



# Dementia Friendly Stockton Resources for Organisations



# This guide contains resources to help you achieve the '6 steps towards becoming a more dementia friendly organisation'

These resource will help you:

- Understand what people living with dementia have told us is important
- Increase your understanding and awareness of dementia
- Make the physical environment of your organisation more dementia friendly
- Make your literature more accessible to people living with dementia

# The 6 steps to becoming more dementia friendly

1

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

While customer facing staff can make a big difference to the experiences of a person living with dementia it is vital that they are supported by senior members of staff.

2

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

It is important to listen to what people living with dementia think your organisation is doing well and what they think you could improve. **The Dementia Friendly Stockton project is establishing ways to support this communication. To find out what people have already told us take a look at section 1 of this guide.**

3

Increase awareness and understanding about dementia among appropriate staff

There are a range of free and low cost sources of information and training available for staff and the Dementia Friendly Stockton project can help you access the resources that are right for your organisation. **For further information see section 2 of this guide.**

4

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

For information on the easy, low cost steps that can make it easier for people living to navigate an environment **see section 3 of this guide.**

5

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

By becoming part of the **Dementia Friendly Stockton group** we will be able to provide your organisations with on-going support to become more dementia friendly and will share updates on what has worked well in other areas and in other organisations.

6

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

**For further information see section 4 of this guide.**

## Section 1:

# What people living with dementia told us is important

*"Knowing which organisations are dementia friendly"*

*"When places have even surfaces, adequate seating and good signage"*

*"When people in the community have an awareness and understanding of dementia"*



*"Having appropriate and accessible transport"*

*"Having appropriate public bathroom facilities that can be accessed by a person living with dementia and their carer at the same time"*

*"Having someone to go out with including carers and support workers"*

## Section 2: 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

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

**[www.innovationsindementia.org.uk/DementiaFriendlyCommunities/DementiaFriendlyCommunities](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

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:

**[www.scie.org.uk/publications/elearning/dementia/index.asp](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 are recommended to complete:

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

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](mailto:dfc@clevearc.com)**

# Section 3:

## Checklist for a dementia friendly environment

Listed below are a number of things that Innovations in Dementia suggest can be achieved at a small scale and cost but can have a major impact on improving accessibility for people with dementia.

### Signage

- ✓ Signs should be clear, in bold face with good contrast between text and background
- ✓ There should be a contrast between the sign and the surface it is mounted on
- ✓ Signs should be fixed to the doors they refer to – not on adjacent surfaces
- ✓ Signs should be at eye level and well-lit
- ✓ The use of highly stylised or abstract images/icons as representations on signage should be avoided
- ✓ Think about placing signs at key decision points for someone who is trying to navigate your premises for the first time
- ✓ Signs for toilets and exits are important
- ✓ Ensure that glass doors are clearly marked

### Lighting

- ✓ Entrances should be well-lit and make as much use of natural light as possible
- ✓ Pools of bright light and deep shadows should be avoided

## Flooring

- ✓ Avoid highly reflective and slippery floor surfaces
- ✓ Changes in floor finish should be flush

## Seating

- ✓ In larger premises – a seating area especially in areas where people are waiting can be a big help
- ✓ People with dementia prefer seating that looks like seating – so for example a wooden bench rather than an abstract metal Z-shaped bench

## Navigation

- ✓ Research shows that people with dementia use “landmarks” to navigate their way around, both inside and outside. The more attractive and interesting the landmark (which could be a painting, or a plant) the easier it is to use as a landmark

Information produced by Innovations in Dementia and available online at:

**[www.innovationsindementia.org.uk](http://www.innovationsindementia.org.uk)**



# Section 4:

## Checklist for making your literature accessible

Listed below are some suggestions about how to provide accessible written information. This guide is based on extracts from a document produced by Innovations in Dementia (written by Rachael Litherland)

### Style

- ✓ Present information logically, one piece at a time
- ✓ Keep language simple without being patronising
- ✓ Write concisely, remove unnecessary words and keep to one subject in each sentence
- ✓ Be consistent in the words that you use
- ✓ Avoid jargon, explain all terms and concepts clearly
- ✓ Paragraphs should make sense on their own
- ✓ Quotations and examples can help to put information in context
- ✓ Use of colour helps with interest and concentration

### Format

- ✓ A booklet is better than looseleaf papers. It reduces the possibility of losing sections
- ✓ Don't overwhelm with too much information: less is often more

## Use of Pictures

- ✓ Diagrams and pictures alongside text are helpful, however, images should be relevant
- ✓ Photographs are often preferable to illustrations which are sometimes difficult to interpret or can feel patronising
- ✓ Photographs should clearly represent the image rather than being 'artistic'
- ✓ Text should not overlay pictures of photographs

## Layout

- ✓ Two columns of text are difficult to read. One column is much easier for the eye to follow
- ✓ Bigger type is easier to read. A font size of at least 14 is ideal
- ✓ Avoid italics: it is more difficult to read
- ✓ Choose an uncluttered font without 'curly bits'
- ✓ Lots of white space around text is good. Too many words on a page can be overwhelming
- ✓ Always finish a sentence on the same page that it starts on

## Making sense of content

- ✓ Colour can be used to distinguish between different sections of information
- ✓ Use bullet points, bold text, titles and headings to separate information and present it in manageable 'chunks'
- ✓ Put information that you want to stand out inside boxes. This can help people to return to information that they found useful

# Notes

A series of horizontal dotted lines for writing notes.

