



Dementia Friendly Stockton

A Guide



Individuals and organisations from across Stockton-on-Tees have come together to develop the Borough as a dementia friendly community. We want you to be part of this movement...

Building a Dementia Friendly Stockton

A dementia friendly community is a community in which people living with dementia are:

- Able to remain active and included
- Met with understanding
- Able to live as independently as possible
- Given support where necessary

To help people living with dementia remain active and included members of their communities the Dementia Friendly Stockton project is supporting local businesses and other organisations to make easy, low cost changes that will make their services more accessible for their customers living with dementia and their carers.





Why become dementia friendly?

We believe that people with dementia and their carers have the right to:

- Live their life in a way that meets their needs
- Engage in and contribute to their local communities as long as they wish to do so
- Live alongside people who have an awareness and understanding of dementia
- Live their lives free from stigma
- Access the information, support and services that they need

We are committed to improving the lives of people living with dementia and want you to share these values, however, becoming more dementia friendly also has a number of other significant benefits for your organisation.

Importantly, many of the things that help people living with dementia also underpin good customer service for all your customers, so if you get it right for people living with dementia you will get it right for everyone.

What is in it for your organisation?

Innovations in Dementia have outlined a number of very **clear benefits** from becoming more dementia friendly:

- It will enable you to **maintain your existing customers** who might have, or be developing dementia. If they do not find it easy to use your business, they are likely to seek out another
- It will enable you to **attract new customers**. There will be an increase in the numbers of people with dementia living independently. They will use the businesses which are easiest
- Your business may have a community charter, or a community benefit component to your quality assurance program. Making it easier for people with dementia to use your business will be a very big “plus”
- It will help with compliance to the Equality Act 2010
- Staff who are unsure how to best serve customers with dementia may be hesitant in helping, causing delays to themselves, the customer with dementia, and other customers

Information produced by Innovations in Dementia and accessible online at:

www.innovationsindementia.org.uk

Testimonials

"I am more likely to use services that are known to be dementia friendly and would choose it over a place that wasn't"

"I had to help my Mum change her opticians because the one she had didn't know how to help a person living with dementia"

"Our customers will walk away if we don't meet their needs, along with their family, friends and other relations"



"I want local shops to advertise that they are dementia friendly so I know which ones to use"

"It makes a big difference when the person serving you is understanding and knows how to help you if your struggling to pay or get confused"

"My dad always uses the same taxi company because they know him and how to support him to use their services"

How to get involved

To become a part of the Dementia Friendly Stockton project all you organisation needs to do is:

- Submit an application explaining how you will works towards the 6 steps to becoming a more dementia friendly organisation
- Agree to submit an annual review of your progress

Once you have become a member of the project we will:

- Tell people living with dementia, their carers and the wider public that you are working to become more dementia friendly
- Help you communicate with people living with dementia to find out what they think of your services and what they think you could do to make your services more accessible
- Help you access on-going information, support and training to help your organisation become more dementia friendly
- Share information about what has worked well in other organisations and in other parts of the country



The 6 steps to becoming a more dementia friendly organisation

1

Ensure the support of senior members of staff, for example a manager or director

4

Make the physical environment of your organisation more accessible for people living with dementia

2

Listen to what people living with dementia and their carers think is important

5

Make your literature, publicity materials or other information more accessible for people living with dementia

3

Increase awareness and understanding about dementia among appropriate staff

6

Share information to support the wider development of Stockton-on-Tees as a dementia friendly community

For further information on the easy, low cost changes that can help you achieve these 6 steps please visit www.dementiafriendlystockton.co.uk

Reviewing Progress

We want to:

- Give your organisation the opportunity to tell your current and potential customers living with dementia what you are doing to support their needs
- Give people living with dementia and their carers, the opportunity to tell you what you are doing well and what you could improve

What we will ask you to do

We want to avoid time consuming and complicated evaluation processes and want to keep things simple. However, we also need to know that organisations we recommend to people living with dementia are actually doing what they have proposed. We will therefore be asking organisations to complete a short form which we will send you on an annual basis. This form will give you the opportunity to provide a brief outline of the progress you have made towards becoming more dementia friendly and what you will do next.

What information we will provide

We believe the evaluation process should be a two way process and it is important to listen to feedback from people living with dementia and their carers. We will help you improve your service by passing on information about what people living with dementia and their carers think you are doing well and what they think you could do to make your services even more accessible.

