DEMENTIA IN EUROPE
YEARBOOK 2015.

“Is Europe becoming more dementia friendly?”
Examples of dementia friendly communities in: Austria, Belgium, Germany, Ireland, Netherlands, Norway and the UK.
Contents: National Reports on DFC

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1. Introduction

Work developed by Alzheimer Europe in 2015\(^1\) suggested that, in seven European countries, the concept of dementia-friendly communities is largely used and that examples of dementia-friendly communities have been implemented.

This report provides information on dementia-friendly communities in these seven European countries. The information provided in this report has been provided by:

- **AUSTRIA:**
  - Alzheimer Austria
- **BELGIUM:**
  - La Ligue Alzheimer (Wallonia and Brussels)
  - The Flemish Alzheimer’s Association (Flemish region)
- **GERMANY**
  - Alzheimer Gesellschaft e.V.
  - Robert Bosch Stiftung GmbH
- **IRELAND**
  - The Alzheimer Society of Ireland
  - Genio
- **NETHERLANDS**
  - Alzheimer Nederland
- **NORWAY**
  - Nasjonalforeningen for folkehelsen
- **UK**
  - Alzheimer’s Society (England)
  - Alzheimer Scotland (Scotland)

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\(^1\) In 2015, Alzheimer Europe produced a comparative report on dementia-friendly communities. The report was part of the 2015 Work Plan of Alzheimer Europe, which has received funding from the European Union in the framework of the Health Programme. In total, 31 European countries were involved in the report.
1.1. Dementia-friendly communities

The term dementia-friendly community (DFC) has emerged in recent years, according to Mitchell (2012) it reflects “a growing movement to remind society that people with dementia have the same right as everyone else to be treated with dignity and respect, to lead independent, autonomous lives and to continue to be active citizens in society whose opinions are heard and acted upon” (2012:1). The work towards building dementia-friendly communities also builds on the “Age Friendly Cities” movement, that has been largely developed by the WHO and which aims at creating environments that are accessible and inclusive of the needs of people of all ages.

“An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. It is a place that makes it easy for older people to stay connected to people that are important to them. And it helps people stay healthy and active even at the oldest ages and provides appropriate support to those who can no longer look after themselves” (WHO, 2007).

Among the most recent evidence supporting dementia-friendly communities is found in the report “Dementia Capable Communities: the views of people with dementia and their supporters”. In this piece of work, carried out by Innovations in Dementia in 2011, people with dementia were involved in the conceptualisation of DFC. The report highlighted five aspects of community life that people with dementia identified as important to them (the physical environment, local facilities, support services, social networks and local groups), and suggested four main actions needed to become dementia friendly, namely improve awareness of dementia, support local groups for people with dementia and carers, provide accessible information about local services and facilities, and think about how local mainstream services and facilities can be made more accessible for people with dementia.
Some other key reports that have been produced in recent years include “Knowing the Foundations of Dementia-Friendly Communities for the North East” (Prior, 2012) and “Creating a Dementia-Friendly York” (Joseph Rowntree Foundation, 2012). These reports underline that DFCs should aim at reducing stigma, increasing understanding and awareness about dementia, and supporting people with dementia to remain active, included and independent. In its report, the Joseph Rowntree Foundation proposed a model for realising a dementia-friendly community: “The Four Cornerstone Model”. This model emphasises that the voices of people with dementia should be at the heart of dementia-friendly communities, and sets out four main structural supports or “cornerstones” that underpin a dementia-friendly community, namely:

1) place (e.g. housing, transport and outdoors),
2) people (e.g. what do people in the community know, think and feel about dementia? Do they have a positive and supportive attitude towards people with dementia?),
3) resources (e.g. what are the city’s resources and how dementia friendly are they? This means thinking beyond health, social care and other public sector services to the shops, businesses, facilities and assets that the whole city offers) and
4) networks (e.g. this relates to the way people work together to support people with dementia. This may be professional to professional; across sectors; or between professionals and people with dementia and their families).

The report “Building dementia-friendly communities: A priority for everyone” (Alzheimer’s Society, 2013) is another example of the body of literature that has developed in recent years addressing this topic. Overall, the report aimed to provide guidance to geographical areas that are planning to become dementia friendly or that are already committed to becoming dementia friendly. The report showcased examples of projects that were
making a difference for people with dementia in the UK. It identified 10 key areas in which communities working to become dementia friendly should focus, namely: involvement of people with dementia; challenge stigma and build understanding; accessible community activities, acknowledge potential; ensure an early diagnosis; practical support to enable engagement in community life; community-based solutions; consistent and reliable travel options; easy-to-navigate environments, respectful and responsive businesses and services.

Most recently, the British Standards Institution (UK’s National Standards Body) published the “Code of practice for the recognition of dementia-friendly communities in England” (2015). The guidance has been developed in conjunction with Alzheimer’s Society and the Department of Health. It provides recommendations for who should be involved in developing a dementia-friendly community, what areas of a community to consider and what changes to expect as a result. People with dementia and carers are an integral part of each stage of the process. In here, DFCs are defined as

“geographic areas where people with dementia are understood, respected and supported, and confident they can contribute to community life. In a dementia-friendly community people are aware of and understand dementia, and people with dementia feel included and involved, and have choice and control over their day-to-day lives. A dementia-friendly community is made up of individuals, businesses, organisations, services, and faith communities that support the needs of people with dementia” (2015:10).

In 2015, Alzheimer Disease International (ADI) produced a booklet entitled “Dementia-Friendly Communities (DFCs): New domains and global examples”, this booklet provides some examples of good practices worldwide. In the booklet, two new emerging domains in DFCs were identified: support for carers and the empowerment and equipping of faith
based communities to carry out the important work of nurturing the spiritual health of persons with dementia.

In a nutshell, this new concept that has emerged in the dementia landscape seems to reflect a shift from understanding dementia as a medical condition to a broader conceptualisation of the term. It can be regarded as a manifestation of the social model of understanding dementia in practice (Mental Health Foundation, 2015). In this, the way of understanding dementia goes beyond the responsibility of health and social care services and professionals, and incorporates the whole community, touching upon all areas of life. DFCs are not about getting people with dementia to “fit in”, but about the coming together of communities and adapting and developing the environments, where people with dementia live, to be more responsive and inclusive (Mental Health Foundation, 2015). It aims to challenge the stigma, inequalities and the isolation often associated with living with dementia, so that people with dementia are no longer considered special or unengaged, but as having an active role in their communities and being included in mainstream everyday life.
National reports
2. AUSTRIA

Understandings of DFC in the country

In Austria, there are currently one region that is working toward becoming dementia friendly and two cities. There are no symbols for DFC in the country.

Examples of DFC in the country

The 3rd district in Vienna

The 3rd district in Vienna is working towards becoming dementia friendly. Several organisations are involved in this initiative including, the district authority, the mayor of the borough, Alzheimer Austria, Caritas Socialis, the churches, the schools, social services, three hospitals, libraries, bookshops, pharmacies, red cross, psychotherapists and the General Practitioners (GPs).

The project has been funded by the district authorities and Caritas Socialis, and also with the contributions of private donations. The initiative started in 2014.

Main actions that have been taken so far include:

- dementia awareness week,
- dementia friendly service (mass) with market place,
- concert and lectures.

Some of the planned actions for the coming months/year are:

- dementia friendly service (mass) in September,
- information project in a big district hospital,
- awareness week 2016.

Dementia-friendly pharmacies in Vienna and Lower Austria

Organisations involved:

- Institute for Palliative Care und Organisational Ethics, IFF; Alpen-Adria University Klagenfurt-Wien-Graz
- Alzheimer Austria
- Austrian Chamber of Pharmacists
Where: 18 pharmacies in two regions: Vienna and Lower Austria


Description of the initiative:

People with dementia and their caregivers are regular users of pharmacy services. However, so far only a few community pharmacy-based initiatives have focused on their needs apart from medicines management. Based on Palliative Care and Health Promotion principles, the project “Dementia friendly community pharmacies. Community-based health promotion for people with dementia and their caregivers” aims at re-orienting community pharmacies into dementia-friendly settings supporting dignity and quality of life of people with dementia and their caregivers by involving relevant partners in further development of this setting -people with dementia and their caregivers, community pharmacists and health care and community partners. In the first phase of the project, workshops for community pharmacists were created covering the topics of “pharmaceutical care”; “networking in the community” and “communication”. In the second phase, the pharmacies conducted pilot-projects in their individual pharmacies based on a needs-assessment with caregivers of people with dementia. These projects range from issues related to the core-business of pharmacies - to improve the pharmaceutical care for people with dementia and networking with local medical doctors - to community-projects. A toolbox encompassing project-related documents has been developed to ensure sustainability.
3. BELGIUM

2.1 WALLONIA AND BRUSSELS REGION

Understandings of the DFC

The concept and the charter of dementia-friendly communities were developed by the Ligue Alzheimer ASBL. By becoming a dementia-friendly city, the signatory city commits to encourage the inclusion of people with dementia and their relatives in their community. The signature is a partnership between the interested city, which is sometimes already active in the field, and the Ligue Alzheimer ASBL which gives its development tools and a support for the implementation of concrete initiatives. The signature is the proof of the moral commitment of the city. For the Ligue Alzheimer ASBL, it is the completion of a prospecting and preparation work and a long-term investment.

By becoming a dementia-friendly community, the signatory commits to develop activities which contribute to the improvement of the quality of life of people with dementia and their relatives and/or carers. The charter is available to all local authorities and to the ‘Provinces’. The charter is based on five sections:

- Awareness
- The ‘right to be different’
- Information and orientation services for people with dementia and their relatives
- Actions and activities within the city
- Consultation

There are many local initiatives for people with dementia, but they are not very well-known and therefore, not very well-used and/or accessible. However, during the “Alzheimer Café”, patients/carers/professionals mention their need for local supports close to home. The “agent Proximité-démence”’s mission is also to encourage and look deeper into the support activities (medical, psychosocial, cultural, interpersonal, administrative, etc.). It is essential to allow to the patients and their carers to remain independent and actor of their life. The challenge is to identify the future “agent proximité-démence” who needs to be “important”, powerful, influential and motivated and to establish with him (and his colleagues), in the municipal level, a partnership of trust.
and a durable relation. The various cities and their different dimensions are examples to encourage the other to commit.

To facilitate the acquisition of the ‘know-how’, the Ligue Alzheimer ASBL offers training sessions (e.g. to the Agent Proxidem) and provides different documents (e.g. Plan d’Action pour une “Ville Amie Démence”) that aim to facilitate the involvement of all citizens to reach this change. This “actions plan” has been realised with the support of the Union of Walloon cities and municipalities. It has been presented to the WHO conference that took place in Liège in June 2013. The goal is to find a solution together: health professionals, people with dementia, relatives, volunteers, general public. These solutions get materialized in different activities:

- The ‘Alzheimer Cafés’
- The ‘Fighters’ (a peer support group of people with dementia)
- The ‘guest homes’
- The ‘Circles of Care’
- The touring Conferences cycle
- The ‘Auxiliaires de vie’ / Life assistance
- The work between different generations
- The artistic animations

In 2016, in Wallonia, 25 cities were working towards becoming more dementia friendly. Other signings are currently being prepared.

An example of a signatory city and its activities put in place:

**Mons** is a founding member of the “Ville Amie Demence” project.

- Under the charter, Mons organises an “Alzheimer Cafés (1x per month),
- Mons proposes medical support,
- diagnostic center,
- assistance and home care,
- home day/night center
- specialized hospital center
- Home rest
- disability allowance
- social advantages
- juridical help
Steps to build a DFC

In Wallonia and Brussels region, signatory cities are requested to appoint an “agent Proxidem” (agent Proximité-démence, similar to a local dementia officer) within the first year of becoming dementia friendly, and to organise at least one of the activities that are suggested by the Ligue Alzheimer (e.g. “Alzheimer Café”, the touring Conferences cycle, etc.). The “agent Proxidem” is a person working for the municipality and receives a three-day course training on dementia provided by the Ligue Alzheimer. The “agent” meets and supports people with dementia and their carers living in the municipality. There is a guideline “Action plan, dementia-friendly community” which provides information about the main goals of a DFC and provides details of the steps to follow (“to do list”)

Dementia-friendly symbols

A logo exists that was developed by the Ligue Alzheimer and is provided to the cities or towns that join the ViaDem (“Villes Amie de la Demence”) programme. The symbol is a skyline of a town.

Measuring and monitoring progress

The Ligue Alzheimer meets regularly with the “agent Proxidem”. These meetings provide opportunities for exchanging information and talking about the work the city is making to become more dementia friendly

Examples of DFC

The First three communities that are working towards becoming dementia friendly are: Marche, Mons and Mouscron. They started the work to become dementia friendly in 2011. In each of them, the municipality as well as la Ligue Alzheimer are involved in this work. The project/s can seek financial support from authorities, grants, associations, etc. but the funding is not specify.
Examples of the activities developed so far include


2.2. FLANDERS

Understandings of the DFC

In the Inspiration Guide ‘Dementia-friendly communities’ published in 2011, the concept of dementia-friendly communities was encapsulated in 10 themes. These themes include: to promote a more positive image of dementia, to increase knowledge and understanding of dementia, greater inclusion of people with dementia, more opportunities to meet with people with dementia, better contacts between generations, promote their well-being and the quality of care, more autonomy, better accessibility, a safer society, and support the mobilisation of the entire city or municipality.

The Inspiration Guide provides some examples of municipalities and cities in Flanders and elsewhere that are working to become more dementia friendly. These examples can help to understand how DFC are created, how to go from an idea to develop a project and provide tools, actions and lessons learnt from their experience.

In 2014, another Guide was published, and in this new guide the concept of DFC was defined as: “to empower people with dementia so that they can participate with confidence and high expectations to their surroundings”. According to the guide, to achieve this, municipalities should focus on 10 themes: 1. Involve people with dementia in the policy; 2. Avoid a negative image of dementia. Contribute to more understanding for people with dementia; 3. Organize accessible activities; 4. Acknowledge what people

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2 The guide was written in 2014, Veerle Baert from the Association of Flemish Cities and Municipalities in cooperation with King Baudouin Foundation, Expertisecentrum Dementie Vlaanderen (the Expertise dementia Flanders), and Alzheimer Liga Vlaanderen (the Flemish Alzheimer’s Association).

3 The guide was written in 2014, Veerle Baert from the Association of Flemish Cities and Municipalities in cooperation with King Baudouin Foundation, Expertisecentrum Dementie Vlaanderen (the Expertise dementia Flanders), and Alzheimer Liga Vlaanderen (the Flemish Alzheimer’s Association).
with dementia can still do; 5. Promote the early detection of dementia; 6. Engage practical support so that people with dementia can engage themselves in community life; 7. Create neighbourhood-oriented solutions; 8. Organize adequate and reliable transportation options; 9. Make sure that neighbourhoods are easily accessible; 10. Facilities and services are respectful of people with dementia.

This Guide can support and inspire services and local policy makers in their work towards creating a dementia-friendly municipality. This guide is intended for representatives, mayors, officials and local merchants who want to change their vision and ideas into concrete local action around dementia and dementia-friendly policies. But it is also a guide for friends, neighbors and other people who care for people with dementia. In addition to various useful information, the guide also includes a ‘dementia monitor’ and several examples of good practices from the Netherlands and beyond.

In recent years, about 50 Flemish municipalities have been working on a dementia friendly local policy. Several Flemish initiatives receive European prizes with their projects.

**Steps to build a DFC**

In Flanders, communities wishing to work towards becoming dementia friendly are provided with guidelines and an inventory of 21 possible actions or themes for local dementia policies. This is called a “dementia monitor”. It is expected that this information about how other communities have worked towards becoming more dementia friendly may “inspire” and guide their work.

**Dementia-friendly symbols**

There is no general symbol for dementia-friendly initiatives or communities. In Bruges, there is a symbol that is used and which was chosen by people with dementia themselves.
Examples of DFC

Three examples of communities that are working towards becoming dementia friendly are: Bruges; Aalbeke and Leuven. Bruges started the work to become dementia friendly in 2010, Leuven in 2011 and Aalbeke in 2014. The work to become dementia friendly has been led by Foton, the regional expertise dementia region Bruges; by the nursing home Weister in Aalbeke and by the public social welfare center of Leuven together with the city of Leuven with the support of King Baudouin Foundation.

Examples of the activities developed so far include:

- Bruges: the King Baudouin Foundation and the local government have financially supported this work in the city of Bruges. Bruges strives to improve the quality of life of people with dementia and their environment by bringing about a mental shift of all citizens, organisations, companies, institutions and authorities to arrive at a more respectful and equal communication and interaction.
- Memory walk 'Living Memory' in dementia-friendly municipality Aalbeke.
- Leuven: project ‘Forgot to come out?’ This initiative provides opportunities for people with dementia living at home to continue to participate in mainstream social and cultural life. In Leuven, employees of the museum "M" received training to better support people with dementia during a museum visit.
4. GERMANY
Development of DFC in the country

In 2007, Aktion Demenz\(^4\) launched a public campaign in Germany calling for a more dementia friendly society, in particular looking at “how citizens affected by dementia could be approached openly and in a spirit of solidarity within local communities” (Aktion Demenz). Aktion Demenz together with other relevant organisations in Germany such as Alzheimer Gesellschaft and Demenz Support, have contributed in the last years to raise a social and less medicalised image of dementia in the country.

In 2008, and funded by the Robert Bosch Stiftung\(^5\) (Robert Bosch Foundation, RBS), Aktion Demenz started and monitored the programme ‘People in the Community Living with Dementia’, which has been implemented three times since then. This programme has provided funding to local projects with a focus on dementia that initiated and implemented community-based activities aimed at supporting people with dementia and enabling their participation in society. The program was monitored and coached by “Aktion Demenz”. Since 2008, 78 projects have been supported by the RBS Foundation. RBS contributed more than EUR 2 million to the overall project - approximately EUR 15,000 per project. The projects’ target groups were the general public, and several local Alzheimer’s Associations were involved. The aim was to raise awareness, involve people with and without dementia, and developing ideas and models of shared responsibility and cooperation that involve all local actors and citizens, to enhance the daily lives of people with dementia and their carers.

Understandings of DFC in the country

According to the Deutsche Alzheimer Gesellschaft, the understanding of DFC in Germany is very similar to the one put forward by the Alzheimer Society of Ireland. They intend to

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\(^4\) Aktion Demenz is a national non-profit initiative in Germany. It aims to improve the lives of people with (and without) dementia, primarily through public dialogue and to raise awareness of the condition. Trying to counteract the medicalisation of dementia by ‘resocialising’ it, Aktion Demenz aims to reduce stigmatisation and bring about social change. It includes people from all areas of society, who are committed to working towards more tolerance for and better inclusion of people with dementia and their families and friends via local projects. Please visit http://www.aktion-demenz.de/ or www.demenzfreundliche-kommunen.de for further information.

\(^5\) The Robert Bosch Stiftung is one of the major German foundations associated with a private company and has managed the philanthropic bequest of company founder Robert Bosch for over 50 years. Please visit http://www.bosch-stiftung.de/content/language1/html/index.asp for further information.
“reconfigure the communities that we all live in and mainstream dementia into everyday life of that community. The vision is to involve all the stakeholders and members of the community to be dementia friendly”.

In the work developed by Aktion Demenz, they do not intend to provide a final answer to the question of what dementia-friendly communities looks like or how the goal of implementing such communities can be reached. What, in their opinion, is important, is to channel discussions, suggestions, examples, ideas, campaigns and experiences into local projects and ideas, showing that communities that work to face the challenges of dementia work to achieve a better future for all. In their own words:

“No organisation or individual should be allowed to define with authority how dementia-friendly communities should operate and how they should be implemented. Instead, suggestions for possible models arise from discursive agreement between all local actors, including those directly affected by dementia. This, however, requires a shared understanding of the challenges we face, and a new way of 'doing community'. This is the reason why, strictly speaking, there are no dementia-friendly communities yet, but rather communities on their way to becoming dementia-friendly” (Rothe, Kreutzner, and Gronemeyer, 2016).

Whilst there are number of communities in the country that are working to become dementia friendly, there are not available figures about how many communities have, in fact, become dementia friendly.

The programme ‘People in the Community Living with Dementia’ has funded 78 initiatives that are working to make their communities friendly for people with dementia.

Steps to build a DFC in the country

According to the Deutsche Alzheimer Gesellschaft, in Germany there is no official protocol or guidelines as to what are the main steps to build a dementia-friendly community. “Aktion Demenz” offers information and guidance for the development of dementia-friendly communities (www.aktion-demenz.de). The platform emphasizes the relevance of involving and empowering people with dementia. It is stated that a partnership between the government, municipalities, professionals and formal carers, volunteers and all citizens is needed; as this is the only way possible to find new ways of helping people with and without dementia to live well together in a supportive community. The platform:
• Provides information on the subject "Dementia and municipality" and raises awareness of dementia
• Provides information on existing local initiatives, projects and activities
• Promotes the exchange of ideas and the public debate
• Facilitates the search for common solutions and networking initiatives
• Promotes the development of local activities, initiatives, projects and ideas.

The fact that a growing number of people with beginning dementia live alone in their own households was the starting point for Deutsche Alzheimer Gesellschaft to set up the project „Living alone with dementia – training courses in communities“ („Allein lebende Demenzkranke – Schulung in der Kommune“). These people go shopping, get money from the bank, use public transportation and sometimes it comes to irritating situations for them and the people around. In cooperation with partners in different communities training courses were developed and tested.

The project resulted in the handbook “Living alone with dementia. A challenge for communities” („Allein leben mit Demenz. Herausforderung für Kommunen“). It includes instructional material as well as a DVD with short films. These films show typical situations people with dementia face in supermarkets, banks, with the police, the fire brigade and in sports clubs. It demonstrates that knowledge about dementia and empathy can be helpful to manage critical situations. For further information, please visit: https://www.deutsche-alzheimer.de/ueber-uns/projekte/projekt-allein-lebende-demenzkranke.html

**Dementia-friendly symbols**

In Germany, there is no symbol for DFCs.

**Measuring and monitoring progress**

To date, in Germany, the progress of the DFCs in general has not been monitored or evaluated. The program of the RBS was evaluated by Dr. Charlotte Jurk, several of the projects were evaluated locally.

The insights from Aktion Demenz e.V. gained in recent years including the qualitative evaluation from Dr. Charlotte Jurk have been published at the end of 2015: Verena Rothe,
Gabriele Kreutzner, Reimer Gronemeyer” Im Leben bleiben - Unterwegs zu Demenz-freundlichen Kommunen”°:

“We are constantly growing older. At the same time, there are more and more people aging with dementia, who are merely being »taken care of«. Clearly, we need alternatives to the established procedures. What can we do to create places where we can stay in life – rather than just staying alive? How can we turn the surroundings of people with and without dementia into »places of human warmth«? In Germany, numerous initiatives are on the rise: engaged people from politics, culture, church and youth work are creatively working towards dementia-friendly communities. The three authors, intimately familiar with the topic, show exploratory movements, obstacles, and first approaches” www.transcript-verlag.de/en/978-3-8376-2996-5/im-leben-bleiben

Some conclusions by Aktion Demenz: “The success of the concept of dementia-friendly communities brings with it many possibilities but also some dangers. It is easily misunderstood, which is why we feel the need to stress once again that we do not see dementia-friendly communities as yet another building block in the expansion of the institutionalised care system in which communal structures are simply another service layer between care homes and families. Nor do we intend them as a rather sly and subtle strategy for relieving the welfare state by outsourcing care services that are no longer affordable to the cost-effective substructures of volunteer work.

The more weight is put on certificates and trainings and the more volunteer work is ‘upgraded’ into a (badly) paid service, the greater the danger that instead of offering simple and practical support to those who need it, all that is happening is the creation of new market demands (a professional carer for every person with dementia). This way, rather than developing a new culture of community, volunteer work is bound into an exclusionary demand for expert professionalism. To make the situation worse, many volunteers actually already rely on their work to secure their livelihoods. (Jurk 2012: S. 39)

° At the time of writing, this publication is only available in German but it is expected that it will be translated and published in English in 2016.
In our modern age – an age that is marked by the importance of measurable results, numbers and facts –, it is more important than ever that we see social issues as processes, take the time we need, and try to include others for the long term. Only then will we be able to involve people from areas of life other than our own and prevent organisational blindness through inspiration from the outside. Unfortunately, it is still only rarely recognised how important it is to not only tolerate or try to commission civil activism and engagement, but to actively pursue, support and allow it to develop on its own.

Another important aspect of the initiatives is the effort to try to bring people with and without dementia together in their local communities. This can lead to better mutual understanding and lasting improvements in the lives of people with dementia and their family and friends. An open, sympathetic environment can alleviate the development of dementia as well as its effects, directly and indirectly, and have a positive influence on the community in general. This is one reason why we hope – and we are happy to report that this is happening already – that the funded projects will inspire other communities to develop their own ideas and projects, benefiting from the experience of others.” (Action Dement e.V. – Dementia friendly communities, 012016)

Examples of DFC in the country

Arnsberg

Arnsberg is a town in the Hochsauerland district, in North Rhine-Westphalia which is working towards becoming dementia friendly. Arnsberg has approximately 75,000 inhabitants.

The organisations involved in this initiative are: the municipality, self-help organisations, ambulant services, nursing homes, cultural organisations, schools, kindergartens, civil society organisations, and commercial companies.

The coordination of the project is funded by City of Arnsberg. The partners share the costs of their common projects. The development of the concept started in 2006, and the initiative started in 2008.

Some of the main actions that have been developed so far (2008-2016) include:

- “Lern-Werkstadt Demenz” (“Education workshop in dementia”).
- Supporting the public debate on dementia on the local level with the aim to “normalize” the topic and to make it easier to talk about it.
• Building up and extending a network on dementia with partners from civil society and professional services.
• Establishing a counselling service; continuing education on dementia, etc.
• Cooperation with schools and kindergartens.
• There is a “Carnival of generations“ every year.
• Organization of conferences as for example the German-Japanese symposium “Dementia and solidarity between generations” (2014).
• The town of Arnsberg has transferred the good experiences from the project-phase (2008-2011) into the city’s long-term strategy papers and is permanently financing a network-coordinator. The development of a dementia friendly Arnsberg is part of the city’s concept “Long and good Life in Arnsberg“.

Ostfildern

Ostfildern is a town in the district of Esslingen in Baden-Württemberg which is working towards becoming dementia friendly since 2007. Ostfildern has approximately 36.000 inhabitants.

The organisations involved in this initiative are Leitstelle für Ältere, Ostfildern (Coordinating office for senior citizens in Ostfildern), and partners from civil and commercial organisations. The initiative is funded by the municipality and the various partners. The concepts of “inclusion” and “sustainability” are at the heart of the projects developed in Ostfildern.

Some of the main actions that have been developed to date include:

• Campaign “We are neighbours” (2007-2008). The aim if this campaign was to raise awareness about dementia and to establish networks of support for people with dementia and their families.
• “First aid courses on dementia” for those who want to help people with dementia (since 2008).
• Concerts for people with and without dementia (every year since 2008).
• “Café forget-me-not” which offers support for people with dementia (since 2009).
• Ecumenical “Church service for people with and without dementia” with social meeting afterwards (four times a year since 2009).
• Qualification programs for professionals concerning “Music for people with dementia” (since 2011).
• “Sports and dementia” in cooperation with local sports clubs (since 2013).
• A “Neighborship House” offers day care and apartments for people with dementia in cooperation with more than 100 volunteers (since 2012).

Planned actions include building shared apartments (Wohngemeinschaften) for people with dementia in cooperation with family carers and the community.

Robert Bosch Stiftung

An overview of all the projects supported by the Robert Bosch Stiftung, one of the major foundations in Germany, can be found at http://www.demenzfreundliche-kommunen.de/projekte.

One example of the projects supported by RBS is the project “Mitten im Leben - trotz Demenz” (“Having a life despite dementia”) in the town of Angermünde. Angermünde, a town in the district of Uckermark in the state of Brandenburg.

The project started with a campaign to fight the stigma of dementia. The campaign aimed to help change the existing negative image of dementia and to promote the idea that people can live well with dementia and enjoy a good quality of life. The project also involved building up a network of stakeholders. This network brings together people with different skills, experiences and perspectives, and can help to raise awareness among the general public about living well with dementia. It is also expected to collaborate with some politicians and with the local government. Activities, that are age-appropriate for children and young children, may also be developed.

5. IRELAND

Development of the DFC movement in the country
Discussions about the concept DFC and how it could be integrated into the Irish context were held by the Alzheimer Society of Ireland (ASI) between the end of 2011 and early 2012. Supported by funding from the Atlantic Philanthropies, the ASI embarked on the development of a Dementia Friendly Communities initiative. This initiative focuses on improving the inclusion and quality of life of people with dementia and their families. So far seven communities have been involved in Co Donegal, Galway city, Ballina/Killaloe in Co Clare, Mallow in Co Cork, Callan in Co Kilkenny, Cavan town and Co Wicklow.

Another aspect of the work has been supporting a number of organisations across Ireland through a series of small awards to undertake and promote dementia friendly projects. The awards have been used to support organisations, arts and cultural institutions, local groups and neighbourhoods to play their part in making their community more ‘dementia-friendly’.

In addition, the HSE & Genio Dementia Programme, with support from the Atlantic Philanthropies and the Health Service Executive (HSE), is developing and testing new service models which aim to improve the range and quality of community-based supports for people with dementia. The high level aim of the programme is to develop and test a range of personalised, flexible and responsive supports and services and to demonstrate how these supports enable people with dementia to live full lives in their community for as long as possible.

This approach is aligned with government policy, which emphasises the provision of services which support people to remain at home, living full lives for as long as possible, and supporting families and local communities in this goal. There are three main components to this work. Firstly, sites which are developing community based supports for people with dementia, with projects based in Cork (Mallow & Kinsale), Dublin, Kilkenny, Leitrim, Louth, Mayo, Roscommon & Tipperary. The second component is focused on the development of integrated care pathways in acute hospitals for people with dementia, with projects based in Connolly Hospital Dublin, St. James’s Hospital Dublin and Mercy Hospital Cork. The third component supports the implementation of the National Dementia Strategy. This part of the programme builds on the learning from the earlier phases and includes support to develop eight consortia to enhance the integration of services for people with dementia. These consortia will be based in Dublin North, Dublin.

Genio Limited is an Irish registered company. Genio works to bring Government and philanthropic funders together to develop better ways to support disadvantaged people to live full lives in their communities.
North city, Dublin South West, Dublin South East, Waterford, Cork, Limerick and Galway. Development of these consortia will commence on a phased basis at the end of 2015 and into 2016 (www.genio.ie/dementia-programme for further information).

The Dementia Elevator is also working towards making Ireland a more dementia-friendly country. The programme has been developed by Dublin City University and the Health Service Executive, and is supported by the Atlantic Philanthropies. The main aim of the Elevator is to help individuals, communities and health systems engage appropriately with people with dementia.

Among other relevant DF activities, they have developed dementia awareness training programmes for the general public, dementia training programmes for customer-facing services and an educational dementia programme for health and social care workers. The Elevator is collaborating with Wicklow Dementia Friendly, who are working with retailers in Arklow. The training aims to give retailers the skills and tools to support their customers with dementia.

**Understandings of DFC in the country**

The ASI vision for DFC “is to reconfigure the communities that we all live in and mainstream dementia into everyday life of that community. The vision is to involve all the stakeholders and members of the community to be dementia friendly”. Main objectives of a DFC include:

- Identify the key partners, services, activities and businesses within any given community to develop a local map of the people and the place.
- Engage with the key stakeholders by increasing their knowledge and understanding of dementia to ensure that it becomes part of the local agenda.
- Challenge the stigma, myths and misconceptions around dementia by opening the channels of communication and removing the barriers to change.
- Work with local services and businesses to make the community a dynamic and friendly place for people with dementia, their carers, families and friends to live and work in.
- Work together to increase the opportunities for people with dementia and their carers to remain engaged in their chosen activities of life for as long as they wish to.
Steps to build a DFC in the country

In Ireland, the Alzheimer Society of Ireland (ASI) is playing a significant role in providing leadership on the DFCs initiative in terms of educating the internal and external stakeholders. The ASI works as a leader and a conduit for bringing together the players, laying the groundwork and providing the personnel and the resources to implement the project. A key aspect is the existence of a lead agency or organisation working in collaboration locally so that a number of partners come together to plan and develop a DFC so as to ensure sustainability after initial funding ceases.

The ASI established a DFC National Steering Group that draws on the expertise of specialists in relevant domains regarding strategy, implementation, service user perspective, policy and the future development of DFC. The role of the National Steering Group is to contribute to a number of aspects of the work: advise on the strategic direction and development of the DFC model, share learning and expertise with other key stakeholders and provide support to the project leader in the implementation of the initiative, where appropriate. Membership of the National Steering Group is comprised of key experts from the various stakeholder groups.

The ASI is committed to developing an ongoing toolkit of resources that can be used by each of the DFC projects (and others working in this area) to support them in their work. This toolkit is informed by the needs of the projects and developed throughout the lifespan of the initiative. Communities working towards becoming dementia friendly are also encouraged to develop educational tools (i.e. produce an information product that explains the initiative and how people can get involved). A comprehensive DFC toolkit will be produced at the end of the lifespan of the initiative which will be based on the learning and evaluation of the projects in order to roll out the initiative in other locations.

Dementia-friendly symbols

No single symbol or logo in use in the country. The Alzheimer Society of Ireland has developed a logo (see below) for the DFCs that it is supporting to use with the material they are producing and the organisations that are working towards becoming dementia friendly.
Measuring and monitoring progress

The DFC projects supported by the ASI complete a monitoring tool every six months. The project coordinator periodically visits the projects and provides them with ongoing support in a variety of ways. The monitoring tool aims to describe and capture the outcomes for people with dementia, their families and the community from each of the DFC projects. Through the monitoring tool ASI aims to ensure that DFC can be replicated and sustained into the future and the model will be based on these projects’ experience.

The projects come together three times per year to participate in a DFC Learning Forum to share the learning among all projects and also those working and with an interest in this area to network with a wider interest group. The real success of them has been the networking aspect where the participants have an opportunity to learn and share from each other.

Examples of DFC in the country

Crystal Project – Mallow, Co Cork


Funding €20,000

The Crystal Project aims to make Mallow a dementia friendly town by increasing awareness about dementia and reducing the stigma surrounding it. The Crystal project is made up of The Alzheimer Society of Ireland, HSE, family carers, UCC and the GPs in Mallow Primary Health Centre.

The project delivers a number of activities through specific aims:

1. Supporting those diagnosed with dementia to stay active within their communities:
A volunteer befriending service will facilitate people to stay active within their community.

2. Supporting families throughout their caring giving journey:

Through the provision of family carer training programmes

3. Increasing awareness about dementia and reducing stigma within the community:
Through public information evenings; a library project; a series of articles on dementia in the local newspaper; an educational programme through the local schools and information sessions for local businesses.

**Wicklow Dementia Friendly**


Funding €20,000

By creating a Wicklow Dementia Friendly (WDF), this project wants to remove the barriers people face around lack of knowledge within communities through targeted education awareness raising activities. People with the power to bring about change are given the knowledge needed to ground their practice and interaction in a dementia friendly way.

WDF aims to increase awareness of dementia and reduce stigma, and look at ways in which communities, neighbours, friends and everyday service providers (such as retailers, banks, Gardai, health services) can support people with dementia to carry on, as normally as they can, for as long as possible. Like everyone else, people with dementia want to go out, do their shopping, pursue hobbies and interests and make use of local facilities like leisure centres, golf clubs and libraries.

The project aims to build awareness and understanding of dementia at every level of society. The project will be informed about the barriers to living well with dementia by people living with a diagnosis themselves. Workshops are delivered throughout the county. Those participating include: GPs, Pharmacists, Dentists, Retailers, Leisure, Sports and Social Clubs.

People with dementia are involved in the planning of activities, they work with WDF to guide and inform the projects. The project is developing the idea of Dementia Friends to support people going about daily activities (working on this in Arklow for 2015).
The Project has developed good linkages throughout the county – The Working Group consists of Older Peoples Network and HSE Manager of Older Peoples Services / Old Age Psychiatry Service – Psychiatrist has also joined the WG. Numerous organisations at a local level are committed and are involved with WDF.

Dementia Aware Donegal:


Funding €25,000

Dementia Aware Donegal work very closely with a number of statutory and voluntary organisations across the county. It links with community groups in terms of planning dementia initiatives in local areas. It provides support and training to enable community groups to link and encourage people with dementia and their families to be involved in local activities.

It has linked in with local organisations to provide a befriending service and support volunteers in areas of a very large county where transport is an issue.

The project has carried out a range of training to family carers; training for potential volunteers; linked with schools and youth groups to provide training for young people and have also participated in a young carers group which has been developed across Donegal. The project has also trained both health professionals and academics to support people to be more dementia aware and also linked into the project in terms of information and advice about supporting people with dementia to live well in their communities.

The project has participated in local structures developed across the county in terms of Age Friendly County and also public participation networks which link local community organisations.

6. NETHERLANDS

Understandings of the DFC in the country

In the Netherlands, the concept of DFC is being developed by the local chapters of Alzheimer Netherlands, the local municipalities and provincial government organisations.
There is no universal definition of the term, however there is a common view that in a dementia-friendly community the life of people with dementia should be “as easy as possible”. In a dementia-friendly society people with dementia can continue to participate for longer, if they so wish. Alzheimer Netherlands promotes a movement where diverse kind of initiatives can be developed, and where it is acknowledged that every person can make a contribution to make the society more dementia friendly.

To date, in the Netherlands, there are 70 regions, 40 cities (25 in Noord Brabant, 10 in Gooi en Vechtstreek and 5 in Midden Kennemerland) and 30 villages working towards becoming dementia friendly.

As partners of the DeltaPlan Dementia, Alzheimer Netherlands and PGGM (pension management organization) initiate the Dementia Friends programme. This five year programme is supported by the Department of VWS (Health, Welfare and Sports). This programme focuses on increasing awareness of dementia, and the knowledge and skills in how to recognize and deal with dementia by an online and offline training programme and helping and inspiring dementia friends on an online platform.

**Steps to build a DFC in the country**

Three key aspects in the development of a DFC in the Netherlands are:

- The whole community has to be involved (working collectively and involving all members of the community).
- The work should involve and encourage the participation of different stakeholders and organisations (e.g. social, cultural, sport organizations).
- All activities should have a positive impact on the quality of life of people with dementia.

For further information please visit: www.alzheimer-nederland.nl/dementievriendelijk and www.dementievriendelijk.nl

**Symbols**
A symbol for the communities working towards becoming dementia friend has been developed:

![Dementia Friendly Symbol](image)

**Measuring and monitoring progress**

To date, in the Netherlands, the progress of the DFCs is not been monitored or evaluated.

**Examples of DFC in the country**

**Network dementia-friendly municipality Bladel**

The work towards becoming dementia friendly in the town of Bladel started in 2012 and to date 12 different organisations have been involved. The network dementia-friendly municipality Bladel aims to build a community where living well with dementia is possible. The mains goals are to break existing taboos and negative perceptions of dementia and to increase awareness of dementia, so that people with dementia feel accepted, supported and enabled to participate in the community. Several actions have been developed, one example is a theater evening to raise awareness and understanding of dementia. They plan to deliver dementia training sessions to the police force.

For further information please see: http://dementievriendelijk.nl/bladel/

**Balkbrug**

Since April 2015, the town of Blakbrug has been working towards becoming dementia friendly. There are 12 organisations involved in this initiative. Among other actions, the municipality is planning to set up walking groups for people with dementia.

**Doorn**
Since April 2015, the town of Doorn has been working towards becoming dementia friendly. There are a number of local organisations involved and this work has been financially supported by the local municipality. So far, they have provided training on dementia to a well-known chain of supermarkets in the area (Albert Heijn). In this chain of supermarkets, fifteen employees have received training on dementia and supporting clients with dementia.
7. NORWAY

Understandings of the DFC in the country

In Norway, DFC is an awareness raising campaign to influence attitudes and behavior among the public in general, and in customer facing professions so that people with dementia can experience more understanding and get adequate help, and feel enabled to participate in the daily life of their neighborhoods.

This work in Norway is currently led by the Norwegian Health Association. There are 29 regions in Norway currently working to become DF.

Steps to build a DFC in the country

The main steps to building a DFC in Norway are:

- Sign a collaboration agreement with the Norwegian Health Association and approve that they, as a community, want to work towards becoming more inclusive of people with dementia.

- Establish a working group. The group develops a plan for the process of becoming dementia friendly. The group should include people with dementia and carers.

- The Norwegian Health Association delivers educational workshops to equip people working in retail, or other businesses, with the skills needed to understand and support customers with dementia. This also includes everything from taxi drivers, hairdressers to waiters.

- The Norwegian Health Association collaborates with the different communities and helps them to increase the media attention and to highlight positive initiatives or outcomes

Communities willing to become dementia friendly are invited to follow these main steps, also they are provided with educational and informational material on dementia (brochures, films, etc).

Dementia-friendly symbols
The symbol is unique for the DFCs. The logo is used along with the logo of the county. It is provided to businesses, initiatives or other services which have undergone training in how to respond better to the needs of their clients with dementia. The symbol is provided as a sticker.

Measuring and monitoring progress

In Norway, a long-term evaluation is planned. This evaluation will involve two different surveys, one that will be completed by the general public and another one which will be completed by people with dementia. Similar surveys were carried out before the DFC programme was launched and this initial data (baseline data) will serve as a basis for comparison with the subsequently acquired data. There is also a continuous and ongoing evaluation of the outcomes.

Examples of DFC in the country

In Norway, the municipality of Moss has been working towards becoming dementia friendly since 2014. They have worked to increase awareness of dementia among staff working in retail and taxi drivers. It is planned to expand this work to staff working in banks, staff working in public transport and to the general public.

The work developed in other municipalities such as Ulstein and Bærum is similar to the one described for Moss.

8. UNITED KINGDOM
7.1 ENGLAND, NORTHERN IRELAND & WALES

ENGLAND

Development of the DFC movement in the country

In the UK (England), the Prime Minister’s Challenge on Dementia (2012) committed to make communities in England more dementia friendly. The initial ambition was to have 20 communities in England, signed up to become dementia friendly by March 2015 but with a surge in demand and successful development across the UK we had 98 communities signed up at the end of the original challenge (2012).

Now a key aspiration is to see further development over the next 5 years with the ambition by 2020 stated as “over half of people living in areas that have been recognised as dementia-friendly communities, according to the guidance developed by Alzheimer’s Society working with the British Standards Institute. Each area should be working towards the highest level of achievement under these standards, with a clear national recognition process to reward their progress when they achieve this” (Prime Minister’s Challenge on Dementia 2020).

According to the UK Alzheimer’s Society’s five year strategy “Delivering on Dementia” a major strategic priority for the organisation will be working to create dementia-friendly communities across England, Wales and Northern Ireland. The Society’s role in leading this work was announced in 2012 as part of the Prime Minister’s Challenge on Dementia. The Society is working in partnership with the Dementia Action Alliance (DAA) to meet this ambition. In Northern Ireland, the Dementia-Friendly Communities programme is working in partnership with Health and Social Care Trusts and local councils on Dementia-Friendly Community Steering Groups. In England, the development of DFCs is a collaborative effort of Alzheimer’s Society and the Local Dementia Action Alliance network.

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8 The Dementia Action Alliance brings together organisations across England committed to transforming the lives of people with dementia and their carers. To become a member, organisations sign up to the National Dementia Declaration for England and submit an Action Plan setting out how they are delivering the outcomes described in the Declaration. Local Dementia Action Alliances (DAA) bring together regional and local members to improve the lives of people with dementia in their area. They can be established at any level (e.g. village, city, county, region) and can overlap geographically. Please visit http://www.dementiaaction.org.uk/ for further information.
Understandings of the DFC

A dementia-friendly community is one in which people with dementia are empowered to have high aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them.

According to the recently published “Code of practice for the recognition of dementia-friendly communities in England” (PAS, 2015) a dementia-friendly community can be described as a “geographic area where people with dementia are understood, respected and supported, and confident they can contribute to community life. In a dementia-friendly community people are aware of and understand dementia, and people with dementia feel included and involved, and have choice and control over their day-to-day lives”

There are over 140 communities currently registered for the Alzheimer’s Society recognition process and over 214 Local Dementia Action Alliances established. There may be other communities working to become dementia friendly in the country, these numbers mentioned about are the communities that have signed for the Alzheimer’s Society recognition process. For further details, please visit www.alzheimers.org.uk

Steps to build a DFC in the country

In the UK, the Alzheimer’s Society has developed a national recognition process to reward and recognize communities working towards becoming dementia friendly. By registering for the process, the community commits to meeting the foundation criteria for a dementia-friendly community and focusing their work around the areas for action outlined by the BSI Code of practice for dementia-friendly communities.

This Publicly Available Specification (PAS): “Code of practice for the recognition of dementia-friendly communities in England” was published in 2015 by the British Standards Institution working in partnership with Alzheimer’s Society and with the expertise of a cross sector focus group and involvement of people affected by dementia. This PAS provides recommendations for those involved in developing a dementia-friendly community, what areas of a community to consider and what changes to expect as a result. People with dementia and carers are an integral part of each stage of the process.

Main aspects addressed in the PAS are:

- how to develop a dementia-friendly community by engaging community stakeholders;
• areas for action within the community that are meaningful to people with dementia;
• opportunities for promotion, information sharing and awareness raising, during the development process, and as major accomplishments are completed;
• what to expect as a result of developing a dementia-friendly community.

A community that registers for the recognition process is committing to taking each of the areas for action below either one per year or a number per year and interpreting them from a local perspective to fit the size, type, stage of progression and resource, and describe the actions they intend to take.

• arts, culture, leisure, and recreation
• businesses and shops;
• children, young people and students;
• community, voluntary, faith groups and organizations;
• emergency services;
• health and social care;
• housing; and
• transport

They are also expected to use the foundation criteria (which were established in line with direct feedback from people with dementia on what they believe is important in creating a dementia-friendly community.) These include:

(1) Make sure that there is a local structure in place to maintain a sustainable dementia-friendly community;
(2) Identify a person or people to take responsibility for driving forward the work to support the community to become dementia friendly and ensure that individuals, organisations and businesses are meeting their stated commitments;
(3) Have a plan to raise awareness about dementia in key organisations and businesses within the community that support people with dementia;
(4) Develop a strong voice for people with dementia living in the community;
(5) Raise the profile of the work to increase reach and awareness to different groups in the community,
(6) Focus on a number of key areas that have been identified locally
(7) Have in place a plan or system to update the progress of the community after six months and one year.

They are issued with a symbol which they can give to organizations and businesses in their community that wish to be part of the dementia-friendly communities’ initiative (British Standards Institution, 2015: 7) and are expected to complete regular reporting on their progress and activity.

In geographic areas of England, where other symbols are used to support and promote dementia awareness, these symbols may sit alongside the ‘working to become dementia-friendly’ symbol, thereby contributing to overall efforts to create greater dementia awareness and therefore better support and understanding for people with dementia (PAS, 2015).

Work is now going on which is looking at the most effective ways to recognise all communities within a geographic location and allowing for communities such as universities, faith groups and others to be recognised as a community within the geographical location that they occupy.

**Dementia-friendly symbols**

The symbol is trademarked by Alzheimer’s Society and to use it, the community and organisations must comply with the terms of use. Alzheimer’s Society retains the right to withdraw that permission if it is felt that the conditions of use have been breached.

**Measuring and monitoring progress**

In the UK (England, Wales, NI), tangible progress is considered as an important aspect of taking part in the recognition process. Communities registering for the Alzheimer’s Society recognition process are required to submit an application and once accepted will be
required to report regularly on their proposed plans. This will include reporting back on the specific areas for action they chose to focus on for the year and at the end of the annual term will prompt an annual review which looks to gather feedback to improve the process and develop the system and to measure progress and success against original targets set for themselves. Local Dementia Action Alliance members similarly have to submit an action plan which they update in accordance with as and when they make progress on their objectives.

According to the PAS (2015) the process of developing, maintaining and sustaining a dementia-friendly community should be on-going. It is expected that users of the PAS will make progress over time in the 8 areas for action, plus other areas that they might identify. To determine their success, communities working to become dementia friendly are encouraged to ask the members of the stakeholder group, including people with dementia, the following questions:

- Are people with dementia in your community understood, respected and supported, and confident they can contribute to community life?
- Do they feel included and involved, and have choice and control over their day-to-day lives?

**Examples of DFC in the country**

Information about the areas and communities that are working to become dementia friendly can be found in the DAA webpage.

**NORTHERN IRELAND**

In Northern Ireland the following towns/cities are working towards becoming Dementia Friendly: Coleraine; Ballymoney; Derry/Londonderry; Strabane; Newry; Belfast (Shankill area) and Belfast city is becoming an Age-friendly city. These are all listed on Alzheimer Society recognition process and NI specific guidelines have been developed. All Alzheimer’s Society DFC recognition processes apply to NI and are to BSI standards.

**WALES**

Welsh Government launched ‘National Dementia Vision for Wales. Dementia Supportive Communities’ on 16th February 2011. The stated objective of the Vision is “local
improvements from the grass roots up will build a network of local dementia supportive communities that will over time create a national dementia supportive community”.

Alzheimer’s Society started working on creating and supporting Dementia Friendly Communities in 2013. Since then nine communities have received Alzheimer’s Society Working to Become Dementia Friendly recognition – Brecon, Swansea, Newport, Tredegar, Usk, Raglan, Caerphilly, Rhymney, and Pontypool. At least six further communities will register for the recognition process in the next three months and a further ten are also in development.

The Ageing Well in Wales Programme was formally launched in October 2014 as a five year partnership of national and local government and major public and third sector agencies in Wales. The Programme is hosted and chaired by the Older People’s Commissioner for Wales. The first programme of its kind in the UK, the Ageing Well in Wales Programme contributes to and complements the Welsh Government’s Strategy for Older People (Phase 3) 2013-2023. One of the five strands of the programme is Dementia Supportive Communities. Older People’s Commissioner’s Office made a successful bid for Joseph Roundtree Foundation funding to support the meetings of the National Dementia Supportive Community Network and ‘undertake activities to further support the development of DSC’. This will include commissioning electronic compendium of best practice across Wales to provide measurable national baseline.

### 7.2 SCOTLAND

**Understandings of the concept DFC in the country**

In Scotland, there is no single agreed definition of DFC, but examples include:

- A dementia friendly community is composed of the whole community (e.g. shop assistants, public service workers, religious groups, businesses, police, transport and community leaders) who are committed to work together and help people with dementia to remain a part of their community and not become apart from it.

- This involves learning about dementia and doing very simple and practical things that can make an enormous difference (Dementia Friendly Motherwell).
A dementia friendly community is a city, town or neighborhood where people with dementia are understood, respected and supported, and confident they can be part of community life.

In a dementia-friendly community people will understand dementia. People with dementia and their families will feel included and involved, and have choice and control over their lives (Edinburgh City Council).

A Dementia Friendly Community is one that recognises and embraces the challenges that a life with dementia presents to both people with dementia and their carers, enabling them to live life to its full potential (East Sutherland).

Alzheimer Scotland, the Dementia Services Development Centre at the University of Stirling, and the Life Changes Trust (which is funding several projects) have greatly influenced the development of DFC in Scotland. The Scottish Government has also noted as a key outcome for the current national dementia strategy the importance dementia-enabled and dementia-friendly local communities that contribute to greater awareness of dementia and reduce stigma.

Some examples of communities that are aspiring/working towards becoming dementia friendly, include:

- **Regions**: East Lothian; Inverclyde; East Dunbartonshire; East Sutherland (part of Highland Council area); Orkney; Shetland; Dumfries & Galloway; Western Isles; West Dunbartonshire

- **Towns**: Dundee, Edinburgh; Stirling; Motherwell; Bathgate; Bishopbriggs; Dunbar; Musselburgh, Haddington, Tranent, North Berwick, Helensburgh, Inverness

- **Villages**: Leslie (Fife); Kirriemuir (Angus)

- **Neighborhoods**: Portobello, Cramond, Pentlands (Juniper Green, Currie and Balerno) – all in Edinburgh

- **Other organisations**: University of the West of Scotland; In partnership with The Church of Scotland Ministries Council, CrossReach is working to support church congregations as they explore ways of becoming ‘dementia friendly’; Deaf Connections, a voluntary organisation based in Glasgow delivering specialist services to deaf people across Scotland, is setting up a dementia friendly deaf community.
Steps to build a DFC in the country

No specific criteria for building a DFC exist, but common to this activity is the need to involve people with dementia. Alzheimer Scotland has provided various tools on its website which is willing to share with other organisations on request such as hints and tips for businesses; an environmental hints and tips poster and an environmental auditing tool. Alzheimer Scotland has published a report on the development of dementia-friendly Motherwell, which other organisations can use to help them kick-start their own initiatives.

In 2015, the British Standards Institution published a Publicly Available Specification – Code of practice for the recognition of dementia-friendly communities. PAS 1365:2015-06-29. It provides recommendations for developing, promoting and measuring the process and some key determinants of changes to expect. Describes what a dementia-friendly community is, who should be involved and some priority areas to get started.

Dementia-friendly symbols

There is no single symbol or logo in use. Alzheimer Scotland has developed a logo and a partnership logo for organisations and groups working towards becoming dementia-friendly – this is made available to organisations with whom we are working directly. But other symbols and logos are in use in various localities.

Measuring and monitoring progress
There is no agreed methodology in Scotland for measuring progress. In Motherwell, the project team used “mystery shoppers” in the 9-12 month period after the launch of the project. This involved face to face scenarios and telephone contact.

Organisations signing up to the Motherwell project produced an action plan which can also be monitored for progress.

**Examples of DFC in the country**

**Dementia-friendly Motherwell (North Lanarkshire)**

*Organisations involved:* Alzheimer Scotland; NHS Lanarkshire; North Lothian Council

*Funding:* One of the eight key actions outlined in Scotland’s first national dementia strategy was to support three partnership areas as Dementia Demonstrator Sites to test innovative ways of supporting and caring for people living with dementia, using a whole systems approach. The North Lanarkshire Council and NHS Lanarkshire partnership was chosen as one of the three sites. Following an extensive consultation exercise with people living with dementia, family members, carers and staff from partner agencies, North Lanarkshire Dementia Demonstrator Site decided to test out a dementia friendly approach in the community. Since the initial investment in the Demonstrator site, the project has received funding via Reshaping Care for Older People (a Scottish Government funded scheme) and a grant award from European Foundations’ Initiative on Dementia (EFID). This grant is being used to support further local dementia friendly community developments with black and minority ethnic (BME) and faith communities.

*Timeframe:* Started in 2012 and is ongoing.

*Main actions so far:* Following the consultation exercise mentioned above, the working group prioritised efforts in Motherwell Town Centre because it has a wide range of shops, businesses, organisations, faith communities and forms of transport - all within a well-defined and fairly compact area. A marketing strategy was developed to persuade organisations to come on board and an event arranged to which businesses and organisations were invited. This event identified a core group of organisations with whom the project team worked. The working group devised a tool kit which would take the staff from the shops and businesses and the team through measured development stages towards ‘dementia friendly community’ status. The toolkit included:

- a ‘Commitment’ letter
- a basic Dementia Awareness presentation
- Hints and Tips for Shops and Businesses fold out leaflet
- carrying out an Environmental Audit
- an Action Plan
- a Certificate of Achievement
- a Dementia-Friendly award window or door sticker
- promotional advertising
- business advantage recognition.

The next phase involved working with the local health centre to consider how staff could better support the person with dementia. People with dementia had told the team how important their GP and health centre were to them. Awareness sessions were delivered, an environmental audit carried out and recommendations delivered.

A first anniversary event was held in September 2013 to recognise the commitment from the 20 pilot groups, businesses and organisations. Each business was given a Dementia-Friendly Community sticker to display in their shop or office window as well as a Certificate of Achievement.

Planned actions: In 2013, a new team was recruited to take the work forward in Motherwell and also across the remaining five town centres in North Lanarkshire. This new team has a full time focus to target shops, businesses, organisations and existing community groups and are able to roll out the programme across the county.

For more information, please see: http://www.alzscot.org/assets/0001/4677/Dementia_Everyone_27s_Business.pdf

Dementia Friendly East Lothian (DFEL)
Organisations involved: this initiative is a collaborative effort of local residents, carers, volunteers, paid health and local authority staff from a range of departments, local businesses and social enterprises, all people with some experience of dementia. There are now six communities in East Lothian actively engaged in becoming dementia friendly, with local community people and organisations taking the lead.

Funding: Scottish Community Development Centre provided funding for a learning event in Nov 2014. It is unknown if any other funding has been provided, but DFEL recognises that there is a substantial amount of resource within the community to support and take forward dementia-friendly work. Schools, libraries, churches, volunteers from day centres, community groups and individuals all give freely of their time. Part of their forward planning is to identify funding opportunities to invest in going work.

Timeframe: Ongoing

Main aims and actions: DFEL aims to support people and communities:

• raise awareness and understanding of dementia and its impact on people and their families and carers;

• provide a forum and impetus for community led discussions about how we collectively support people with dementia and what more we can do;

• develop a community response to dementia, where people living with dementia and those that support them inform local decisions that impact on people with dementia and the services they receive.

DFEL spent 6 months opening conversations in the community, talking to people and encouraging others to join in, with great support from the local press. The organising group designed and ran 2 community events in April 2014 where 100 people and suggested good places to go if you have dementia and what people would like to see changed. In November 2014 a learning event gave an opportunity for a wide range of people from across East Lothian to share stories and experiences and identify priorities to take forward in our action planning for 2015 and beyond.

Planned actions: The group continues to support people to develop their own dementia-friendly activities and produce regular information briefings on what’s happening around East Lothian. The group’s main foci going forward are:
• Awareness raising and producing and disseminating information materials in accessible formats or widening access to existing information about dementia.

• Training. DFEL has drafted a training strategy and is pressing for greater investment in dementia training for health and social care staff and also for people working and living in the community such as shop assistants and staff in local businesses.

• Care service providers and planners need to understand and consider the role that community resources and organisations can play in providing effective care at all stages of dementia, supporting people with dementia to live meaningful independent lives in the community for as long as they wish to do so. DFEL plans to develop case studies to illustrate this and to use every opportunity to raise the profile of dementia and increase opportunities for people with dementia to have more say and influence on the decisions that matter to them.

• Talking about dementia is key to addressing stigma and breaking down barriers. There is a need to forge links between professionals and the community as professionals need to talk with communities, not just amongst themselves. The other important aspect is about people involved in service provision talking to each other and sharing ideas and information about what they do e.g. between care homes and day centres. One suggestion is to consider “twinning” dementia friendly communities to share experiences. Communities need to be given opportunities to meet and talk and DFEL will explore various options for doing so (annual event, regular forums/meetings, online chat, etc) but also provide a forum for people with dementia to influence decisions.

• Structure. The group is to consider what form of structure to adopt to take their work forward which might be any or none of the following: loose network, formal collaborative, social enterprise, federal structure, etc.

For more information see http://dfel.org.uk/
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