

# Increasing understanding and awareness among customer facing staff

People living with dementia and their carers in Stockton-on-Tees have told us that the most important thing for them is the attitude and level of understanding displayed by customer facing staff.

Listed below are a number of free resources that can be used to increase awareness and understanding among customer facing staff.

## Written information

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Innovations in Dementia have produced a help pack for customer-facing staff which can be accessed for **free** at:

<http://www.innovationsindementia.org.uk/DementiaFriendlyCommunities/DementiaFriendlyCommunities>

This guide is designed for customer-facing staff who *“do not have a specific role in supporting people living with dementia but may come into contact with a person living with dementia”*. The guide explains:

- What dementia is
- How to identify a person who may be living with dementia
- How to help a person living with dementia to use your service

## Online training

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The Open Dementia e-learning Programme is aimed at anyone who comes into contact with someone with dementia and provides a general introduction to the disease and the experience of living with dementia. This programme is designed to be accessible to a wide audience.

This resource is available for **free** at:

<http://www.scie.org.uk/publications/elearning/dementia/index.asp>

customer-facing staff who do not have a specific role in supporting people with dementia Innovations in Dementia particularly recommends:

Module 1 – What it is and what it isn't (20 mins)

Module 5 – Common difficulties and how to help (30-40 mins)

Module 7 – Positive communication (20-30 mins)

## Face-to-face training

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The Dementia Friendly Stockton group is currently working to develop training that is tailored to the unique needs of organisations in Stockton-on-Tees.

To find out further information please contact Peter Otter on **(01642) 611110** or email **dfc@clevearc.com**