

Becoming a dementia- friendly organisation

Dementia-Friendly Communities





Building a welcoming and inclusive community

Your invitation to join Dementia Australia's community of dementia-friendly businesses and organisations

In Australia, almost half a million people now live with dementia. Without a medical breakthrough, this number is expected to double over the next 30 years.

People living with dementia tell us they want to stay active in their community, enjoying the activities and services they always have.

But one of the biggest issues people face following a diagnosis of dementia is social isolation. Friends, family and their community can struggle to understand how to best support and include people living with the condition.

Communication barriers can also leave people feeling uncertain or uncomfortable.

Let's work together to change this.

Empowering people living with dementia

When actively engaged, included and supported in the community, people living with dementia can:

- continue to contribute through continued employment and voluntary work;
- support the local economy as consumers of retail, entertainment, personal and other community services;
- maintain their independence for longer;
- stay at home longer, and
- enjoy a more fulfilling and socially active lifestyle.

Dementia describes a collection of symptoms that are caused by disorders affecting the brain. It is not one specific disease.

Dementia affects thinking, behaviour and the ability to perform everyday tasks. Brain function is affected enough to interfere with the person's normal social or working life.



What is a dementia-friendly organisation?

As the number of people living with dementia continues to grow, many Australian businesses and organisations are taking positive steps to become dementia-friendly.

A dementia-friendly organisation is a business, local government or community service provider that makes changes to better meet the needs of people living with dementia.

Dementia-friendly organisations are inclusive and friendly, recognising people living with dementia as equal members of the community.

These organisations respond to the needs of their customers, clients, staff or volunteers living with dementia. To do this, they're willing to make small changes that improve accessibility, inclusivity and connectedness.

What does a dementia-friendly organisation do?



Fosters a workplace that's inclusive and focused on the needs of people living with dementia.



Commits to training staff to understand dementia and use strategies to communicate effectively with people living with dementia, their families and carers.



Makes small changes to the physical environment so it's accessible and appropriate for people living with dementia, their families and carers.



Reviews business documents, forms or publications to make sure that language and design are clear and easy to understand.

Creating a dementia-friendly culture

Becoming a dementia-friendly organisation can have a meaningful impact on the skills and satisfaction of your employees, as well as the customers they help.

Your staff will learn more about dementia and how to best support and communicate with a person living with dementia. Their customer service skills, responsiveness and sensitivity to customer needs will grow.

They'll also feel empowered to improve the lives of others, understanding that small actions can make a real difference in helping people continue to participate in the local community.



How do I get started?

It's easy to start supporting people living with dementia.

First, check that you've signed up as a Dementia Friend at **dementiafriendly.org.au**. You'll get access to information, training and personal stories about living with dementia. From short videos to helps sheets and environmental assessment guides, there are a range of resources to build awareness and understanding.

The next step is to become a dementia-friendly organisation. Our online tools provide a step-by-step guide to help you prepare and submit your dementia-friendly action plan. Your plan will document the practical changes you're making to better meet the needs of people living with dementia, and demonstrate input from people with a lived experience of dementia.

Sign into your Dementia Friends account at **dementiafriendly.org.au** to start work on your dementia-friendly organisation action plan. Once your action plan has been reviewed by the Dementia-Friendly Team, your organisation will be formally recognised as 'working towards becoming dementia-friendly.'

Promoting your commitment to change

As a recognised dementia-friendly organisation, you'll be included in our online community directory. This helps people living with dementia, their families and carers to choose services that are welcoming and supportive.

Your organisation may also be featured in stories on our website, sharing your success to inspire others in the community. You'll receive a dementia-friendly marketing pack.



There's information available at **dementiafriendly.org.au** if you'd like to do more to improve the lives of people living with dementia, their families and carers.

You can also access support by contacting our team at **dementiafriendly@dementia.org.au**

National Dementia Helpline

1800 100 500



For language assistance
call **131 450**

Find us online
dementia.org.au

