dementia is an important part of our training – loved ones repeatedly ringing colleagues who work in open plan offices, colleagues arriving late or leaving early because Mum possibly left the gas on. We also focused on recognising stress in colleagues and the importance of a colleague cuppa.’

Commitment 4: Support the local community

Businesses can play an important role in making the local community more dementia friendly, for example by supporting awareness raising activities or joining forces with other organisations to implement local dementia initiatives.

Encourage staff to volunteer their time

There are lots of ways in which staff can make a contribution – both within and outside the workplace – that can benefit people with dementia. Examples include local fundraising schemes, employee volunteering initiatives and charity partnerships.

To find out about current opportunities, please visit the volunteering pages on the Alzheimer's Society website or contact your local Alzheimer's Society office.

Find out more at alzheimers.org.uk/volunteer

Help build dementia-friendly communities

Across England, Wales and Northern Ireland businesses are coming together to help build dementia-friendly communities. These communities bring together organisations that are committed to transforming the lives of people with dementia and their carers. At a national level, this programme has begun to shape policy and attitudes. Locally, it galvanises action by co-ordinating and supporting local alliances.

Local businesses can join the dementia-friendly movement by engaging with any recognised dementia-friendly community, local alliance or group in their area. For national businesses, head offices can communicate information about these groups to their branches so they are aware they can get involved locally. Visit alzheimers.org.uk to find out more.

Using the store as a community space

Some stores may have a suitable space where it can host activities such as those run by Alzheimer's Society, for example a Dementia Friends session, a dementia café or 'tea and talk' events. By inviting people with dementia and carers into the store, retailers can show their commitment to becoming more dementia friendly.

Case study

Community involvement at Sainsbury's

As part of the company's agenda on 'active engagement with dementia', Sainsbury's stores are supporting their local communities in a number of ways. Several examples are listed below.

- In Stirling, store managers have attended community-focused dementia meetings to find out how their store can better support their customers living with dementia.
- In Cambridge, the Coldhams Lane store hosts a dementia café (an Alzheimer's Society service) in the customer restaurant each month. Led by qualified specialists and supported by local volunteers, these regular social groups improve the wellbeing of, and reduce isolation for, people with dementia. They provide a safe, comfortable and supportive environment, and encourage attendees to socialise and, importantly, get out and about in their community.
- The Bretton and Peterborough stores have invited Alzheimer's Society representatives to the store to talk to customers about dementia and outline what local support services are available.
- In Darlington, the superstore has joined the Darlington Dementia Action Alliance, committing to improve the lives of people affected by dementia throughout their local area.



7 Useful resources

Commitment 1: Improve staff awareness and understanding

Alzheimer's Society factsheets

alzheimers.org.uk/factsheets

Publications order line: 0300 303 5933

Alzheimer's Society factsheets that cover all aspects of dementia. Available for download from the website or via the publications order line.

Alzheimer's Society training

alzheimers.org.uk/training

Bespoke dementia awareness training for organisations.

Dementia Friends

www.dementiafriends.org.uk

A free initiative produced by Alzheimer's Society. Employees can watch an online video or complete a 45-minute face-to-face session to become a Dementia Friend, or do a one-day course to become a Dementia Friends Champion.

Guidance for customer-facing staff

How to help people with dementia: a guide for customer-facing staff

alzheimers.org.uk/customerfacing

An Alzheimer's Society booklet containing practical advice on communicating with and assisting people with dementia.

Open Dementia eLearning Programme

www.scie.org.uk/publications/elearning/dementia/index.asp

A free programme provided by the Social Care Institute for Excellence (SCIE) for anyone who comes into contact with someone with dementia. It also provides an interactive introduction to the disease.

Commitment 2: Review the store's physical environment

Practical guidance

Dementia friendly environments checklist

www.dementiaaction.org.uk/assets/0000/4334/dementia_friendly_environments_checklist.pdf

Based on work by Innovations in Dementia, this simple checklist looks at physical features such as signage, lighting, and more to assess small changes in your organisation's public spaces which may make a positive difference to your employees or customers.

How to do an access audit

www.innovationsindementia.org.uk/HowToDoAnAudit.pdf

A more in-depth guide and checklist produced by Innovations in Dementia to help make buildings more dementia friendly.

International Dementia Design Network

www.international-dementia-design.org

A forum that provides information on dementia design research, innovation and education.

Dementia-friendly design

www.dementiaaction.org.uk/assets/0000/7618/dsdcthe_stirling_standards_for_dementia_120430_1.pdf

A person-centred approach for dementia-friendly design developed by the University of Stirling Dementia Services Development Centre.

Commitment 3: Support the staff

Guidance for employers

Creating a dementia-friendly workplace: a practical guide for employers
alzheimers.org.uk/employers

An Alzheimer's Society resource providing guidance on supporting staff members who have dementia, or those who are caring for someone with dementia while still in employment.

Employment and dementia position statement

alzheimers.org.uk/site/scripts/documents_info.php?documentID=1836

An Alzheimer's Society briefing on dementia in the workplace.

Supporting employees who are caring for someone with dementia

www.employersforcarers.org/resources/research/item/875-supporting-employees-who-are-caring-for-someone-with-dementia

Key findings and emerging issues from a survey of employers and employees conducted by Carers UK and Employers for Carers, with ten recommendations for employers, health and social care services and government to facilitate better support for carers.

Tips for employers who want to be more dementia friendly

www.dementiaaction.org.uk/assets/0000/8841/DEEP-Guide-Tips-for-employers.pdf
www.dementiavoices.org.uk/wp-content/uploads/2013/11/DEEP-Guide-Tips-for-employers.pdf

Practical tips for employers produced by the Dementia Engagement and Empowerment Project (DEEP).

Local initiatives

East of England Co-operative – 'Shopping in their Shoes' video
www.eastofengland.coop/community/the-big-issues/healthier-communities/dementia-friendly-retail

The East of England Co-op is a network of independent businesses in the region that invest their profits to supporting the local community. The video shows an initiative to building a dementia-friendly store.

Commitment 4: Support the local community

Alzheimer's Society volunteering opportunities

alzheimers.org.uk/volunteer

Building dementia friendly communities: A priority for everyone

alzheimers.org.uk/site/scripts/download_info.php?fileID=1916

Dementia Action Alliance

www.dementiaaction.org.uk

Local dementia services

alzheimers.org.uk/dementiaconnect

Find local Alzheimer's Society services in your area.

8 References

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Alzheimer's Society is the UK's leading support and research charity for people with dementia, their families and carers. We provide information and support to people with any form of dementia and their carers through our publications, National Dementia Helpline, website, and more than 3,000 local services. We campaign for better quality of life for people with dementia and greater understanding of dementia. We also fund an innovative programme of medical and social research into the cause, cure and prevention of dementia and the care people receive.

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