

Nationally the Alzheimer's Society have introduced a recognition symbol:

'Working to become Dementia Friendly'



In Kent we believe that we need the whole community involved and as such we are managing the use of the symbol for local organisations, businesses and groups.

Based on what we know is important to people affected by dementia and to ensure we are working towards common standards, we worked alongside a group of local residents and organisations in order to develop a minimum standard for Kent businesses and organisations.

Kent minimum criteria:

- Have a named 'dementia lead.'
- Commit to the dementia declaration and the "I" statements.
- Become a supporter of your local Dementia Friendly Community.
- Commit to DEEP dementia words matter recommendations.
- Commit to 25% of staff becoming dementia friends or equivalent.
- Consider improvements to signage and environment when they are due for refresh.
- To have **at least** one organisational/ internal action /pledge.
- To have **at least** one action/ pledge to work with an organisation from a different sector.

Our aim is to encourage local businesses and organisations to apply to use this recognition symbol. Your local 'Dementia Friendly Community' are able to help you with your application.

For more information
or to apply to use the symbol

Please contact:

your local Dementia Friendly Community



or

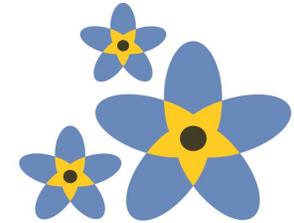
www.dementiafriendlykent.org.uk/
WTBDF

or Contact

dementiafriendlykent@kent.gov.uk

Dementia Friendly Communities Team
Social Care, Health and Wellbeing
Kent County Council, 3rd Floor, Invicta
House, Maidstone, Kent. ME14 1XX

Kent Communities, Businesses and Organisations



Working to become
**Dementia
Friendly**



DAA

Kent Dementia Action Alliance

The Dementia Challenge

The Dementia Challenge was launched in March 2012 by the Prime Minister, David Cameron, in order to tackle one of the most important issues we face as the population ages.

In Kent we are putting the real life experiences of people who are living with dementia at the heart of this challenge. Although we are focusing on dementia it is fair to say:

A 'Dementia Friendly Community' is friendly for all!

At a national level many businesses are signing up to the challenge, such as Lloyds bank, Marks and Spencer, Argos and Homebase. Working hand in hand with local businesses and trades is an essential part of this project.



People with dementia, just like those with other health conditions, want to carry on living their life within their communities for as long as they can. This means doing the things they did prior to their diagnosis such as DIY, working, shopping and hobbies.

It's important to look at how we can enable our customers, employees, friends and family to continue to live their life well and be as independent as possible for as long as possible.

Shopping, banking, leisure and hobbies can all hold a number of challenges for a person living with dementia. With a little awareness, patience and good customer service, friendly staff can make these experiences less of a challenge.

It is not just older people that can have dementia; there are people living with dementia who are in their 40's and 50s.

By 2020 it's expected that 27,000 people in Kent will be living with a form of dementia



The Age Simulation Suit

Although not everyone living with a dementia diagnosis, or every family carer may be an older person. We do know that there are a large number of older people living either with a diagnosis or who are caring for a family member.

The Kent Dementia Action Alliance have purchased an age simulation suit to help local people, groups and businesses better understand some of the complexities which can be faced as people age and how best they can assist or adapt.



Above: Coop Sandwich



Left: Sevenoaks Taxi Drivers



Above: Abbey funeral service, Tonbridge