



# Perceptions of dementia

Luxembourg, 1 October 2010  
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# Perceptions of dementia in our society ?

- People with Alzheimer's disease (or a related condition) and their families often feel isolated
- Contact with the local community falls by the way
- This is mainly due to the fact that such illnesses create fear in people and the behaviour of patients seems incomprehensible to others
- Added to this are the numerous clichés and received ideas concerning the conditions, which inhibit any spontaneous communication  
(cf presentation Gerrit Rauws, director KBF on 2 october 2010)

# Perceptions of dementia in our society ?

Therefore the central question is:

*How can we transform our towns, villages  
and neighbourhoods*

*By strengthening the social fabric  
around people with dementia  
and their carers ?*

# Perceptions of dementia in our society

We need a community perspective on dementia  
(local authorities and other local actors):

- > To tackle **social exclusion**
- > To offer people with dementia (and their carers concrete opportunities for **staying in contact** with the local community and participating in public life
- > To stimulate **interaction** and spontaneous relations between people with dementia and people with whom they come into contact
- > To lift the **taboo** that exists around the subject of dementia and put the accent on its human dimension
- > Last but not least : to give a **voice** to people with dementia themselves as well as their carers and which make a contribution to make 'their world' more accessible and comprehensible to us

# Perceptions of dementia in our society

*Local initiatives can help to make our society aware of the importance of providing better support for those with dementia, putting an end to their isolation and strengthening the social fabric around them and their families*

# Dementia-friendly municipalities

- > **Patients and carers experience social exclusion**
- > **Support to maintain the social network: community engagement**
- > **'Dementia friendly communities'**
  - Aktion Demenz (Germany)
  - Communes Alzheimer Admis/Dementievriendelijke gemeente (Belgium)
  - European approach: Network of European Foundations

# Dementia-friendly municipalities

## Local initiatives campaign of KBF (2009-2011)

- > Promoting direct contacts between patients, their carers and the local community prevent patients and carers from social isolation, contribute to a more balanced view and raise awareness among local social networks
- > Inspiration from the call from Robert Bosch Stiftung 'Demenzfreundliche Gemeinde' in Germany

# Local initiatives campaign of KBF (2009-2011)

Communes Alzheimer Admis  
Dementievriendelijke gemeenten - Belgium

Objectives : 60 municipalities participating before  
the end of 2011



# Local initiatives campaign of KBF (2009-2011)

## Examples :

- Namur
- Tournai
- Hekla (Hemiksem, Edegem, Kontich, Lint, Aartselaar)
- Brugge

# Local initiatives campaign of KBF (2009-2011)

## Namur

Professional training for care-home staff and  
home care professionals about communication  
with people with dementia

# Local initiatives campaign of KBF (2009-2011)

## Tournai: 'Phare' project



Confrontation of  
young people and  
persons with  
dementia



# Local initiatives campaign of KBF (2009-2011)

## Tournai: 'Phare' project



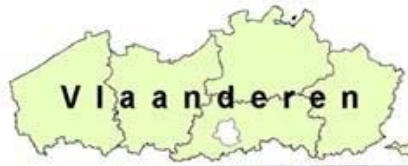
Exhibition and  
debate  
in the station of  
Tournai



# Local initiatives campaign of KBF (2009-2011)

Hekla (Hemiksem, Edegem, Kontich, Lint, Aartselaar)

Local police dealing with people with dementia



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# Dementia-friendly municipalities



DEMENTIEVRIENDELIJK  
**BRUGGE**

[www.dementievriendelijkbrugge.be](http://www.dementievriendelijkbrugge.be)



# Dementia-friendly municipalities

## Other examples:

- > a group of shopkeepers who get together to provide a special service for people with dementia and to make their personnel more aware of how to recognize and treat those with dementia
- > a school that encourages its pupils to set up a project in collaboration with people with dementia
- > a youth movement whose members provide voluntary help for carers
- > a group of volunteers whose members sometimes do the shopping or go for a walk with a patient
- > the police who make their personnel more aware of dealing with people with dementia
- > a taxi service to do errands such as the shopping or going to the physiotherapist
- > staging a theatre play

**The possibilities are endless...**



# For a more dementia-friendly society

