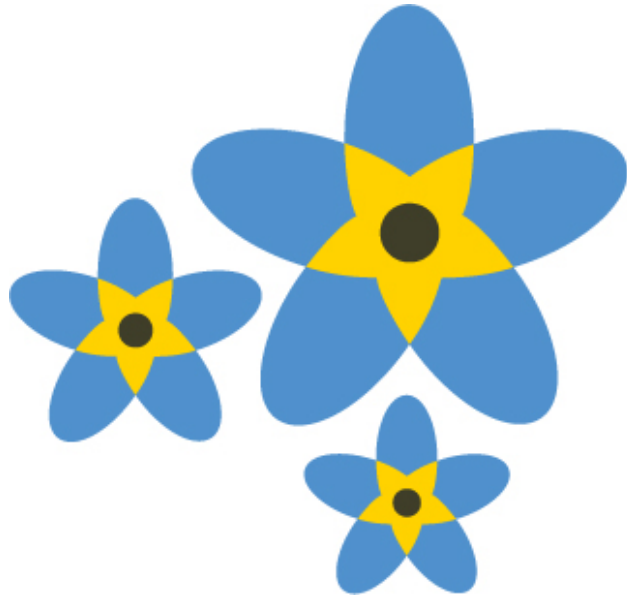
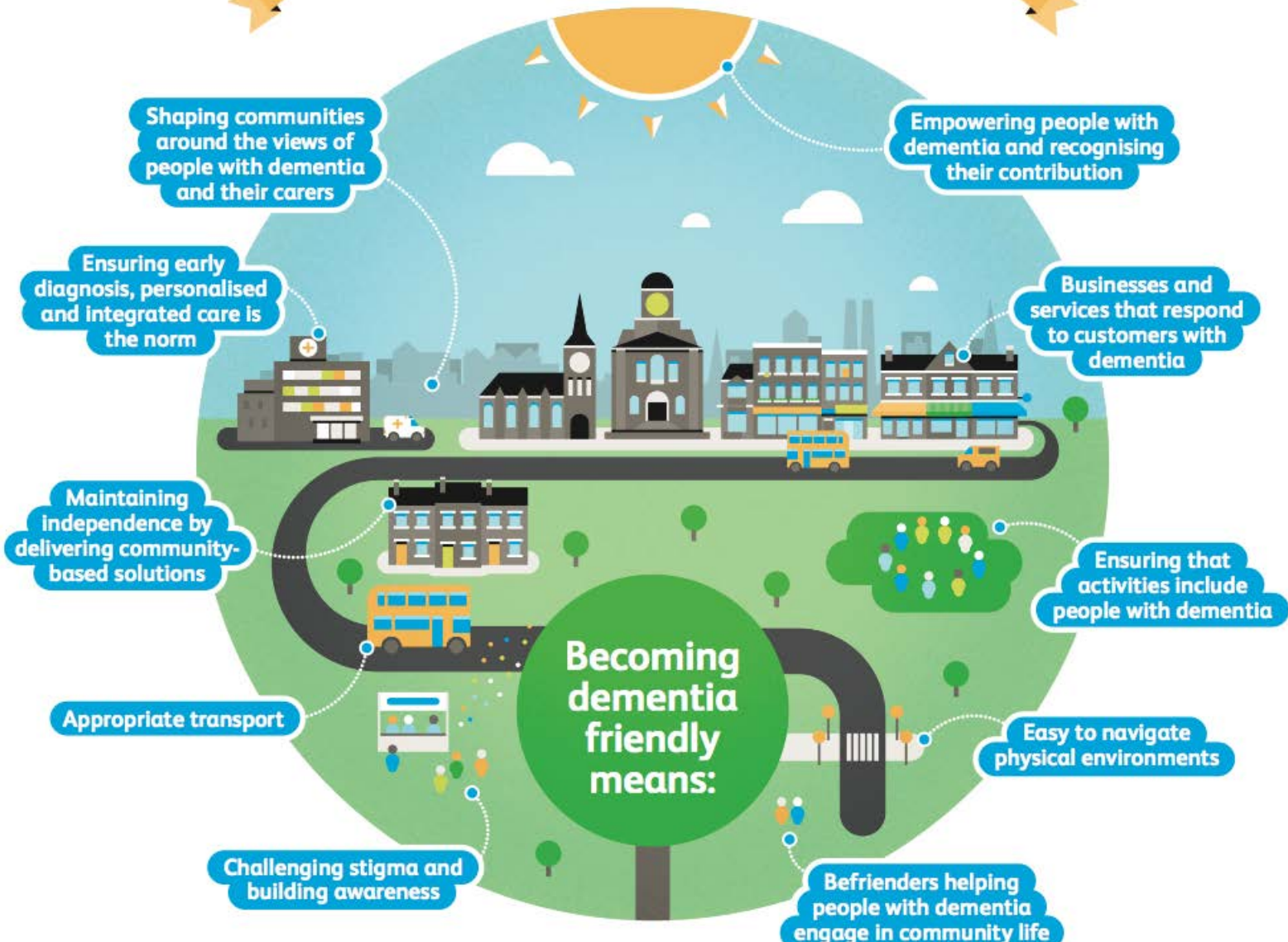


Dementia Friends, Dementia Friendly Communities & Dementia Action Alliance



Dementia Friendly Communities

Empowering people with dementia to have high aspirations, confidence and know they can contribute



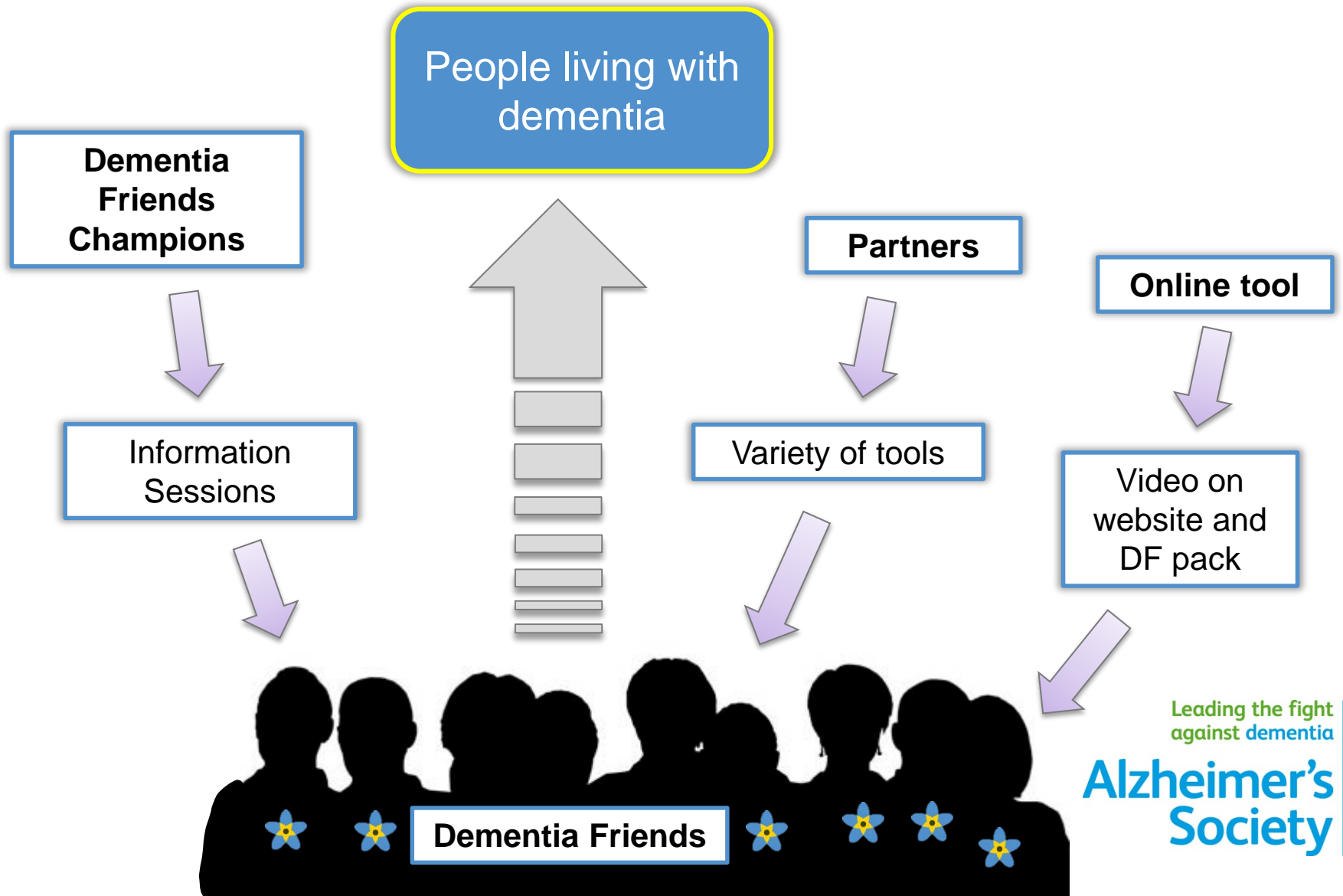
Dementia Friends

Changing the way a nation
thinks, acts and talks about
dementia

Our five key messages

- Dementia is not a natural part of ageing
- Dementia is caused by brain diseases
- It's not just about losing your memory
- It's possible to live well with dementia
- There's more to the person than the dementia

How it works...



Dementia Friends



Dementia Friends

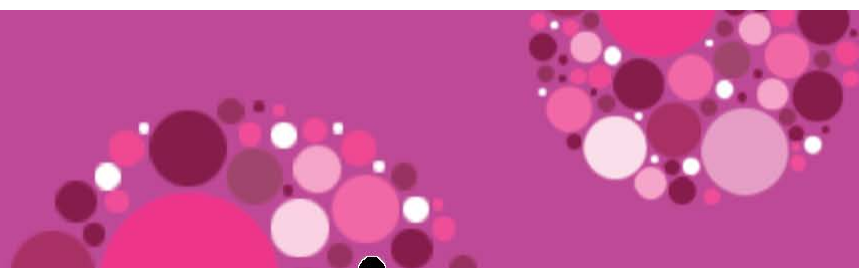
An Alzheimer's Society initiative



Leading the fight
against dementia

**Alzheimer's
Society**

What is a Dementia Action Alliance?



Local Dementia Action Alliance

Members:

Retailers

Bus companies

Taxi firms

Community groups

Faith bodies

Local authorities

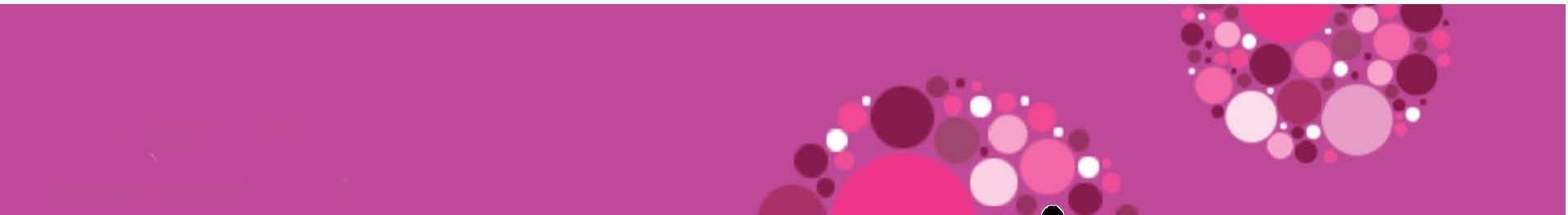
Health Trusts

Commissioners

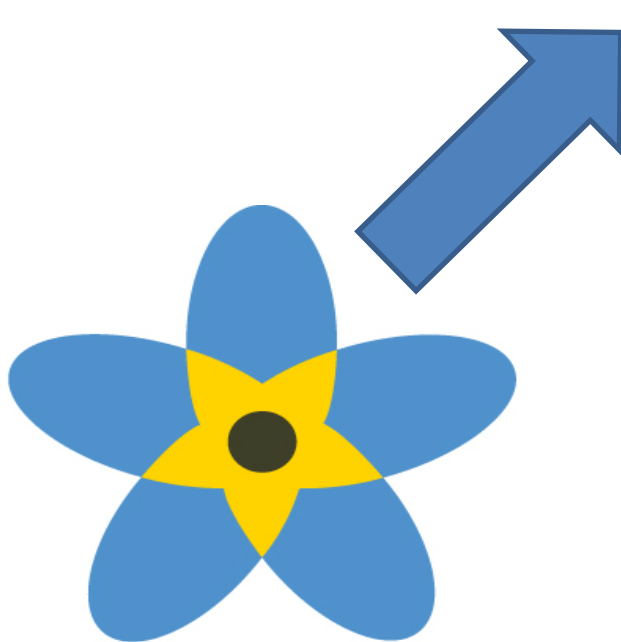
Housing providers

Emergency services

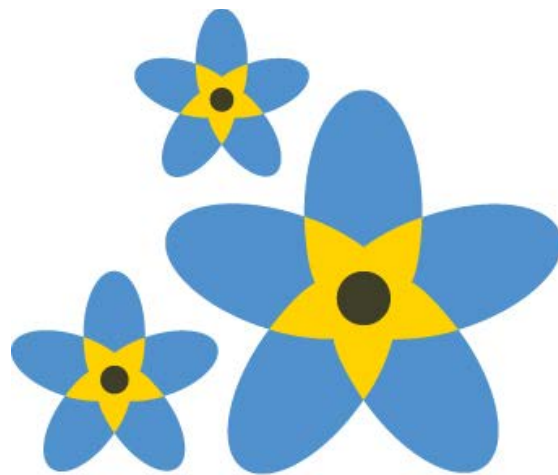
Arts/leisure



How they fit together



How are communities recognised as Dementia Friendly?

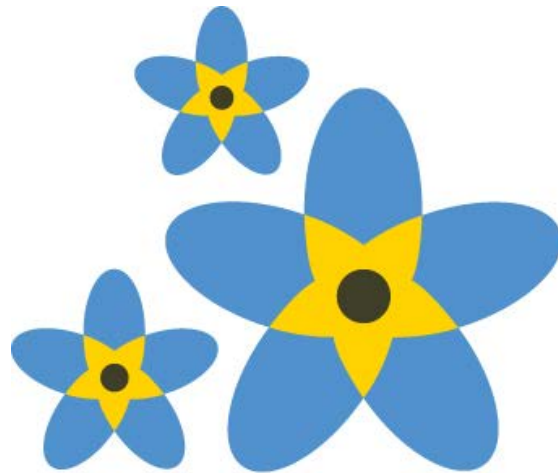


Working to become

**Dementia
Friendly**

www.alzheimers.org.uk/recognitionprocess

'Working towards becoming a Dementia Friendly Community'



Working to become

**Dementia
Friendly**

Useful links

Dementia Friends:

www.dementiafriends.org.uk

Dementia Action Alliance:

www.dementiaaction.org.uk

Dementia Friendly Communities:

www.alzheimers.org.uk/dementiafriendlycommunities

Thank you